
Introducing Communication Theory Analysis And Application

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Introducing Communication Theory

Analysis and Application *McGraw-Hill Humanities, Social Sciences & World Languages*

This work introduces communication to students who may have little background in communication theory. It aims to help students understand the pervasiveness of theory in their lives, to demystify the theoretical process, and to help students become more systematic in their thinking about theory.

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Analysis and Application *McGraw-Hill Humanities, Social Sciences & World Languages*

The purpose of this text is to introduce the field of communication to students who may have little or no background in communication theory. The three overriding goals of the book are to help students understand the pervasiveness of theory in their lives, to demystify the theoretical process, and to help students become more systematic and critical in their thinking about theory.

Introduction to Communication Theory *Elsevier*

Introduction to Communication Theory encompasses the body of knowledge contained in a quarter course in Communication Theory taught at the California State College, L.A. Organized into six chapters, this book first addresses the mathematical groundwork of signal analysis. Chapter 2 then applies this to the study of linear systems with emphasis upon filter theory. Subsequent chapters apply the developed theory to various communication systems, particularly in the study of amplitude, frequency, and pulse modulation. The last chapter describes the techniques of noise analysis. This text will be very useful to students in the field of communications.

An Introduction to Communication *Cambridge University Press*

This concise book presents theory and teaches skills allowing students from all academic backgrounds to understand the communication field.

Introducing Communication Research

Paths of Inquiry *SAGE Publications*

Introducing Communication Research: Paths of Inquiry helps students understand the communication research process from start to finish. The Third Edition has been updated throughout to explain the Internet and social media as tools and topics for communication research.

Streamlined, accessible, and with campus-based research examples that students can relate to, this text guides students through the fundamentals of conducting research and presenting research findings for scholarly, professional, news/media, and web audiences.

Applying Communication Theory for Professional Life

A Practical Introduction *SAGE Publications*
Updated Edition of Bestseller! Applying Communication Theory for Professional Life, by Marianne Dainton and Elaine D. Zelley is the first communication theory 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 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.

An Introduction to Communication Theory and Systems *Springer Science & Business Media*
This book was written as a first treatment of statistical communication theory and communication systems at a senior graduate level. The only formal prerequisite is a knowledge of elementary calculus; however, some familiarity with linear systems and transform theory will be helpful. Chapter 1 is introductory and contains no substantial technical material. Chapter 2 is an elementary introduction to probability theory at a nonrigorous and non abstract level. It is essential to the remainder of the book but may be skipped (or reviewed hastily) by any student who has taken a one-semester undergraduate course in probability. Chapter 3 is a brief treatment of random processes and spectral analysis. It includes an introduction to shot noise (Sections 3.14-3.17) which is not subsequently used explicitly. Chapter 4 considers linear systems with random inputs. It includes a considerable amount of material on narrow-band systems and on the representation of random processes. Chapter 5 treats the matched filter and the linear least mean-squared-error filter at an elementary level but in some detail. Numerous examples are provided throughout the book. Many of these are of an elementary nature and are intended merely to illustrate textual material. A reasonable number of problems of varying difficulty are provided. Instructors who adopt the text for classroom use may obtain a Solutions Manual for most of the problems by writing to the author.

Communication as ...

Perspectives on Theory *SAGE*
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 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.

The SAGE Handbook of Family Communication *SAGE Publications*
A thorough exploration of the critical topics and issues facing family communication researchers today The Sage Handbook of Family Communication provides a comprehensive examination of family communication theory and research. Chapters by leading scholars in family communication expand the definition of family, address recent shifts in culture, and cover important new topics, including families in crisis, families and governmental policies, social media, and extended families. The combination of groundbreaking theories, research methods, and reviews of foundational and emerging research in family communication make this an invaluable resource that explores the critical topics and issues facing family communication researchers today.

Outlines and Highlights for Introducing Communication Theory

Analysis and Application by Richard West, ISBN Academic Internet Pub Incorporated
Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780073385075 .

An Introduction to Statistical Communication Theory

An IEEE Press Classic Reissue *Wiley-IEEE Press*
This IEEE Classic Reissue provides at an advanced level, a uniquely fundamental exposition of the applications of Statistical Communication Theory to a vast spectrum of important physical problems. Included are general analysis of signal detection, estimation, measurement, and related topics involving information transfer. Using the statistical Bayesian viewpoint, renowned author David Middleton employs statistical decision theory specifically tailored for the general tasks of signal processing. Dr. Middleton also provides a special focus on physical modeling of the canonical channel with real-world examples relating to radar, sonar, and general telecommunications. This book offers a detailed treatment and an array of problems and results spanning an exceptionally broad range of technical subjects in the communications field. Complete with special functions, integrals, solutions of integral equations, and an extensive, updated bibliography by chapter, An Introduction to Statistical Communication Theory is a seminal reference, particularly for anyone working in the field of communications, as well as in other areas of statistical physics. (Originally published in 1960.)

