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HANDOUT

MCM612

Theories of Communication

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MCM612

Theories of Communication

Study Handout

Complete lecture-wise notes for Virtual University students

About This Handout

This handout covers MCM612 communication theories -- from powerful-media models to critical and digital paradigms. The exam rewards naming the theorist, stating the core claim, citing the landmark study, and applying to Pakistani media. After each lesson, close the handout and restate each theory as: theorist + claim + study + Pakistani example.

Table of Contents

Lesson 1	What Is Communication Theory
Lesson 2	Powerful Media to Active Audiences
Lesson 3	Media Effects: Agenda, Frames, Cultivation
Lesson 4	Critical Theories: Power and Ideology
Lesson 5	Medium Theory and Digital Paradigms
Lesson 6	Persuasion, Diffusion, Development
Lesson 7	Gatekeeping and News Values
Lesson 8	Public Sphere and Deliberation
Lesson 9	Semiotics and Discourse
Lesson 10	Narrative Theory
Lesson 11	Media and Democracy
Lesson 12	Globalization and Research Methods
Lesson 13	Pakistani Media System
Lesson 14	Revision: Theory Master Drill

Lesson 1: What Is Communication Theory

Learning Objectives

- Define communication theory
- Compare process models
- Map levels and paradigms
- Apply models to media cases

What theory does: explains, predicts, and organizes observations about communication -- a set of systematically related propositions. Why MCM students need theory: it separates professional craft from button-pushing; every media decision (framing a story, timing a campaign) rests on assumptions about audiences -- theory makes those assumptions explicit and testable. The course's arc: from powerful-media models to active audiences to digital-network paradigms.

The communication process models: Lasswell's formula (Who says What in Which Channel to Whom with What Effect -- the field's five-question skeleton); Shannon-Weaver (sender-encoder-channel-decoder-receiver + noise; the engineering model -- linear); Schramm (field of experience overlap; feedback loops); Berlo's SMCR (Source-Message-Channel-Receiver). Critique: linearity ignores meaning-making -- the cultural turn coming in later lessons.

Levels: intrapersonal, interpersonal, group, organizational, mass -- MCM612 focuses on mass but theories migrate across levels (uses and gratifications began in interpersonal needs!). Paradigms: positivist (effects measurement), interpretive (meaning-making), critical (power and ideology). The exam's map question: place any theory on these axes.

Key Terms & Definitions

- Lasswell's formula — Who/What/Channel/Whom/Effect.
- Shannon-Weaver — Linear + noise model.
- Schramm — Fields of experience; feedback.
- Three paradigms — Positivist, interpretive, critical.

Example / Illustration

- A PTV news bulletin via Lasswell: Who (anchor) says What (flood report) in Which Channel (TV) to Whom (rural viewers) with What Effect (donations rise) -- then ask: where is feedback? (Schramm's correction).

Lesson Summary

- Theory: explicit, testable assumptions.
- Lasswell asks; Shannon transmits; Schramm loops.
- Paradigm determines method.

Exam Pointers — Very Important

- ★ Compare Lasswell, Shannon-Weaver, and Schramm -- the models staple.

Lesson 2: Powerful Media to Active Audiences

Learning Objectives

- Explain powerful-media models
- Describe the limited-effects turn
- Apply two-step flow digitally
- Use U&G; for audience analysis

The hypodermic needle / magic bullet (1920s-30s): media inject messages into passive audiences -- born of WWI propaganda fears and Orson Welles's 1938 'War of the Worlds' panic. Lasswell's propaganda studies, the Payne Fund studies (movies and children). Status: empirically demolished but culturally immortal -- every moral panic (video games, TikTok) revives it.

Two-step flow (Lazarsfeld, Berelson, Gaudet -- 1940 Erie County election study; Katz & Lazarsfeld's Personal Influence, 1955): media -> opinion leaders -> followers; voting decisions followed social groups, not broadcasts. Concepts: opinion leaders (attentive, sociable), the limited-effects paradigm -- media reinforce more than convert. Multi-step flow: the idea's digital afterlife -- WhatsApp forwards via family elders (Pakistan's opinion leaders!).

