



K25P 1834

Reg. No. :

Name :

Second Semester M.A. Degree (C.B.C.S.S. – OBE – Reg./Supple./Imp.)

Examination, April 2025

(2023 and 2024 Admissions)

JOURNALISM AND MASS COMMUNICATION

MAJMC 02C 07 – Communication Theories

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Social materialist approach
- 2) Two-step flow theory
- 3) Minimal effects theory
- 4) Cultural autonomy
- 5) Affect theory
- 6) Harold Innis's bias of communication.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) Explain the concept of parasocial interaction and its relevance in the age of AI avatars.
- 8) Differentiate between the Birmingham and Frankfurt Schools in media theory.
- 9) Discuss how attribution theory helps to explain audience reactions to news coverage.
- 10) Analyse the role of media in constructing national identity.
- 11) Write a short note on the effects of social media algorithms on the public sphere.

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III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. (3×9=27)

- 12) Critically examine how Indian communication theories like Sahridaya and Sadharanikaran differ from western models.
- 13) Trace the development of media effects theories and evaluate their relevance in today's fragmented media landscape.
- 14) Evaluate the concept of knowledge gap in the context of digital access and rural-urban divide.
- 15) Discuss the political economy of communication theory with reference to digital capitalism.
- 16) Examine how contemporary propaganda manifests in influencer marketing and soft power strategies.

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