McQuail’s Mass Communication Theory *SAGE*
"Denis McQuail’s Mass Communication Theory is not just a seminal text in the study of media and society - it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here." - Mark Deuze, Indiana University and Leiden University "This is a unique work tested by time and generations of students around the world - North, South, East and West." - Kaarle Nordenstreng, University of Tampere "McQuail’s Mass Communication Theory

continues to be the clearest and best introduction to this sprawling field." - Anders Hansen, University of Leicester With over 125,000 copies sold, McQuail’s Mass Communication Theory has been the benchmark for studying media and communication for more than 25 years. It remains the most authoritative and comprehensive introduction to the field and offers unmatched coverage of the research literature. It covers everything a student needs to know of the diverse forms of mass communication today, including television, radio, newspapers, film, music, the internet and other forms of new media. Denis McQuail shows that more than ever, theories of mass communication matter for the broader understanding of society and culture. Unmatched in coverage and used across the globe, this book includes: Explorations of new media, globalization, work, economy, governance, policy, media audiences and effects New boxed case studies on key research publications, to familiarize students with the critical research texts in the field Definitions, examples, and illustrations throughout to bring abstract concepts to life. McQuail’s Mass Communication Theory is the indispensable resource no student of media and communication studies can afford to be without.

Encyclopedia of Communication Theory *SAGE Publications*
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 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-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

Essentials of Mass Communication Theory *SAGE*
'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

Introducing Communication Research

Paths of Inquiry *SAGE Publications*
Introducing Communication Research: Paths of Inquiry, Fourth Edition demystifies the theories and applications of communication research through its focus on methods in practice. Offering an overview of the research process with a focus on examples of research in real-world settings, Donald Treadwell and Andrea Davis introduce both quantitative and qualitative methods.

The Mathematical Theory of Communication *University of Illinois Press*
Scientific knowledge grows at a phenomenal pace--but few books have had as lasting an impact or played as important a role in our modern world as The Mathematical Theory of Communication, published originally as a paper on communication theory more than fifty years ago. Republished in book form shortly thereafter, it has since gone through four hardcover and sixteen paperback printings. It is a revolutionary work, astounding in its foresight and contemporaneity. The University of Illinois Press is pleased and honored to issue this commemorative reprinting of a classic.

An Integrated Approach to Communication Theory and Research *Routledge*
This volume provides an overview of communication study, offering theoretical coverage of the broad scope of communication study as well as integrating theory with research. To explicate the integration process, the chapter contributors -- experts in their respective areas -- offer samples in the form of hypothetical studies, published studies, or unpublished research, showing how theory and research are integrated in their particular fields. The book will appeal to graduate students and faculty members who want a thorough overview of not only the field, but also sample research stemming from its various component parts.

Applied Communication Theory and Research *Routledge*
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.

Mass Communication Theory

Foundations, Ferment, and Future *Wadsworth Publishing Company*
This new edition of Baran and Davis's successful text provides a comprehensive, 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.

Erving Goffman

A Critical Introduction to Media and Communication Theory *Peter Lang Pub Incorporated*
Although Erving Goffman never claimed to be a media or communication scholar, his work is definitely relevant to, and has already served as a substantial resource for, those who are. This is the first detailed presentation and analysis of his life and work intended specifically for a communication audience. While primarily an introduction to Goffman's work, those already familiar with his ideas will also learn something new. In addition to summarizing Goffman's major concepts and his influence on other scholars, the book includes an intellectual biography, explication of his methods, and an example of how to extend his ideas. Readers are invited to consider Goffman as a lens through which to view much of the pattern evident in the social world. Goffman's work always appealed to the general public (several of his books became bestsellers), and so this book has implications for those who are interested in the role of media or communication in their own lives as well as those who study it professionally.

