<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 1</td>
<td>Welcome to the School of Communication</td>
<td>1</td>
</tr>
<tr>
<td>Chapter 2</td>
<td>Introduction to the Field of Communication</td>
<td>9</td>
</tr>
<tr>
<td>Chapter 3</td>
<td>Rhetorical and Public Communication</td>
<td>21</td>
</tr>
<tr>
<td>Chapter 4</td>
<td>Interpersonal Communication and Personal Relationships</td>
<td>35</td>
</tr>
<tr>
<td>Chapter 5</td>
<td>Small Group Communication</td>
<td>59</td>
</tr>
<tr>
<td>Chapter 6</td>
<td>Family Communication</td>
<td>81</td>
</tr>
<tr>
<td>Chapter 7</td>
<td>Organizational Communication</td>
<td>103</td>
</tr>
<tr>
<td>Chapter 8</td>
<td>Intercultural Communication and Cultural Diversity</td>
<td>121</td>
</tr>
<tr>
<td>Chapter 9</td>
<td>Mass Communication</td>
<td>141</td>
</tr>
<tr>
<td>Chapter 10</td>
<td>Social Media Communication</td>
<td>163</td>
</tr>
<tr>
<td>Chapter 11</td>
<td>Film/Video</td>
<td>185</td>
</tr>
<tr>
<td>Chapter 12</td>
<td>Journalism</td>
<td>207</td>
</tr>
</tbody>
</table>
Chapter 13  Public Relations  223
Chapter 14  Health Communication  251
Chapter 15  Careers in Communication  275
Contents

Chapter 1
Welcome to the School of Communication 1

Media Studies 2
Public Relations 3
Strategic and Organization Communication 3
Academic Resources 6
  Tutoring Services 6
  University Libraries 6
Health, Wellness, and Safety 6
  Student Health Services 7
  Office of Accessibility 7
  Emergency Resources 7
Useful Student Services 7
  Office of Financial Aid 8
  In-person Assistance with Financial Aid, Registration, and Cashiers 8
  Laptop Checkout 8
  Computer Repair Services 8

Chapter 2
Introduction to the Field of Communication 9

Introduction 10
Defining Communication 11
Approaches to Communication 12
Models of Communication 12
Communication Contexts 16
Summary 17
Key concepts 18
References 18
Discussion questions 19

Chapter 3
Rhetorical and Public Communication 21

Introduction 22
Rhetoric’s Ancient Roots 22
  Classical Rhetoric 23
Rhetoric’s Current Applications and Future Implications 26
  Rhetorician as Public Speaker 27
  Verbal and Nonverbal Aspects of Public Communication 28
Summary 33
Key concepts 33
References 33
Discussion questions 34

Chapter 4
Interpersonal Communication and Personal Relationships 35

Introduction 36
Characteristics of Competent Communicators 38
  Empathy 38
### Chapter 5

**Small Group Communication** 59

- Introduction 60
- Why Should You Learn About Small Groups? 61
- What Is Small Group Communication? 61
- Communication Skills: Communication Competence in Groups 63
- Small Group Development 64
  - Forming 64
  - Norming 64
  - Storming 64
  - Performing 65
  - Adjourning 65
- Establishing Group Culture 65
  - Norms and Conformity 66
  - Roles 68
- Group Cohesiveness 69
- Groupthink 69
- Leadership in Small Groups 70
  - Early Style Theory 70
  - Transformational Leadership 71
- Group Decision-Making and Problem-Solving 72
- Group Decision Development 73
- Technology, Social Media, and Group Communication 74
- Small Group Conflict 75

### Summary 76

- Key concepts 76
- References 77
- Discussion questions 79

## Chapter 6

**Family Communication** 81

- History 82
- Introduction 82
- Defining the Family 83
- Self-Definition of Family 85
- Families Defined Through Interactions 85
- Voluntary and Involuntary Family Members 86
- Literal and Symbolic Boundaries for Families 86
- Families Evolving Over Time 86
- Family Types 87
- Expectations of Family Members 87
- Couple Types 88
- Family and Communication 90
- Parent–Child Communication and Creating a Family Identity 91
- Sibling Communication 92
- Families, Culture, Gender, and the Influence of Technology 93
- Families and Gender 93
- Families and the Influence of Technology 94
- Family Communication Theories 94
- Systems Theory 94
- Attachment Theory 96
- Family Conflict 97

### Summary 98

- Key concepts 99
- References 99
- Discussion questions 100
Chapter 7
Organizational Communication 103

