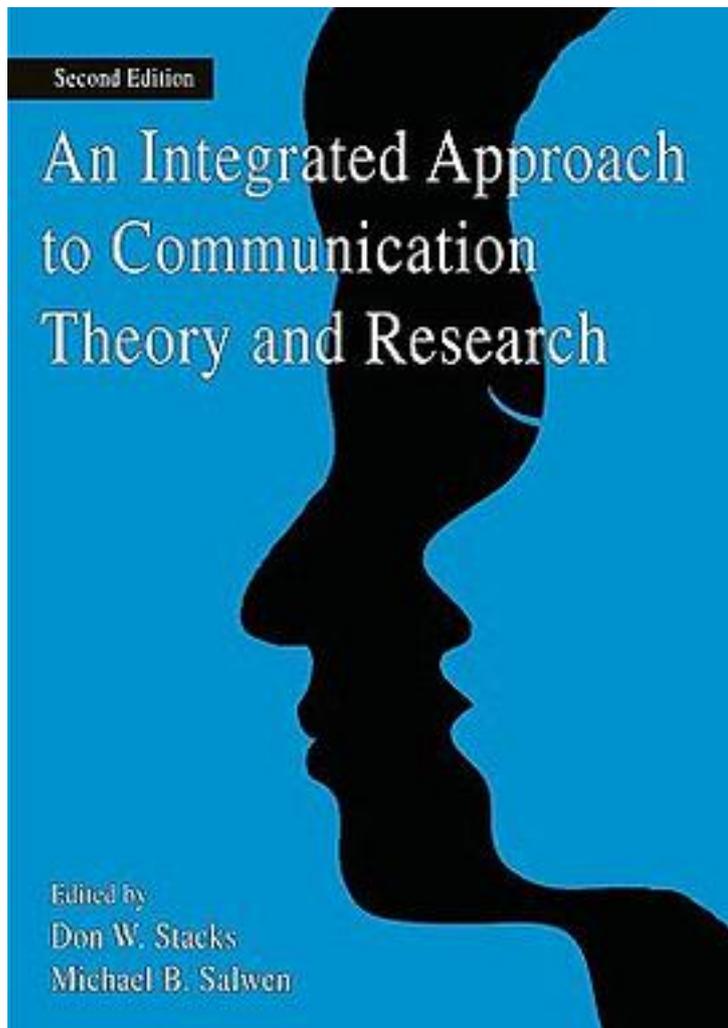


An Integrated Approach to Communication Theory and Research



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This volume provides an overview of communication study, offering theoretical coverage of the broad scope of communication study as well as integrating theory with research. To explicate the integration process, the chapter contributors -- experts in their respective areas -- offer samples in the form of hypothetical studies, published studies, or unpublished research, showing how theory and research are integrated in their particular fields. The book will appeal to graduate students and faculty members who want a thorough overview of not only the field, but also sample research stemming from its various component parts.

作者介绍:

目录: Preface

- 1 Integrating Theory and Research: Starting With Questions / Don W. Stacks, Michael B. Salwen 3
- 2 Thinking About Theory / Steven H. Chaffee 15
- 3 Thinking Quantitatively / Michael J. Beatty 33
- 4 Thinking Qualitatively: Hermeneutics in Science / James A. Anderson 45
- 5 Mass Communication Theory and Research: Concepts and Models / Bradley S. Greenberg, Michael B. Salwen 63
- 6 Media Gatekeeping / Pamela J. Shoemaker 79
- 7 The Agenda-Setting Role of Mass Communication / Maxwell McCombs, Tamara Bell 93
- 8 Cultivation Analysis: Research and Practice / Nancy Signorielli, Michael Morgan 111
- 9 Theories and Methods in Knowledge Gap Research Since 1970 / Cecilie Gaziano, Emanuel Gaziano 127
- 10 Uses and Gratifications / J. D. Rayburn II 145
- 11 Spiral of Silence: Communication and Public Opinion as Social Control / Charles T. Salmon, Carroll J. Glynn 165
- 12 International Communication / Robert L. Stevenson 181
- 13 Violence and Sex in the Media / Jennings Bryant, Dolf Zillmann 195
- 14 Advertising / Esther Thorson 211
- 15 Human Communication Theory and Research: Traditions and Models / James C. McCroskey, Virginia P. Richmond 233
- 16 The Rhetorician's Quest / Walter R. Fisher, Stephen D. O'Leary 243
- 17 Persuasion / Michael D. Miller, Timothy R. Levine 261
- 18 Interpersonal Communication / Charles R. Berger 277
- 19 Modeling Cultures: Toward Grounded Paradigms / Eduardo Nieva, Mark Hickson III 297
- 20 Intercultural Communication / Thomas Steinfatt, Diane M. Christophel 317
- 21 Intrapersonal Communication / Blaine Goss 335
- 22 Nonverbal Communication / Amy S. Ebesu, Judee K. Burgoon 345
- 23 Small Group Communication / Randy Hirokawa, Abran J. Salazar, Larry Erbert, Richard J. Ice 359
- 24 Organizational Communication / Brenda J. Allen, Phillip Tompkins, Stephen Busemeyer 383
- 25 Multichannel Leadership: Revisiting the False Dichotomy / Kathleen K. Reardon, Emmeline G. de Pillis 399
- 26 Diffusion of Innovations / Everett M. Rogers, Arvind Singhal 409
- 27 Credibility / Charles C. Self 421
- 28 Political Communication / Lynda Lee Kaid 443
- 29 Public Relations / Larissa Grunig 459
- 30 Health Communication / Charles Atkin, Alicia Marshall 479

31 Feminist Approaches to Communication / Ramona R. Rush, Autumn
Grubb-Swetnam 497
32 Communication Ethics / Donald K. Wright 519
33 Communication Theory and Research: The Quest for Increased Credibility in the
Social Sciences / Tony Atwater 539
34 The Future of Theory and Research in Communication: Human Communication /
Gustav W. Friedrich 547
About the Authors 551
Author Index 555
Subject Index
• • • • • (收起)

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