Digital Communications with Emphasis on Data Modems

Theory, Analysis, Design, Simulation, Testing, and Applications *John Wiley & Sons*
This book uses a practical approach in the application of theoretical concepts to digital

communications in the design of software defined radio modems. This book discusses the design, implementation and performance verification of waveforms and algorithms appropriate for digital data modulation and demodulation in modern communication systems. Using a building-block approach, the author provides an introductory to the advanced understanding of acquisition and data detection using source and executable simulation code to validate the communication system performance with respect to theory and design specifications. The author focuses on theoretical analysis, algorithm design, firmware and software designs and subsystem and system testing. This book treats system designs with a variety of channel characteristics from very low to optical frequencies. This book offers system analysis and subsystem implementation options for acquisition and data detection appropriate to the channel conditions and system specifications, and provides test methods for demonstrating system performance. This book also: Outlines fundamental system requirements and related analysis that must be established prior to a detailed subsystem design Includes many examples that highlight various analytical solutions and case studies that characterize various system performance measures Discusses various aspects of atmospheric propagation using the spherical 4/3 effective earth radius model Examines Ionospheric propagation and uses the Rayleigh fading channel to evaluate link performance using several robust waveform modulations Contains end-of-chapter problems, allowing the reader to further engage with the text Digital Communications with Emphasis on Data Modems is a great resource for communication-system and digital signal processing engineers and students looking for in-depth theory as well as practical implementations.

Communication Theory and Signal Processing for Transform Coding *Bentham Science Publishers*

This book is tailored to fulfil the requirements in the area of the signal processing in communication systems. The book contains numerous examples, solved problems and exercises to explain the methodology of Fourier Series, Fourier Analysis, Fourier Transform and properties, Fast Fourier Transform FFT, Discrete Fourier Transform DFT and properties, Discrete Cosine Transform DCT, Discrete Wavelet Transform DWT and Contourlet Transform CT. The book is characterized by three directions, the communication theory and signal processing point of view, the mathematical point of view and utility computer programs. The contents of this book include chapters in communication system and signals, Fourier Series and Power Spectra, Fourier Transform and Energy Spectra, Fourier Transform and Power Spectra, Correlation Function and Spectral Density, Signal Transmission and Systems, Hilbert Transform, Narrow Band-Pass Signals and Systems and Numerical Computation of Transform Coding. This book is intended for undergraduate students in institutes, colleges, universities and academies who want to specialize in the field of communication systems and signal processing. The book will also be very useful to engineers of graduate and post graduate studies as well as researchers in research centers since it contains a great number of mathematical operations that are considered important in research results.

Health Communication

From Theory to Practice *John Wiley & Sons*

McQuail's Mass Communication Theory *SAGE*

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

The Play Theory of Mass Communication *Transaction Publishers*

The literature on mass communication is now dominated by "objective sociological "approaches. What makes the work of Stephenson so unusual is his starting points: his frank willingness to adopt a "subjective "and "psychological "approach to the study of mass communication. In short, this is an internal analysis of how communication processes are absorbed by individuals. The theory of play is not a doctrine of frivolity, but rather a way in which Stephenson gets at such sensitive areas of communication theory as what is screened out and why. Without a notion of the play element in communication one would be led to imagine that every televised docudrama would be immediately lived out by every adolescent. Clearly, this is not the case. People can distinguish quite well between imaginary and real events in mass communication contexts. "The Play Theory of Mass Communication "is a work that studies subjective play, how communication serves the cause of self-enhancement and personal pleasure, and the role of entertainment as an end in itself. In short, for those who are tired of cliché-ridden volumes on the political hidden messages and meanings of communication, or the economic management of media decisions, this volume will come as a refreshment, a piece of entertainment as well as instruction. But with all the emphasis "on "aspects, Stephenson's volume is shrewdly political. He takes up themes ranging from the reduction! of international tensions to the happily alienated worker to such pedestrian events as the reporting of foreign Soviet dignitaries in their visits to democratic cultures. This is, in short, an urbane, wise book--sophisticated in its methodology and critical in its theorizing.

Engaging Organizational Communication Theory and Research

Multiple Perspectives *SAGE*

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 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.

Marxist Humanism and Communication Theory

Media, Communication and Society Volume One *Routledge*

This book outlines and contributes to the foundations of Marxist-humanist communication theory. It analyses the role of communication in capitalist society. Engaging with the works of critical thinkers such as Erich Fromm, E. P. Thompson, Raymond Williams, Henri Lefebvre, Georg Lukács, Lucien Goldmann, Günther Anders, M. N. Roy, Angela Davis, C. L. R. James, Rosa Luxemburg, Eve Mitchell, and Cedric J. Robinson, the book provides readings of works that inform our understanding of how to critically theorise communication in society. The topics covered include the relationship of capitalism, racism, and patriarchy; communication and alienation; the base/superstructure-problem; the question of how one should best define communication; the political economy of communication; ideology critique; the connection of communication and struggles for alternatives. Written for a broad audience of students and scholars interested in contemporary critical theory, this book will be useful for courses in media and communication studies, cultural studies, Internet research,

sociology, philosophy, political science, and economics. This is the first of five Communication and Society volumes, each one outlining a particular aspect of the foundations of a critical theory of communication in society.

