



Introducing Communication Theory: Analysis and Application

Fourth Edition

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Thinking about Communication

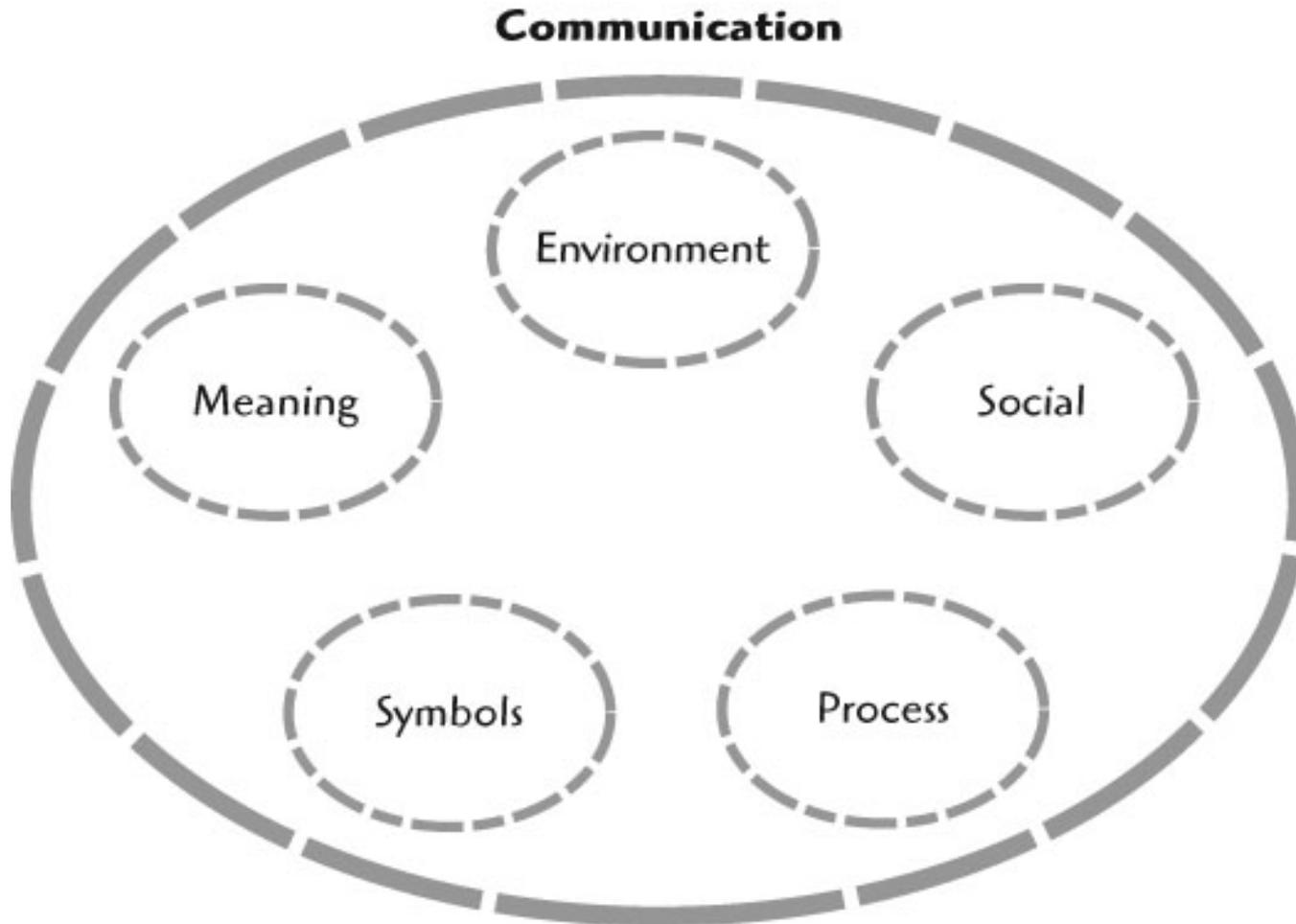
Chapter Overview

- Defining Communication
- The Intentionality Debate
- The Models of Communication
- Ethics and Communication
- Value of Communication Theory

Defining Communication

Communication is a social process in which individuals employ symbols to establish and interpret meaning in their environment.

