



K16P 1082

Reg. No. :

Name :

**Second Semester M.C.J. Degree (Regular/Supplementary)
Examination, June 2016
(2014 Admn. Onwards)
MCJ2C07 : COMMUNICATION THEORIES**

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. All questions carry **equal** marks.

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

- 1) Conglomerate
- 2) Two-step flow theory
- 3) Media literacy
- 4) Virtual world
- 5) Cultural autonomy
- 6) Gate keeper
- 7) Media imperialism.

II. Critically examine agenda setting theory.

III. "The media, through argument and advocacy, made democracy possible.
Comment.

IV. Discuss cognitive dissonance theory.

V. "The timing of communication processes, is probably one of the most important determinants of mass media effects. Discuss.

VI. Elucidate the mass society theory.

VII. "Mass media have contributed immensely to cultural change, giving rise to mass culture." Discuss.