

Third Semester M.C.J. Degree Examination, October 2005
CJ 302 : THEORIES, THEMES AND ISSUES IN COMMUNICATION

Time : 3 Hours

Max. Marks : 80

*Instructions : 1) Answer question no. I and four others.
2) All questions carry equal marks.*

- I. Write short notes on **any four** :
 - a) Congruity
 - b) Information Society
 - c) Cultivation Hypothesis
 - d) Stereotyping
 - e) Mass Culture
 - f) Electronic Colonialism.
 - II. Explain the relevance of any two theories of communication in describing the effects of Mass Media.
 - III. What is Political Communication ? Bring out its major distinct characteristics.
 - IV. 'Theories related to 'Diffusion' are 'Pro-innovation' and are biased towards modern Science and Technology' – Critically examine the statement with suitable examples.
 - V. 'New communication technologies, in fact, contribute to the widening of social disparities' – Discuss.
 - VI. Enumerate the major recommendations of the MacBride Commission relating to the imbalance in trans national information flow.
 - VII. Define the concept of 'Theory'. Explain the stages of development of a communication theory.
 - VIII. Briefly explain the theories related to Media Structure and its functions.
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