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Name.....

Reg. No.....

SECOND SEMESTER M.C.J. DEGREE EXAMINATION, JUNE 2018

(CUCSS—PG)

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

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer Questions 1 and four others.

Part A

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

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|-----------------------------|--|
| (a) Horizontal integration. | (b) Digital divide. |
| (c) Media dependency. | (d) Joseph Goebbels. |
| (e) Social learning Theory. | (f) Social media networks as online public sphere. |
| (g) News narratives. | (h) Socio-psychological aspects of communication. |

(6 × 2 = 12 weightage)

Part B

Answer any four questions.

Each question carries 6 weightage.

2. Analyse the pattern of the adoption of smartphones in Kerala in the light of diffusion of innovation.
3. Discuss the importance of balance theory in the present day communication experience.
4. 'A journalist should never be propagandist for the government but an objective chronicler of history as it is being made.' Comment.
5. Examine how political communication is a multi-faceted approach to mould and shape public opinion. Also analyse the various tools of political communication.
6. Critically analyse the social learning theory of Albert Bandura and examine its relevance in the present media scenario.
7. Do media programmes contribute to violence among individuals ? Discuss.
8. Critically analyse the portrayal of women and minorities in Indian media and propose your suggestions.
9. Critically analyse the global news flow from the perspectives of International communication.

(4 × 6 = 24 weightage)