



M 23705

Reg. No. :

Name :

II Semester M.C.J. Degree (Reg./Supple.) Examination, June 2013
CJ 203 : COMMUNICATION THEORIES

Time : 3 Hours

Max. Marks : 60

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

I. Write short notes on **any four** :

- a) Hegemony
- b) Agenda setting
- c) Authoritarian theory
- d) Cross-media ownership
- e) Selective perception
- f) Cultivation theory.

II. Critically evaluate the flow theories.

III. Cognitive dissonance theory offers a wealth of insights about people's attitudes and persuasive communication. Elaborate with examples.

IV. Write a note on spiral of silence theory.

V. Discuss the influence of media on children.

VI. Explain information diffusion theory.

VII. Elaborate the basic tenets of Balance Theory.
