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WINTER, 2016 Tuesday & Thursday, 3:10 -4:30pm, OLSON 206 Recitations Section A01 Friday 11:00-11:50am HART 1130 Section A02 Friday 12:10-1:00pm HART 1130 Instructor: Bo Feng, Ph.D., Associate Professor Office: Kerr Hall 361 Email: Bfeng@ucdavis.edu 1th, 2024

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ABOUT (THE HISTORY OF) THIS DOCUMENT This Compilation Of Communication Theories Has Been Created In 2003/2004 By Members Of The • Communication Science Research Departments ... Building Communication Theory (3rd Ed.). Prospect Heights, IL: Waveland Press, P. 180 & 348-351. 3th, 2024

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Communication Process Which Prioritises Audience And Culture. This Theory Shifts Our Attention To The Reception Of Media Texts And How Meaning Is Created. STRENGTHS WEAKNESS Although Many People Still Talk About The Media In This Way, This Theory Is Disregarded As An Outdated Way Of Thinking About Media Influence. Audiences Are 1th, 2024

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The Imagery Of The Theory Compelling. Other

Economic Theories Of Development Were Less Ambitious And Concentrated On Purely Economic Factors, Usually To Their Detriment. Frederick Frey, In A Comprehensive Review Published In 1973, Argued That Economic Theories Had Paid Little Or No Attention To Communication Factors Even Though Several Were

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McQuails Mass Communication Theory Is A Very Comprehensive Book. It Is A Seminal.MASS COMMUNICATION SOCIETY, 2002, 51, 4156. Have Focused On Normative Theories Largely Based On Traditional Mass Media Structures.From The Wadsworth Series In Mass Communication And Journalism. 5 NORMATIVE THEORIES OF MASS COMMUNICATION. 1th, 2024

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Application Of The Theory Of Communication For Professional Life: Practical Acquaintance. 2nd Edit. Thousand Oaks, Calif.: SAGE

Publications. Chicago/Turabian - Writing By Date Citation (Leadership Style) Dainton, Marianne And Elaine D. Ziell. 2011. Application Of Communication 2th, 2024

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- In-class Survey, Intercept Survey Outside The Dining Hall, Or Survey Built In Qualtrics And Sent Through The UNC Mass E-mail System
- Secondary Data Analysis Of Publicly Available Data Set (e.g., Pew Internet Research)
- Small 3th, 2024

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5. Explain And Recognize Multiple Perspectives In



Rhetorical Communication. 6. Explain And Recognize Ethical And Unethical Rhetorical Communication. Required Texts 1. Bizzell And Herzberg, The Rhetorical Tradition: Readings From Classical Times To The Present 2nd Ed. (New York: Bedford, 2001). 2. 1th, 2024

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