

- Truth is subjective and co-created by the participants in the research process
- Complete objectivity is often impossible
- The study of interaction is believed to be value-relevant
- No concern for control or ability to generalize; focus is providing rich descriptions
- “Research-then-theory”
- Critical approach
 - Those in power shape knowledge in ways that perpetuate the status quo
 - Researchers seek to change the status quo to resolve power imbalances and give voice to the silenced
 - These imbalances are often reproduced accidentally through social norms
- Approaches to knowing
 - The types of questions one asks about the world influence how and what one chooses to research
 - Three major types of questions
 - Ontological
 - The study of being/not being or the nature of reality
 - The three approaches' views on ontology
 - Empirical: general laws govern human interactions and free choice is limited
 - Interpretive: people have free choice and the researcher's job is to co-create reality
 - Critical: there is choice and constraint in the power structures they wish to change
 - Epistemological
 - How we go about knowing and what counts as knowledge
 - The three approaches' views on epistemology
 - Empirical: strive for control over research process and rely on statistical tests
 - Interpretive: rely on their own and their participants' explanations/interpretations
 - Critical: focus on power imbalances
 - Axiological
 - The role of values in theory and research
 - The three approaches' views on axiology

Preview from Notesale.co.uk
Page 10 of 62

- The Systems Approach
 - Systems can be described in terms of six properties
 - Wholeness
 - Interdependence
 - Hierarchy
 - Boundaries
 - Calibration/feedback
 - Equifinality
- Evaluating Communication Theory
 - Scope
 - The range of behaviors covered by the theory
 - Logical consistency
 - The extent to which the theory makes sense and does not contain contradictions
 - Parsimony
 - The simplicity of the explanation of the theory
 - Utility
 - The usefulness of the theory's explanations
 - Testability
 - The ability to investigate a theory's accuracy
 - Heurism
 - The extent to which a theory has generated new thinking and research
 - Test of time
 - The ability of the theory to remain applicable and relevant through time
- The research process
 - Scientific method uses deductive logic
 - Moving from the general (theory) to specific (observations) using hypothesis derived from theory
 - Operationalization
 - Researcher specifies how concepts will be measured
 - Turns abstract concepts from the theory into concrete variables
 - Make observations/collect data
 - Researcher codes or directly measures the occurrence of the concepts
- The research process
 - Grounded theory approach uses inductive logic

- Enmeshment: extent to which partners identify themselves as part of a system
- Life scripts: clusters of past or present episodes that create a system of manageable meanings with others
- Cultural patterns: images of the world and a person's relationship to it
- Individualism: prioritizing personal needs or values over the needs or values of a group (I-Identity)
- Collectivism: prioritizing group needs or values over the needs or values of an individual (we-identity)
- Loop: the reflexiveness of levels in the hierarchy of meaning
- Charmed loop: rules of meaning are consistent throughout the loop
- Strange loop: rules of meaning change within the loop
- Coordination: trying to make sense of message sequencing
- Resources: stories, symbols, and images that people use to make sense of their world
- Constitutive rules: organize behavior and help us to understand how meaning should be interpreted
- Unwanted repetitive patterns (URPs): recurring, undesirable conflicts in a relationship
- Regulative rules: guidelines for people's behavior

NOTES

- CDT as a glance
 - Cognitive dissonance is the feeling of discomfort resulting from inconsistent attitudes, thoughts and behaviors
 - People are motivated to reduce dissonance and will:
 - Ignore opposing viewpoints
 - Change their beliefs to match their actions (or vice versa)
 - Seek reassurances after making a difficult decision
- Principles of consistency theories
 - Mind is intermediary between stimulus and response
 - New stimuli are organized into a pattern with other previously encountered stimuli
 - If the new stimulus is inconsistent, then people feel discomfort
- Types of cognitive relationships
 - Constant relationships
 - Belief that fitness is important/working out regularly
 - Dissonant relationships

Assumptions of URT

- People experience uncertainty in interpersonal settings, which generates cognitive stress
- When strangers meet, their primary concern is to reduce their uncertainty and increase predictability
- Interpersonal communication is a developmental process that occurs in stages, and it is the primary means of uncertainty reduction
- The quantity and nature of information that people share changes through time
- It is possible to predict people's behavior in a law-like fashion

