

The Islamia University of Bahawalpur

Department of Media Studies

Paper: Fundamental Approaches to Mass Communication Studies

SECTION-A

Marks: 10

Q. No. 1. Write Short Answers of the following.

1. Write down criticism on Agenda Setting Theory?
2. What are the objectives of Uses And Gratification Theory?
3. Types of Agenda Setting Theory?
4. What are the features of Uses and Gratification theory?
5. Write down the perspective of Agenda Setting Theory?

SECTION-B

Q no 2 Explain Gate keeping Theory, its roles, functions and elements?

Q no 3 Write down three Models of Agenda Setting?