



## Theorizing Communication: Readings Across Traditions

By Craig, Robert T.; Muller, Heidi L.

SAGE Publications, Inc, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction - Heidi L. Muller and Robert T. CraigUnit I. Historical and Cultural Sources of Communication TheoryIntroduction to Unit II. Metaphors Concerning Speech in Homer - Rob Wiseman2. The Spiritualist Tradition - John Durham Peters3. The Invention of Communication - Armand Mattelart4. A Cultural Approach to Communication - James W. CareyProjects for Theorizing the Historical and Cultural Sources of Communication TheoryUnit II. Metatheory: Communication Theory as a Field - