



K23P 0435

Reg. No. :

Name :

II Semester M.A. Degree (C.B.S.S. – Reg./Supple./Imp.)
Examination, April 2023
(2019 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MCJ2C07 : Communication Theories

Time : 3 Hours

Max. Marks : 60

Instructions : Answer Question No. I and four others. All questions carry equal marks.

- I. Write short notes on any four of the following :
 - a) Elizabeth Noelle Neumann
 - b) Democratic participant theory
 - c) Priming and framing
 - d) Media conglomerate
 - e) Cognitive dissonance
 - f) Dominant paradigm.
- II. Explain about the feminist media theory. What is the relevance of this theory in present media scenario?
- III. What is media imperialism? How it affects the free flow of information?
- IV. Do you believe that media create agenda of their own interest? Does agenda building affect the impartial dissemination of news?
- V. Explain media effect theories. What are the cognitive, affective and behavioural changes of media upon audience?
- VI. What are the key factors of persuasive communication? Differentiate between persuasion and propaganda?
- VII. 'Media is known as Fourth Estate.' Do you believe that media can perform its duties independently in a democratic set up?
- VIII. What do you mean by Diffusion of Innovation theory? Substantiate your view points about scientific developments in this area.