

Contents

Preface iii

SECTION 1

THE VARIABLES IN THE COMMUNICATION PROCESS 1

CHAPTER 1 AN INTRODUCTION TO HUMAN COMMUNICATION 3

Assumptions About Human Communication 4

The Nature of the Communication Process 8

 The Transactional Nature of Communication 9

 The Affective Nature of Communication 10

 The Personal Nature of Communication 10

 The Instrumental Nature of Communication 11

 The Consummatory Purpose of Communication 12

Defining the Communication Process 13

Models of Communication 18

 An Information-Centered Model of Communication 20

 The SMCR Model 21

 The Westley-MacLean Model 23

CHAPTER 2 SOURCE VARIABLES 33

Credibility as a Source Variable 34

 The Dimensions of Source Credibility 35

 The Dynamics of Source Credibility 41

Homophily-Heterophily in Communication 43

 Determining Homophily-Heterophily 44

 The Relationship of Homophily-Heterophily to Communication 45

 Compensations for Heterophily 47

Power as a Source Variable 48

 The Components and Types of Power 48

 Conditions That Maximize the Effectiveness of Power 53

CHAPTER 3 RECEIVER VARIABLES 65

Demographic Analysis of an Audience 67

 Age 67

 Sex 68

 Sex Roles 69

 Social and Economic Background 70

 Racial and Ethnic Factors 71

 Intelligence 71

Personality Analysis of a Receiver 72

 Dogmatism 72

 Self-esteem 73

 Aggressiveness and Hostility 74

 Anxiety 75

 Prior Attitudes 75

CONTENTS

	Machiavellianism	76
	Variations in Receiver Listening Ability	77
	Barriers to Effective Listening	79
	Feedback: The Receiver's Response	81
	Interpersonal Trust	84
CHAPTER 4	VARIABLES INHIBITING EFFECTIVE COMMUNICATION	95
	Communication as Symbols of Reality	96
	Communication and Perception	98
	Communication and Selectivity	100
	Selective Exposure	100
	Selective Attention	101
	Selective Perception	103
	Selective Retention	105
	Inference Versus Observation	107
	Intensional Orientations	109
	Pointing	110
	Blinding	110
	Allness	111
	Frozen Evaluation	113
	Polarization	115
	Bypassing	118
CHAPTER 5	NONVERBAL COMMUNICATION	Judee K. Burgoon 129
	The Nonverbal Codes	130
	Proxemics	130
	Chronemics	134
	Kinesics	136
	Physical Appearance	140
	Haptics	141
	Paralanguage	143
	Artifacts	144
	Functions of Nonverbal Communication	146
	Symbolic Displays	146
	Metamessages	148
	Structuring Interaction	152
	Self-presentation	153
	Manipulating Others	155
SECTION 2		
	COMMUNICATION CONTEXTS	173
CHAPTER 6	COMMUNICATING WITH ANOTHER	175
	Defining Interpersonal Communication	176

Predictions as Defining Characteristics	176
Levels of Knowing as Interpersonal Communication	181
Roles as a Definition of Interpersonal Communication	182
A Developmental View of Interpersonal Communication	185
Form and Function in Interpersonal Communication	187

The Nature of Dyadic Communication	190
Interpersonal Orientations in the Dyad	194
Interpersonal Control in the Dyad	198
Symmetrical Relationships	198
Complementary Relationships	199
Parallel Relationships	201

Self-disclosure	202
Impression Management and Self-disclosing Behavior	202
The Effects of Self-disclosure on the Discloser	203
The Effects of Self-disclosure on the Dyad	205
Risks of Self-disclosure	207

CHAPTER 7 SMALL-GROUP COMMUNICATION 223

The Small Group Defined	224
Characteristics That Make the Small Group Unique	225
Theories for Small-Group Communication	229
Small-Group Structure	231
The Functions of Small Groups	238
Social Relationships	239
Education	239
Persuasion	240
Problem Solving and Decision Making	241
Therapy	245
Discussion in the Small Group	247
Effective Small-Group Discussion	247
Obstacles to Effective Group Discussion	248
Costs and Benefits of Small-Group Discussion	251
Leadership in the Small Group	253
Leadership Styles	255
Leadership and Social Influence	256
Effective Leadership	257

CHAPTER 8 PUBLIC COMMUNICATION: PRIOR ANALYSIS OF THE PUBLIC SPEAKING SITUATION 269

The Public Communication Context: Some Defining Characteristics	271
Anxiety About Public Speaking and What to Do About It	275
Assessing Anxiety	275
The Nature of Communication Anxiety	276
What to Do About Your Anxiety	283

