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CULTURAL CRITICAL AND PHENOMENOLOGICAL COMMUNICATION THEORY IS A PEER REVIEWED JOURNAL THAT PUBLISHES ORIGINAL RESEARCH ON COMMUNICATION THEORY AND PRACTICE THE JOURNAL COVERS TOPICS SUCH AS COMMUNICATION AND CONSTITUTION VIRTUAL ISSUES HIGHLY CITED ARTICLES AND MORE WE FOCUS ON COMMUNICATION THEORIES THAT CAN BE APPLIED IN YOUR PERSONAL AND PROFESSIONAL LIVES UNDERSTANDING THESE THEORIES INCLUDING THEIR UNDERLYING ASSUMPTIONS AND THE PREDIC TIONS THAT THEY MAKE CAN MAKE YOU A MORE COMPETENT COMMUNICATOR WHAT IS COMMUNICATION THIS TEXT IS CONCERNED WITH COMMUNICATION THEORY SO IT IS IMPORTANT TO THIS ARTICLE ADDRESSES THE CONCEPT OF COMMUNICATION IN STRATEGIC COMMUNICATION AND PROPOSES A NEW LENS THROUGH WHICH TO VIEW COMMUNICATION IN ORDER TO DEEPEN KNOWLEDGE OF STRATEGIC COMMUNICATION AS WELL AS TO SIGNIFICANTLY IMPROVE THE ALIGNMENT OF STRATEGIC COMMUNICATION WITH THE DEMANDS OF TODAY S STRATEGY DEVELOPMENT PROCESS ENCYCLOPEDIA OF COMMUNICATION THEORY EDITED BY STEPHEN W LITTLEJOHN KAREN A FOSS PUBLISHER SAGE PUBLICATIONS INC PUBLICATION YEAR 2009 ONLINE PUB DATE SEPTEMBER 17 2009 DISCIPLINE MEDIA COMMUNICATION CULTURAL STUDIES SUBJECT GENERAL MEDIA COMMUNICATION CULTURAL STUDIES COMMUNICATION THEORY COMMUNICATION IN THE REAL WORLD RUNS THE GAMUT FROM INTRAPERSONAL COMMUNICATION TO MASS COMMUNICATION WHILE PRESENTING CONTENT THAT REFLECTS HISTORICAL AND CURRENT RESEARCH TRENDS THIS READ MORE REVIEWED BY MICHELE MAHI ASSISTANT PROFESSOR LEEWARD COMMUNITY COLLEGE ON 3 11 22 THEORIES ALLOW US TO ORGANIZE AND UNDERSTAND COMMUNICATION EXPERIENCES SELECT COMMUNICATION BEHAVIOR TO STUDY BROADEN OUR UNDERSTANDING OF HUMAN COMMUNICATION PREDICT AND CONTROL COMMUNICATION SITUATIONS CHALLENGE CURRENT SOCIAL AND CULTURAL RELATIONSHIPS AND OFFER NEW WAYS OF THINKING AND LIVING LEARN ABOUT THE DEFINITION FUNCTIONS AND EVALUATION OF COMMUNICATION THEORIES AND THE FIVE MAJOR THEORETICAL PARADIGMS IN COMMUNICATION STUDY EXPLORE HOW THEORY INFLUENCES OUR UNDERSTANDING OF THE UNIVERSE CREATIONISM AND THE BIG BANG THEORY DEFINING COMMUNICATION AND COMMUNICATION THEORY BASED ON NEIL O BOYLE COMMUNICATION THEORY FOR HUMANS COMMUNICATORS IN A MEDIATED WORLD PALGRAVE MACMILLAN LONDON 2022 216 PP 39 99 ISBN 978 3 031 02449 8 IGOR E KLYUKANOV COMMUNICATION A HOUSE SEEN FROM EVERYWHERE BERGHAHN BOOKS NEW YORK 2022 246 PP 135 00 COMMUNICATION THE EXCHANGE OF MEANINGS BETWEEN INDIVIDUALS THROUGH A COMMON SYSTEM OF SYMBOLS THIS ARTICLE TREATS THE FUNCTIONS TYPES AND PSYCHOLOGY OF COMMUNICATION FOR A TREATMENT OF ANIMAL COMMUNICATION SEE ANIMAL BEHAVIOUR LEARN ABOUT THE UNIVERSAL LAW OF COMMUNICATION THEORY THAT ALL LIVING BEINGS COMMUNICATE IN DIFFERENT WAYS EXPLORE THE FOUR VIEWPOINTS OF COMMUNICATION THEORY MECHANISTIC PSYCHOLOGICAL SOCIAL AND SYSTEMIC COMMUNICATION THEORY DEFINES THE AMOUNT OF TRANSMITTED INFORMATION BETWEEN SOURCE AND RECEIVER IN TERMS OF THE CONDITIONAL PROBABILITIES BETWEEN EVENTS THAT OCCUR OR MIGHT HAVE OCCURRED AT THESE TWO PLACES EXPLORE VARIOUS THEORIES AND MODELS OF COMMUNICATION SUCH AS ACTIVE LISTENING BODY LANGUAGE CULTURAL IDENTITY DIFFUSION OF INNOVATION AND MORE LEARN THE DEFINITIONS EXAMPLES AND APPLICATIONS OF EACH THEORY OR MODEL IN DIFFERENT CONTEXTS AND SITUATIONS LEARN ABOUT VARIOUS COMMUNICATION THEORIES AND HOW THEY EXPLAIN DIFFERENT ASPECTS OF COMMUNICATION EXPLORE TOPICS SUCH AS MEDIA CULTURE GENDER CONFLICT PERSUASION AND MORE KEY TAKEAWAYS THE TWO STEP FLOW MODEL IS A THEORY OF COMMUNICATION THAT HOLDS THAT INTERPERSONAL INTERACTIONS EXERT A SIGNIFICANTLY STRONGER EFFECT ON INFLUENCING PUBLIC OPINION THAN OUTLETS OF MASS MEDIA DO ACCORDING TO THE TWO STEP THEORY OPINION LEADERS WHO ARE DIRECTLY INFLUENCED BY MASS MEDIA HELP SHAPE THE VIEWS OF MOST INDIVIDUALS IN THE STUDY OF COMMUNICATION AND MASS MEDIA HAS LED TO THE FORMULATION OF MANY THEORIES STRUCTURAL AND FUNCTIONAL THEORIES BELIEVE THAT SOCIAL STRUCTURES ARE REAL AND FUNCTION IN WAYS THAT CAN BE OBSERVED OBJECTIVELY COGNITIVE AND BEHAVIORAL 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