



K19P 0340

Reg. No. :

Name :

**II Semester M.C.J. Degree (Reg./Suppl./Imp.) Examination, April 2019
(2016 Admission Onwards)**

MCJ 2C 07 : COMMUNICATION THEORIES

Time : 3 Hours

Max. Marks : 60

Answer Question I and **four** others. All questions carry **12** marks.

I. Write short notes on **any four** of the following :

- 1) Cultural imperialism.
- 2) Cultivation theory.
- 3) Persuasive communication.
- 4) Congruity theory
- 5) Agenda setting theory
- 6) Information diffusion theory.

II. Discuss with the help of suitable examples the important role of mass media as custodians of democracy.

III. Critically evaluate the immediate and long term effects of the media on society. Discuss with suitable examples.

IV. Explain the central postulates of the individual differences theory.

V. Comment on the changing patterns of media ownership since the advent of globalization.

VI. Critically evaluate the flow theories.

VII. Detail the theories of learning.
