

---

# Contents

---

	Preface	xi
	Part I: Studying “Theory”—Doing “Research”	1
1	Integrating Theory and Research: Starting With Questions <i>Don W. Stacks and Michael B. Salwen</i>	3
2	Thinking About Theory <i>Steven H. Chaffee</i>	15
3	Thinking Quantitatively <i>Michael J. Beatty</i>	33
4	Thinking Qualitatively: Hermeneutics in Science <i>James A. Anderson</i>	45

---

Part II: Mass Communication Approaches and Concerns		61
5	Mass Communication Theory and Research: Concepts and Models <i>Bradley S. Greenberg and Michael B. Salwen</i>	63
6	Media Gatekeeping <i>Pamela J. Shoemaker</i>	79
7	The Agenda-Setting Role of Mass Communication <i>Maxwell McCombs and Tamara Bell</i>	93
8	Cultivation Analysis: Research and Practice <i>Nancy Signorielli and Michael Morgan</i>	111
9	Theories and Methods in Knowledge Gap Research Since 1970 <i>Cecilie Gaziano and Emanuel Gaziano</i>	127
10	Uses and Gratifications <i>J. D. Rayburn, II</i>	145
11	Spiral of Silence: Communication and Public Opinion as Social Control <i>Charles T. Salmon and Carroll J. Glynn</i>	165
12	International Communication <i>Robert L. Stevenson</i>	181
13	Violence and Sex in the Media <i>Jennings Bryant and Dolf Zillmann</i>	195

---

14	Advertising <i>Esther Thorson</i>	211
	<b>Part III: Human Communication Approaches and Concerns</b>	<b>231</b>
15	Human Communication Theory and Research: Traditions and Models <i>James C. McCroskey and Virginia P. Richmond</i>	233
16	The Rhetorician's Quest <i>Walter R. Fisher and Stephen D. O'Leary</i>	243
17	Persuasion <i>Michael D. Miller and Timothy R. Levine</i>	261
18	Interpersonal Communication <i>Charles R. Berger</i>	277
19	Modeling Cultures: Toward Grounded Paradigms <i>Eduardo Nieva and Mark Hickson, III</i>	297
20	Intercultural Communication <i>Thomas Steinfatt and Diane M. Christophel</i>	317
21	Intrapersonal Communication <i>Blaine Goss</i>	335
22	Nonverbal Communication <i>Amy S. Ebesu and Judee K. Burgoon</i>	345
23	Small Group Communication <i>Randy Hirokawa, Abran J. Salazar, Larry Erbert, and Richard J. Ice</i>	359

---

24	Organizational Communication <i>Brenda J. Allen, Phillip Tompkins, and Stephen Busemeyer</i>	383
Part IV: Integrated Approaches to Communication		397
25	Multichannel Leadership: Revisiting the False Dichotomy <i>Kathleen K. Reardon and Emmeline G. de Pillis</i>	399
26	Diffusion of Innovations <i>Everett M. Rogers and Arvind Singhal</i>	409
27	Credibility <i>Charles C. Self</i>	421
28	Political Communication <i>Lynda Lee Kaid</i>	443
29	Public Relations <i>Larissa Grunig</i>	459
30	Health Communication <i>Charles Atkin and Alicia Marshall</i>	479
31	Feminist Approaches to Communication <i>Ramona R. Rush and Autumn Grubb-Swetnam</i>	497
32	Communication Ethics <i>Donald K. Wright</i>	519

---

	<b>Part V: Future of Theory and Research in Communication</b>	<b>537</b>
<b>33</b>	<b>Communication Theory and Research: The Quest for Increased Credibility in the Social Sciences</b> <i>Tony Atwater</i>	<b>539</b>
<b>34</b>	<b>The Future of Theory and Research in Communication: Human Communicaton</b> <i>Gustav W. Friedrich</i>	<b>547</b>
	About the Authors	<b>551</b>
	Author Index	<b>555</b>
	Subject Index	<b>579</b>