



M 17732

Reg. No. :

Name :



Second Semester M.C.J. Degree Examination, July 2010
CJ 203 : COMMUNICATION THEORIES
(2009 Admission)

Time: 3 Hours

Max. Marks: 60

Instructions: Answer Question No. 1 and any four others. All questions carry equal marks.

- I. Write short notes on **any four** of the following :
 - a) Spiral of silence
 - b) Spin doctors
 - c) Pragmatics
 - d) S-shaped curve of diffusion
 - e) Fritz heider
 - f) Cross media ownership
 - g) Mainstreaming.
 - II. What is a theory ? What makes some theories relevant across time and cultures ?
Answer in detail in the context of communication theories.
 - III. Explain individuals' interaction with and response to media messages through the perspective of social relations.
 - IV. Explain the potential of media in influencing the audience in the light of 'agenda-setting theory'.
 - V. Trace the development of cultural imperialism theory and identify its central proposition and major weaknesses.
 - VI. Discuss the various effects of communication at the level of individuals.
 - VII. Critically assess the role of media as custodians of democracy in market driven economies.
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