History 104
Introduction 104
Key features of Organizational Communication 107
  Organizational Culture 108
  Communication Networks 110
Network Roles 111
Leadership 112
  Trait Approaches to Leadership 113
  Styles Approach to Leadership 113
Summary 116
Key concepts 116
References 116
Discussion questions 117

Chapter 8
Intercultural Communication and Cultural Diversity 121

History 122
Introduction 123
Theoretical Approaches 127
Summary 136
Key concepts 138
References 138
Discussion questions 139

Chapter 9
Mass Communication 141

Short History of Mass Communication 142
Introduction 143
Examining Communication Models for Mass Communication 145

From Emergence to Convergence 146
Mass Communication Theories 148
  Magic Bullets and Selectivity 148
  Agenda setting 148
  Cultivation 150
  Media Dependency 151
  Uses and Gratifications 153
  Media Ecology 154
  Spiral of Silence 155
  Social Cognitive Theory 157
Summary 158
Key concepts 158
References 158
Discussion questions 160

Chapter 10
Social Media Communication 163

Introduction 164
Social Networking 165
Interaction Orientation 166
Personalization/Customization 166
User-Added Possibility 167
Functions of Social Media 168
  Identity 168
  Conversation 169
  Sharing 170
  Presence 171
  Relationships 172
  Reputation 172
  Groups 173
Social Media Audiences 174
Social Media Privacy 176
Social Media Evaluation and Metrics 177
Future Social Media Landscape 178
  Mobile marketing 178
  Standalone Applications 178
  Wearables 178
  Visual Social Media 179
Summary 179
## Chapter 14
Health Communication 251

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>252</td>
</tr>
<tr>
<td>Provider-Patient Communication</td>
<td>254</td>
</tr>
<tr>
<td>Communication Satisfaction</td>
<td>255</td>
</tr>
<tr>
<td>Managing Uncertainty in Health Settings</td>
<td>256</td>
</tr>
<tr>
<td>Family Caregiver Experiences</td>
<td>257</td>
</tr>
<tr>
<td>Social Support</td>
<td>257</td>
</tr>
<tr>
<td>Cultural Issues in Health Communication</td>
<td>259</td>
</tr>
<tr>
<td>Communication in Healthcare:</td>
<td></td>
</tr>
<tr>
<td>Organizational Perspectives</td>
<td>260</td>
</tr>
<tr>
<td>Managed Care</td>
<td>261</td>
</tr>
<tr>
<td>Healthcare Teams</td>
<td>261</td>
</tr>
<tr>
<td>Stress and Burnout</td>
<td>262</td>
</tr>
<tr>
<td>Health Communication and the Media</td>
<td>263</td>
</tr>
<tr>
<td>Agenda Setting Theory</td>
<td>264</td>
</tr>
<tr>
<td>Cultivation Theory</td>
<td>265</td>
</tr>
<tr>
<td>Health Campaigns</td>
<td>265</td>
</tr>
<tr>
<td>Technology and Health</td>
<td>266</td>
</tr>
<tr>
<td>Online Health Information</td>
<td></td>
</tr>
<tr>
<td>Seeking</td>
<td>267</td>
</tr>
<tr>
<td>Health Literacy</td>
<td>268</td>
</tr>
<tr>
<td>Summary</td>
<td>268</td>
</tr>
<tr>
<td>Key concepts</td>
<td>269</td>
</tr>
<tr>
<td>References</td>
<td>269</td>
</tr>
<tr>
<td>Discussion questions</td>
<td>272</td>
</tr>
</tbody>
</table>

## Chapter 15
Careers in Communication 275

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>276</td>
</tr>
<tr>
<td>Preparing for the Job</td>
<td>277</td>
</tr>
<tr>
<td>Careers</td>
<td>279</td>
</tr>
<tr>
<td>Career Salaries</td>
<td>281</td>
</tr>
<tr>
<td>Summary</td>
<td>283</td>
</tr>
<tr>
<td>References</td>
<td>284</td>
</tr>
<tr>
<td>Discussion questions</td>
<td>285</td>
</tr>
<tr>
<td>Glossary</td>
<td>287</td>
</tr>
<tr>
<td>Author Biographies</td>
<td>297</td>
</tr>
</tbody>
</table>
Welcome to the School of Communication
Dear School of Communication 101 Student,

Welcome to the Introduction to Communication 101. We are delighted you have chosen to study and learn with us. We are dedicated to providing you with the best educational experience possible so that you can thrive in your future careers and life choices. Our school offers students a liberal arts education combined with professional and practical experience to meet the social, professional, and personal challenges of the 21st-century marketplace. We hope you find this course both personally engaging and professionally enriching.

