





⇒ Communication Theory Approach :->

This approach explores the process by which one segment of a system affects another by sending messages or information. Robert Weaver had evolved this approach. Afterwards Karl Deutsch developed it and applied it in Political Science. Deutsch stated that the political system is a network of communication channels and it is self-regulative. He emphasized that the government is responsible for administering different communication channels.

This approach treats government as the Decision Making System. He describes it into four factors of analysis in communication theory which include LEAD, LAG, GAIN and LOAD.

⇒ Decision Making Approach :->

This political approach discovered the features of decision makers as well as the type of influence the individuals have on the decision makers. Numerous scholars such as Richard Snyder