



K21P 0736

Reg. No. :

Name :



**II Semester M.C.J./M.A. Journalism and Mass Communication Degree
(CBSS – Reg./Suppl. (Including Mercy Chance)/Imp.)**

Examination, April 2021

(2016 Admission Onwards)

MCJ 2C 07 : 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) Media effect.
- 2) Persuasive communication.
- 3) Media conglomerate.
- 4) Gatekeeping.
- 5) Propaganda.
- 6) Spiral of silence.

II. Choose any two media conglomerates and make a comparative analysis based on their functioning and the media companies they own.

III. In the age of new media technologies, has information diffusion theory undergone a change ? Explain using an example.

IV. Explain the individual differences theory by comparing any two commercial advertisements, that are aimed at two different audience groups.

V. Critically examine the opportunities and possible negative effects of new media and social media on children.

VI. Explain the variables involved in persuasive communication.

VII. Do you think, the news channels of today work with a hidden propaganda, compromising the code of objectivity ? Analyse.