This course is designed to enhance a student’s ability to:

1. Understand the field of communication from an historical, theoretical, disciplinary, and applied perspective.
2. Explain how theories and concepts can be applied to communication problems in various contexts.
3. Trace the development of the field of communication from its early origin to modern day applications.
4. Recognize the possible careers associated with a degree in communication.
5. Appreciate how your major program, minor program, and co- and extra-curricular opportunities (for example, speech and debate, PRSSA, 2380, WZIP, NewsOutlet internship, ZTV) can create a path to a desired career in communication.
6. Practice the skills necessary for improved communication.

This collaborative textbook, written by faculty, alumni, and friends of the School of Communication, is a survey of the field of communication. Introduction to Communication is a new course in our curriculum and it is designed to serve as a foundation for understanding the congruence among the three programs of study in the school, which includes media studies, public relations, and strategic and organizational communication.

Media Studies

The media studies program is cutting edge and represents the communication environment characteristic of converged media platforms today. Students are introduced to media principles, theories, and practices. Through classroom instruction, hands-on application, and fieldwork, students explore media from a communicative, technological, management, ethical, and social perspective. Students learn the knowledge and skills necessary to gather information, create content, and design and distribute subject matter for print, audio, video, and digital platforms. Students gain facility with emerging technology tools and learn to become responsible media content developers and information brokers. Media management, the strategic organization and marketing of media content, prepares students for positions in the management, programming, and the sales side of the industry.

The program trains students to be professionals and to successfully compete in the 21st-century media industry. Students completing this major typically find employment as a broadcast journalist, news analyst, reporters, correspondents, and marketing and business managers for TV, film, radio, and Internet-based media. Students are increasingly finding employment in the business sector as media sales associates and social media marketing specialist.
Public Relations

According to the U.S. Bureau of Labor Statistics 2014, public relations is one of the fastest growing employment sectors in the United States and abroad. Influenced by the intersection of the information revolution, the proliferation of persuasion and advocacy campaigns, and the critical need to understand and adapt to the transformative power of social media, public relations students need to be broadly educated. Students develop essential skills—writing across media platforms, communicating with internal and external publics, creating promotional tools, organizing special events, idea generation, strategy creation, strategic planning, and visual graphic design. Students learn to be responsible, ethical, and strategic social media users. Coursework is informed by the Public Relations Society of America (PRSA), which promotes an understanding of the history, theories, and ethics of communication. Many public relations students participate in the school internship program, which provides an opportunity for students to apply knowledge learned in the classroom to real-world situations.

The public relations program prepares students to serve as communication specialists for profit and nonprofit organizations. Students have established careers as event planners, chief communication officers, campaign strategists, crisis management consultants, and media tacticians in corporations, small businesses, government agencies, and in fields such as sports and entertainment, education, healthcare, and finance.

Strategic and Organization Communication

Hiring agents, business professionals, and healthcare specialists consistently identify communication skills as a singular determinant of a student’s personal and professional success. The program in strategic and organization communication equips students with the knowledge and skills necessary to engage in meaningful and consequential dialogues and construct messages and share meanings in face-to-face and mediated environments. Rooted in the rhetorical tradition, students learn to be adaptive thinkers, adept at developing arguments for persuasive purposes and deliberative endeavors. The ability to communicate effectively in relationships, the workplace, and in society is at the core of civic engagement and a civil society. Learning to accomplish goals in groups, engage in effective decision-making, assume leadership roles, affect social change, and manage people and relationships in work settings all require a deep understanding and application of communication principles, components that are featured in this program.

The strategic and organizational communication program prepares students to work in many different employment sectors. Whether the goal is to work in a corporate or a nonprofit service industry, the foundational skills learned in this program will equip you to succeed. Students secure positions in training and development, media management, human resources, personnel, customer service, sales, and all levels of management.
The school is also the home of several co-curricular activities, including the nationally rated student-run radio station WZIP, the Emmy Award winning television station Z-TV, and the nationally ranked speech and debate team. A recent addition to the school is the Social Media Learning Lab, a place for students to gain hands-on experience with emerging technology tools to learn to become responsible new media content developers and information brokers. The lab features the latest in social media management software.

