

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.

- (i) Write brief note on Watson's Tri-Polar model of Agenda Setting.
- (ii) What are the objectives of Uses and Gratification Theory.
- (iii) Write brief note on three types of Agenda Setting.
- (iv) Write down McCombs & Shaw Agenda Setting Model.
- (v) Write down the criticism of UGT and Agenda Setting.

SECTION-B

Marks: 20

Q. No. 1. Explain gate keeping theory, its role, functions and elements.

Q. No. 2. Explain uses and gratification theory and its types.