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**School of Liberal Education****Master of Arts in Journalism and Mass Communication  
Semester End Examination - Nov 2023****Duration : 180 Minutes  
Max Marks : 100****Sem III - MAMC6003- Inter Cultural Communication**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Define the term, "Social Institution". K1 (2)
- 2) Interpret the concept "Facework". K2 (4)
- 3) Interpret the process of "Co-culturation" among tribals. K2 (6)
- 4) Identify the representation of women in new media. K3 (9)
- 5) Identify the representation of women in electronic media. K3 (9)
- 6) Justify the statement, "culture" work as a "Theory". K5 (10)
- 7) Analyze Indian Cinema through the lens of intercultural communication. K4 (12)
- 8) Justify the statement, "Culture is communication". K5 (15)
- 9) Justify the statement, " Communication is Culture". K5 (15)
- 10) Elaborate the statement, "In the intercultural communication, the relationship between sender and reciever refer as isomorphic" K6 (18)