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Engaging Organizational Communication Theory and Research: Multiple Perspectives is a book unlike any in the field. Each chapter is written by a prominent scholar who presents a theoretical perspective and discusses how he or she "engages" with it, personally examining what it means to study organizations. Rejecting the traditional model of a "reader," this volume demonstrates the intimate connections among theory, research, and

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personal experience. Engaging Organizational Communication Theory and Research is an indispensable resource for anyone wishing to be familiar with current trends in the field of organizational communication.

Feminist Communication Theory is a book "of" and "for" feminist communication theorists, providing the potential to help individuals understand the human condition, name personal experiences and engage these experiences through storytelling, and give useful strategies for achieving justice. Lana F. Rakow and Laura A.

Wackwitz examine the work of feminist theorists over the past two decades who have challenged traditional communication theory, contributing to the development of feminist communication theory by identifying its important contours, shortcomings, and promise.

Human Communication Theory and Research introduces students to

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the growing body of theory and research in communication, demonstrating the integration between the communication efforts of interpersonal, organizational, and mediated settings. This second edition builds from the foundation of the original volume to demonstrate the rich array of theories, theoretical connections, and research findings that drive the communication discipline. Robert L. Heath and Jennings Bryant have added a chapter on new communication technologies and have increased depth throughout the volume, particularly in the areas of social meaning, critical theory and cultural studies, and organizational communication. The chapters herein are arranged to provide insight into the breadth of studies unique to communication, acknowledging along the way the contributions of researchers from psychology, political science, and sociology. Heath and Bryant chart developments and linkages

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within and between ways of looking at communication. The volume establishes an orientation for the social scientific study of communication, discussing principles of research, and outlining the requirements for the development and evaluation of theories.

Appropriate for use in communication theory courses at the advanced undergraduate and graduate level, this text offers students insights to understanding the issues and possible answers to the question of what communication is in all forms and contexts.

An important text that offers an in-depth guide to how information theory sets the boundaries for data communication In an accessible and practical style, Information and Communication Theory explores the topic of information theory and includes concrete tools that are appropriate for real-life communication systems. The text investigates the connection between theoretical and practical

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applications through a wide-variety of topics including an introduction to the basics of probability theory, information, (lossless) source coding, typical sequences as a central concept, channel coding, continuous random variables, Gaussian channels, discrete input continuous channels, and a brief look at rate distortion theory. The author explains the fundamental theory together with typical compression algorithms and how they are used in reality. He moves on to review source coding and how much a source can be compressed, and also explains algorithms such as the LZ family with applications to e.g. zip or png. In addition to exploring the channel coding theorem, the book includes illustrative examples of codes. This comprehensive text: Provides an adaptive version of Huffman coding that estimates source distribution Contains a series of problems that enhance an understanding of

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information presented in the text Covers a variety of topics including optimal source coding, channel coding, modulation and much more Includes appendices that explore probability distributions and the sampling theorem Written for graduate and undergraduate students studying information theory, as well as professional engineers, master's students, Information and Communication Theory offers an introduction to how information theory sets the boundaries for data communication.

Theory and Practice

Applying Communication Theory for Professional Life

Epistemological Foundations

A Practical Introduction

Applied Communication Theory and Research

Multiple Perspectives

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Language Development From Theory to Practice provides a survey of key topics in language development, including research methods, theoretical perspectives, and major language milestones from birth to adolescence and beyond and language diversity and language disorders. Each chapter bridges language development theory and practice by providing students with a theoretical and scientific foundation to the study of language development. The authors emphasize the relevance of the material to students' current and future experiences in clinical, educational, and research settings; emphasize multicultural considerations and how they affect language development; focus on using evidence-based practices for

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making educational and clinical decisions; show the relevance of a multidisciplinary perspective on the theory and practice of language development; and include a number of outstanding pedagogical features to motivate and engage students. The new edition builds on the strengths of the earlier editions while featuring a chapter reorganization that promotes better understanding, more detailed coverage of topics of particular interest to students, expanded categorization of language-development theories, and a variety of helpful new pedagogical features.

This completely revised edition builds on the framework provided by the earlier text. It traces the history of

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development communication, presents and critiques diverse approaches and their proponents, and provides ideas and models for development communication in the new century.

