Contents

Preface xix
About the Authors xxvii

PART ONE Setting the Stage 1

COMMUNICATION, THEORY AND RESEARCH

Chapter 1 Thinking About Communication: Definitions, Models, and Ethics 3
Defining Communication 4
The Intentionality Debate: Did You Mean That? 9
Models of Understanding: Communication as Action, Interaction, and Transaction 11
  Communication as Action: The Linear Model 11
  Communication as Interaction: The Interactional Model 12
  Communication as Transaction: The Transactional Model 14
Ethics and Communication 16
  Business and Industry 18
  Religion and Faith 18
  Entertainment 19
  Higher Education 19
  Medicine 20
  Politics 21
  Technology 21
  Some Final Thoughts 22
The Value of Understanding Communication Theory 23
  Understanding Communication Theory Cultivates Critical Thinking Skills 23
  Understanding Communication Theory Helps You to Recognize the Breadth and Depth of Research 23
  Understanding Communication Theory Helps to Make Sense of Personal Life Experiences 24
  Communication Theory Fosters Self-Awareness 24
Conclusion 25
Discussion Starters 25
Online Learning Center 25

Chapter 2 Thinking About the Field: Traditions and Contexts 26
Seven Traditions in the Communication Field 27
  The Rhetorical Tradition 28
  The Semiotic Tradition 29
Chapter 7  Expectancy Violations Theory  125

Space Relations  127
  Proxemic Zones  128
  Territoriality  129

Assumptions of Expectancy Violations Theory  131

Arousal  133
Threat Threshold  134
Violation Valence  135
Communicator Reward Valence  136
Integration, Critique, and Closing  136
  Scope  137
  Utility  138
  Testability  138
  Heurism  138

Discussion Starters  139
Online Learning Center  139

Chapter 8  Uncertainty Reduction Theory  143

Assumptions of Uncertainty Reduction Theory  146
Axioms of Uncertainty Reduction Theory  148
Expansions of Uncertainty Reduction Theory  151
  Additional Axioms  151
  Antecedent Conditions  152
  Strategies  152
  Developed Relationships  154
  Social Media  156
  Context  157
Integration, Critique, and Closing  159
  Utility  159
  Heurism  161

Discussion Starters  162
Online Learning Center  163

Chapter 9  Social Exchange Theory  164

Assumptions of Social Exchange Theory  167
Evaluating a Relationship  170
Exchange Patterns: SET in Action  172
Exchange Structures  174
Chapter 13  Social Information Processing  230
Theoretical Turbulence: The Cues Filtered Out  233
Assumptions of Social Information Processing Theory  235
Hyperpersonal Perspective: “I Like What I Read
and I Want More”  238
Sender: Selective Self-Presentation  239
Receiver: Idealization of the Sender  240
Channel Management  241
Feedback  241
Warranting: Gaining Confidence Online  242
Integration, Critique, and Closing  244
Scope  244
Utility  245
Testability  245
Discussion Starters  246
Online Learning Center  247

Groups and Organizations  249
Chapter 14  Groupthink  251
Assumptions of Groupthink  254
What Comes Before: Antecedent Conditions of Groupthink  257
Group Cohesiveness  257
Structural Factors  258
Group Stress  259
Symptoms of Groupthink  259
Overestimation of the Group  261
Closed-Mindedness  261
Pressures Toward Uniformity  262
(Group)Think About It: It’s All Around U.S.  263
Think Before You Act: Ways to Prevent Groupthink  264
Integration, Critique, and Closing  266
Scope  267
Testability  267
Heurism  267
Test of Time  268
Discussion Starters  268
Online Learning Center  269
Contents

Chapter 18  The Rhetoric  322
The Rhetorical Tradition  324
Assumptions of the Rhetoric  325
Syllogisms: A Three-Tiered Argument  327
Canons of Rhetoric  328
Invention  329
Arrangement  330
Style  331
Memory  331
Delivery  333
Types of Rhetoric  333
Integration, Critique, and Closing  336
Logical Consistency  336
Heurism  337
Test of Time  338
Discussion Starters  339
Online Learning Center  339

Chapter 19  Dramatism  340
Assumptions of Dramatism  342
Dramatism as New Rhetoric  344
Identification and Substance  344
The Process of Guilt and Redemption  345
The Pentad  347
Integration, Critique, and Closing  349
Scope  349
Parsimony  350
Utility  350
Heurism  352
Discussion Starters  353
Online Learning Center  353

Chapter 20  The Narrative Paradigm  354
Assumptions of the Narrative Paradigm  357
Key Concepts in the Narrative Approach  361
Narration  361
Narrative Rationality  361
The Media  371