Uses and gratifications (Katz, Blumler, Gurevitch -- 1970s): flip the question -- what do people DO with media? Needs: cognitive (information), affective (emotion), personal integrative (status), social integrative (belonging), tension release. Active audience; media compete with other need-satisfiers. Critique: individualist, ignores structure -- but the foundation of audience studies.

Key Terms & Definitions

- Hypodermic needle — Passive-audience injection model.
- Two-step flow — Media -> opinion leaders -> public.
- Opinion leaders — Attentive, influential intermediaries.
- Uses and gratifications — Audiences use media for needs.

Example / Illustration

- 2024 elections: TV ads vs WhatsApp family groups -- the two-step flow alive: the elder who forwards (opinion leader) matters more than the broadcast. Uses and gratifications: why youth pick TikTok over PTV (needs matched).

Lesson Summary

- Hypodermic: feared, then falsified.
- 1940 election: leaders mediate media.
- Audiences are active need-seekers.

Exam Pointers — Very Important

- ★ Trace the move from hypodermic to limited effects with studies -- the history essay.

Lesson 3: Media Effects: Agenda, Frames, Cultivation

Learning Objectives

- Explain agenda-setting levels
- Apply framing analysis
- Distinguish priming
- Use cultivation and spiral of silence

Agenda-setting (McCombs & Shaw, 1968 Chapel Hill study): media don't tell us what to think, but what to think ABOUT -- issue salience transfers from news agenda to public agenda. Levels: first (objects/issues), second (attributes -- how to think about them; framing's cousin), and network agenda-setting (associations). Conditions: need for orientation (relevance + uncertainty), obtrusiveness (direct experience weakens media power).

Framing (Goffman; Entman 1993): selecting aspects of reality to make salient -- problem definition, causal interpretation, moral evaluation, treatment recommendation. Frames: episodic (individual cases) vs thematic (systemic) -- Iyengar's finding: episodic framing makes viewers blame individuals. Pakistani example: crime news framed episodically (the criminal) vs thematically (policing, poverty).

Priming: media-activated concepts shape subsequent judgments (e.g., corruption coverage primes evaluation of incumbents). Cultivation (Gerbner): heavy TV viewing cultivates a 'mean world' outlook -- mainstreaming and resonance; the cultural-indicators project. Spiral of silence (Noelle-Neumann): fear of isolation silences minority views -- the vocal majority looks bigger; social media's like-counts as the new quasi-statistical sense.

Key Terms & Definitions

- Agenda-setting — What to think about; McCombs/Shaw.
- Framing — Entman; episodic vs thematic.
- Priming — Activated concepts shape judgment.
- Cultivation / spiral of silence — Gerbner / Noelle-Neumann.

Example / Illustration

- Flood coverage: agenda-setting (floods lead bulletins for weeks -- the public ranks floods #1); framing (episodic: the drowned village; thematic: climate policy); priming (viewers judge the government on disaster response).

Lesson Summary

- Agenda: salience; framing: interpretation; priming: judgment.
- Episodic frames individualize blame.
- Heavy viewing cultivates; fear silences.

Exam Pointers — Very Important

- ★ Distinguish agenda-setting, framing, and priming with one news event -- the effects-cluster question.

Lesson 4: Critical Theories: Power and Ideology

Learning Objectives

- Explain Frankfurt and political economy
- Apply encoding/decoding
- Use hegemony analytically
- Decolonize media theory

The Frankfurt School (Adorno, Horkheimer -- 1940s exile): the culture industry -- mass-produced culture as standardized domination; audiences as dupes (the strong-effects revival from the left). Political economy (Herman & Chomsky's *Manufacturing Consent*, 1988): five filters -- ownership, advertising, sourcing, flak, ideology -- 'worthy vs unworthy victims'. Apply to Pakistani media: cross-media ownership, the advertising lever (government ads as flak!).

Cultural studies (Birmingham -- Hall, 1970s-80s): encoding/decoding -- audiences negotiate meaning: dominant, negotiated, oppositional readings; the active audience returns, now politicized. Hegemony (Gramsci via Hall): media secure consent, not just coerce -- the news's 'common sense'. Gender and representation: Mulvey's male gaze; feminist media studies.

