# An Objective Approach

- Social Scientists – Why an event produced a specific sentiment and whether it resulted in action.
  - After observation, a theory is identified or constructed to offer insights about what it was observed.
- Resonance Principle of Communication
  - Persuasion – arguments v. memories
- Theory Validation
  - "Objective test to identify if a theory is faulty" (p.14)
    - Theory + Research

# An Interpretive Approach

- Archetypal Myths
  - Draw upon universal experiences
    - Carl Jung – "collective unconscious"
      - Michael Osborn – Archetypes touches off "depth responses" that emotionally resonate at the core of our being (p.15)

# Objective vs Interpretive Approach

- Approaches to communication study differ in:
  - Starting point, Method and Conclusion
  - Assumptions about ways of arriving to knowledge
  - The core of human nature, questions of value, and the purpose of having theory
- Objective → Scientist → Objective Scholar
- Interpretative
  - "[A]ll rhetorical critics do interpretative analysis, not all interpretative scholars are rhetoricians" (p.16).
    - Interpretative Scholars
    - Rhetoricians, humanists, postmodernists, or critical scholars

# Truth vs Multiple Realities

- Epistemology
  - "[W]e all inevitably make assumptions about the nature of knowledge" (p.16).
  - Scientists
    - Good Theory = Faithful representations of the way the world really is.
    - Science seeks to be bias-free – evidence should speak for itself.
    - No one person can know it all → Pool of findings to build a collective body of knowledge about how the world works.
    - "[O]nce a principle is discovered and validated, it will continue to hold true as long as conditions remain relatively the same" (p.16)
  - Interpreters
    - Truth is socially constructed through communication
      - "Text may have multiple meanings" (p.17).

# Determinism vs Free Will

- Question of Human Choice
  - Hard-line determinists – every move we make is the result of heredity and environment.
    - Scientists – Stress the forces that shape human behavior
  - Free will purists – every human act is ultimately voluntary (p.17)
    - Interpretative Scholars
      - Focus on conscious choices made by individuals
- Language
  - Reflects theorists views of human nature
    - "I had to" v. "I decided to" / "In order to" and "So that"
  - "[A]s individual freedom goes up, predictability of behavior goes down" (p.18)

# Objective vs Emancipation

- "Significant decisions are value laden"
  - Value – priorities and issues of relative worth.
    - "Traffic light that guide what we think, feel, and do" (p.18)
- Behavioral Scientists → Empirical Evidence
- Critical Interpreters → "[K]nowledge is never neutral" (p.19)
  - Seeks to emancipate = liberate people from oppression of any sort
- Stan Deetz
  - General Communication Theories have two priorities:
    1. Effectiveness – successful communication / persuasion
    2. Participation – increase point of views / difference, opposition and independence

# Universal Laws vs Interpretive Guides

- **Behavioral Scientists**
  - "Pin down universal laws of human behavior that cover a variety of situations" (p.19)
    - Theory Testing
      - Hunch of ideas about how the world works → Hypothesis → Test after Test

- **Rhetorical Critic**
  - Strive "to interpret a particular communication text in a specific context" (p.19)
    - "[E]xplores the web of meaning that constitutes human existence" (p.20)
    - No Theory Testing
      - Theory tells "what to look for," "what to make of it," and "whether to consider it significant"

*Next: Classification of Communication Theories According to Objective /Interpretive Worldview (p.22)

