

1. Record Nr.	UNINA9911008442303321
Titolo	21st century communication : a reference handbook / / edited by William F. Eadie
Pubbl/distr/stampa	Los Angeles, : Sage, c2009
ISBN	9781506320694 1506320694 9781452265988 1452265984 9781849727419 1849727414 9781412964005 1412964008
Descrizione fisica	1 online resource (2 volumes (942 pages)) : illustrations
Collana	21st century reference series
Altri autori (Persone)	Eadie William F
Disciplina	302.2
Soggetti	Communication Mass media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Sage reference publication."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Preface; About the Editors; Part I: The Discipline of Communication; 1 - Communication as An Idea and as An Ideal; 2 - Communication as A Field and as A Discipline; 3 - The Speech Tradition; 4 - The Journalism Tradition; Part II: Approaches to the Study of Communication; 5 - Philosophical Approaches to Communication; 6 - Rhetorical and Textual Approaches to Communication; 7 - Quantitative Approaches to Communication Research; 8 - Qualitative, Ethnographic, and Performative Approaches to Communication; 9 - Critical/Cultural Approaches to Communication 10 - Feminist Approaches to Communication 11 - Queer Approaches to Communication; Part III: Key Processes of Communication; 12 - Message Construction and Editing; 13 - Cognition and Information Processing; 14 - Perspective Taking, Adaptation, and Coordination; 15 - Social Construction; 16 - Listening, Understanding, and Misunderstanding; 17 - Performance and Storytelling; 18 - Persuasion

and Compliance Gaining; 19 - Identity as Constituted in Communication; Part IV: Forms and Types of Communication; 20 - Conversation, Dialogue, and Discourse; 21 - Interviewing; 22 - Public Speaking  
23 - Deliberation, Debate, and Decision Making24 - Conflict Management and Mediation; 25 - Visual Rhetoric; 26 - Memorials and Other Forms of Collective Memory; Part V: Key Characteristics of Messages; 27 - The Interplay of Verbal and Nonverbal Cues; 28 - Rhetorical Style; 29 - Genre; 30 - Dramatic Elements in Messages; 31 - Rhetorical Exigency, Strategy, and Argumentation; 32 - Social Support; Part VI: Key Communication Relationships; 33 - Spouses and Other Intimate Partnerships; 34 - Children, Parents, and Grandparents; 35 - Friends; 36 - Dating and Romantic Partners  
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Part IX: Media as Communication54 - Traditional and New Media; 55 - Media Portrayals and Representations; 56 - Media Uses and Gratifications; 57 - Agenda Setting and Framing; 58 - Cultivation and Media Exposure; 59 - Virtual Reality and Presence; 60 - Computer-Mediated Communication; 61 - Group Decision Support Systems; 62 - Media Literacy; Part X: Communication as a Profession; 63 - Professional Communication Practices; Part XI: Journalism; 64 - The Idea of Journalism; 65 - The Changing Nature of ""News""; 66 - Reporting, Story Development, and Editing; 67 - Investigative Journalism  
68 - Magazine and Feature Writing

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#### Sommario/riassunto

In 100 entries or 'mini-chapters', this two-volume set highlights the most important topics, issues, questions and debates relevant to students studying for a degree in communication. The aim is to provide information at a level between brief encyclopedia entries and detailed journal articles.

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