Postcolonial/decolonial critiques: Western theory's universalism problem -- do two-step flow or agenda-setting travel to Pakistan's biradari networks and mosque sermons? Media imperialism (Schiller) vs hybridity (Kraidy): Bollywood, Turkish dizis, and local content -- cultural globalization as negotiation. The exam's critical essay: apply one critical theory to Pakistani media.

Key Terms & Definitions

- Culture industry — Adorno/Horkheimer; standardized domination.
- Five filters — Ownership, ads, sourcing, flak, ideology.
- Encoding/decoding — Hall; three reading positions.
- Hegemony — Consent secured through culture.

Example / Illustration

- A missing-persons story: worthy/unworthy victims -- which disappearances lead bulletins? Trace ownership (filter 1), official sources (filter 3), flak risks (filter 4) -- the propaganda model at work.

Lesson Summary

- Critical theories: power, not just effects.
- Filters explain news patterns.
- Audiences decode -- sometimes oppositionally.

Exam Pointers — Very Important

- ★ Apply Herman-Chomsky's filters to Pakistani news -- the critical-application essay.

Lesson 5: Medium Theory and Digital Paradigms

Learning Objectives

- Explain medium theory
- Debate technological determinism
- Apply Postman/Meyrowitz
- Theorize digital media

McLuhan (1964): 'the medium is the message' -- media as extensions of man; hot vs cool media (radio hot, TV cool -- participation differs); the global village -- electronic media retribalize. Technological determinism debated: does technology drive history, or do societies shape technology (SCOT -- social construction of technology)? The exam-safe synthesis: mutual shaping.

Postman's *Amusing Ourselves to Death* (1985): television's entertainment logic colonizes politics, religion, education -- discourse degrades into show business. The Pakistani update: talk-show politics as amusement. Meyrowitz's 'no sense of place': electronic media dissolve public/private boundaries (politicians' gaffes go viral).

Digital theories: network society (Castells) -- power in networks; remediation (Bolter & Grusin) -- new media refashion old; participatory culture (Jenkins) -- fans as producers; the filter bubble (Pariser) and echo chambers -- algorithms as the new gatekeepers; virality and memetic spread (Shifman). Apply: TikTok's cool-medium participation;

WhatsApp's retribalization (the global village as the family group!).

Key Terms & Definitions

- The medium is the message — McLuhan; form shapes perception.
- Hot vs cool media — Low vs high participation.
- Network society — Castells; power in networks.
- Filter bubble — Pariser; algorithmic gatekeeping.

Example / Illustration

- TV news vs TikTok news: same flood story -- TV's hot broadcast (one-to-many, passive) vs TikTok's cool participation (duets, stitches, comments as the message) -- McLuhan vindicated.

Lesson Summary

- Medium shapes the message's meaning.
- Amusement colonizes discourse (Postman).
- Algorithms are the new gatekeepers.

Exam Pointers — Very Important

- ★ Assess 'the medium is the message' for social media -- the medium-theory essay.

Lesson 6: Persuasion, Diffusion, Development

Learning Objectives

- Apply persuasion models
- Use diffusion strategically
- Design behavior-change campaigns
- Critique modernization theory

Persuasion: Hovland's Yale program -- source credibility (expertise + trustworthiness), message factors (fear appeals, one-sided vs two-sided), audience factors; ELM (Petty & Cacioppo) -- central vs peripheral routes (argument quality vs celebrity endorser); inoculation theory (McGuire) -- refutational preemption builds resistance. Apply: polio-vaccine campaigns (source: doctors + ulema; inoculation against rumors).

Diffusion of innovations (Rogers): adopter categories (innovators to laggards), the S-curve, perceived attributes (relative advantage, compatibility, complexity, trialability, observability); opinion leadership and change agents. Pakistani cases: mobile banking (JazzCash/Easypaisa diffusion), family-planning messaging -- compatibility with values as the gate.

