



K24P 1038

Reg. No. :

Name :

Second Semester M.A. Degree (C.B.C.S.S. – OBE – Regular)

Examination, April 2024

(2023 Admission)

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) Diffusion of Innovations.
- 2) Frankfurt School.
- 3) Media Hegemony.
- 4) Media Materialist Approach.
- 5) Sahridaya.
- 6) Joseph B. Walther.

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

(3×6=18)

- 7) Critically evaluate the role of normative theories in shaping media practices and policies.
- 8) Analyse the concept of active audience in the context of meaning-making theories.
- 9) Analyse how the social construction of reality theory explains media influence on perception and cognition.
- 10) Discuss the limitations of Klapper's minimal effects theory in today's media landscape.
- 11) Analyse the objectives and challenges of NWICO in promoting media diversity and cultural autonomy.

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

- 12) Evaluate the challenges and opportunities of cultural autonomy in the age of global media, considering its implications for cultural preservation and cultural exchange.
- 13) Discuss the evolution of communication theories by analysing the four approaches. Consider their historical context and key proponents.
- 14) Discuss McLuhan's theory of channel effects and its relevance in the digital age, considering its impact on media consumption patterns and communication technologies.
- 15) Discuss the contributions of the Birmingham School to the study of media and culture, focusing on the ideas of Richard Hoggart, Stuart Hall and Raymond Williams.
- 16) Evaluate the concept of cultural imperialism, considering its implications for understanding global media flows and cultural homogenization.

