

Course Name: Communication Theories-II

Course Instructor: Ms. Zowaina Azhar

Task

Various Tasks are given to students. Students are given 20 minutes to complete the each task mentioned below. Then, each student shares the content through and discussion is held accordingly.

- Keeping in view uses and gratification theory, briefly explain how different needs are gratified by taking various examples of content from different media?
- Keeping in view the two groups of spiral of silence theory, if you are given a chance to participate in a discussion, which topic would you chose to speak on and why (also refer the group to which you would belong to), and which topic would you avoid to discuss and why (also refer the group to which you would belong to)?