Key Terms in Defining Communication

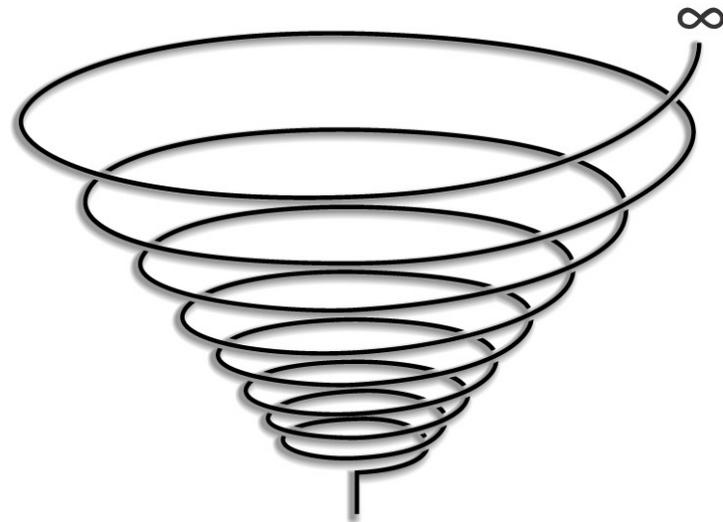


Communication Process as a Helix

Figure 1.2

Communication Process as a Helix

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The Intentionality Debate

- What “counts” as communication?
- Differing views include:
 - Only intentional acts are communicative
 - A person “cannot not communicate” (Palo Alto Team)
 - It is possible to not communicate, but all interactive behavior is communication

Models of Communication

- Communication as Action:
The Linear Model
- Communication as Interaction:
The Interactional Model
- Communication as Transaction:
The Transactional Model

Linear Model

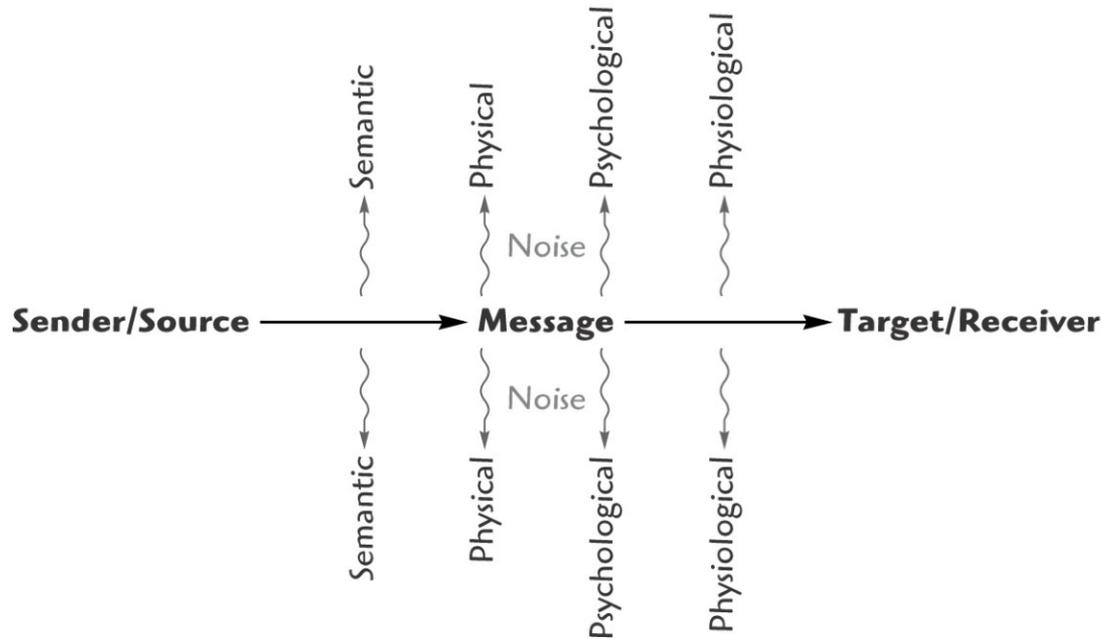


Figure 1.3
Linear Model of Communication
Source: Adapted from Shannon & Weaver, 1949.

