

## Study Guide Exam #3

### Vocab/Dates/People/Theories

- **NAATS**- National association of academic teachers of public speaking
  - o Today: National Communications association
  - o 1914
  - o FSU English Department
- **Communication:** ““A systematic process in which individuals interact with and *through symbols* to create and interpret meaning.”
  - o Process, systemic, symbols and meaning
  - o Wood
- **Impacts of communication:** Professional, personal, relational and cultural
- **Major areas of study in communication:** Intrapersonal, interpersonal, public communication, group/team, media and new technology, organizational
- **Symbols:** “Represent, stand for, other things, but they are not the things for which they stand”
- **Determinism:** Human behavior that is governed by forces **beyond our control**
- **Free will:** Belief that **humans have free** will and that they make choices about how to act. (Ontological)
- **Ontology:** Assumptions about human nature
  - o Free Will
- **Epistemology:** the branch of philosophy that deals with **knowledge**.
  - o How do we know what we know?
- **Building Blocks for theory:** Epistemology
  - o Knowledge
- **Quantitative methods:** Descriptive statistics, surveys, experiments
  - o *Making sense of numbers*
- **Qualitative Methods:** textual analysis, ethnography, critical scholarship
  - o *Making sense of their own communication experience*
- Difference between the two:
  - o **Qualitative:** how people perceive and make sense of their communication experience
    - Interpreting meanings and other unobservable dimensions
  - o **Quantitative:** Interpreting the data to make sense of arguments about what the numbers reveal
    - Making arguments about what the numbers mean about communication behaviors and relationships

- **Symbolic Interactionism:** theory devised by *mead* that states that symbols are the foundation for personal and social life.
  - Mind, self, society
- **Narrative Paradigm:** We sense our experiences in life by transforming them into stories and narrative forms.
  - **Walter Fisher:** “We are all natural storytellers”
  - **Narration:** Symbolic actions that have sequence and meaning for those who live, create, or interpret them
- **Narrative Rationality:** How we assess the quality of a story
  - Coherence and fidelity
  - **Coherence:** How much sense does the story make? Believable?
  - **Fidelity:** the extent to which the story relates with our own experiences and values
    - We find stories believable when they relate to our own experiences
- **Pentad:** a tool that provides a structure for analyzing human actions
  - Reveals: “effectiveness of the work, the motive of the speaker and the philosophy of operation”
  - **Burke’s pentad** ^
- **Principles of determinism:** Help explain *why things happen* the way they do
  - Symbolic Inducement
  - Criticism: Act, actor, agency, scene and purpose
- **Dramaturgy:** Concerned with ***performance in every day life***
  - **Goffman:** believes that bodily actions are used performatively to make impressions on individuals and to sustain an image they’re trying to protect
- **Dramaturgical model:**
  - **Frames-** models we rely on to make sense of experience (***Defines situations***)
  - **Impression Management:** Process of managing setting, words, dress etc
- **Ethnography:** a method of interpreting actions that generates understanding in terms of those performing the actions
- **General System’s theory:** States that forms are organized wholes that seek to sustain themselves.
- **Dialectical theory:** asserts that in any relationship there are inherent tensions between contradictory impulses, or dialectics
  - **Leslie Baxter-** tested this theory
- **Dialectics:** Contradictory or opposing tensions
  - 3 major dialectical tensions:
    - **Integration/separation**
    - **Stability/change**
    - **Expression/privacy**
  - **Responses to dialectics:** Selection, separation, naturalizing, reframing

- **Uncertainty theory:** the main goal of interaction is to reduce the amount of uncertainty about the other person's thoughts
  - Laws approach
  - More deterministic
- **Social Exchange Theory:** Asserts that people try to maximize rewards and minimize costs in relationships
  - Aim: People seek to maximize rewards and minimize costs in relationships
  - 4 major criticisms:
    - Little Heuristic value
    - Not testable
    - Not supported by research
    - Inappropriate for humans
  - **Comparison Levels:** A subjective standard for what we expect in a particular type of relationship
    - Based on personal past and current relationship
    - CL reflects the whole of our experiences in relationships, combined with our knowledge
- **Social Penetration Model:** “to develop a personal relationship, people penetrate the outside layers, middle layers, interior layer and finally reach the inner core of the self-concept.
  - Irwin Altman and Dallas Taylor
    - Onion peeling example “peeling back the layers”
- **Perception and second generation developmental theories:** Relationships are defined and guided by individuals perceptions
  - Honeycutt
- **Relational Development and Dissolution Model:** Wood
  - Steps to making sense of a relationship
- **Relational Trajectories:** personal understandings of various tracks in relationships
- **Turning points:** key relational events or feelings that you perceive as marketing changes in the direction or intensity of a relationship.
- **Technological Determinism:** Technology, specially media, shapes how individuals think, feel, and act and how societies organize themselves and operate
  - McLuhan
  - “Some single cause or phenomenon determines other aspects of life
- **The Four Epochs:**
  - **Tribal Epoch**
    - Face-to-face interactions
      - Defined by oral traditions (oral cultures-stories-passed down)
  - **Literate Epoch**
    - Began with the invention of the alphabet
  - **Print Epoch**