

## Department of Media Studies and Mass Communication

### Mid Semester Assignment

**Subject:** Communication Theories II

**Program:** BS (MMC) 6<sup>th</sup> Semester

**Spring 2020**

**Note: Attempt all questions.**

Q.#	Parts	Questions	Marks
1.	A	Discuss the evidence of effects of mass media with reference of Denis Mcquail's analysis.	10
2.	A	Discuss in detail Frankfurt School of thought and write a critique on critical social theory.	10
3.	A	Why is it important to have a broad definition of media effects?	10