Interactional Model

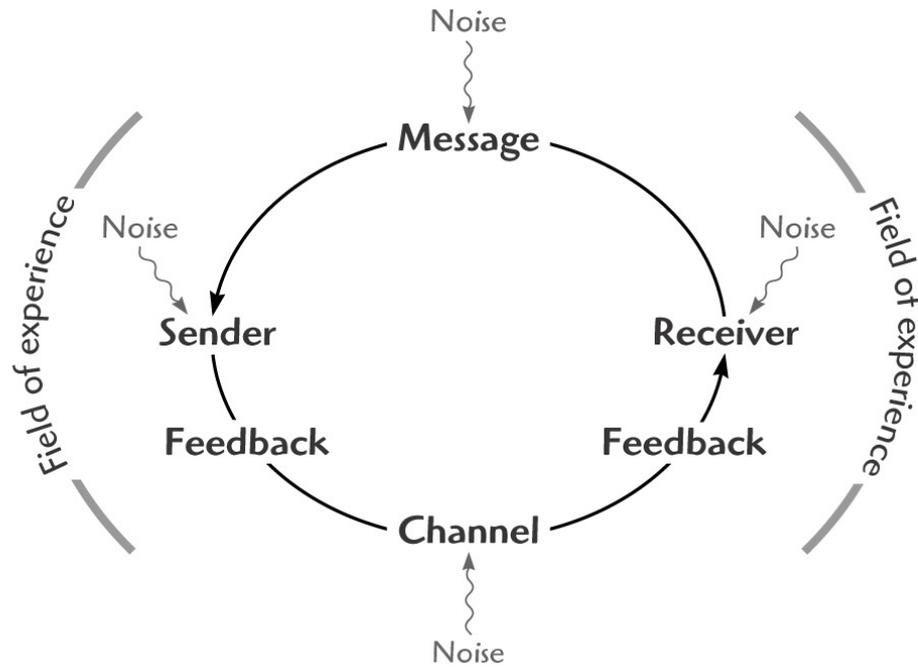
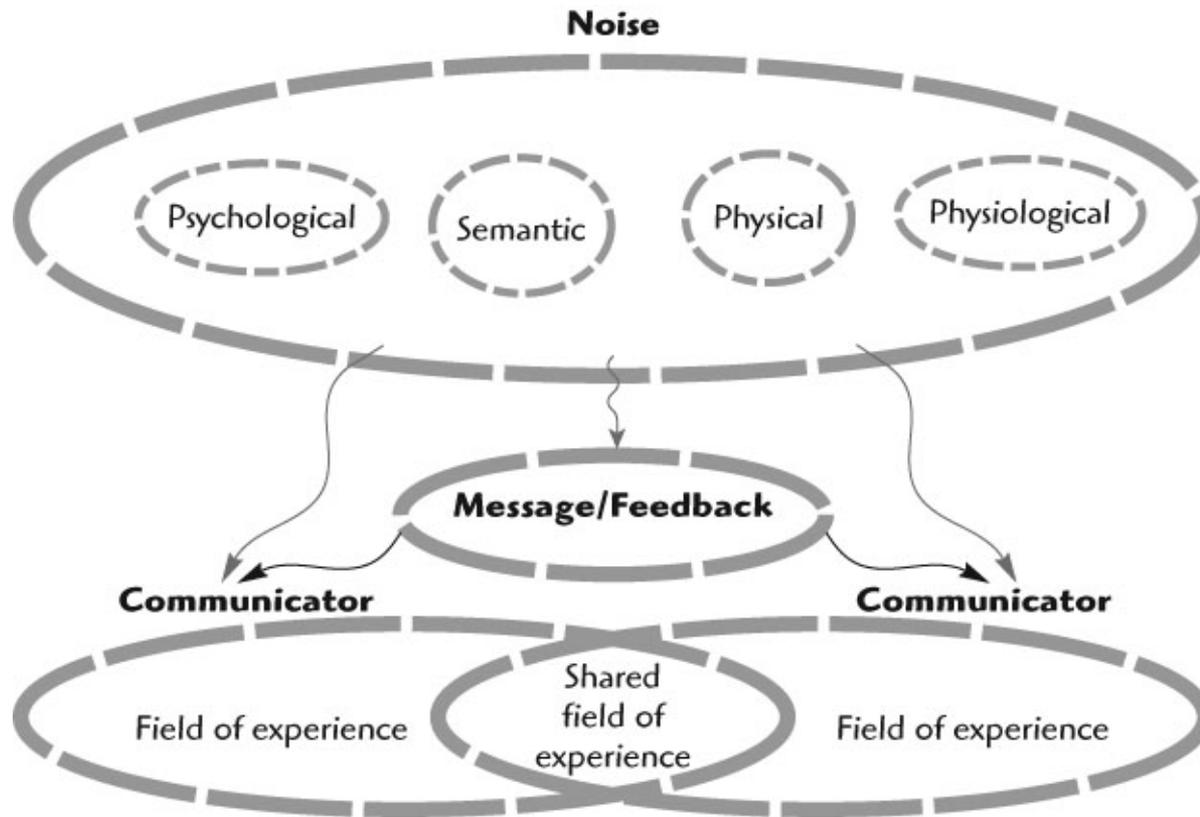


Figure 1.4
Interactional Model of
Communication

Transactional Model



Transactional Model

- Emphasizes simultaneous sending and receiving of messages
- Recognizes that sender and receiver build shared meaning
- Sender and receiver attend to verbal and nonverbal elements of a message
- Shared field of experience is critical to achieving shared meaning

Ethics and Communication

- Ethics is the perceived rightness or wrongness of action or behavior.
- Ethics is essential to the study of communication, particularly when messages potentially influence others.

Ethics and Communication

Fields immersed in discussions of ethics and communication:

- Business and industry
- Religion
- Entertainment
- Education
- Medicine
- Politics
- Technology

Ethical Strategies & Communication Theory

- Remain open to being persuaded
- Remain willing to try out new ideas
- Accept that multiple perspectives of reality are likely
- Test tentatively held knowledge
- Live with ambiguity
- Evaluate knowledge claims

The Value of Understanding Communication Theory

- Improved critical thinking skills
- Appreciation for the richness of the research
- Application to your life experiences
- Increased self-awareness