Communication for Development in the Third
World Theory and Practice for Empowerment SAGE

This valuable resource offers a wealth of practical and conceptual guidance to all those engaged in struggles for social justice around the world. It explains in accessible language and painstaking detail how to deploy and to understand the tools of media and communication in advancing the goals of social, cultural, and political change. A stand-out reference on a vital topic of primary

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international concern, with a rising profile in
communications and media research programs
Multinational editorial team and global contributors
Covers the history of the field as well as integrating and
reconceptualising its diverse perspectives and approaches
Provides a fully formed framework of understanding and
identifies likely future developments Features a wealth of
insights into the critical role of digital media in
development communication and social change
Theory and Practice for Empowerment
Communication for Development in the Third World
Communication Theory and Research
Reinventing Theory and Action. Understanding

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development communication

Encyclopedia of Communication Theory

Communication as ...

The 'Development Communication

Sourcebook' highlights how the scope

and application of communication in the

development context are broadening to

include a more dialogic approach. This

approach facilitates assessment of

risks and opportunities, prevents

problems and conflicts, and enhances

the results and sustainability of

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projects when implemented at the very beginning of an initiative. The book presents basic concepts and explains key challenges faced in daily practice. Each of the four modules is self-contained, with examples, toolboxes, and more.

Applied Mass Communication Theory: A Guide for Media Practitioners, Second Edition bridges a review of theory to the contemporary work of media professionals. The text provides a

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framework for constructing an undergraduate research project. It also presents vital chronological information on the progression of theory in mass communication, including a model that integrates mass communication theories and shows how they relate to one another. It concludes with information on media law, ethics, economics, and mass media careers, establishing a critical framework for students as they leave

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college and begin their first jobs. This Second Edition discusses mass communication theory and its applications in both traditional print and broadcast applications. By exploring advertising and public relations in this new digital multimedia environment, this text remains relevant, and in fact necessary, for students in the field. This exciting collection of papers represents some of the finest

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communications research published during the last decade. To mark the 20th anniversary of the *European Journal of Communication*, a leading international journal, the editors have selected 21 papers, all of which make significant and valuable interventions in the field of media and communications. The volume is prefaced with an introduction by the editors and will be a central research text for scholars in this field.

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The Present Book Has Highlighted The Impacts Of The Two Significant Communication Dynamics Of Innovative Communication Technologies And Globalization Process In The Current Decades Which Have Transformed The World. Dynamics Of Mass Media And Interpersonal Communications, Viz. Economics, Literacy, Social, Technology And Globalization Are Changing Human Condition. The Impact And Interplay Of These Different Dynamics Create The

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Holistic Communication Scenario. New Ideas, New Models Of Communications And Newer Perspectives Through Which Communication Has Been Studied, Applied, Or Practiced Have Evolved And Changed Overtime And That Has Changed Its Dynamics Both In Theory And Practice. The Book Has Presented The Significance Of These Dynamics. The Relevance And Significance Of Dynamics Of Communications In Every Walk Of Human Life Is Presented Through Vivid

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Human Stories. These Stories Suggest That Power Of Communication Lays In Its Holistic Integration Of Various Communication Perspectives. That Is The Major Contribution Of The Book. In 2000 Decades The Communication Scholars, Teachers And Trainers, Researchers, Practitioners, Professionals, And Educators Look Forward To An Integrated Communication Scenario For People, Society And Governance. The Book Is Unique In Presenting Significance Of

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Such Dynamics And Impacts To All Those Who Focus On The Critical Issues Of Development, Culture, Globalization And Information Technology Etc. In Different World Societies. It Is Challenging And Provocative Book And Essential Reading For All Those Who Care About Such Dynamics. The Author S Four Decades Of Communication Researches In Diverse Communication Areas, From Diverse Perspectives And In Different Geo Areas Have Provided Depth

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In Presenting The Dynamic View Of
Communication In Cohesive And
Understandable Pattern.

Communication for Development
Essentials of Mass Communication Theory
The Basis For a Renewal
Perspectives on Theory
Dynamics Of Mass Communication Theory
And Practice

Foundations, Ferment, and Future

**This state-of-the-art overview reflects the rich
variety of approaches and disciplines embraced by**

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contemporary communication studies. The book consists of thirteen original essays by some of the most prominent communication scholars, including Ien Ang, Deidre Boden, David Crowley, James M. Collins, Klaus Krippendorff, William Leiss, Denis McQuail, William Melody, Joshua Meyrowitz, David Mitchell, Mark Poster, Majid Tehranian, John B. Thompson and Teun A. van Dijk.