Also, there are several school and university sponsored student groups, which include the Public Relations Student Society of America (PRSSA), the 2380 Film Project, and the student newspaper *The Buchtelite*. Additional information about the school, faculty, and programs is available at www.uakron.edu/schlcomm.

We wish you a wonderful semester as you embark on the study of communication.

Heather L. Walter, PhD
Elizabeth E. Graham, PhD
School of Communication

**Did You Know . . .**

Employers list the ability to verbally and nonverbally communicate as the #1 “most desired” quality they are looking for in employees.

Majoring in communication equips you with the skills most requested by employers today. According to a survey conducted by the National Association of Colleges and Employers (NACE) the 10 skills employers are looking for in college graduates include:

Employers Rating of the Importance of Job Candidate’s Skills

<table>
<thead>
<tr>
<th>Skill/Quality</th>
<th>Weighted Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to verbally communicate with persons inside and outside the organization</td>
<td>4.63</td>
</tr>
<tr>
<td>Ability to work in a team structure</td>
<td>4.60</td>
</tr>
<tr>
<td>Ability to make decisions and solve problems</td>
<td>4.51</td>
</tr>
<tr>
<td>Ability to plan, organize, and prioritize work</td>
<td>4.46</td>
</tr>
<tr>
<td>Ability to obtain and process information</td>
<td>4.43</td>
</tr>
<tr>
<td>Ability to analyze quantitative data</td>
<td>4.30</td>
</tr>
<tr>
<td>Technical knowledge related to the job</td>
<td>3.99</td>
</tr>
<tr>
<td>Proficiency with computer software programs</td>
<td>3.95</td>
</tr>
<tr>
<td>Ability to create and edit written reports</td>
<td>3.56</td>
</tr>
<tr>
<td>Ability to sell or influence others</td>
<td>3.55</td>
</tr>
</tbody>
</table>

Source: *Job Outlook 2013*, National Association of Colleges and Employers
1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important.

A degree in communication at the University of Akron provides students with the opportunity to master these skills and more, giving them a competitive edge in today’s job market.
Below you will find the School of Communication’s three programs with requirements. All three areas require the same core, which serves as prerequisites for additional courses. Once you choose your concentration, you should complete the required courses within it and have a variety of electives to complete as well. Participation in co-curricular programs (forensics and debate, WZIP, zTV, and the Buchtelite) can account for no more than three credits of the elective requirements.

### School of Communication Requirements (39 cr)

<table>
<thead>
<tr>
<th>Media Studies</th>
<th>Public Relations</th>
<th>Strategic &amp; Organizational Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose one of these three: 7600:499 Capstone in Communication or 7600:485 Honors Project in Communication or 7600:480 Internship at Senior Level (need 90 credits to qualify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Media Studies Electives (choose 9 cr):
- 7600:247 Introduction to the Media Industries
- 7600:284 Legal Issues in Media
- 7600:300 Newswriting Across the Media
- 7600:474 Media Theory

#### Public Relations Electives (choose 9 cr):
- 7600:409 Public Relations Strategic Campaigns

#### Strategic & Organizational Communication Electives (choose 9 cr):
- 7600:235 Interpersonal Communication
- 7600:260 Theories of Rhetoric
- 7600:305 Communication Theory

- Any other 7600 course can be used as elective, except 105/106

Co-curricular activities (forensics, WZIP, zTV, & Buchtelite) are limited to a total of 3 credits to be applied to the elective.

---

© August Learning Solutions. All Rights Reserved. This sample or any portion thereof may not be reproduced or used in any manner whatsoever without the expressed written permission of the publisher.
Academic Resources

Advising

Location: College of Arts and Science Building (CAS)
Telephone: (330) 972-7880
Hours: 8:30am – 5:00pm, Monday – Friday
Website: www.uakron.edu/bcas/academic-advising/

Your academic adviser can help you:

• decide on a major—change a major, add a minor
• identify your faculty mentors
• understand degree requirements
• interpret academic policies
• assess progress toward degree completion
• select courses
• identify course prerequisites
• identify career possibilities
• explore options for graduate study
• identify university resources and programs

Tutoring Services

Location: Bierce Library and Polsky Building
Telephone: (330) 972-7111
Hours: 8:30am – 5:00pm, Monday – Friday
Website: www.uakron.edu/tutoring/

Free tutoring is available for all students. The university has two tutoring centers on campus that provide free assistance to currently enrolled students.