**Chapter 21  Agenda Setting Theory  373**

History of Agenda Setting Research  374  
Pretheoretical Conceptualizing  375  
Establishing the Theory of Agenda Setting  376  
Expansions and Refinements to Agenda Setting Theory  377  
Assumptions of Agenda Setting Theory  378  
Two Levels of Agenda Setting  379  
Three-Part Process of Agenda Setting  380  
Integration, Critique, and Closing  382  
Discussion Starters  385  
Online Learning Center  386

**Chapter 22  Spiral of Silence Theory  387**

The Court of Public Opinion  390  
Assumptions of Spiral of Silence Theory  392  
The Media’s Influence  395  
The Train Test  397  
The Hard Core  398  
Integration, Critique, and Closing  400  
Logical Consistency  401  
Heurism  402  
Discussion Starters  403  
Online Learning Center  403

**Chapter 23  Uses and Gratifications Theory  404**

Assumptions of Uses and Gratifications Theory  406  
Stages of Uses and Gratifications Research  409  
Media Effects  411  
Key Terms  413  
Uses and Gratifications and the Internet, Social Media, and Cell Phones  414  
Integration, Critique, and Closing  416  
Logical Consistency  418  
Utility  418  
Heurism  418  
Discussion Starters  419  
Online Learning Center  419
Chapter 24  Cultivation Theory  420
Developing Cultivation Theory  422
Assumptions of Cultivation Theory  424
Processes and Products of Cultivation Theory  426
  The Four-Step Process  426
  Mainstreaming and Resonance  426
  The Mean World Index  428
Cultivation Theory as Critical Theory  429
Integration, Critique, and Closing  432
  Logical Consistency  432
  Utility  433
  Heurism  433
  Test of Time  434
Discussion Starters  435
Online Learning Center  436

Chapter 25  Cultural Studies  437
The Marxist Legacy: Power to the People  440
Assumptions of Cultural Studies  441
Hegemony: The Influence on the Masses  444
Counter-Hegemony: The Masses Start to Influence the Dominant Forces  446
Audience Decoding  448
Integration, Critique, and Closing  449
  Logical Consistency  450
  Utility  450
  Heurism  451
Discussion Starters  452
Online Learning Center  452

Chapter 26  Media Ecology Theory  453
Assumptions of Media Ecology Theory  456
Making Media History and Making “Sense”  459
  The Tribal Era  459
  The Literate Era  460
  The Print Era  460
  The Electronic Era  461
The Medium Is the Message  461
Gauging the Temperature: Hot and Cool Media  462
The Circle Is Complete: The Tetrad  464
  Enhancement  464
  Obsolescence  465
  Retrieval  465
  Reversal  466
Carrying the McLuhan Banner: Postman and Meyrowitz  467
Culture and Diversity  473

Chapter 27  Face-Negotiation Theory  475
  About Face  477
  Face and Politeness Theory  478
    Facework  479
  Assumptions of Face-Negotiation Theory  480
  Individualistic and Collectivistic Cultures  482
    Individualism and Collectivism  484
  Face Management and Culture  485
  Managing Conflict Across Cultures  486
  Integration, Critique, and Closing  488
    Logical Consistency  488
    Heurism  489
  Discussion Starters  490
  Online Learning Center  491

Chapter 28  Communication Accommodation Theory  492
  Social Psychology and Social Identity  494
  Assumptions of Communication Accommodation Theory  496
  Ways to Adapt  499
    Convergence: Merging Thoughts Ahead  499
    Divergence: Vive la Différence  503
  Overaccommodation: Miscommunicating with a Purpose  504
  Integration, Critique, and Closing  506
    Scope  507
    Logical Consistency  507
    Heurism  508
  Discussion Starters  508
  Online Learning Center  509

Chapter 29  Muted Group Theory  510
  Origins of Muted Group Theory  512
  Makeup of Muted Groups  514
    Differentiating Between Sex and Gender  515
  Assumptions of Muted Group Theory  515
    Gender-Based Differences in Perception  516
    Male Dominance  517
    Women’s Translation Processes  519
Chapter 30 Feminist Standpoint Theory 527

Historical Foundations of Feminist Standpoint Theory 529
Feminist Standpoint Theory’s Critique of Theory and Research 530
Assumptions of Feminist Standpoint Theory 532
Relationship to Communication 535
Key Concepts of Standpoint Theory 536
  Voice 536
  Standpoint 536
  Situated Knowledges 537
  Sexual Division of Labor 538
Integration, Critique, and Closing 538
  Utility 539
Discussion Starters 542
Online Learning Center 542

Afterward (ConnectingQuests) 543
Glossary G-1
References R-1
Name Index I-1
Subject Index I-0