

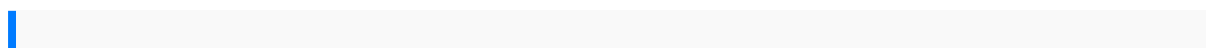
# Audience analysis by denis mcquail

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**What is the definition of communication according to Denis McQuail?** Denis McQuail defines communication as 'a process which increases commonality — but also requires elements of commonality for it to occur at all.

**What is a theory according to McQuail?** According to McQuail (1983), a theory consists of a set of ideas of varying status and origin which seek to explain or interpret some phenomenon. Some scholars look at a theory as making meaning out of nothing. Through theories, sense or meaning can be made out of disturbing situations.

**Who is the father of communication theory?** Modern Communication Theory is based on mathematical theorems developed by Claude Shannon, an engineer and researcher at Bell Laboratories, in 1948.



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