



M 18698

Reg. No. :

Name :



**III Semester M.C.J. Degree (Regular/Supplementary)
Examination, December 2010
(2008 and Earlier Admn.)**

CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATION

Time: 3 Hours

Max. Marks: 80

Instruction : Answer Question No. 1 and any other four.

- I. Write short notes on **any four** :
 - a) Selective Retention
 - b) Globalisation
 - c) Non Alligned News Pool.
 - d) Dissonance
 - e) Spy Satellites
 - f) Knowledge Gap.
 - II. Critically evaluate the changing trends in International Communication.
 - III. Explain the UNESCO Mass Media declaration in detail.
 - IV. Explain the effects of media convergence.
 - V. Critically evaluate the role of India in establishing New Information Order.
 - VI. What are the basic principles of 'Dissonance' theory ?
 - VII. Examine the impact of transborder data flow on International Communication.
 - VIII. Define political communication. What is its scope in country like India ?
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