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| imagination |
|--|
| [JLS815] The two key approaches to scientific inquiry are deduction and |
| induction |
| [JLS815] Analysis is the process of extracting results |
| [JLS815] Which of these is a criterion for identifying a good theory? calibre of the propounder |
| [JLS815]described theory as Kurt Lewin |
| [JLS815] Social-scientific theories consist of generalizations derived from observations and analysis |
| [JLS815] There are currently normative theories recognized in mass communication studies six |
| [JLS815] Social-scientific theories consist ofcommunication science |
| [JLS815] The effective media variables employing scientific methods is introduced by |
| Paul Lazerfeld |
| [JLS815] The information society theory was proffered by Frank Webster and his associates in 1965 |

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