Social marketing and behavior change: social cognitive theory (Bandura -- modeling, self-efficacy; the entertainment-education strategy -- drama serials carrying health messages: Pakistan's 'edutainment' hits); the knowledge-attitude-practice gap; community mobilization. Development communication: from modernization (Lerner's passing of traditional society -- critiqued) to participatory models (Freire's dialogic communication; Chambers).

Key Terms & Definitions

- ELM — Central vs peripheral persuasion routes.
- Inoculation theory — Refutational preemption.
- Diffusion S-curve — Rogers; adopter categories.
- Entertainment-education — Bandura via drama.

Example / Illustration

- Polio campaign: central route (doctors explaining science) + peripheral (cricket stars); diffusion via lady health workers (change agents); entertainment-education drama modeling vaccination -- theory-stacked design.

Lesson Summary

- Credibility + routes + inoculation = persuasion.
- Diffusion: compatibility gates adoption.
- Model behavior in stories people watch.

Exam Pointers — Very Important

- ★ Design a health campaign using ELM + diffusion -- the applied-synthesis question.

Lesson 7: Gatekeeping and News Values

Learning Objectives

- List news values
- Map influences on Pakistani news
- Explain digital gatekeeping
- Use objectivity-as-ritual

Gatekeeping (Lewin; White's 1950 'Mr. Gates' study): news passes through gates -- the wire editor rejecting 90% of copy; gatekeepers' criteria as the black box. Galtung & Ruge's news values (1965): frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition -- plus elite nations/persons, negativity. The exam's list question: reproduce the values and apply.

Hierarchy of influences (Shoemaker & Reese): individual, routines, organizational, institutional, social-system levels shaping news. In Pakistan: owner interests, the

'unknown callers' (institutional pressure), advertising dependence, and journalist precarity -- map each to a level. Gatekeeping's digital update: algorithms as gates (Facebook's News Feed ranking = automated Mr. Gates); gatewatching (Bruns) -- audiences curating via sharing.

Newsroom sociology: beat structures, deadline routines, objectivity as strategic ritual (Tuchman) -- 'objectivity' protects journalists, not truth. Pakistani application: why crime-and-politics dominate bulletins (threshold + negativity + continuity), why rural issues vanish (meaningfulness gap).

Key Terms & Definitions

- Mr. Gates — White 1950; gatekeeper study.
- News values — Galtung & Ruge's 12 factors.
- Hierarchy of influences — Five levels shaping news.
- Gatewatching — Bruns; audience curation.

Example / Illustration

- Flood story selected: threshold (magnitude), negativity, continuity (day 5), elite persons (PM's visit); the agricultural-policy story dropped: low unambiguity, weak frequency -- values, not conspiracy, explain much.

Lesson Summary

- Gates select; values explain selections.
- Five levels from journalist to system.
- Algorithms are the new Mr. Gates.

Exam Pointers — Very Important

- ★ Apply Galtung & Ruge to a bulletin lineup -- the news-values question.

Lesson 8: Public Sphere and Deliberation

Learning Objectives

- Explain the public-sphere ideal
- Apply critiques
- Assess digital spheres
- Link to deliberative democracy

Habermas's public sphere (1962/1989): the bourgeois public sphere -- coffee houses, salons, the press as rational-critical debate between private citizens; its refeudalization (PR, mass media commercialization). Normative ideal: inclusivity, rationality, autonomy from state and market. Critiques: Fraser (subaltern counterpublics -- the bourgeois sphere excluded women/workers), and the digital question.

Digital public spheres: social media as the new coffee house? Sunstein's Republic.com -- deliberation vs polarization; Papacharissi's private sphere (the personal as political); Pakistan's Twitter/X and YouTube -- vibrant debate, but harassment, disinformation, and shutdowns. The exam's evaluative question: 'Is there a Pakistani digital public sphere?' -- argue with evidence both ways.

Deliberative democracy (Habermas's later work): legitimacy through rational discourse; deliberative polling (Fishkin); mini-publics. Media's role: providing the information and forums. Pakistani experiments: televised debates, citizen journalism (local Facebook news pages as counterpublics). Pair with spiral of silence: who dares speak in the digital sphere?