|  | Objective | | | | Interpretive |
|---|---|---|---|---|---|
| **Interpersonal Communication** | 1 | 2 | 3 | 4 | 5 |
| Symbolic Interactionism | | | | ● | |
| Coordinated Management of Meaning | | | | | ● |
| Expectancy Violations Theory | ● | | | | |
| Constructivism | | ● | | | |
| Social Penetration Theory | ● | | | | |
| Uncertainty Reduction Theory | ● | | | | |
| Social Information Processing Theory | ● | | | | |
| Relational Dialectics | | | | | ● |
| The Interactional View | | | | | ● |
| Communication Privacy Management | | | | ● | |
| Social Judgment Theory | ● | | | | |
| Elaboration Likelihood Model | ● | | | | |
| Cognitive Dissonance Theory | ● | | | | |
| **Group and Public Communication** | | | | | |
| Functional Perspective on Group Decision Making | | ● | | | |
| Symbolic Convergence Theory | | | ● | | |
| Cultural Approach | | | | | ● |
| Critical Theory of Communication Approach | | | | | ● |
| The Rhetoric | | ● | | | |
| Dramatism | | | | ● | |
| Narrative Paradigm | | | | ● | |
| **Mass Communication** | | | | | |
| Media Ecology | | | | ● | |
| Semiotics | | | | ● | |
| Cultural Studies | | | | | ● |
| Uses and Gratifications | | ● | | | |
| Cultivation Theory | | ● | | | |
| Agenda-Setting Theory | ● | | | | |
| **Cultural Context** | | | | | |
| Communication Accommodation Theory | | ● | | | |
| Face-Negotiation Theory | ● | | | | |
| Speech Codes Theory | | | | ● | |
| Genderlect Styles | | | ● | | |
| Standpoint Theory | | | | ● | |
| Muted Group Theory | | | | | ● |
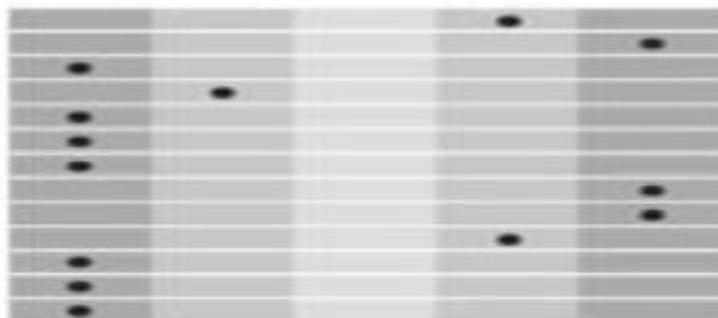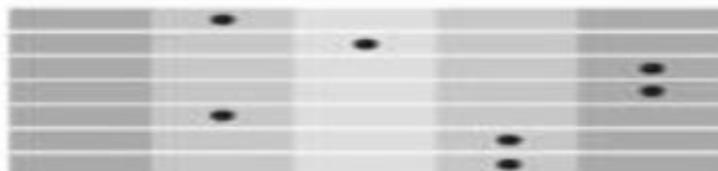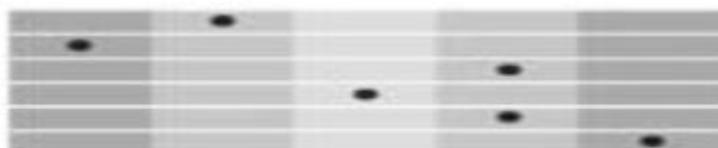
Making a good theory

# Making A Good Objective Theory

- A good objective theory:
  1. Predicts what will happen
     - We are dealing with things we can see, hear, touch, smell and taste over and over again
     - Probability and tendencies → Not absolute certainty
       - A specific type of communication triggers a particular response
       - People will use certain types of communication depending upon pre-existing factor
  2. Explains an event or human behavior to draw order to an existing chaos
     - Abraham Kaplan
       - "[T]heory is a way of making sense out if a disturbing situation"

# Making A Good Objective Theory

- Social scientists add four more criteria:
  1. Relative simplicity — Occam's Razor or Rule of parsimony
  2. Testability through Hypothesis (es) — Falsifiability
  3. Practical utility — Useful
  4. Quantifiable research — Experiments and Surveys



How to Get Rid of a Mouse

# Making A Good Interpretive Theory

- Although there is no six-point set of criteria, interpretive theories should accomplish some or all of these functions:
  - Identification and clarification of values – Power relations and structures
  - Create new understanding of people – Self –referential imperative
  - Inspire aesthetic appreciation – Organized creativity
  - Stimulate agreement – Widespread debate and analysis
  - Reform society – Challenge to the Status Quo
  - Conduct qualitative research – Textual Analysis and Ethnography

# Thanks

Do you have any questions ?