



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.
-