

**M.Phil/Pre Ph.D Regular & Supplementary Examinations – OCTOBER, 2023  
R180602**

**Paper –II: COMMUNICATION THEORIES AND ISSUES.  
Journalism and mass communication**

Time : 3 hrs

Maximum Marks : 100

**Answer One Question from Each Unit  
All Questions Carry Equal Marks**

**UNIT – I**

1. (a) Discuss the relation between theory and research.

**OR**

(b) Elaborate the concept of Theorising in Communication.

**UNIT – II**

2. a) Explain about behavioristic and cognitive approaches.

**OR**

b) Discuss Normative Theories in detail.

**UNIT – III**

3. a) Identity the effects of Mass communication.

**OR**

b) Explain about cultural violence and cultivation aspects.

**UNIT – IV**

4. a) Discuss about component paradigm and paradigm shift.

**OR**

b) Explain diffusion of innovation model.

**UNIT – V**

5. a) Make a critical note on Characteristics of the New Media.

**OR**

b) Discuss about functionalism and postmodernism.

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