

Contents

Foreword

Steven H. Chaffee and Joseph Cappella vii

Preface viii

1. Information in Communication Science 1
 - Concepts* 1
 - Information in Recent Communication Literature* 3
 - The Mathematical Theory of Communication* 5
 - Historical Perspective* 6
 - Signal Transmission as Metaphor* 8
 - Matching Concept to Theory* 9
2. Communication: Signal Transmission and Interpretation 10
 - Communication* 10
 - Signal Transmission* 11
 - Interpretation* 16
 - Data, Relevance, and Information* 18
3. Measuring the Variety of a Set 20
 - The Power of a Code* 21
 - A Basic Metric: The Binary Set* 22
 - Codes with Unequal Distribution of Elements* 27
 - What H Measures* 30
 - Some Useful Characteristics of H* 32
4. Redundancy: How Structure Affects Variety 32
 - Code Efficiency* 33
 - Redundancy* 33
 - Structure* 35
 - How Internal Structure Contributes to Communication* 36
 - How Internal Structure Affects H* 38

5. Structure and Relevance	42
<i>The Structure of the Transmission System</i>	43
<i>The Structure of a Message</i>	47
<i>Social Structure</i>	47
6. Uncertainty	50
<i>Defining Uncertainty</i>	50
<i>Uncertainty and False Paradoxes</i>	53
<i>Managing Uncertainty in Human Communication</i>	55
<i>Uncertainty in Communication: Causes and Remedies</i>	57
<i>Measuring Uncertainty</i>	60
7. Summary: Distinctions and Connections	61
<i>Distinctions</i>	62
<i>Connections</i>	65
References	68
Author Index	73
About the Author	75