



K20P 0290

Reg. No. : .....

Name : .....

**II Semester M.C.J./M.A. Journalism and Mass Communication  
Degree (CBSS – Reg./Suppl./Imp.) Examination, April 2020  
(2016 Admission Onwards)  
MCJ 2C 07 : COMMUNICATION THEORIES**

Time : 3 Hours

Max. Marks : 60

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

- I. Write short notes on **any four** of the following :
  - 1) Spiral of Silence
  - 2) Digital Divide
  - 3) Vertical Integration
  - 4) Media Literacy
  - 5) Gatekeeping
  - 6) Spin.
- II. Describe the type of media effects contained in the four-dimensional perspective of media effects.
- III. Can understanding individual differences help in improving the effectiveness of communication efforts ? Explain.
- IV. What is a media conglomerate ? Choose your favorite media conglomerate and elaborate on the media enterprises it owns.
- V. "Propaganda reigns in the ethical wasteland of mass media." Explain the statement using the concept of mass media as propaganda machines.
- VI. In the context of cultural norms theory, explain how mass media helps build or break stereotypes existing in the society.
- VII. Elaborate on the ways in which you think the growth of an information society has significantly changed the functioning of the economy and the government.

(5×12=60)