



M 19467

Reg. No. : .....

Name : .....

**Second Semester M.C.J. (Regular/Supplementary) Degree  
Examination, June 2011  
(2009 Admn.)  
CJ 203 : COMMUNICATION THEORIES**

Time : 3 Hours

Max. Marks : 60

*Instructions : Answer Question No.1 and any four others. All questions carry equal marks.*

- I. Write short notes on **any four** of the following :
- a) Persuasive communication
  - b) Social responsibility theory of media
  - c) Middle range theories
  - d) Para-social interaction
  - e) Balance theory
  - f) Media oligopoly
  - g) Media literacy. (4×3=12)
- II. "Mass media cultivate attitudes and values in a culture". Elucidate. 12
- III. Describe audience interaction with mass media from the individual differences perspective. 12
- IV. "Communication media set and build public agenda". Elucidate. 12
- V. Explain the concept of 'mass' in the context of mass society and examine the relationship between mass media and mass society. 12
- VI. Describe the postulate of the three core communication effects : Cognitive affective and behavioural. 12
- VII. Survey the portrayal of women and minorities in Indian media. 12
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