Key Terms & Definitions

- Public sphere — Habermas; rational-critical debate.
- Counterpublics — Fraser; excluded groups' spheres.
- Refeudalization — PR/commerce colonizing debate.
- Deliberative polling — Fishkin; informed opinion.

Example / Illustration

- #JusticeFor trends forcing FIRs: counterpublic power -- subaltern voices bypassing gatekeepers; but also: coordinated trolling silencing journalists -- the sphere's pathologies.

Lesson Summary

- Ideal: inclusive rational debate.
- Counterpublics correct the bourgeois bias.
- Digital: vibrant but pathological.

Exam Pointers — Very Important

- ★ Evaluate Pakistan's digital public sphere -- the deliberative-democracy essay.

Lesson 9: Semiotics and Discourse

Learning Objectives

- Use Saussure and Peirce
- Perform Barthesian myth-reading
- Apply discourse analysis
- Decode ads and news photos

Saussure: the sign = signifier + signified; arbitrariness; langue vs parole; meaning from differences (cat vs bat). Peirce: icon, index, symbol (photo, smoke, flag) -- the trichotomy the exam loves. Barthes: denotation/connotation; myth (Mythologies, 1957) -- bourgeois ideology naturalized (the French soldier saluting the flag = imperialism made 'natural');

anchorage/relay (captions fixing image meaning).

Applied semiotics: decode an advertisement (denotation: the soap; connotation: purity, modernity; myth: whiteness = success -- the fairness-cream myth in Pakistan!), a news photo (anchorage: the caption's spin), political branding (the bat/ballot-box as symbol). The exam's practical: semiotic analysis of a given ad/image.

Discourse (Foucault): statements forming regimes of truth; power/knowledge -- who gets to speak authoritatively (the 'expert' on talk shows); discursive formations (the 'terrorism' discourse). Critical discourse analysis (Fairclough/van Dijk): text + discursive practice + social practice -- analyze a news text's lexical choices ('terrorist' vs 'militant' vs 'fighter' -- naming as politics).

Key Terms & Definitions

- Signifier / signified — Saussure; form vs concept.
- Icon / index / symbol — Peirce's trichotomy.
- Myth — Barthes; ideology naturalized.
- Discourse — Foucault; power/knowledge.

Example / Illustration

- Fairness-cream ad: denotation (woman applies cream); connotation (light skin, confidence, male attention); myth (fair = successful = marriageable) -- ideology naturalized; the exam's ready-made example.

Lesson Summary

- Signs make meaning; myths make ideology natural.
- Captions anchor images.
- Naming ('terrorist' vs 'militant') is politics.

Exam Pointers — Very Important

- ★ Perform a Barthesian reading of an advertisement -- the semiotic practical.

Lesson 10: Narrative Theory

Learning Objectives

- Apply Propp/Todorov/Labov
- Analyze news as narrative
- Use narrative persuasion
- Read digital narratives

Propp's morphology (1928): 31 functions, 7 character roles in folktales -- the deep structure beneath stories; Campbell's hero's journey (Hollywood's template). Todorov: equilibrium -> disruption -> resolution -- the news story's arc (flood disrupts; relief

restores). Labov: narrative's six parts (abstract, orientation, complication, evaluation, resolution, coda) -- apply to a news package.

Media storytelling: news as narrative (not mirror) -- characters (hero/victim/villain), emplotment, moral closure; the 'episodic vs thematic' link (narrative favors episodic!). Drama serials: Pakistani dramas' social narratives (family, class, gender) -- encode cultural values; entertainment-education's narrative persuasion (transportation theory -- Green & Brock: absorbed audiences resist counter-arguing).

Digital narratives: transmedia storytelling (Jenkins) -- stories across platforms (drama + YouTube behind-the-scenes + Twitter debates); viral narratives and rumor (the WhatsApp forward as folk narrative -- Propp's functions in 'the forwarded warning!'); data storytelling (visualization as narrative). The exam: narratological analysis of a bulletin or drama.

