



M 15691

Reg. No. : .....

Name : .....

**III Semester MCJ Degree Examination, December 2008**  
**CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

*Instruction : Answer question No. I and four others. All questions carry equal marks.*

- I. Write short notes on **any four** :
    - a) Reinforcement
    - b) Narrow band
    - c) Mass culture
    - d) Entropy
    - e) Congruity
    - f) Information pollution.
  - II. Give reasons for the failure of 'Non-Alligned News Agencies Pool'.
  - III. Explain the role of educational and scientific development in international communication.
  - IV. Examine the factors which affect the flow of information.
  - V. Write a note on emergence of mass communication theories.
  - VI. Explain the role of media in empowerment of women.
  - VII. What is congruity ? Explain the principles of congruity.
  - VIII. Critically analyse the changing trends in new communication technologies.
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