

MASS COMMUNICATION THEORIES

- Hypodermic Needle Theory
- Uses and Gratifications Theory
- Two-Step Flow Theory
- Cultivation Theory
- Agenda-Setting Theory
- Spiral of Silence Theory
- Framing Theory
- Social Learning Theory
- Encoding/Decoding Model
- Third-Person Effect Theory
- Gatekeeping Theory
- Media Dependency Theory
- Symbolic Interactionism
- Priming Theory
- Diffusion of Innovations Theory
- Selective Exposure Theory
- Limited Effects Theory
- Knowledge Gap Theory
- Media Richness Theory
- Elaboration Likelihood Model
- Media Ecology Theory
- Reception Theory
- Public Sphere Theory
- Critical Cultural Theory
- Technological Determinism Theory
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Using Mass Communication Theory

M Carnoy



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