"Moving beyond the U.S.-Eurocentric paradigm of communication theory, this handbook broadens the intellectual horizons of the discipline by highlighting underrepresented, especially non-

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Western, theorists and theories, and identifies key issues and challenges for future scholarship.

Showcasing diverse perspectives, the handbook facilitates active engagement in different cultural traditions and theoretical orientations that are global in scope but local in effect. It begins by exploring past efforts to diversify the field, continuing on to examine theoretical concepts, models, and principles rooted in local cumulative wisdom. It does not limit itself to the mass-interpersonal communication divide, but rather seeks to frame theory as global and inclusive in

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scope. The book is intended for communication researchers and advanced students, with relevance to scholars with an interest in theory within information science, library science, social and cross-cultural psychology, multicultural education, social justice and social ethics, international relations, development studies, and political science"--
Development and Communication in Action provides the missing link between theory and practice in the field of development communication and social change. This book will be of great interest as a teaching instrument for

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development communication teachers and professors, as well as social change practitioners. This incisive Handbook critically examines the role and place of media and communication in development and social change, reflecting a vision for change anchored in values of social justice. Outlining the genealogy and history of the field, it then investigates the possible new directions and objectives in the area. Key conclusions include an enhanced role for development communication in participatory development, active agency of stakeholders of development programs, and the

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operationalization of social justice in development.

Four Theories of the Press

Human Communication Theory and Research

A Perspective on India

A Guide to Theory and Practice

McQuail's Mass Communication Theory

Feminist Communication Theory

Engaging Theories in Family Communication, Second Edition

delves deeply into the key theories in family communication

focusing on theories originating both within the

communication discipline and in allied disciplines.

Contributors write in their specific areas of expertise,

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resulting in an exceptional resource for scholars and students alike, who seek to understand theories spanning myriad top perspectives, and approaches. Designed for advanced undergraduate and graduate students studying family communication, this text is also relevant for scholars and students of personal relationships, interpersonal communication, and family studies. This second edition includes 16 new theories and an updated study of the state family communication. Each chapter follows a common pattern for easy comparison between theories.

Chiefly with reference of Asian countries.

This book provides a thorough analysis of the scientific, critical, and cultural questions at the foundation of theory-

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building in communication and other social sciences. Any claim to knowledge, the author explains, can be analyzed in terms of a series of characteristics: the object of its explanation, the explanatory form and evidentiary method employed, its characteristic explanations, the scope of its performance, and its consequences of value. From identifying basic epistemological questions to exploring the impact of "knowledge industry" on society, the volume offers readers analytical tools to understand, compare, and evaluate theories and their use both inside and outside the classroom. The book also includes a systematic analysis of communication's most influential theories and traces their genealogies across different content fields and disciplines.

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'Solid and elegantly written introduction to its subject, up to speed with the current movements in the field, this is an excellent textbook for first-year students. The layout is well conceived, and interspersed with Berger's own whimsical cartoons' - Sight and Sound

From Theory to Practice

Communication, Modernisation and Social Development

Information and Communication Theory

Development Communication

Concepts, Contexts, and Challenges

The Handbook of Global Interventions in Communication
Theory

Watch Professor Melkote talk about

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Communication for Development: Theory and Practice for Empowerment and Social Justice This book critically examines directed social change theory and practice while presenting a conceptual framework of development communication to address inequality and injustice in contemporary contexts. This third edition features significantly revised and updated chapters to include the latest scholarship on, and practices of, media and communication for

development. It explores empowerment and social justice to individuals and communities around the world in the context of increasing globalization. Tracing the history of development communication, it looks objectively at diverse approaches and their supporters, and goes on to provide models for the future. It also offers a new chapter presenting the authors' framework foregrounding empowerment and social justice as goals for development

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communication in the 21st century. The earlier editions of this book, Communication for Development in the Third World (1991 and 2001), are established core texts for courses on development communication throughout the world.