Animal Communication Theory

Information and Influence *Cambridge University Press*

An exploration of key concepts in the study of animal communication, covering case studies as well as more theoretical issues.

Communication and Discourse Theory *Intellect Books*

This volume gathers the work of the Brussels group of critical media and communication scholars that deploy discourse theory as theoretical backbone and analytical research perspective. The book seeks to show the value and applicability of discourse-theoretical analysis (DTA) within the field of media and communication studies, through a variety of case studies that highlight both the radical contingent nature and the hegemonic workings of media and communication practices.

The Toronto School of Communication Theory

Interpretations, Extensions, Applications *University of Toronto Press*

While never formally recognized as a school of thought in its time, the work of a number of University of Toronto scholars over several decades ? most notably Harold Adams Innis and Marshall McLuhan ? formulated a number of original attempts to conceptualize communication as a phenomenon, and launched radical and innovative conjectures about its consequences. This landmark collection of essays re-assesses the existence, and re-evaluates the contribution, of the so-called Toronto School of Communication. While the theories of Innis and McLuhan are notoriously resistant to neat encapsulation, some general themes have emerged in scholarly attempts to situate them within the discipline of communications studies that they helped to define. Three such themes ? focus on the effects and consequences of communications, emphasis on communications as a process rather than as structure, and a sharp focus on the technology of communication, or the ?medium? ? are the most fundamental in characterizing the unique perspective of the Toronto School. This collection not only represents a crucial step in defining the ?Toronto School,? it also provides close analysis of the ideas of its individual members.

Information and Communication Theory *John Wiley & Sons*

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 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 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.

Handbook of Visual Communication

Theory, Methods, and Media *Routledge*

This Handbook of Visual Communication explores the key theoretical areas and research methods of visual communication. With chapters contributed by many of the best-known and respected scholars in visual communication, this volume brings together significant and influential work in the discipline. The second edition of this already-classic text has been completely revised to reflect the metamorphosis of communication in the last fifteen years and the ubiquity of visual communication in our modern mediated lifestyle. Thirteen major theories of communication are defined by the top experts in their fields: perception, cognition, aesthetics, visual rhetoric, semiotics, cultural studies, ethnography, narrative, media aesthetics, digital media, intertextuality, ethics, and visual literacy. Each of these theory chapters is followed by an exemplar study or two in the area, demonstrating the various methods used in visual communication research as well as the research approaches applicable for specific media types. The Handbook serves as an invaluable reference for visual communication theory as well as a useful resource book of research methods in the discipline. It defines the current state of theory and research in visual communication and serves as a foundation for future scholarship and study. The Handbook of Visual Communication is a theoretical and methodological handbook for visual communication researchers and a compilation for much of the theoretical background necessary to understand visual communication. It is required reading for scholars, researchers, and advanced students in visual communication, and it will be influential in other disciplines such as advertising, persuasion, and media studies. The volume will also be essential to media practitioners seeking to understand the visual aspects of how audiences use media to contribute to more effective use of each specific medium.

The Family Communication Sourcebook

'The Family Communication Sourcebook' provides an in-depth examination of contemporary theory and research in the area of family communication. It frames current research practices and approaches with a historical overview of how the field developed.

Communication

A Critical/Cultural Introduction *SAGE Publications*

Designed for hybrid approaches to the course, this exciting new text provides an introduction to communication theory, interpersonal communication, and public communication and culture through the lens of contemporary critical theory. By situating communication concepts and theories within contemporary and engaging cultural scenes, the book is much more than a survey of ideas—it demonstrates the power of communication in our everyday lives.

Black/Africana Communication Theory *Springer*

Most Western-driven theories do not have a place in Black communicative experience, especially in Africa. Many scholars interested in articulating and interrogating Black communication scholarship are therefore at the crossroads of either having to use Western-driven theory to explain a Black communication dynamic, or have to use hypothetical rules to achieve their objectives, since they cannot find compelling Black communication theories to use as reference. Colonization and the African slave trade brought with it assimilationist tendencies that have dealt a serious blow on the cognition of most Blacks on the continent and abroad. As a result, their interpersonal as well as in-group dialogic communication had witnessed dramatic shifts. Black/Africana Communication Theory assembles skilled communicologists who propose uniquely Black-driven theories that stand the test of time. Throughout the volume’s fifteen chapters theories including but not limited to Afrocentricity, Afro-Cultural Mulatto, Venerative Speech Theory, Africana Symbolic Contextualism Theory, HaramBuntu-Government-Diaspora Communications Theory, Consciencist Communication Theory and Racial Democracy Effect Theory are introduced and discussed.

