



K18P 0203

Reg. No. :

Name :

Second Semester M.C.J. Degree (Regular/Supplementary/Improvement)

Examination, March 2018

MCJ 2C 07 : COMMUNICATION THEORIES

(2016 Admn. Onwards)

Time : 3 Hours

Max. Marks : 60

Answer question 1 and **four** others. **All** questions carry **12** marks.

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

- 1) Media literacy.
- 2) Define communication.
- 3) Digital divide.
- 4) Feminist media theory.
- 5) Two step flow theory.
- 6) Spin.

II. Discuss the influence of media on children.

III. "The news selection by journalists tends towards sociocentrism – the reinforcement of established society norms". Explain the theory of gatekeeping with the help of suitable examples.

IV. Write a note on Spiral of silence theory, detailing its relevance in the contemporary scenario.

V. Comment on the changing patterns of media ownership since the advent of globalization. Explain the terms chain ownership, cross media ownership, conglomerates and vertical integration.

VI. Explain with the help of suitable examples the prevalence of mass media as propaganda machines across the world.

VII. Explain the central postulates of the Congruity theory.
