

# The Field of Communication in Historical and Contemporary Perspective

## Chapter Two

# Focus Questions

- In what context did the study and teaching of communication begin?
- What methods do communication scholars use to conduct research?

# Focus Questions

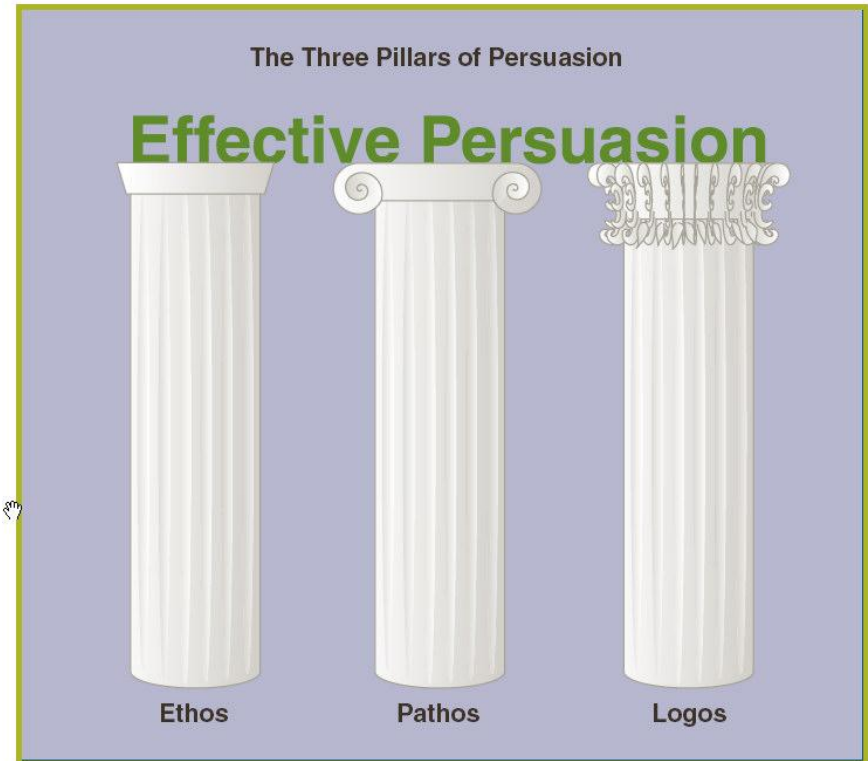
- What areas of study and teaching constitute the discipline of communication today?
- What themes unify areas of study within the field of communication?

# The History of the Communication Field

- Classical roots
- Liberal education

# Classical Roots: Rhetoric & Democratic Life

- Plato
- Aristotle
  - Ethos
  - Pathos
  - Logos



**Figure 2.1** THE THREE PILLARS OF PERSUASION

# Liberal Education

- National Association of Teachers of Public Speaking
- John Dewey
- AEJMC
- National Communication Association

# Broadening the Field

- Scientific, empirical research is cornerstone
- International Communication Association

# Communication, Power, & Empowerment

- Michel Foucault
- Phaedra Pezzullo
- The field of communication is responsive to changing needs
  - individuals
  - society

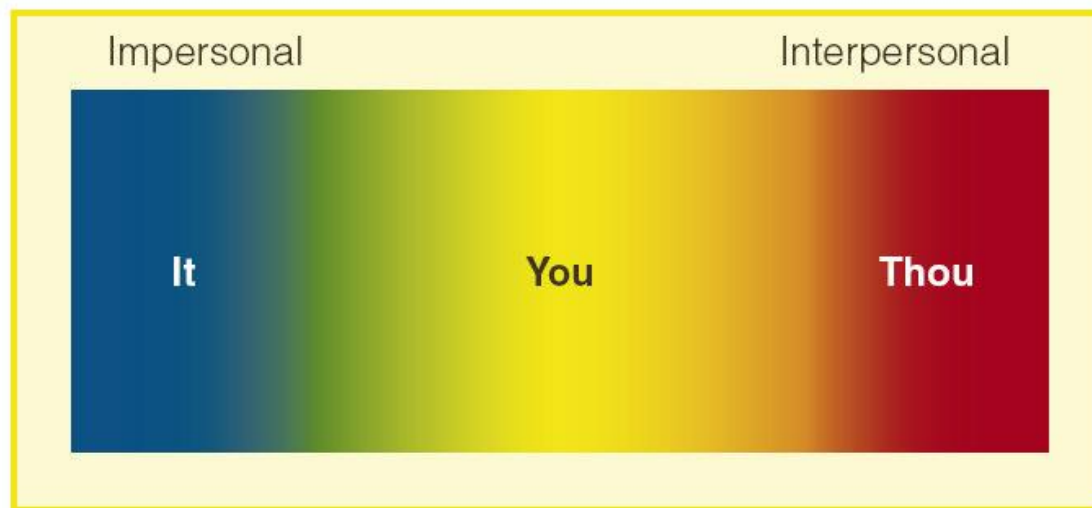


# Conducting Research in Communication

- Quantitative research
  - Independent variables
  - Dependent variables
- Qualitative research
  - Textual analysis
  - Ethnography
- Critical research
  - triangulation

# The Breadth of the Communication Field

- Intrapersonal
- Interpersonal
- Performance Studies
- Group & Team
- Public
- Organizational
- Mass
- Technology
- Intercultural
- Ethics



**Figure 2.2** THE COMMUNICATION CONTINUUM

# Unifying Themes in the Communication Field

- Symbolic activities
- Meaning
- Ethics

# Summary

- The history of the communication field
- Broadening the field
- Communication, power, & empowerment
- Conducting research in communication
- The breadth of the communication field
- Unifying themes in the communication field