



Introducing Communication Theory: Analysis and Application

Fourth Edition

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Chapter 4

Before We Begin...

Chapter Overview

- Review of Chapters 1 - 3
- Seven criteria for evaluating theory

Chapter 1: Review

- **Communication** was defined as a social process in which individuals employ symbols to establish and interpret meaning in their environment

Chapter 2: Review

- Seven **traditions** were presented as a means of classifying theories and how they approach communication study
- Seven **contexts** in which communication occurs were described

Chapter 3: Review

- Three foundational **approaches** to studying communication were described
 - Empirical/Positivistic
 - Interpretive
 - Critical

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

Evaluating Communication Theory

- 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