

Course Name: Communication Theory

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Theories

Sr. #	Year	Theory	Proponent
1	1935-1940 (Late 20 th Century)	Powerful Paradigm Mass Society Theory	
2	1930s	Propaganda	Herald Lasswell John Dewey Walter Lipmann
3	1940-1960	Limited Paradigm Two-Step Flow Theory	Paul Lazerfeld
4	1940s Revival in 1970s &80s	Uses & Gratification Theory	Brown, Blumler & Mcquail Blumler, Katz, & Gurevitch
5	1950s		
6	1960s	4 Functions of Media Democratic Participant Theory Critical Era	Wright Dennis Mcquail Karl Marx
7	1962	Diffusion of Innovation	Evertte M. Rogers
8	1963	Social Learning Theory	Albert Bandura
9	1966	Five Functions of Media	Mendelsohn
10	1970s	Knowledge Gap Theory	Tichnor, Donohue & Olien
11	1972	Agenda Setting Theory	Max McComb & Donald Shaw
12	1974	Spiral of Silence Theory	Noelle Neumann
13	1976	Cultivation Theory	George Gerbner
14	1986	Social Cognitive Theory	Albert Bandura
15	1987	Development Media Theory	Dennis Mcquail
16	1988	Propaganda Model	Noam Chomsky & Edward Herman
17	1995	Theories of the Press (Combined)	
	i. 16 th & 17 th Century	Authoritarian Theory	Monarchs
	ii. Late 17 th Century	Libertarian Theory	Locke, Mills & Milton
	iii. After 17 th Century	Soviet Communist Theory	Marx, Lenin & Stalin (Hegal)
	iv. Mid 20 th Century	Social Responsibility Theory	Hawking & Hutchings

Functionalist Theories of Communication

Three point of views:

- Lasswell: Surveillance, Correlation and Transmission of culture
- Wright (1960): Entertainment
- Mendelssohn (1966): Mobilization

Theories related to Functions:

- Uses and Gratification Theory
- Diffusion of Innovation Theory
- Agenda Setting Theory
- Gatekeeping Theory
- Social Learning Theory
- Social Cognitive Theory
- Knowledge Gap Theory

Theories related to Effects:

- Spiral of Silence Theory
- Cultivation Theory
- Mass Society Theory
- Two-Step Flow Theory
- Theory of Media Violence & Information
- Cognitive Dissonance Theory

Theories related to Structure:

- Authoritarian Theory
- Libertarian Theory
- Soviet Communist Theory
- Social Responsibility Theory
- Development Media Theory
- Democratic Participant Theory