



M 11470

Third Semester M.C.J. Degree Examination, January 2006
CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATIONS

Time: 3 Hours

Max. Marks: 80

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

- I. Write short notes on **any four** :
 - a) Perception and reinforcement
 - b) Media effects
 - c) Cultural autonomy
 - d) Global journalism
 - e) Media gratification
 - f) Transnationalization of media.
 - II. Examine the scope of theories of learning in literacy drives in India.
 - III. How relevant is NAMEIA in the contemporary media scenario ? Discuss.
 - IV. How far persuasive communication can bring in attitudinal changes ? Discuss with examples of research findings.
 - V. Define inter-cultural communication. Explain its salient features.
 - VI. Explain the theory of 'Cognitive Dissonance'.
 - VII. Analyse the strength and weaknesses of India's communication strategy for development.
 - VIII. 'Monopoly affect media content' – critically examine with suitable examples.
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