Brief Contents

PART I The Nature of Inquiry and Theory 1

Chapter One Communication Theory and Scholarship 2
Chapter Two Theory in the Process of Inquiry 21

PART II Topics in Communication Theory 39

Chapter Three System Theory 40
Chapter Four Theories of Signs and Language 63
Chapter Five Theories of Discourse 85
Chapter Six Theories of Message Production 107
Chapter Seven Theories of Message Reception and Processing 133
Chapter Eight Theories of Symbolic Interaction, Dramatism, and Narrative 169
Chapter Nine Theories of Social and Cultural Reality 190
Chapter Ten Theories of Experience and Interpretation 215
Chapter Eleven Critical Theories 238

PART III Contextual Themes 261

Chapter Twelve Communication in Relationships 262
Chapter Thirteen Communication in Group Decision Making 293
Chapter Fourteen Communication and Organizational Networks 316
Chapter Fifteen Communication and Media 341

PART IV Capstone 375

Chapter Sixteen Developing Core Communication Theory 376

Detailed Contents

PART I The Nature of Inquiry and Theory 1

Chapter One **Communication Theory and Scholarship** 2

What Is Communication Theory? 2
Why Study Communication Theory? 3
The Academic Study of Communication 3
Defining Communication 6
The Process of Inquiry in Communication 8
A Basic Model of Inquiry 8
Types of Scholarship 9
The Creation of Knowledge 11
Knowledge by Discovery 12
Knowledge by Interpretation 12
Knowledge by Criticism 12
Genres of Communication Theory 13
Structural and Functional Theories 13
Cognitive and Behavioral Theories 14
Interactional and Conventional Theories 15
Interpretive Theories 15
Critical Theories 16
Contexts of Communication 17
Developing Core Communication Theory 18
Concepts and Commentary 19

Chapter Two **Theory in the Process of Inquiry** 21

The Nature of Theory 21
Basic Elements of Theory 22
Concepts in Theories 22
Explanation in Theories 23
The Traditional Ideal of Theory 25
Theory Development and Change 27
The Functions of Theory 28
Philosophical Issues in the Study of Communication 29

Communication Metatheory 29
Issues of Epistemology 30
Issues of Ontology 32
Axiological Issues 33
How to Evaluate a Communication Theory 34
Theoretical Scope 34
Appropriateness 35
Heuristic Value 35
Validity 35
Parsimony 36
Concepts and Commentary 36

PART II Topics in Communication Theory 39

Chapter Three System Theory 40

Fundamental System Concepts 41
What Is a System? 41
Cybernetics 45
Information Theory 50
Basic Concepts 50
Language and Information 51
Information Transmission 52
General System Theory as an Approach to Knowledge 52
System Theory and the Study of Communication 54
System Theory and Communication in Relationships 54
System Theory and Large Networks 56
Networks and Convergence Theory 57
Commentary and Critique 58

Chapter Four Theories of Signs and Language 63

Semiotics 63
Morris on Signs, Behavior, and Interaction 65
Langer's Theory of Symbols 67
Eco's Semiotics 70
The Structure of Language 72
Classical Foundations 72
Theories of Nonverbal Communication 77
Kinesics 78
Proxemics 79
Ekman and Friesen 80

Research on Nonverbal Communication 81
Commentary and Critique 82

Chapter Five Theories of Discourse 85

The Rules Approach to Communication 86
Approaches to Rules 87
Speech Act Theory 87
Conversation Analysis 90
Conversational Maxims 91
Conversational Coherence 92
Conversational Argument 98
A Poststructuralist View of Discourse 100
Commentary and Critique 103

Chapter Six Theories of Message Production 107

Traits, States, and Processes 107
Behavioral and Cognitive Explanations 108
The Behavioral Tradition 109
The Cognitive Tradition 109
Communication States: Traits and Situations 100
Some Communication Traits 110
The Role of the Situation 114
Process Theories 116
Accommodation 116
Action Assembly 117
Constructivism 119
Compliance Gaining 122
Commentary and Critique 124

