

— Contents —

Part One The Study of Human Communication

| | |
|---|-----------|
| 1. Orientation to Human Communication | 3 |
| <i>Communication—The Phlogiston of Society</i> | 5 |
| <i>Defining Communication</i> | 7 |
| <i>Communication—An Historical View</i> | 11 |
| The Rhetorical Tradition | 12 |
| The Sociopsychological Influence | 15 |
| The Language Influence | 17 |
| The Mathematics Influence | 18 |
| <i>Basic Assumption—Communication Is a Social Science</i> | 20 |
| “Humanistic” Studies Versus “Scientific” Studies | 20 |
| Science Versus Nonscience | 21 |
| 2. Communication and Scientific Theory | 24 |
| <i>The Nature of Theory</i> | 26 |
| Heurism and Justification | 27 |
| Scientific Explanation | 30 |
| Explanation and Causation | 32 |
| Instrumental Versus Realistic Interpretation of Theories | 35 |
| <i>The “Received View” of Theories</i> | 37 |
| Components of the “Received View” | 38 |
| <i>Shortcomings of the “Received View”</i> | 44 |
| Theory-laden Observation | 44 |
| Alternate Theoretical Perspectives | 47 |
| Formalization of Theories | 51 |
| The Theory Versus the Practice of Science | 54 |

| | |
|--|-----------|
| 3. The Nature of Perspectives | 57 |
| <i>Properties of Perspectives</i> | 59 |
| Relevance Determining | 60 |
| Time/Culture-bound | 62 |
| Interchangeability | 63 |
| Models and Analogies | 64 |
| <i>Philosophical Issues of Perspectives</i> | 65 |
| Methodological Bias | 65 |
| Operationism | 70 |
| Individualism and Holism | 72 |
| Theory and Research | 73 |
| <i>Philosophical Issues in Communication</i> | 74 |
| Rules and Laws | 75 |
| Human Choice | 78 |
| Time | 79 |
| The Locus Issue | 83 |
| <i>Conclusion</i> | 84 |

Part Two The Perspectives

| | |
|---|-----------|
| Introduction to Part Two | 89 |
| <i>The Complexity of Communication</i> | 91 |
| <i>On Understanding the Perspectives</i> | 92 |
| An Epistemological Basis | 93 |
| The "Impurity" of the Philosophical Bases | 94 |
| The Locus of Communication | 95 |
| <i>An Identity Problem</i> | 96 |
| 4. The Mechanistic Perspective | 98 |
| <i>Tenets of Mechanism</i> | 99 |
| Quasi Causality | 99 |
| Transitivity of Functions | 101 |
| Material Existence of Components | 103 |
| Reductionism | 105 |
| <i>A Mechanistic Model</i> | 107 |
| Typical Components | 108 |
| Locus—The Channel | 110 |

| | |
|--------------------------------------|-----|
| <i>Implications</i> | 112 |
| Emphasis on Effects | 113 |
| Barriers and Breakdowns | 115 |
| The Gatekeeping Function | 118 |
| Mediated Communication | 120 |
| One-Way Versus Two-Way Communication | 122 |

| | |
|-----------------------------------|-----|
| <i>Selected Areas of Research</i> | 125 |
| Persuasion | 125 |
| Media Effects | 127 |
| Networks | 129 |
| Diffusion | 132 |

| | |
|-------------------|-----|
| <i>Conclusion</i> | 133 |
|-------------------|-----|

5. The Psychological Perspective 135

Characteristics of a Psychological Explanation (of Communication) 136

| | |
|-------------------------------|-----|
| Sensory Reception of Stimuli | 137 |
| Internal Mediation of Stimuli | 139 |
| Prediction of Response | 141 |
| Reinforcement of Responses | 142 |

| | |
|------------------------------|-----|
| <i>A Psychological Model</i> | 143 |
| Typical Components | 144 |
| Locus—Conceptual Filters | 147 |

| | |
|--|-----|
| <i>Implications</i> | 149 |
| Receiver Orientation | 150 |
| Intrapersonal Level | 151 |
| Attitude-Behavior Relationship | 153 |
| Quasi Causality | 154 |
| Proliferation of Measuring Instruments | 154 |
| Selectivity of Information | 156 |

| | |
|-----------------------------------|-----|
| <i>Selected Areas of Research</i> | 157 |
| Persuasion and Attitude Change | 158 |
| Organizational Communication | 159 |
| Group Communication | 160 |
| Miscellanea | 161 |

| | |
|-------------------|-----|
| <i>Conclusion</i> | 162 |
|-------------------|-----|

