



**M 21648**

Reg. No. : .....

Name : .....

**II Semester M.C.J. Degree (Reg./Sup.) Examination, June 2012**  
**(2009 Admn. Onwards)**  
**CJ 203 : COMMUNICATION THEORIES**

Time : 3 Hours

Max. Marks : 60

**Instruction :** Answer Question No. 1 and **any four** others. **All** questions carry **equal** marks.

- I. Write short notes on **any four** of the following :
  - a) Narrative paradigm
  - b) Mass Society
  - c) Media literacy
  - d) Critical theory
  - e) Cognitive dissonance
  - f) Media conglomerates
  - g) Reinforcement effect.
- II. Examine the influence of media on children. Cite research findings in support of your answer.
- III. Explain the distinguishing central postulates of 'Individual differences' and 'social categories' theories of communication.
- IV. "Communication media set and build public agenda." Elucidate.
- V. Trace the development of cultural imperialism theory and identify its central proposition and major weaknesses.
- VI. Explain the reasons for the delayed effects of media. Cite examples.
- VII. Trace the evolution of the concept of gatekeeping in communication flow and explain its importance in communication process with an appropriate model. **(5×12=60)**