

Contents

<i>List of Figures</i>	page xiii
<i>List of Tables</i>	xiv
<i>List of Boxes</i>	xv
<i>Preface</i>	xvii
<i>Acknowledgements</i>	xxii
PART I Communication Foundations	1
1 The Communication Process	3
Chapter Outline	3
Chapter Goals	3
Communication Encounter: Sofia Contedaras	4
Background	5
Definition of Terms	5
Communication and Intentionality	8
Four Communication Models	9
Historical Foundations of the Field	17
Fundamental Issues	22
The Destructive Side of Communication	22
Ethical Systems of Communication	24
Communication Response: Sofia Contedaras	27
Questions for Understanding	28
Questions for Analysis	28
Suggestions for Further Reading	28
2 Culture and Communication	29
Chapter Outline	29
Chapter Goals	29
Communication Encounter: Dora Ellison and Augustina Riverton	30
Background	31
Cultural Diversity in the USA	32
Defining and Interpreting Culture	33
Assumptions about Culture	34
Imperatives for Studying Culture and Communication	35
Fundamental Issues	38
Dimensions of National Culture	38
Challenges and Barriers to Intercultural Communication	42
Theoretical Insight: Co-Cultural Theory (Orbe)	47
Enhancing Your Skills	50
Applying <i>Working Toward Commonality</i> at Work	52
Applying <i>Working Toward Commonality</i> in the Family	53

Communication Response: Dora Ellison and Augustina Riverton	53
Questions for Understanding	54
Questions for Analysis	54
Suggestions for Further Reading	54
3 Perception, the Self, and Communication	55
Chapter Outline	55
Chapter Goals	55
Communication Encounter: Greta Brigham and Jackson Wilmont	56
Background	57
The Process of Perception	57
Influences on Perception	62
Fundamental Issues	65
Biases Affecting Perception	65
The Self and Impression Management	69
Theoretical Insight: Attribution Theory (Kelley)	73
Enhancing Your Skills	75
Applying <i>Perception Checking</i> at Work	76
Applying <i>Perception Checking</i> with Friends	77
Communication Response: Greta Brigham and Jackson Wilmont	77
Questions for Understanding	78
Questions for Analysis	78
Suggestions for Further Reading	78
4 Verbal and Nonverbal Communication	79
Chapter Outline	79
Chapter Goals	80
Communication Encounter: Nadine Hellman and Randy Mitchell	80
Background	81
Interpreting Verbal Communication	81
Interpreting Nonverbal Communication	81
The Relationship between Verbal and Nonverbal Communication	82
Fundamental Issues in Verbal Communication	84
Characteristics of Verbal Codes	84
Influences on Verbal Communication	86
Problematic Aspects of Verbal Communication	89
Theoretical Insight: Linguistic Determinism/Relativity Theory (Sapir & Whorf)	92
Fundamental Issues in Nonverbal Communication	93
Types of Nonverbal Codes	93
Influences on Nonverbal Communication	98
Theoretical Insight: Expectancy Violations Theory (Burgoon)	101
Enhancing Your Skills	102
Applying <i>Owning Your Opinions</i> at Work	104
Applying <i>Owning Your Opinions</i> with Friends	105

Communication Response: Nadine Hellman and Randy Mitchell	105
Questions for Understanding	106
Questions for Analysis	106
Suggestions for Further Reading	106
5 Listening and Responding	107
Chapter Outline	107
Chapter Goals	107
Communication Encounter: Professor Nash and Rodney Jasper	108
Background	109
The Importance of Listening	109
Differentiating between Hearing and Listening	110
Components of the Listening Process	111
Fundamental Issues	114
Personal and Preferred Listening Styles	114
Poor Listening Habits	116
Influences on Listening: Technology and Culture	119
Theoretical Insight: Working Memory Theory (Baddeley)	124
Enhancing Your Skills	126
Applying <i>Listening with Empathy</i> in the Family	130
Communication Response: Professor Nash and Rodney Jasper	130
Questions for Understanding	130
Questions for Analysis	131
Suggestions for Further Reading	131
PART II Communication Types and Contexts	133
6 Interpersonal and Relational Communication	135
Chapter Outline	135
Chapter Goals	136
Communication Encounter: Marsha and Tami Neimann	136
Background	137
Definitions	137
Distinguishing between Interpersonal and Relational Communication	138
Fundamental Issues	142
Relationship Development	142
Communication Behaviors Characterizing Close Relationships	145
Technology and Relational Communication	152
Theoretical Insight: Relational Dialectics Theory (Baxter)	154
Enhancing Your Skills	157
Applying <i>Descriptive Communication</i> at Work	159
Applying <i>Descriptive Communication</i> in the Family	159
Communication Response: Marsha and Tami Neimann	160

