

C 63157

Name.....

Reg. No.....

**SECOND SEMESTER M.C.J. DEGREE EXAMINATION, JUNE 2019**

(CUCSS)

Journalism and Mass Communication

MCJ 2C 06—THEMES, THEORIES AND ISSUES IN COMMUNICATION

Time : Three Hours

Maximum : 36 Weightage

*Answer Question No.1 and four others.*

**Part A**

1. Write short notes on any *six* of the following questions. Each question carries 2 weightage :

- |                                  |                               |
|----------------------------------|-------------------------------|
| (a) Media dependency.            | (b) Future of print media     |
| (c) Intercultural communication. | (e) Social learning theories. |
| (f) Catharsis theory of media.   | (g) Queer theories.           |
| (h) George Gerbner.              | (i) Corporatisation of media. |

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

2. Elaborate the relevance of cognitive dissonance theory.
3. Political communication in India, especially the election campaign, has become organized, professional and hi-tech. Analyse the recent march of the political leaders to power in the State and National capitals by effectively using the election campaigns.
4. Discuss the impact of prime time television news hour debates in setting political agenda and in spin doctoring.
5. Define Stereotyping. Explain the process of stereotyping the migrant labourers especially after the post Jisha rape and murder in Perumbavoor.
6. Discuss the functioning of diffusion of innovation.
7. Can media change the attitudes of individuals? Substantiate your explanations with appropriate examples.
8. Explain in detail the spiral of silence theory.
9. Trace the evolution of propaganda. Analyse its political impact on democracy.

(4 × 6 = 24 weightage)