



K26P 1140

Reg. No. :

Name :

Second Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)

Examination, April 2026

(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MAJMC 02C07 : Communication Theories

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Cognitive Dissonance Theory
- 2) Media Culturalist Approach
- 3) Frankfurt School
- 4) Active Audience Theory
- 5) Knowledge Gap Theory
- 6) Cultural Imperialism.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) Explain the two approaches to theory : media culturalist, media materialist.
- 8) Explain the elaboration likelihood model developed by Petty and Cacioppo.
- 9) Explain the concept of media hegemony (Gramsci) and the Public Sphere.
- 10) Explain the post-positivist approach to communication research.
- 11) How does media globalization affect cultural autonomy and diversity in developing nations ?

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks. (3×9=27)

- 12) Discuss the development and findings of Lazarsfeld's voting research and its contribution to persuasion theories.
- 13) Analyse the shift from the critical cultural trend to active audience and meaning-making theories.
- 14) Analyse the role of Popular Culture (John Fiske) and the Birmingham School in shaping cultural studies and audience analysis.
- 15) Discuss Indian communication theories such as Sahridaya and Sadharanikaran along with cultural norms and symbolic interactionism.
- 16) Explain the major consistency theories in social psychology, including cognitive dissonance theory, balance theory and affective-cognitive consistency.