Axioms of URT

- Axioms are truisms drawn from past research and common sense
 - Axioms are the foundation of URT
 - Require no further proof; must be accepted as valid
 - Indicate the relationship between uncertainty and other concepts
- Negative relationship between uncertainty and verbal communication
- Negative relationship between uncertainty and nonverbal affiliate expressiveness
- Positive relationship between uncertainty and information-seeking behavior
- Negative relationship between uncertainty and levels of intimacy
- Positive relationship between uncertainty and rate of reciprocity
- Negative relationship between uncertainty and similarities between people
- Negative relationship between uncertainty and liking

Theorems of URT

- Theorems are theoretical statements derived from axioms, positing a relationship between two concepts
 - All axioms were combined to create twenty-one theorems
 - If A is related to B, and B is related to C, then A must be related to C

Additional Axioms of URT

- Negative relationship between uncertainty and interaction with social networks
- Negative relationship uncertainty and communication satisfaction

Expansions of URT

- Antecedent conditions when one seeks to reduce uncertainty:
 - Potential to reward or punish

- Scope
 - Self-disclosure is too narrowly interpreted
 - View of relationship development is too linear
 - A relationship is more than self-disclosure
 - View of relationship disengagement is too linear
- Heurism
 - SPT has yielded hundred of studies
 - Various types of relationships have been studied
 - Families
 - Teachers
 - Marriages
 - Physician-patient
 - Effects of culture on the penetration process

CHAPTER 11 RELATIONAL DIALECTICS THEORY

KEY TERMS

- Monologic approach: an approach framing contradiction as either/or
- Dualistic approach: an approach framing contradiction as two separate entities
- Dialectic approach: an approach framing contradiction as both/and
- Totality: acknowledges the interdependence of people in a relationship
- Contradiction: the central feature of the dialectic approach; refers to oppositions
- Motion: refers to the processual nature of relationships
- Praxis: refers to the choice-making capacity of humans
- Autonomy and connection: an important relational tension that shows our conflicting desires to be close and to be separate
- Openness and protection: an important relational tension that shows our conflicting desires to tell our secrets and to keep them hidden
- Novelty and predictability: an important relational tension that shows our conflicting desires to have stability and change
- Interactional dialects: tensions resulting from and constructed by communication
- Contextual dialects: tensions resulting from the place of the relationship within the culture

- Group-individual → community group
- Ordered activities-emergent activities → community group
- Inclusion-exclusion → community group
- Acceptable behavior-unacceptable behavior → community group
- Presence-absence → families/stepfamilies
- Joy-grief → families
- Informing-constituting identity → televised friendship
- One parent-two parent authority → stepfamilies
- Control-restraint → stepfamilies

Responses to Dialectics

- Primary strategies to manage dialectical tensions
 - Cyclic alternation
 - Segmentation
 - Selection
 - Integration
 - Neutralizing
 - Disqualifying
 - Reframing
- Characteristics of strategies that manage dialectical tensions
 - Improvisational
 - Affected by time
 - Complicated by unintended consequences

Integration

- Communication tradition
 - Socio-cultural
- Communication context
 - Interpersonal
- Approach to knowing
 - Interpretive

Evaluating RDT

- Parsimony
 - Too few dialectics
 - Some new dialectics could fit into existing structure, preserving parsimony
- Utility
 - Explains the push and pull of relational life better than other models
 - Views relationships as dynamic rather than static
- Heurism

- Certain images that are prevalent in society (ads, commercials, etc.) we start to believe the ideas they perpetuate about success, masculinity, etc.
 - They become reproduced and perpetuated – and not always on purpose
- When arousal occurs, we tend to pay more attention to the message in order to understand the source of the arousal.
 - False
 - When arousal occurs we actually pay less (not more) attention to the message
- Be familiar with...
 - Symbols
 - Critics of Social Penetration Theory
 - Relational Dialectics Theory (RDT)
 - Segmentation
 - The difference between ontology, epistemology, and axiology
 - The positivistic, interpretive and critical approaches to conducting research
 - Symbolic Interaction Theory
 - Social Exchange Theory

