



M 27774

Reg. No. :

Name :

**II Semester M.C.J. Degree (Reg./Sup.) Examination, June 2015
(2014 Admn.)**

MCJ2C07 : 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) Chain ownership
- 2) Gate keeping
- 3) Persuasion
- 4) Digital divide
- 5) Rupert Murdoch
- 6) Propaganda
- 7) Cultural imperialism.

II. Explain agenda setting theory in detail.

III. "Today there is no need to use a weapon or an army to destroy a government. Likewise, there is no need for a violent power to destroy the family. Instead, there is a new and effective weapon to do this the media." Discuss.

IV. Examine the four phases of mass communication effects theories.

V. Discuss spiral of silence theory.

VI. Media literacy empowers people to be both critical thinkers and creative producers of an increasingly wide range of messages using image, language and sound." Discuss.

VII. Explain individual differences theory.