Questions for Understanding	161
Questions for Analysis	161
Suggestions for Further Reading	161
7 Communication in Small Groups and Organizations	162
Chapter Outline	162
Chapter Goals	163
Communication Encounter: Norris Wright and Faye Reynolds	163
Background	164
Interpreting Small Groups and Organizations	164
Communication in Small Groups and Organizations	167
Fundamental Issues in Small Group Communication	170
Group Roles	170
Group Decision Making and Problem Solving	172
Theoretical Insight: Groupthink (Janis)	175
Fundamental Issues in Organizational Communication	178
Leadership	178
Managing Work–Home Issues	179
Theoretical Insight: Theory of Organizational Culture (Pacanowsky & O'Donnell-Trujillo)	182
Enhancing Your Skills	184
Applying <i>Openness to Feedback</i> in the Organization	185
Applying <i>Openness to Feedback</i> in a Small Group	185
Communication Response: Norris Wright and Faye Reynolds	186
Questions for Understanding	187
Questions for Analysis	187
Suggestions for Further Reading	187
8 Social/Mass Media and Communication	188
Chapter Outline	188
Chapter Goals	189
Communication Encounter: Beth Wilder and Chao Li	189
Background: The Importance of Media in Everyday Life	190
Fundamental Issues in Mass Media	191
Interpreting Mass Media	191
History of Mass Media	194
Media Representations	196
Theoretical Insight in Mass Media: Agenda-Setting Theory (McCombs & Shaw)	198
Fundamental Issues in Social Media	200
Interpreting and Understanding Social Media	201
The Effects of Social Media	204
Theoretical Insight in Social Media: Social Information Processing Theory (Walther)	205
Enhancing Your Skills	208
Developing <i>Media Literacy</i> as a Media Consumer	208

Applying <i>Civil Discourse</i> Online	209
Communication Response: Beth Wilder and Chao Li	212
Questions for Understanding	212
Questions for Analysis	213
Suggestions for Further Reading	213
9 Preparing and Composing Your Speech	214
Chapter Outline	214
Chapter Goals	214
Communication Encounter: Victoria Bruno	215
Background	216
Aristotle: One Philosopher's Major Influence	217
Our Presentational Society	218
Types of Presentations	219
Fundamental Issues	222
Selecting and Narrowing a Topic	222
Researching and Supporting Your Presentation	224
Organizing and Outlining	226
Theoretical Insight: The <i>Rhetoric</i> (Aristotle)	230
Enhancing Your Skills	234
Applying <i>Establishing a Personal Inventory of Speaking</i> with Friends	235
Communication Response: Victoria Bruno	236
Questions for Understanding	236
Questions for Analysis	237
Suggestions for Further Reading	237
10 Audience Analysis and Speech Delivery	238
Chapter Outline	238
Chapter Goals	238
Communication Encounter: Dexter Ward	239
Background	240
The Audience–Speaker Relationship	240
Presenting with Substance	240
Fundamental Issues	241
Audience Analysis	241
Communication Apprehension	245
Technology	247
Delivering a Presentation	249
Delivery Formats	250
Delivery Components	251
Theoretical Insight: Contagion Theory (Nuttin)	255
Enhancing Your Skills	256
Applying <i>Sustaining Professionalism at Work</i>	257
Communication Response: Dexter Ward	259

Questions for Understanding	259
Questions for Analysis	260
Suggestions for Further Reading	260
<i>Appendix A Careers in Communication</i>	261
<i>Appendix B Professional Communication Associations</i>	265
<i>Glossary</i>	270
<i>References</i>	282
<i>Index</i>	297