

Study Guide Exam #3

Vocab/Dates/People/Theories

- **NAATS-** National association of academic teachers of public speaking
 - Today: National Communications association
 - 1914
 - FSU English Department
- **Communication:** ““A systematic process in which individuals interact with and *through symbols* to create and interpret meaning.”
 - Process, systemic, symbols and meaning
 - 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
 - Free Will
- **Epistemology:** the branch of philosophy that deals with *knowledge*.
 - How do we know what we know?
- **Building Blocks for theory:** Epistemology
 - Knowledge
- **Quantitative methods:** Descriptive statistics, surveys, experiments
 - *Making sense of numbers*
- **Qualitative Methods:** textual analysis, ethnography, critical scholarship
 - *Making sense of their own communication experience*
- Difference between the two:
 - **Qualitative:** how people perceive and make sense of their communication experience
 - Interpreting meanings and other unobservable dimensions
 - **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.

- o Mind, self, society
- **Narrative Paradigm:** We sense our experiences in life by transforming them into stories and narrative forms.
 - o **Walter Fisher:** “We are all natural storytellers”
 - o **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
 - o **Coherence:** How much sense does the story make? Believable?
 - o **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
 - o Reveals: “effectiveness of the work, the motive of the speaker and the philosophy of operation”
 - o **Burke’s pentad** ^
- **Principles of determinism:** Help explain *why things happen* the way they do
 - o Symbolic Inducement
 - o Criticism: Act, actor, agency, scene and purpose
- **Dramaturgy:** Concerned with *performance in every day life*
 - o **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:**
 - o **Frames-** models we rely on to make sense of experience (*Defines situations*)
 - o **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
 - o **Leslie Baxter-** tested this theory
- **Dialectics:** Contradictory or opposing tensions
 - o 3 major dialectical tensions:
 - **Integration/separation**
 - **Stability/change**
 - **Expression/privacy**
 - o **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
 - o 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*
 - Began with the invention of the printing press
 - *Electronic Epoch*