



K22P 0147

Reg. No. :

Name :



II Semester M.C.J./M.A. Journalism and Mass Communication Degree
(CBSS – Reg./Supple./Imp.) Examination, April 2022
(2018 Admission Onwards)

MCJ 2C 07 : COMMUNICATION THEORIES

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **equal** marks.

I. Write short notes on **any four** of the following :

- 1) Information Society.
- 2) Two-Step Flow Model.
- 3) Globalization.
- 4) Spin.
- 5) Cultural Norms Theory.
- 6) Agenda Setting.

II. What is gatekeeping ? How has the emergence of internet and social media platforms altered the gatekeeping role played by traditional modes of mass media ?

III. In a globalized world like today, in what ways do you see new and traditional media contributing to cultural imperialism in the Indian society ?

IV. Do you think advertisements create stereotypes ? Explain in the context of cultural norms theory using examples.

V. Describe media's role as custodian of democracy.

VI. What is media literacy ? Do you think, it can help in tackling the menace of violent online games such as blue whale, where children end up committing suicide ?

VII. What is a merger ? Cite examples of mega media mergers that took place in the industry and its possible consequences.