

Reg. No. :

M 14047

Name :



Third Semester M.C.J. Degree Examination, December 2007
CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATIONS

Time : 3 Hours

Max. Marks: 80

Instructions : Answer question No. 1 and four others. All questions carry equal marks.

- I. Write short notes on **any four** :
 - a) NAMEDIA
 - b) Cultivation hypothesis
 - c) Democratisation of communication
 - d) Women and media
 - e) Media colonialism
 - f) Digital divide.
 - II. On the basis of your understanding of political communication, discuss the role of private television networks in India.
 - III. Discuss the limitations of 'Theories of media effects'.
 - IV. Analyse the different socio-cultural issues that have a bearing on the spread of cable TV networks in India.
 - V. Discuss the theory of diffusion of innovations based on Rogers and Shoemaker model and comment on its present day relevance.
 - VI. Examine the learning theory interpretations of attitude formation.
 - VII. Assess the impact of new communication technology on developing societies.
 - VIII. Evaluate the significance of 'Balance Theories' in human interactions.
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