Evaluating Public Speeches	287
Initial Planning of the Speech	287
Deciding the Purpose of the Speech	287
Analyzing the Audience	287
Analyzing the Occasion and Location	288
Choosing the Topic	288

CHAPTER 9 PUBLIC COMMUNICATION: PREPARING AND DELIVERING A PUBLIC SPEECH 293

Preparing a Speech	294
Invention	294
Disposition	298
Style	309
Delivery	314
Some Concluding Comments on Effective Public Speaking	316

CHAPTER 10 MASS COMMUNICATION 335

The Nature of Mass Communication	336
Theories of Mass Communication	339
Individual Difference Theory	339
Social Categories Theory	341
Social Relationships Theory	341
Cultural Norms Theory	342
Environmental Theory	343
Play Theory	344
Reflective-Projective Theory	344
How Mass Communication Works	345
How Different Media Operate	345
Transmission of Communication	346
Opinion Leaders	347
Gatekeepers	349
Selectivity in Exposure to Mass Communication	351
Functions of the Mass Media	352
Institutional Function	352
Social Functions	355
The Impact of Mass Communication	361
Cognition and Comprehension	362
Attitude and Value Change	362
Behavioral Change	363
The Impact on Children	363
Forming Expectations	364
Violence and Aggression	365
The Report of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior	366

SECTION 3
COMMENTS ON THE FUNCTIONS OF HUMAN COMMUNICATION 375

CHAPTER 11 PERSUASION: APPROACHES TO GAINING COMPLIANCE 377

- Defining the Persuasion Process 378
- Approaches to Persuasion 381
- Learning Theories 383
- Consistency Theories 386
- Social Judgment Theory 397

CHAPTER 12 PERSUASION: APPLICATIONS AND MESSAGE STRATEGIES 405

- The Components of a Persuasive Message 406
 - Claim 407
 - Warrant 407
 - Data 407
- Selecting Message Appeals That Are Persuasive 409
 - Appeals Based on Evidence 410
 - Appeals Based on Fear 412
 - Appeals Based on Humor 414
 - Appeals Varying in Language Intensity 416
- Making Strategic Decisions About What to Include in a Persuasive Message 419
- Structuring Effective Persuasive Messages 420
- Organizing Supporting Materials 421
 - Identifying the Source of Evidence 422
- Revealing Your Desire to Persuade 422
 - Presenting Problems and Solutions 423
 - Stating Points of Agreement and Disagreement 423
 - Stating Your Conclusions 424
- Some Concluding Comments 424

CHAPTER 13 COMMUNICATION AND THE DEVELOPMENT OF SOCIAL RELATIONSHIPS 441

- Factors That Promote the Establishment of Social Relationships 442
 - Rewards as a Determinant of Attraction 443
 - Similarity and Attraction 446
 - Proximity and Attraction 447
 - Self-esteem, Dependence, and Attraction 451
 - Physical Attraction 452
 - Phases of Attraction 455
 - Power and Status as Determinants of Social Relationships 456
- Outcomes of Satisfactory Social Relationships 458
 - Affiliation 459
 - Affection 460

Affinity	461
Self-concept	462
Confirmation of Self	464
Reduction of Uncertainty	465
Impression Management	466
Toward Developing Social Relationships, or What Follows <i>Hello?</i>	467
Similarity and Attraction	468
Initial Interactions	469
Developing Affinity	471

CHAPTER 14 COMMUNICATION AND CONFLICT 483

Levels of Conflict	484
Intrapersonal Conflict	484
Interpersonal Conflict	485
Intragroup Conflict	486
Intergroup Conflict	487
Institutional Conflict	489
Types of Conflict	490
Real Conflict	490
Artificial Conflict	491
Induced Conflict	491
Violent Versus Nonviolent Conflict	491
Face-to-Face Versus Mediated Conflict	492
Principles and Pragmatics in Conflict	492
Decisions That Promote Conflict	492
Approach-Approach	493
Approach-Avoidance	494
Avoidance-Avoidance	494
Costs and Benefits of Conflict	495
The Costs of Conflict	495
The Benefits of Conflict	496
Strategies for Managing Conflict, or What Follows <i>Go to Hell?</i>	499

EPILOGUE

COMMUNICATION IN THE THIRD 100 YEARS: CAN HUMANITY AND TECHNOLOGY COEXIST PEACEFULLY? Gerald R. Miller 511

The Inevitable Growth of Communication Technology	515
The Debit Side of the Ledger: Possible Harmful Effects of Increased Technology	518
Some Thoughts on Balancing the Scales Between Human Communicators and Mediated Systems	522

Acknowledgments	524
Index	525