Chapter Seven Theories of Message Reception and Processing 132

Message Interpretation 133
Interpreting Concepts: Osgood on Meaning 133
Interpreting Intentions: Relevance Theory 137
Interpreting Causes: Attribution Theory 139
Reinterpreting Messages: Second-Guessing Theory 144
Information Organization 147
Organizing Beliefs: Information-Integration Theory 147
Maintaining Balance: Consistency Theories 150
Judgment Processes 155
Evaluation: Elaboration Likelihood Theory 155
Judging Behavior: Expectancy-Violation Theory 158
Judging Claims: Cognitive Argument 161

Judging Attitudes: Social Judgment Theory 162
Commentary and Critique 164

Chapter Eight Theories of Symbolic Interaction, Dramatism, and Narrative 169

Symbolic Interactionism 169
The Chicago School 171
The Iowa School 174
Dramatism and Narrative 177
The Dramatism of Burke 178
Goffman's Social Approach 181
Bormann's Convergence Theory 184
Fisher's Theory of Narrative 185
Commentary and Critique 187

Chapter Nine Theories of Social and Cultural Reality 190

The Social Construction of Reality 190
The Social Construction of Self 191
The Social Construction of Emotion 193
Accounts in Social Construction 195
Rules and Social Action 198
Shimanoff's Rule-Governing Approach 198
Contingency Rules Theory 201
Coordinated Management of Meaning 202
Language and Culture 207
Linguistic Relativity 208
Elaborated and Restricted Codes 209
Commentary and Critique 712

Chapter Ten Theories of Experience and Interpretation 215

Phenomenology 215
Classical Phenomenology 216
Social Phenomenology 218
Hermeneutic Phenomenology 220
Hermeneutics 222
Textual Interpretation 224
Cultural Interpretation 225
Ethnography of Communication 227
Organizational Culture 229
Interpretative Media Studies 232
Commentary and Critique 234

Chapter Eleven Critical Theories 238

Feminist Theory 239
Muted-Group Theory 241
The Patriarchal Universe of Discourse 243
Marxist Critique 245
The Frankfurt School and Universal Pragmatics 248
Cultural Studies 252
Commentary and Critique 255

PART III Contextual Themes 261

Chapter Twelve Communication in Relationships 262

Relational Communication 262
Relational Perception 262
The Palo Alto Group 264
The Development of Relationships 269
Information and Uncertainty in Relationships 269
Self-Disclosure 272
Social Penetration Theory 274
Relational Dissolution 276
Relationships in Context 280
Communication in Friendships 280
Communication in Marriage 282
Communication in Conflict 284
Commentary and Critique 289

Chapter Thirteen Communication in Group Decision-Making 293

Foundations of Group Communication 294
The Input–Process–Output Model 294
A General Organizing Model 294
Janis's Groupthink Theory 296
Group-Decision Quality 299
The Interactional Tradition 301
The Structurationist Perspective 308
Structuration Theory 306
Structuration and Decision Development 309
Commentary and Critique 313

Chapter Fourteen Communication and Organizational Networks 316

Networks: An Integrative View 318
The Positional Tradition and Formal Networks 322
Classical Foundations: Weber 322
Likert's Four Systems 323
Unobtrusive Control and Identification 327
The Relational and Cultural Traditions: Emergent Networks 331
The Idea of Organizational Culture 331
The Process of Organizing 332
Structuration in Organizations 333
Commentary and Critique 338

Chapter Fifteen Communication and Media 341

An Organizing Model 342
Media Content and Structure 342
Innis and McLuhan 342
Semiotics 345
Media as Social Institution 348
Media and the Audience 349
Mass Society Versus Community 349
Active Audience Versus Passive Audience 351
Theories of Cultural Outcomes 352
The Functions of Mass Communication 352
The Diffusion of Innovations 253
Public Opinion and the Spiral of Silence 356
Cultivation Analysis 358
The Agenda-Setting Function 360
Theories of Individual Outcomes 363
The Effects Tradition 363
Limited or Powerful Effects? 363
Uses, Gratifications, and Dependency 364
Commentary and Critique 369

PART IV Capstone 375

Chapter Sixteen Developing Core Communication Theory 376

The Rise of Middle-Range Theory 377
Core Communication Theory 377

Issues in Core Communication Theory 379
Message Production 379
Meaning 380
Message Structure 381
Interactional Dynamics 382
Institutional Dynamics 382
In Closing 383

Bibliography 385

Author Index 408

Subject Index 413