

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

II SEMESTER M.A. [JOURNALISM] EXAMINATIONS - APRIL 2019

COMMUNICATION THEORIES

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Write short notes on any FIVE. (5x5=25)

1. Explain two step flow Theory.
2. Write a short note on Cultural Theory.
3. Illustrate uses and gratification Theory.
4. What do you mean by Magic Bullet Theory?
5. Explain Authoritarian Theory of Normative theories.
6. Explain Limited effects Theory.

SECTION - B

II) Answer any THREE of the following questions. (10x3=30)

7. Explain Knowledge gap Theory & Agenda Setting Theory.
8. Explain Cultivation Theory & Framing Theory.
9. Explain Libertarian Theory & Social Responsibility Theory.
10. Explain Information flow theory & Diffusion Theory.

SECTION - C

III) Answer any ONE of the following questions. (1x15=15)

11. Explain Spiral of Silence Theory, Cognitive Dissonance Theory & Classic Rhetoric Theory.
12. Explain Communist Theory, Development Communication Theory & Democratic Participant Theory.