
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 of _____
communication 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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