The test will consist of 50 - 60 multiple-choice questions and will cover chapters 1, 2, 3, 4, 5, 7 & class notes and handouts (especially one called “Chapter 7 – Interpersonal Deception Theory). The following terms will give you an idea of what to study. However, do not limit yourself to just studying the items listed below.

Please note that points discussed in class are more likely to appear on the test. In addition, there will be test questions about items in the text that were not discussed in class.

Chapter 1 – Launching Your Study of Communication Theory

*Theory* -- A set of systematic, informed hunches about the way things work.

*Communication* -- The relational process of creating and interpreting messages that elicit a response.

*Text* -- A record of a message that can be analyzed by others; for example a book, film, photograph, or any transcript or recording of a speech or broadcast.

Chapter 2 – Talk about Theory

*Communication Theory* -- An umbrella term for all careful, systematic, and self-conscious discussion and analysis of communication phenomena.

*Behavioral/Social Scientist* -- assumes truth is singular and accessible through the senses, who favors determinism, who values objectivity and universal laws, and who relies on quantifiable experiments and surveys. Used interchangeably with objective scholar.

*Interpretive Scholar* -- Theorist who is concerned with the web of meaning that constitutes human existence, who assumes multiple meanings are accessible and meaning is connected to the knower’s values, who believes human behavior is voluntary, who seeks to expand the range of free choice, and who uses textual analysis and ethnography to establish meaning. Closely related to the humanist.

*Interpretive approach* - The linguistic work of assigning meaning or value to communicative texts; assumes that multiple meanings or truths are possible.

*Epistemology* -- The study of the origin, nature, method, and limits of knowledge.

*Determinism* -- The assumption that behavior is caused by heredity and environment.

*Free Will* -- The assumption that behavior is predominantly voluntary.

*Experiment* -- A research method that manipulates an independent variable in a tightly controlled situation in order in order to find out if it has the predicted effect.

*Independent Variable* -- In a scientific experiment, the factor that the researcher systematically alters in the quest to discover its effect on one or more dependent variables; the cause in a hypothesized cause-and-effect relationship.

*Dependent Variable* -- In a scientific experiment, a measured outcome that presumably is influenced or changed by the independent variable; the effect in a hypothesized cause-and-effect relationship.
Survey Research -- A research method that employs questionnaires and fact-to-face interviews to collect self-report data demonstrating what people think, feel, and intend to do.

Textual Analysis -- A research method that describes and interprets the characteristics of any text.

Ethnography -- A method of participant observation designed to help a researcher experience a culture's complex web of meaning.

Rhetorician - A scholar who studies the ways in which symbolic forms can be used to identify with people, or to persuade them toward a certain point of view.

Humanistic scholarship - Study of what it’s like to be another person, in a specific time and place; assumes there are few important panhuman similarities.

Empirical evidence - Data collected through direct observation.

Quantitative research - Research in which the data is recorder in numerical form.

Qualitative research - Research in which the data is recorded in linguistic (non-numeric) form.

Critical theorists - Scholars who use theory to reveal unjust communication practices that create or perpetuate an imbalance of power.

Chapter 3 – Weighing the Words
Symbolic Convergence -- The linguistic process by which group members develop a sense of community or closeness; cohesiveness, unity, solidarity.

Fantasy Theme Analysis -- The study of the way in which groups use creative and imaginative interpretations of events to fulfill psychological and rhetorical needs. Fantasy theme analysis is the research method of Borman’s symbolic convergence theory.

Rhetorical Vision -- According to symbolic convergence theory, a collective view of social reality that develops when the same set of fantasy themes is voiced across many group situations.

Falsifiability – The requirement that a scientific theory must be stated in a way that it can be tested and disproved if it is indeed wrong.

Rule of Parsimony - - (Occam’s razor; Relative simplicity); given two plausible explanations for the same event, we should accept the simpler version.

Chapter 4 – Mapping the Territory
The Socio-Psychological Tradition - - An empirical approach to interpersonal influence that stemmed from media research.

Carl Hovland -- A Yale University researcher who was one of the founding fathers of the socio-psychological tradition.

The Cybernetic Tradition -- The study of information processing, feedback, and control in communication systems.
Claude Shannon -- A Bell Telephone research scientist who developed an influential mathematical model for signal transmission that formed the basis of the cybernetic tradition.

Warren Weaver-- A scholar whose interpretive essay applying the concept of information loss to interpersonal communication was paired with Shannon’s diagram of information flow.

Information -- The opportunity to reduce uncertainty.

Noise - Anything that reduces the information-carrying capacity of the channel.

Feedback -- Information that adjusts future behavior by introducing learning into the system.

The Rhetorical Tradition -- An ancient approach to communication theory and practice that emphasizes persuasion through artful public address.