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the

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***background issues and concepts that
comprise these theories. This is the first
resource to summarize, in one place, the
diversity of theory in the communication
field. Key Themes Applications and
Contexts Critical Orientations Cultural
Orientations Cybernetic and Systems
Orientations Feminist Orientations
Group and Organizational Concepts
Information, Media, and Communication
Technology International and Global
Concepts Interpersonal Concepts Non-***

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***Western Orientations Paradigms,
Traditions, and Schools Philosophical
Orientations Psycho-Cognitive
Orientations Rhetorical Orientations
Semiotic, Linguistic, and Discursive
Orientations Social/Interactional
Orientations Theory, Metatheory,
Methodology, and Inquiry
Updated Edition of Bestseller! Applying
Communication Theory for Professional
Life, by Marianne Dainton and Elaine D.
Zelley is the first communication theory***

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textbook to provide practical material for career-oriented readers. Featuring new case studies, updated examples, and the latest research, the Fourth Edition of this bestseller introduces communication theory in a way that helps you understand its importance to careers in communication and business. Real-world case studies within each chapter are designed to illustrate the application of theory in a variety of professional settings. New to the Fourth Edition All

case studies now include specific questions about ethical issues associated with the narrative of the case and how knowledge of theory can help you negotiate these ethical dilemmas. The simulated “Education as Entertainment Theory” includes apps and other new media forms of educational content, keeping you up-to-date with the latest technology. Four new case studies have been added to show you how the theories are tied to recent events. The cases are

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titled: 1. “You’re Fired” 2. “Bad Move” 3. “Million Dollar Manipulation” 4. “The (New) Media Culture Wars” New research and scholarship for all theories can be found in the “Chapter Summaries” and “Research Applications” of each chapter. Numerous political examples have been added to reflect the increasingly divergent political rhetoric in the United States.

This collection of 15 essays on participatory communication covers a

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wide range of contexts and countries. The book challenges the field of development communication to rethink its role in elaborating the concepts and practices of people's participation. Part One presents theoretical perspectives on policy issues and political ideologies; Part Two explores diverse methodological issues arising from current debates in the social sciences and development sociology. The final part details significant case studies which articulate

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***specific experiences of interfacing theory
and practice.***

Health Communication

Towards a Theory of an African

Development Communication Mode

Development Communication

Sourcebook

Broadening the Boundaries of

Communication

Selections in Context

Development Communication in Action

With reference to India.

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Assembles the most important theories in the field of health communication in one comprehensive volume, designed for students and practitioners alike Health Communication Theory is the first book to bring together the theoretical frameworks used in the study and practice of creating, sending, and receiving messages relating to health processes and health care delivery. This timely volume provides easy access to the key theoretical foundations on which health communication theory and practice are based. Students and future practitioners are taught how to design theoretically-grounded research, interventions, and campaigns, while established scholars are presented with new and developing theoretical frameworks to apply to their work. Divided into

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three parts, the volume first provides a summary and history of the field, followed by an overview of the essential theories and concepts of health communication, such as Problematic Integration Theory and the Cultural Variance Model. Part Two focuses on interpersonal communication and family interaction theories, provider-patient interaction frameworks, and public relations and organizational theories. The final part of the volume centers on theories relevant to information processing and cognition, affective impact, behavior, message effects, and socio-psychology and sociology. Edited by two internationally-recognized experts with extensive editorial and scholarly experience, this first-of-its-kind volume: Provides original chapters written by a group of global scholars

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working in health communication theory Covers theories unique to interpersonal and organizational contexts, and to health campaigns and media issues Emphasizes the interdisciplinary and collaborative nature of health communication research Includes overviews of basic health communication theory and application Features commentary on future directions in health communication theory Health Communication Theory is an indispensable resource for advanced undergraduate and graduate students studying health communication, and for both new and established scholars looking to familiarize themselves with the area of study or seeking a new theoretical frameworks for their research and practice.

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This volume provides a comprehensive examination of the applications of communication inquiry to the solution of relevant social issues. Nationally recognized experts from a wide range of subject areas discuss ways in which communication research has been used to address social problems and identify direction for future applied communication inquiry.

A new addition to the Palgrave Studies in Communication for Social Change series, this book sets the stage for subsequent books by identifying and analysing the current gaps in the field. It critically reviews the theory, practice and strategies of Communication for Social Change in relation to occurring structures, policies and discourses.

