

CONTENTS

Preface	9
PART I: OVERVIEWS	
1. The Study of Communication as a Science <i>Charles R. Berger and Steven H. Chaffee</i>	15
2. Communication Research: A History <i>Jesse G. Delia</i>	20
3. What Communication Scientists Do <i>Steven H. Chaffee and Charles R. Berger</i>	99
4. Beyond Science: Humanities Contributions to Communication Theory <i>Thomas B. Farrell</i>	123
PART II: LEVELS OF ANALYSIS	
5. Levels of Analysis: An Introduction <i>Steven H. Chaffee and Charles R. Berger</i>	143
6. The Individual's Place in Communication Science <i>Dean E. Hewes and Sally Planalp</i>	146
7. Interpersonal Communication: Definitions and Fundamental Questions <i>Joseph N. Cappella</i>	184
8. The Network Level of Analysis <i>Peter R. Monge</i>	239
9. The Macrosocial Level of Communication Science <i>Jack M. McLeod and Jay G. Blumler</i>	271
PART III: FUNCTIONS	
10. Functions of Communication: An Introduction <i>Steven H. Chaffee and Charles R. Berger</i>	325
11. Functions of Communication: A Nonfunctionalist Overview <i>Denis McQuail</i>	327
12. Language, Social Comparison, and Power <i>Howard Giles and John M. Wiemann</i>	350
13. Nonverbal Signals <i>Mark L. Knapp, Michael J. Cody, and Kathleen Kelley Reardon</i>	385

14.	Socializing Functions <i>Garrett J. O'Keefe and Kathaleen Reid-Nash</i>	419
15.	Persuasion <i>Gerald R. Miller</i>	446
16.	Communication and Conflict <i>Michael E. Roloff</i>	484
PART IV: CONTEXTS		
17.	Contexts of Communication: An Introduction <i>Steven H. Chaffee and Charles R. Berger</i>	537
18.	Family Process: System Perspectives <i>Arthur P. Bochner and Eric M. Eisenberg</i>	540
19.	Marital Interaction <i>Mary Anne Fitzpatrick</i>	564
20.	Communication and Children <i>Ellen Wartella and Byron Reeves</i>	619
21.	Consumer Behavior <i>Scott Ward</i>	651
22.	The Health Care Context <i>Loyd S. Pettegrew and Robert Logan</i>	675
23.	Organizational Assimilation <i>Fredric M. Jablin and Kathleen J. Krone</i>	711
24.	Professional Mass Communicators <i>James S. Ettema and D. Charles Whitney</i> <i>with Daniel B. Wackman</i>	747
25.	Public Opinion Processes <i>Vincent Price and Donald F. Roberts</i>	781
26.	Communication Campaigns <i>Everett M. Rogers and J. Douglas Storey</i>	817
27.	Cross-Cultural Comparisons <i>William B. Gudykunst</i>	847
PART V: CONCLUSION		
28.	Epilogue <i>Steven H. Chaffee and Charles R. Berger</i>	893
	Author Index	897
	Subject Index	931
	About the Authors	938