



M 16943

Reg. No. :

Name :

III Semester M.C.J. Degree Examination, November 2009
CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATION

Time: 3 Hours

Max. Marks: 80

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

- I. Answer short notes on **any four** :
 - a) Information Technologies
 - b) Diffusion
 - c) Agenda Setting
 - d) NWICO
 - e) Perception
 - f) Learning.
 - II. What is Transnational media ownership ? How has it become a threat to sovereignty and security of a country ?
 - III. Critically assess the role of UNESCO in the removal of global information imbalance.
 - IV. Elaborate the socio-psychological aspects of communication.
 - V. Assess the role of ICT in the development communication.
 - VI. Identify the dimensions of international communication.
 - VII. What is diffusion ? Explain the role of media in the different stages of the adoption process.
 - VIII. Discuss the effects of political advertising.
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