
CONTENTS

| | | | |
|---|----|---|------------|
| <i>Preface for Instructors</i> | x | CHAPTER 8 Constructivism <i>of Jesse Delia</i> | 97 |
| DIVISION ONE OVERVIEW | | <i>Relationship Development</i> | 110 |
| CHAPTER 1 Launching Your Study <i>of Communication Theory</i> | 2 | CHAPTER 9 Social Penetration Theory <i>of Irwin Altman & Dalmas Taylor</i> | 113 |
| CHAPTER 2 Talk About Theory | 13 | CHAPTER 10 Uncertainty Reduction Theory <i>of Charles Berger</i> | 125 |
| CHAPTER 3 Weighing the Words | 27 | CHAPTER 11 Social Information Processing Theory <i>of Joseph Walther</i> | 138 |
| CHAPTER 4 Mapping the Territory (Seven Traditions in the Field of Communication Theory) | 41 | <i>Relationship Maintenance</i> | 151 |
| DIVISION TWO INTERPERSONAL COMMUNICATION | | CHAPTER 12 Relational Dialectics <i>of Leslie Baxter & Barbara Montgomery</i> | 154 |
| <i>Interpersonal Messages</i> | 56 | CHAPTER 13 The Interactional View <i>of Paul Watzlawick</i> | 169 |
| CHAPTER 5 Symbolic Interactionism <i>of George Herbert Mead</i> | 59 | <i>Influence</i> | 180 |
| CHAPTER 6 Coordinated Management of Meaning (CMM) <i>of W. Barnett Pearce & Vernon Cronen</i> | 69 | CHAPTER 14 Social Judgment Theory <i>of Muzafer Sherif</i> | 182 |
| CHAPTER 7 Expectancy Violations Theory <i>of Judee Burgoon</i> | 84 | | |

| | | | |
|---|------------|--|------------|
| CHAPTER 15 Elaboration Likelihood Model <i>of Richard Petty & John Cacioppo</i> | 193 | DIVISION FOUR MASS COMMUNICATION | |
| | | Media and Culture | 308 |
| CHAPTER 16 Cognitive Dissonance Theory <i>of Leon Festinger</i> | 205 | CHAPTER 24 Media Ecology <i>of Marshall McLuhan</i> | 312 |
| DIVISION THREE GROUP AND PUBLIC COMMUNICATION | | CHAPTER 25 Semiotics <i>of Roland Barthes</i> | 323 |
| Group Decision Making | 219 | CHAPTER 26 Cultural Studies <i>of Stuart Hall</i> | 334 |
| CHAPTER 17 Functional Perspective on Group Decision Making <i>of Randy Hirokawa & Dennis Gouran</i> | 222 | Media Effects | 346 |
| CHAPTER 18 Adaptive Structuration Theory <i>of Marshall Scott Poole</i> | 235 | CHAPTER 27 Cultivation Theory <i>of George Gerbner</i> | 349 |
| Organizational Communication | 247 | CHAPTER 28 Agenda-Setting Theory <i>of Maxwell McCombs & Donald Shaw</i> | 359 |
| CHAPTER 19 Cultural Approach to Organizations <i>of Clifford Geertz & Michael Pacanowsky</i> | 250 | CHAPTER 29 Spiral of Silence <i>of Elisabeth Noelle-Neumann</i> | 372 |
| CHAPTER 20 Critical Theory of Communication in Organizations <i>of Stanley Deetz</i> | 261 | DIVISION FIVE CULTURAL CONTEXT | |
| Public Rhetoric | 276 | Intercultural Communication | 384 |
| CHAPTER 21 The Rhetoric <i>of Aristotle</i> | 279 | CHAPTER 30 Communication Accommodation Theory <i>of Howard Giles</i> | 387 |
| CHAPTER 22 Dramatism <i>of Kenneth Burke</i> | 289 | CHAPTER 31 Face-Negotiation Theory <i>of Stella Ting-Toomey</i> | 400 |
| CHAPTER 23 Narrative Paradigm <i>of Walter Fisher</i> | 298 | CHAPTER 32 Speech Codes Theory <i>of Gerry Philipsen</i> | 414 |

| | | | |
|---|------------|--|------------|
| <i>Gender and Communication</i> | 426 | DIVISION SIX INTEGRATION | |
| CHAPTER 33 | | <i>Communication Theory</i> | 467 |
| Genderlect Styles | | | |
| <i>of Deborah Tannen</i> | 429 | CHAPTER 36 | |
| | | Common Threads in Comm Theories | 471 |
| CHAPTER 34 | | <i>Appendix A: Abstracts of Theories</i> | A-1 |
| Standpoint Theory | | <i>Appendix B: Feature Films That Illustrate Communication Theories</i> | A-6 |
| <i>of Sandra Harding & Julia Wood</i> | 441 | <i>Appendix C: NCA Credo for Communication Ethics</i> | A-8 |
| CHAPTER 35 | | <i>Endnotes</i> | E-1 |
| Muted Group Theory | | <i>Credits and Acknowledgments</i> | C-1 |
| <i>of Cheris Kramarae</i> | 454 | <i>Index</i> | I-1 |