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*Engaging Organizational Communication Theory and
Research*

*Theory and Practice for Empowerment and Social Justice
Communication Theory*

Engaging Theories in Family Communication

Development as Communication

*This fully revised and updated edition
provides a comprehensive, non-technical
introduction to the range of approaches to
understanding mass communication.*

*This new edition of Baran and Davis's
successful text provides a comprehensive,*

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historically based, introduction to mass communication theory. Clearly written with examples, graphics, and other materials to illustrate key theories, this edition (now streamlined to increase accessibility) traces the emergence of two main bodies of mass communication theory: social, behavioral and critical, cultural. The authors emphasize that media theories are human creations that typically are intended to address specific problems or issues.

This book applies a systematic communication theory to the 30-plus years of development experience in India. Never before has

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development been treated from a communication perspective. This perspective demonstrates that the role of communication in development is not limited to the technology of satellites or to the economics of mass media; it is a way of thinking about the interaction among all agents involved. The empirical data describe patterns of social realities, actions, and communication networks among planners, contact agents, and the masses in two Indian communities. The result is an analytical review of development theories and practice in India. This study is practical as well as theoretical. The authors show how the

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theory of the “coordinated management of meaning” applies to large-scale social interactions. They also offer specific recommendations for Indian development planners. The Third Edition of this market-leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication. New to the Third Edition: - New chapters on strategic planning and campaign management, research and measurement and CSR and community relations - Greatly expanded coverage of key areas: internal communication, leadership and change

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Communication, issues management, crisis communication and corporate branding - Other topics to receive new coverage include: public affairs, social media, internal branding and issues of globalization. - New and up-to-date international case studies, including new full-length case studies and vignettes included throughout the chapters. - Further reading and new questions-for-reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book. - Online teaching material for lecturers and students including: instructors

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manual, PowerPoint slides and new international case studies of varied length, SAGE Online journal readings, videos, online glossary and web links Praise for the Second Edition: "This is a must-have reference book for Chief Executives, Finance Directors, Corporate Communicators and Non-executive Directors in this "involve me" era of stakeholder engagement and corporate communications. How I wish I had had this book on my desk as a Chief Reputation Officer!" - Mary Jo Jacobi, Former Chief Reputation Officer of HSBC Holdings, Lehman Brothers and Royal Dutch Shell 'This is a

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comprehensive and scholarly analysis of corporate communications. It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business' - Ian Wright, Corporate Relations Director, Diageo

Theory, Policy and Strategies

Participatory Communication for Social Change

The Handbook of Development Communication and Social Change

The Handbook of Media and Mass Communication Theory

Mass Communication Theory

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A Guide for Media Practitioners

The Handbook of Media and Mass

Communication Theory presents a

comprehensive collection of original

essays that focus on all aspects of

current and classic theories and practices

relating to media and mass communication.

Focuses on all aspects of current and

classic theories and practices relating to

media and mass communication Includes

essays from a variety of global contexts,

from Asia and the Middle East to the

Americas Gives niche theories new life in

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several essays that use them to illuminate their application in specific contexts Features coverage of a wide variety of theoretical perspectives Pays close attention to the use of theory in understanding new communication contexts, such as social media 2 Volumes Volumes are aslo available for individual purchase In Communication as...: Perspectives on Theory, editors Gregory J. Shepherd, Jeffrey St. John, and Ted Striphas bring together a collection of 27 essays that explores the wide range of theorizing

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about communication, cutting across all lines of traditional division in the field. The essays in this text are written by leading scholars in the field of communication theory, with each scholar employing a particular stance or perspective on what communication theory is and how it functions. In essays that are brief, argumentative, and forceful, the scholars propose their perspective as a primary or essential way of viewing communication with decided benefits over other views.

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Presented here are four major theories behind the functioning of the world's presses: (1) the Authoritarian theory, which developed in the late Renaissance and was based on the idea that truth is the product of a few wise men; (2) the Libertarian theory, which arose from the works of men like Milton, Locke, Mill, and Jefferson and avowed that the search for truth is one of man's natural rights; (3) the Social Responsibility theory of the modern day: equal radio and television time for political candidates, the

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*obligations of the newspaper in a one-
paper town, etc.; (4) the Soviet Communist
theory, an expanded and more positive
version of the old Authoritarian theory.*

*Interrogating the Theory and Practice of
Communication for Social Change*

*Handbook of Communication and Development
Building Understanding and Creating
Participation*

*Language Development From Theory to
Practice*

*The Authoritarian, Libertarian, Social
Responsibility, and Soviet Communist*

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*Concepts of What the Press Should Be and
Do*

Applied Mass Communication Theory