The Semiotic Tradition -- An approach to communication theory that emphasizes the process of sharing meaning through signs.

Proper Meaning Superstition -- The mistaken belief that words have precise definitions.

I. A. Richards -- A Cambridge University literary critic who was one of the first in the semiotic tradition to systematically describe how words work.

Sign -- Anything that can stand for something else.

Symbol -- Arbitrary words and non-verbal signs that bear no natural connection with the things they describe; their meaning is learned within a given culture.

Semantic Triangle -- Richards and Ogden's graphic depiction of the indirect relationship between a symbol and its referent.

C. K. Ogden -- Richards' collaborator on the semantic triangle.

The Socio-Cultural Tradition - An approach to communication that emphasizes how language produces and reproduces culture.

Sapir-Whorf Hypothesis - The proposition that the structure of a culture's language shapes what people think and do.

The Critical Tradition - An approach to communication theory that emphasizes reflective challenge of unjust discourse.

Chapter 5 – Symbolic Interactionism

George Herbert Mead -- The University of Chicago philosophy professor whose teachings were synthesized into the theory called symbolic interactionism.

Symbolic Interactionism -- Coined by Herbert Blumer, this term is meant to express the essence of Mead's theory: The self is defined through the interconnection of meaning, language, and thought.
Herbert Blumer -- Mead's chief disciple, this University of California, Berkeley, professor coined the term symbolic interactionism.

Default Assumption - a belief inscribed in language that limits our thinking (when some think of the word “surgeon,” they assume that the person is male.)

Minding -- An inner dialogue used to test alternatives, rehearse action, and anticipate reactions before overtly responding; self-talk.

Taking the Role of the Other -- The process of mentally imagining that you are someone else who is viewing you.

Looking-Glass Self -- The mental image that results from taking the role of the other; the objective self; me.

I -- The spontaneous driving force that fosters all that is novel, unpredictable, and unorganized in the self.

Me -- The objective self; the image of self seen when one takes the role of the other.

Self – The ongoing process of combining the “I” and the “Me.”

Generalized Other -- The composite mental image a person has of him or herself based on community expectations and responses.

Participant Observation -- Advocated by Mead, this ethnographically based approach requires the researcher to adopt the stance of an interested, yet ignorant visitor who carefully notes what people say and do in order to discover how they interpret their world.

Self-Fulfilling Prophecy -- The tendency for our expectations to evoke responses that confirm what we originally expected.

Chapter 7 (from textbook) – Expectancy Violations Theory
Judee Burgoon -- A theorist from the University of Arizona who developed expectancy violations theory.

Personal Space -- The invisible, variable volume of space surrounding an individual that defines that individual's preferred distance from others.

Edward Hall -- An anthropologist from the Illinois Institute of Technology who coined the term proxemics.

Proxemics -- The study of people's use of space.

Intimate Distance -- The American proxemic zone of 0 to 18 inches.

Personal Distance -- The American proxemic zone of 18 inches to 4 feet.

Social Distance -- The American proxemic zone of 4 to ten feet.

Public Distance -- The American proxemic zone of 10 feet to infinity.
**Threat Threshold** -- An imaginary line that forms the boundary of the intimate distance. Initially, Burgoon believed that crossing the threat threshold causes physical and psychological discomfort.

**Expectancy** -- What people predict will happen, rather than what they necessarily desire.

**Violation Valence** -- The perceived positive or negative value of a breach of expectations, regardless of who the violator is.

**Communicator Reward Valence** -- The sum of the positive and negative attributes that the person brings to the encounter plus the potential he or she has to reward or punish in the future.

**Chapter 7 – (from HANDOUT)- Interpersonal Deception Theory**

*David Buller and Judee Burgoon* -- Theorists from the Cooper Institute (formerly from the AMC Cancer Research Center) and the University of Arizona, respectively, who developed IDT.

**Interpersonal Deception Theory (IDT)** -- An interpersonal theory that posits a set of unchanging assumptions concerning interpersonal communication in general and deception in particular.

**Deception** -- A message knowingly transmitted by a sender to foster a false belief or conclusion by the receiver.

**Falsification** -- A form of deception that creates a fiction; a lie.

**Concealment** -- A form of deception that tells only a portion of the truth.

**Equivocation** -- A form of deception that uses vague language to dodge the issue.

**Leakage** -- Unconscious nonverbal cues that signal an internal state.

**Levelers** -- Inclusive words that imply a shift of responsibility to others by downplaying individual choice.

**Modifiers** -- Terms that shift personal responsibility by downplaying the intensity of unwelcome news.

**Truth Bias** -- The persistent and pervasive expectation that people will tell the truth.

**Othello Error** -- An error that occurs when, in the context of a suspected deception, a truth teller’s adaptation to a false accusation strikes the respondent as devious.