Key Terms & Definitions

- Propp's functions — 31 functions; folktale morphology.
- Todorov's arc — Equilibrium-disruption-resolution.
- Transportation theory — Absorption reduces resistance.
- Transmedia — Jenkins; stories across platforms.

Example / Illustration

- Crime bulletin: orientation (the neighborhood), complication (the robbery), evaluation (anchor's moralizing), resolution (police 'action') -- narrative closure substituting for systemic analysis.

Lesson Summary

- News narrates; it doesn't mirror.
- Narrative favors the episodic.
- Absorbed audiences don't counter-argue.

Exam Pointers — Very Important

- ★ Analyze a news package with Todorov/Labov -- the narratology practical.

Lesson 11: Media and Democracy

Learning Objectives

- Evaluate watchdog performance
- Explain mediatization
- Use press-systems taxonomies
- Assess PEMRA's role

The Fourth Estate: press as watchdog -- Burke's gallery; the liberal fantasy and its conditions (autonomy, professionalism, access). Watchdog failures: index (Bennett) -- news indexes elite debate (Pakistani press and the 'missing persons' silence); the rally effect; manufacturing consent's filters (lesson 4's application). Media and elections: agenda-setting + horse-race coverage + the disinformation storm (deepfakes, coordinated inauthentic behavior).

Mediatization (Hjarvard/Strömbäck): politics adapts to media logic -- soundbites, staged events, the permanent campaign; Pakistan's dharna-as-television. Populism and media: the direct line (leaders bypassing press via social media); journalism's 'both-sides' trap vs truth sandwich. Democratic roles: inform, forum, watchdog, mobilize -- assess Pakistani media on each.

Press systems (Siebert, Peterson & Schramm's Four Theories): authoritarian, libertarian, social responsibility, Soviet -- dated but the exam's taxonomy; Hallin & Mancini's models (polarized pluralist fits Pakistan: political parallelism, weak professionalization, strong state role). PEMRA's regulatory frame: licensing, content codes, the ban power -- the system's coercive edge.

Key Terms & Definitions

- Fourth Estate — Press as watchdog.
- Indexing — Bennett; news follows elite debate.
- Mediatization — Politics adapts to media logic.
- Polarized pluralist — Hallin & Mancini; fits Pakistan.

Example / Illustration

- Election coverage: horse-race polls (media logic), WhatsApp disinformation (ungoverned), PEMRA blackouts (state logic) -- assess inform/forum/watchdog/mobilize one by one.

Lesson Summary

- Watchdog needs autonomy + access.
- Politics now performs for cameras.
- Pakistan: polarized-pluralist system.

Exam Pointers — Very Important

- ★ Assess Pakistani media's democratic roles -- the systems essay.

Lesson 12: Globalization and Research Methods

Learning Objectives

- Debate imperialism vs hybridity
- Use Pakistani evidence
- Match methods to theories
- Design a theory test

Media imperialism (Schiller, 1969): Western (US) media dominate global flows -- cultural domination thesis; the NWICO debate (UNESCO's MacBride Report, 1980 -- 'Many Voices, One World'; the US/UK walkout). Contra-flows: Al Jazeera, Bollywood, Turkish dizis in Pakistan, K-pop -- the center no longer holds (Thussu). Hybridity (Kraidy): glocalization -- global formats, local content (Pakistani Idol/Coke Studio as hybrid texts).

Cultural globalization's Pakistani face: Indian content bans and smuggling (the cultural-political tangle), Turkish dizis' moral comfort, Western formats via YouTube, and the diaspora's reverse flow (British-Pakistani creators). The exam's globalization essay: imperialism vs hybridity with Pakistani evidence.

Research methods tie-in: how theories get tested -- content analysis (counting frames/sources -- the workhorse), surveys (cultivation, agenda-setting), experiments (framing effects), ethnography (newsroom/audience studies), and discourse analysis (critical theories). Match method to paradigm: positivist (quantitative) vs interpretive/critical (qualitative). The exam's methods question: 'how would you test agenda-setting?' -- content analysis + survey, Chapel Hill style.

Key Terms & Definitions

- Media imperialism — Schiller; domination thesis.
- NWICO / MacBride — 1980; flow-imbalance debate.
- Hybridity — Kraidy; glocalization.
- Contra-flows — Al Jazeera, Bollywood, dizis.

