



M 22766

Reg. No. :

Name :

**Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2012
(2008 and Earlier Admn.)**

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. Answer short notes on any four :

(4×4=16)

- a) Principles of Congruity.
- b) NWICO
- c) Persuasive Communication.
- d) Namedia.
- e) Diffusion of Innovation.
- f) Leon Festinger.

II. Explain how political communication sets the news agenda for mass media.

16

III. Discuss the effects theory in communication and its limitations.

16

IV. Critically analyse the significance of the non-aligned movement in the context of globalisation.

16

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- V. Examine the scope for applying the theories of learning in relation to increasing the rate of literacy in India. 16
- VI. Describe how the impact of new media has brought about an inter cultural perspective to Indian society. 16
- VII. Assess the portrayal of Indian women in the media and discuss how realistic it is. 16
- VIII. Identify and discuss major contemporary issues in mass communication. 16