

## INTRODUCTION TO COMMUNICATION STUDY GUIDE

### "Encoding Messages: Spoken Language"

- Cognition – Process of the mind through which people come to (know, perceive, understand, remember, evaluate)
- Perception – the process by which an organism assimilates, or makes sense out of, and uses sensory data
- Selectivity –
  - o Selective attention – Choosing to attend to things based upon their value to you (ex: window shopping)
  - o Selective Perception – Applying our own interpretation (nurture, not nature)
  - o Selective memory/recall – Remembering what is helpful and forgetting what is hurtful
- **Learning**
- "Seeing" the world
  - o Anatomically/Physiologically; attitudes, beliefs, values
- Attitudes, beliefs, and values in humans' internal desires for consistency
  - o Selectivity supports an internal desire for consistency
- Cognitive dissonance
  - o We want to be consistent in words, deeds and thoughts
  - o Inconsistency creates discomfort, called "dissonance"
  - o Resulting discomfort causes us to adjust or change attitudes, beliefs and subsequent behavior
- **Methods of restoring cognitive consonance**
- Two ideas about "The Importance of Language"
  - o Makes self-reflexivity possible
  - o Involves symbolizing
    - Signals: one-to-one, unambiguous relationship
    - Symbols: suggest, rather than verify, the relationship
- Four ideas about "The Centrality of the Symbols"
  - o Words are symbols
  - o Society and culture: pre-existing set of linguistic rules
  - o Our lives are fundamentally social
  - o Thus, language can NEVER be wholly private, (even in intrapersonal communication)

### Speech Act Theory

- False dichotomy
  - o "When we *talk* or *write*, are we doing anything more than *speaking* or *writing*?"
- Talking v. Doing
- Rhetoric v. Reality
- Communicating is "*performing*"!
  - o We "use" words to "do" things
  - o When we "use" words, we are "doing" something
- Speaking *IS* acting, doing:
  - o We reveal our thinking (the inner "self")
  - o We assert our views
  - o We invite others to "see" from our perspective
  - o We commit ourselves to something symbolized by the words we choose to speak

# Communication Research Study Guide

**Cram101 Textbook Reviews**



## **Communication Research Study Guide:**

**How to Publish Your Communication Research: An Insider's Guide** Alison Alexander, W. James Potter, 2001-08-23 Well known journal editors and Communication scholars Alison Alexander and W James Potter provide an insider's guide to getting published in scholarly communication journals Alexander and Potter begin with a review of the manuscript submission process followed by coverage of writing traps that should be avoided Additional chapters written by eight other distinguished journal editors tell prospective authors what editors and reviewers look for when deciding which articles should be published and which should not Communication Research G. M. du Plooy, 2002 Approaches to conducting advertising mass media audiences and mass media efficiency research in organizational and development contexts are detailed in this reference Among the topics covered are qualitative and quantitative approaches to research methodology the steps involved in the research process data collection and the procedures used in applying a research design and interpreting research data Designed to accommodate a variety of learning styles this book imparts the framework in which to acquire and develop research problem solving and communication skills and basic individual moral and ethical values **Study Guide for Understanding Nursing Research E-Book** Susan K. Grove, Jennifer R. Gray, 2022-07-23 Use this practical study guide to get more out of Grove Gray's Understanding Nursing Research 8th Edition With chapters corresponding to the textbook this workbook provides exercises that build your knowledge and boost your critical appraisal skills It offers hands on practice in applying nursing research to evidence based practice while reinforcing the steps of the research process Like the textbook this edition includes a stronger emphasis on critical appraisal with an appendix of three published research studies referenced in exercises throughout the book Time tested and innovative exercises reinforce key concepts with fill in the blank matching and multiple choice questions with exercises including Terms and Definitions Linking Ideas Web Based Information and Resources and Conducting Critical Appraisals to Build an Evidence Based Practice Critical Appraisal activities provide opportunities to apply your research knowledge to evaluate the quantitative qualitative and mixed methods studies located in the appendices Appraisal Guidelines provide step by step guidance in critically appraising published research literature Quick reference printed tabs in the print edition make it easy to locate the Answer Key and each of the book's three published studies in the appendices Answer Key is provided for the exercises in each chapter allowing you to check your understanding and learn from your mistakes NEW Increased focus on critical appraisal for evidence based practice corresponds to the emphasis on critical appraisal in the text NEW Updated content corresponds to the 8th edition of Grove Gray's Understanding Nursing Research textbook NEW Updated full text articles reflect the most current high quality research studies **Studyguide for Communication Research** Cram101 Textbook Reviews, 2013-05 Never HIGHLIGHT a Book Again Includes all testable terms concepts persons places and events Cram101 Just the FACTS101 studyguides gives all of the outlines highlights and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is

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