Example / Illustration

- Turkish dizis: not Western imperialism but a third flow -- Pakistani audiences choosing 'Muslim-modern' narratives; hybridity's evidence, and the local industry's competitive response.

Lesson Summary

- Flows are multi-directional now.
- Hybridity: global formats, local souls.
- Method follows paradigm.

Exam Pointers — Very Important

- ★ Debate media imperialism vs hybridity with Pakistani evidence -- the globalization essay.

Lesson 13: Pakistani Media System

Learning Objectives

- Narrate press/broadcast history
- Explain 2002 liberalization
- Analyze journalism's pressures
- Map theories to Pakistan

Pakistani media system: press history (1857's Payam-e-Azadi to Dawn's founding 1941, Nawa-i-Waqt), state broadcasting (PTV 1964, Radio Pakistan), the 2002 liberalization (PEMRA; the private-channel explosion -- Geo, ARY, Dunya), and the digital turn (3G/4G 2014; YouTube/TikTok era). Ownership concentration: the Sethi/cartel debates; the advertising economy (government ads as leverage).

Journalism under pressure: red lines (security, judiciary, religion), self-censorship, the economics of precarity (unpaid salaries), and violence (impunity rankings). Heroes: the investigative tradition (the few who persist). Digital disruption: YouTubers as the new anchors; the platformization of news (Facebook/WhatsApp as primary sources for many).

Theory-to-Pakistan mapping drill: two-step flow (biradari elders, WhatsApp), agenda-setting (the 'Dawn leaks' cycle), framing (episodic crime), spiral of silence (blasphemy discourse), political economy (ownership + ads), public sphere (X/Twitter debates), medium theory (TikTok politics). If every theory has a Pakistani face, the exam is yours.

Key Terms & Definitions

- 2002 liberalization — PEMRA; private-channel explosion.
- Red lines — Security, judiciary, religion.
- Platformization — News via Facebook/WhatsApp/YouTube.
- Theory mapping — Every theory gets a Pakistani face.

Example / Illustration

- Dawn leaks cycle: agenda-setting (the story's salience), framing (national-security frame vs press-freedom frame), indexing (coverage followed elite splits), spiral of silence (who stayed quiet) -- four theories, one case.

Lesson Summary

- 1857 press to 2002 channels to TikTok.
- Red lines + precarity shape news.
- Map every theory to a Pakistani case.

Exam Pointers — Very Important

- ★ Map five theories to Pakistani media cases -- the applied-mapping question.

Lesson 14: Revision: Theory Master Drill

Learning Objectives

- Drill all theories

Master drill (two per lesson): (1) Lasswell/Shannon/Schramm; (2) hypodermic vs limited effects; (3) two-step flow; (4) uses and gratifications; (5) agenda-setting levels; (6) framing (Entman; episodic/thematic); (7) priming; (8) cultivation; (9) spiral of silence; (10) culture industry; (11) five filters; (12) encoding/decoding; (13) medium is the message; (14) ELM routes; (15) diffusion S-curve; (16) entertainment-education; (17) news values; (18) gatewatching; (19) public sphere; (20) counterpublics; (21) Peirce's trichotomy; (22) Barthes' myth; (23) Propp/Todorov; (24) mediatization; (25) imperialism vs hybridity; (26) methods-theory matching. Theory card format: THEORIST + CLAIM + STUDY + PAKISTANI EXAMPLE -- make 26 cards.

Essay frames: 'From powerful to active audiences' (history); 'Do media tell us what to think?' (agenda/framing/priming synthesis); 'Pakistani media and democracy' (systems); 'Can Western theory travel?' (decolonial critique); 'The digital transformation' (medium theory + platforms). Final advice: never state a theory without its theorist, study, and a Pakistani application -- that triple is the distinction.

Key Terms & Definitions

- Theory card — The four-part unit.

Lesson Summary

- Cards = readiness.

Exam Pointers — Very Important

- ★ Write one theory card (theorist+claim+study+Pakistani example) from memory, timed.