



M 25670

Reg. No. : .....

Name : .....

**II Semester MCJ Degree (Reg./Sup.) Examination, June 2014**  
**CJ 203 : COMMUNICATION THEORIES**

Time : 3 Hours

Max. Marks : 60

**Instructions :** 1) Answer question No I and any **four** others.  
2) **All** questions carry **equal** marks.

- I. Write short notes on **any four**.
    - a) Two step flow
    - b) Cognitive dissonance
    - c) Spiral of silence
    - d) Information diffusion
    - e) Cultural imperialism
    - f) Third person effect.
  - II. Explain the central postulates of the Normative theories.
  - III. Discuss the practical implications of the Cultivation theory.
  - IV. Comment on the portrayal of women in media.
  - V. Highlight the patterns of media ownership since the advent of globalization.
  - VI. Write a note on the selectivity processes that can interfere with reception and comprehension of messages in communication.
  - VII. Discuss the Theories of Learning .
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