

Contents

List of Figures	6
List of Tables	7
Introduction:	
Communication studies and sociology of communication – main issues	9
Chapter 1. Communication studies and a communication science from the beginnings until today	11
1.1. Science of communication as an interdisciplinary subject.	11
1.2. The first communication studies –its main issues and importance for today	12
1.3. Development of communication studies: main stages	15
Chapter 2. Sociology of communication - goals, main issues and method . . .	19
2.1. Sociology	19
2.1.1. Development of the science	19
2.1.2. Definition, focus and scope	22
2.1.3. Methods	23
2.2. Sociology of communication	24
2.2.1. Sociological theory of communication	25
PART I: Communication– definitions, categorizing and approaches	29
Chapter 3. Communication – definitions, element, levels, forms, types and patterns	31
3.1. Definitions	31
3.2. Elements (sender, receiver, message, and other parts: environment, language) . . .	33
3.3. Levels of communication: between 2 persons, small groups (synergy effect), public speaking (formal, planned, in public places, in organization (network dependent and associated relationships), mass communication, intercultural communication . . .	36
3.3.1. Intrapersonal communication.	37
3.3.2. Interpersonal level (direct and indirect)	38
3.3.3. Mass communication.	40

3.3.4. Excuse: 5 and 7 Levels of communication.	42
3.4. Forms (verbal/ non-verbal): what should you be aware in each form of communication?	43
3.5. Types (informational/persuasive)	45
3.6. Patterns of communication in communication theory and in organizations	46
3.6.1. Different communication topologies	46
3.6.2. Communication networks in organizations	48
Chapter 4. Main approaches to communication	53
4.1. Social-psychological	55
4.2. Cybernetics	57
4.3. Rhetorical	60
4.4. Semiotic	61
4.5. Socio-cultural tradition	64
4.6. Critical	67
4.7. Phenomenological	69
PART II: Communication process from different perspectives	73
Chapter 5. Communication process: basic models and sociological perspective	77
5.1. Shannon model (action model of communication)	77
5.2. Intermediary/gatekeeper/two-step flow model	80
5.3. Interactive, cybernetic, transactive model.	81
5.4. Ecological model.	85
Chapter 6. Communication process from management perspective.	89
6.1. Information transfer	90
6.2. Transactional process	93
6.3. Strategic control	94
6.4. Balance of creativity and constraint	96
6.5. Model of communication as mindful dialogue	97
6.6. Ethical aspects of communication process in organization	100
PART III: Instruments of communication: media and mass communication	107
Chapter 7. Media and mass communication	109
7.1. Media and mass communication – definition, functions, elements	109
7.2. Aspects of mass communication studies	111
7.3. Effects of mass media on society	113
7.4. Schools and approaches in mass communication	113

7.4.1. The dominant paradigm: functionalist and empirical.115

7.4.2. Critical theory.116

7.4.3. Media cultural theory121

7.4.4. Media technology and its effects122

7.4.5. Feminist media theory123

7.4.6. Normative media theory.123

7.4.7. Meta-themes of theory124

7.4.8. The future of mass communication theory.126

PART IV: Communication processes in the society

- different levels and aspects 127

Chapter 8. Gender communication. 129

8.1. Gender communication differences and factors130

8.1.1. Differences at work and life communication styles between man
and women130

8.1.2. Gendered identity as organizational performance136

8.1.3. Gendered organization and their consequences.137

8.1.4. The role of media in shaping gender communication styles138

8.2. Gender differences in media consumption patterns and their reasons.141

Chapter 9. Organizational communication 143

9.1. Organizational communication: definitions, members, categories, dimensions. . .143

9.2. Approaches to management and communication perspective146

9.3. Culture and organizational communication149

9.3.1. Culture and communication.149

9.3.2. Types of organizational culture153

9.3.3. Cultural approach to organization154

9.3.4. Intercultural communication155

9.4. Corporate communication – main issues159

Summary 163

References 165

List of Figures

Figure 1. PUSTY WYKRES Overview of the field of sociology of communication . . .	27
Figure 2. Communication networks	47
Figure 3. Communication networks in an organization	51
Figure 4. Approaches to communicating sciences.	53
Figure 5. Communication as a link connecting separate parts of a system	57
Figure 6. Shannon and Weaver's Model of Communication	58
Figure 7. Effective communication: uncertainty and predictability	59
Figure 8. Channel capacity as a sum of information and noise	59
Figure 9. Richard's Semantic Triangle	62
Figure 10. Example of triad of meaning	63
Figure 11. Hermeneutic circle	71
Figure 12. Structure of Communication	75
Figure 13. Shannon's Model of the communication process	78
Figure 14. Bell's drawing of the workings of a telephone, from his original sketches . .	79
Figure 15. An intermediary (gatekeeper) model.	81
Figure 16. An Interactive Model	82
Figure 17. The interactive model of communication with field of experience	83
Figure 18. A Transactional Model.	84
Figure 19. A transactional model of communication	85
Figure 20. A Ecological Model of the Communication Process	86
Figure 21. Ethical Pentagon	104
Figure 22. Ethical communication practices: the seven C's of effective communication	105
Figure 23. Approaches to mass media communication.	110
Figure 24. Division of media theories	115
Figure 25. Audience as a commodity in political economy theory	118
Figure 26. Textual and linguistic theory: sources	119
Figure 27. Reception theory	120
Figure 28. Communication and culture	151
Figure 29. Types of Organizational Culture	153
Figure 30. Evolving of corporate communications	159
Figure 31. Theory and practice perspectives on corporate communications	160

List of Tables

Table 1. Major theoretical perspectives in sociology	23
Table 2. Example of approaches to the concept of communication and their use within organizations	32
Table 3. Communication - Functions and Activities	50
Table 4. Organizational Communication: Preliminary Perspectives	90
Table 5. Approaches to media theory	114
Table 6. Traditional audience and reception research.	120
Table 7. Four models of mass communication process compared.	121
Table 8. Differences in communication styles between women and men according to Gray	130
Table 9. Different worlds and words of women and men.	131
Table 10. Researched differences	131
Table 11. Four frames for communication, organization and gendered activity	140
Table 12. Approaches to management (scientific management and systems theories) and view on communication.	147
Table 13. Positivist and Interpretivist Approach to Communication	156
Table 14. Historical models of public relations	160
Table 15. Theoretical perspectives on corporate communications.	161