| | |
|--|------------|
| 6. The Interactional Perspective | 164 |
| <i>Characteristics of Interactionism</i> | 166 |
| The Nature of Self | 166 |
| The Nature of Symbols | 168 |
| The Nature of Human Action | 170 |
| The Nature of Social Action | 172 |
| <i>An Interactional Model</i> | 173 |
| Typical Components | 174 |
| Locus—Role Taking | 178 |
| <i>Implications</i> | 180 |
| Search for Self-understanding | 180 |
| The Role of the Researcher (and of Research) | 182 |
| Sharedness | 184 |
| Emphasis on Action | 185 |
| <i>Selected Areas of Research</i> | 186 |
| Self-disclosure | 187 |
| Persuasion | 188 |
| Miscellanea | 190 |
| <i>Summary</i> | 191 |
| | |
| 7. The Pragmatic Perspective | 194 |
| <i>Principles of Pragmatics</i> | 195 |
| Tenets of System Theory | 196 |
| The Principle of Nonsummativity | 197 |
| Structure, Function, and Evolution | 198 |
| The Principle of Openness | 200 |
| Hierarchical Organization | 203 |
| Tenets from Information Theory | 204 |
| Choice and Uncertainty | 204 |
| Redundancy and Constraint | 206 |
| Application to Human Communication | 207 |
| Social System | 207 |
| Behaviors | 208 |
| Sequential Interaction Patterns | 210 |
| Content and Relationship Dimensions | 210 |
| <i>Implications</i> | 211 |
| Externalization | 212 |
| Stochastic Probability | 213 |
| Qualitative Analysis | 215 |

| | |
|---|------------|
| Complexity of Time Concepts | 219 |
| Interpersonal-Mass Communication | 222 |
| <i>A Pragmatic Model</i> | 223 |
| Typical Components | 225 |
| Locus—Sequential Behaviors | 227 |
| <i>Selected Areas of Research</i> | 228 |
| Behavioral Categories | 228 |
| Social Settings | 230 |
| Phases of Group Development | 230 |
| Miscellanea | 231 |
| <i>Summary</i> | 232 |
| Part Two Miscellanea | 234 |
| <i>Combinations of Perspectives</i> | 235 |
| <i>Other Miscellaneous “Perspectives”</i> | 236 |
| Ecology | 237 |
| Dramatism | 237 |
| McLuhanism | 238 |
| Balance Theories/Models | 239 |
| <i>The Influence of Perspectives</i> | 240 |
| Part Three Conceptual Implications | |
| Introduction to Part Three | 245 |
| 8. The Concept of Meaning | 249 |
| <i>Meanings of Meaning</i> | 250 |
| <i>Meaning in Communication</i> | 252 |
| Mechanistic Meaning | 253 |
| Psychological Meaning | 256 |
| Interactional Meaning | 258 |
| Pragmatic Meaning | 261 |
| <i>Summary</i> | 263 |
| 9. The Concept of Message | 265 |
| <i>The Variability of the “Message” Concept</i> | 266 |
| As Transmitted Signal | 266 |
| As Structural Form | 268 |

xii CONTENTS

| | | |
|---|-----|------------|
| As Social Influence | 269 | |
| As Interpretation | 270 | |
| As Reflection of Self | 271 | |
| As Commonality | 273 | |
| <i>The Usefulness of the "Message" Concept</i> | | 276 |
| Message "Bits" | 277 | |
| Nonmessages | 280 | |
| <i>Summary</i> | 282 | |
| 10. The Concept of Feedback | | 284 |
| <i>Feedback as Response</i> | 286 | |
| <i>Feedback as Reinforcement</i> | 288 | |
| <i>Feedback as Internal Servomechanism</i> | 291 | |
| <i>Feedback as Social Process</i> | 293 | |
| <i>Summary</i> | 297 | |
| 11. Still More Concepts | | 300 |
| <i>The Concept of Process</i> | 300 | |
| The Covering-Law View of Process | 301 | |
| Other Views of Process | 303 | |
| Perspective Views of Process | 305 | |
| <i>The Concept of Breakdown/Barrier</i> | 307 | |
| <i>The Concept of Information</i> | 309 | |
| <i>The Concept of Intrapersonal Communication</i> | 310 | |
| <i>The Concept of Complexity</i> | 314 | |
| <i>The Concept of Communicative Effectiveness</i> | 316 | |
| <i>Summary</i> | 320 | |
| 12. Conclusion | | 322 |
| References | | 327 |
| Index | | 351 |