



K17P 1123

Reg. No. :

Name :

**Second Semester M.C.J. Degree (Regular) Examination, June 2017
(2016 Admission)**

MCJ2C07 : 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) Opinion leader
 - 2) Cultural imperialism
 - 3) Balance theory
 - 4) Agenda setting
 - 5) Media conglomerates
 - 6) Elisabeth Noelle Neumann
 - 7) Media convergence.
 - II. Explain the central postulates of the cultivation theory.
 - III. Comment on the changing patterns of media ownership in the modern global village.
 - IV. Briefly explain the various dimensions of media effects from the perspectives of timing and type of effects.
 - V. Discuss the different strands of the Feminist media theory. Comment on the media representations of women.
 - VI. Detail the key features of the Normative theories.
 - VII. Analyse the basic tenets of the theories of learning.
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