University Libraries

Bierce Library

Telephone: (330) 972-5355
Hours: 7:30am – 12:00am Monday – Thursday
7:30am – 9:00pm Friday
9:00am – 8:00pm Saturday
12:00pm – 12:00am Sunday
Website: www.uakron.edu/libraries/
Subject Librarian: Beate Gersch, PhD
Bierce Library, 177C
(330) 972-7831

Wayne College Library

Telephone: (330) 684-8789
Email: waynelibrary@uakron.edu
Website: www.wayne.uakron.edu/library/

Health, Wellness, and Safety

The Counseling Center

Location: 306 Simmons Hall
Telephone: (330) 972-7082
Hours: 8:00am – 5:00pm, Monday – Friday
       Tuesdays: 8:00am – 7:00pm during fall and spring
Website: www.uakron.edu/counseling/
The Counseling Center offers free, comprehensive psychological services to current students. A culturally diverse staff of licensed psychologists and doctoral trainees provide psychological counseling and psychotherapy.

**Student Health Services**

Location: Student Recreation and Wellness Center, Suite 260  
Telephone: (330) 972-7808  
Hours: 8:00am – 5:00pm, Monday – Friday  
Email: pasbury@uakron.edu  
Website: www.uakron.edu/healthservices/  

Student Health Services provides students with convenient medical care, including the treatment of minor injuries. Health Services also provides health education, wellness promotion, and risk reduction programming to students.

**Office of Accessibility**

Location: Simmons Hall 105  
Hours: Monday, Tuesday, Thursday, and Friday, 8:00am – 5:00pm  
Wednesday, 8:00am – 7:00pm  
Telephone: (330) 972-7928  
TDD: (330) 972-5764  
Email: access@uakron.edu  
Website: www.uakron.edu/access/office/  

The mission of the Office of Accessibility is to provide students with full access to and the opportunity for full participation in the academic environment.

**Emergency Resources**

**The University of Akron Police**

Location: 146 Hill St.  
Telephone: (330) 972-2911  
TTY: (330) 972-6238  
Email: uapd@uakron.edu  

Free escort between campus locations is available 24/7.

**Akron City Police**  
Location: 217 South High St.  
Telephone: (330) 375-2451  

- Portage Path Psychiatric Emergency Services Hotline: (330) 434-9144  
- National Suicide Prevention Lifeline: (800) 273-8255  
- Rape Crisis Hotline: (330) 434-7273

**Useful Student Services**

**UA Career Center**

Location: Student Union 211  
Telephone: (330) 972-7247  
Hours: 8:00am – 5:00pm, Monday – Friday (evening appointments are available on request)
Walk-in Hours: 10:00am – 4:00pm, weekdays
Email: career@uakron.edu
Website: www.uakron.edu/career/

The career center provides career advising and programming while developing valuable relationships with employers and campus partners to provide students with ample opportunities for relevant learning and career development and placement.

**Office of Financial Aid**

Location: Simons Hall
Telephone: (330) 972-7032
Email: finaid@uakron.edu
Website: www.uakron.edu/finaid/

See the Office of Financial Aid for assistance with grants, loans, scholarships, and work study.

**In-person Assistance with Financial Aid, Registration, and Cashiers**

Location: Student Services Center, Simons Hall Lobby
Hours: Monday, Tuesday, Thursday, 8:00am – 5:00pm
       Wednesday, 8:00am – 6:00pm
       Friday, 9:00am – 5:00pm
Telephone: (330) 972-7272
Email: ssc@uakron.edu
Website: www.uakron.edu/ssc

The Student Services Center provides a single location to assist students with services relating to registration, financial aid, and student accounts. These services include, but are not limited to, adding/dropping classes, reviewing/collecting financial aid documents, explaining tuition/fee charges, and much more.

**Laptop Checkout**

Location: Information Center, first floor of the Student Union
Hours: 7:00am – 11:00pm, Monday – Thursday
       7:00am – 12am, Friday – Saturday
       12:00pm – 11:00pm, Sunday
Telephone: (330) 972-4636
Email: suinfo1@uakron.edu
Website: www.uakron.edu/studentunion/informationcenter/laptops.dot

To check out a laptop requires a valid Zipcard and a second photo ID.

**Computer Repair Services**

Location: Computer Center 185 Carroll Street
Hours: 8:00am – 5:00pm, Monday – Friday
Telephone: (330) 972-7626
Email: comprepairserv@uakron.edu
Website: www.uakron.edu/studentunion/informationcenter/laptops.dot

Students will be charged a $25 fee for repair to personally owned computers.