Preview from Notesale.co.uk
Page 32 of 62

CHAPTER 12 (13)

COMMUNICATION PRIVACY MANAGEMENT THEORY

KEY TERMS:

- Microtheory: a theory with limited boundaries
- Macrotheory: a theory with extensive boundaries
- Private information: information about things that matter deeply to a person
- Private disclosures: the process of communicating private information to another
- Intimacy: the feeling state of knowing someone deeply in all ways because that person is significant in one's life
- Private boundaries: the demarcation between private information and public information
- Collective boundary: a boundary around private information that includes more than one person

- People make decisions about controlling their private information based on rules
- Privacy rules have two main features
 - Rule development
 - Privacy Rule Development
 - Decision-making criteria for developing privacy rules
 - Cultural
 - Gender
 - Motivation
 - Contextual
 - Risk-benefit ratio
 - Rule attributes, which refer to the ways people acquire rules and the properties of these rules
 - Private information co-ownership and guardianship
 - When private information is shared, the boundary around it is called a collective boundary (question 3)
 - When private information remains with an individual, is it called a personal boundary
 - Boundary coordination
 - How we manage private information that is co-owned
 - Boundary linkage
 - Boundary ownership
 - Boundary permeability
 - Thick boundaries
 - Thin boundaries
 - Private information boundary turbulence
 - Boundary turbulence exists when the rules of boundary coordination are unclear
 - When people experience boundary turbulence, they make adjustments to reduce it and achieve coordination
 - Turbulence occurs for various reasons

Integration

- Communication tradition
 - Socio-cultural
- Communication context
 - Interpersonal
- Approaches to knowing

- Communication context
 - Organizational
- Approach to knowing
 - Positivistic/empirical

Evaluating OIT

- Logical consistency
 - People are not always guided by rules in an organization
 - Organizations are not static units in society
- Utility
 - Explains the complexities of information processing
- Heurism
 - Prompted considerable scholarly discussion

CHAPTER 22 (24)

SPIRAL OF SILENCE THEORY

KEY TERMS

- Public: legal, social, and social-psychological concerns of people
- Opinion: expression of attitude
- Public opinion: attitudes and behaviors expressed in public to avoid isolation
- Quasi-statistical sense: personal estimation of the strength of opposing sides on a public issue
- Pluribus: mistaken observation of how most people feel
- Ubiquity: the belief that media are everywhere
- Cumulateness: the belief that media repeat themselves
- Consonance: the belief that all media are similar in attitudes, beliefs, and values
- Dual climates of opinion: difference between the population's perception of a public issue and the way the media report on the issue
- Train test: assessment of the extent to which people will speak out
- Last-minute swing: jumping on the bandwagon of popular opinion after opinions have been expressed
- Hard core: group(s) at the end of the spiral willing to speak out at any cost

NOTES

SST at a Glance

- Media have profound effects on public opinion
- Mass media work with majority opinion to silence minority beliefs

- The Cosby Show
- The Simpsons

Audience Decoding

- An audience decodes a message from a position
 - Dominant-hegemonic
 - Professional codes
 - Negotiated
 - Application of “local condition”
 - Oppositional
 - Image of beauty

Integration

- Communication tradition
 - Critical
- Communication context
 - Mass/media
- Approach to knowing
 - Interpretive

Critical Strengths of Cultural Studies

- Logical Consistency
 - Audiences and counter-hegemony
- Utility
 - Translates into daily life and practice
- Heurism
 - Concepts applied to various studies

CHAPTER 23

USES AND GRATIFICATIONS THEORY

KEY TERMS

- Mass Society Theory: the idea that average people are the victims of the powerful forces of mass media (24)
- Limited effects: the perspective replacing Mass Society Theory; holds that media effects are limited by aspects of the audience’s personal and social lives
- Individual Differences Perspective: a specific approach to the idea of limited effects; concentrates on the limits posed by personal characteristics
- Social Categories Model: a specific approach to the idea of limited effects; concentrates on the limits posed by group membership