Communication in Interprofessional Care

Theory and Applications

"Day-to-day clinical practice in the health and care professions is filled with challenging situations rooted in interpersonal psychology. Beyond their technical and profession-specific knowledge and skills, clinical practitioners must have extraordinary communication and observation skills to manage the complexities of their daily work. This can be particularly challenging for individuals educated within one profession when they are working within interprofessional teams where collaboration, consensus, and cooperative decision making are expected. Communication in Interprofessional Care: Theory and Applications approaches this important topic with a new perspective, supporting learners and teachers through practical application of psychological and communication theory. KEY FEATURES: Contains 14 real-world clinical cases and vignettes; Explains the role of motivation, trait, and social-psychological context in influencing behaviors; Uses theory to provide practical guidance around interpersonal communication; A model for understanding the psychology of empathy; Uses personal emotional intelligence as a tool for enhancing quality of interpersonal and interprofessional communication"--

Agitpop

Political Culture and Communication Theory *Routledge*

In this entirely sophisticated and scholarly account of political culture, Arthur Asa Berger shows how the variety of cultural preferences creates the foundations of communication theory. Using the work of Aaron Wildavsky, the author shows how individualism, egalitarianism, collectivism, and fatalism form the basis of culture in complex societies. But more importantly, Berger breaks down the mechanical distinction between mass culture and elite culture, showing how they interpenetrate and crossover at the level of competitive and hierarchical frames. Agitpop, now in paperback, suggests that there is an ideological content to our popular culture, even though the creators no less than the

consumers of that culture are either unaware or dimly aware that they are creating works with an ideological bent. The work takes up in quick order two examples from different areas of the hierarchical, individualist, egalitarian, and fatalist cultures. From football games to the Iran-Contra Hearings, from MTV to the Human Potential Movement, from Max Headroom to humor on the Jews, and from wrestling to The Terminator, Berger takes up his master themes with a deft touch of his own. Weaving in the work of scholars from Emile Durkheim to Aaron Wildavsky he manages to make each of the chapters very much his own. For those who know the earlier work of this author, the reader will be very much at home; for those new to Berger, the volume will be a joyous revelation. The final three chapters reveal a deeper aspect of Berger's work. His interpretation of the earlier materials in terms of the semiotics of power, of textual analysis, or deconstruction of the media, and finally, an analysis and self-analysis of the larger research agenda of which this work is pivotal, should make this book central to the theoretical construction of popular and political culture. For people working in communications theory, political culture, and the sociology of knowledge, this book is a must; for everyone els

Communimetrics

A Communication Theory of Measurement in Human Service Settings *Springer Science & Business Media*

Measurement in human services means one thing: how well the effort serves clients. But the data doesn't exist in a vacuum and must be communicated clearly between provider and client, provider and management, and across systems. During the past decade, innovative communimetric measures have helped more than 50,000 professionals worldwide in health care, justice, and business settings deliver findings that enhance communication on all sides. Now, the theory and methods behind this fast-paced innovation are available in this informative volume. Communimetrics presents information in an accessible style, and its model of measurement as communication bolsters transparency and ease of interpretation without sacrificing validity or reliability. It conveys a deep appreciation for the unique position of service delivery systems at the intersection between science and management (and between quality and quantity), and shows readers how to create measures that can be used immediately to translate findings into practical action. This must-have volume offers readers the tools for understanding—and applying—this cutting-edge innovation by providing: The theoretical base for communimetrics. Practical illustrations comparing communimetrics with traditional methods. Guidelines for designing communimetric measures and evaluating their reliability and validity. Detailed examples of three widely used communimetric measures—the Child and Adolescent Needs and Strengths (CANS), the INTERMED, and the Entrepreneurial League System Assessment as well as detailed explanations for how they are used and why they work. Applications used in a range of settings, including children’s services, adult mental health, services for the aging, and business and organizational development. Communimetrics provides a wealth of real-world uses to a wide professional audience, including program evaluators, quality management professionals, enterprise managers, teachers of field research methods, and professionals involved in measurement and management design. It also makes an exceptionally useful text for program evaluation courses.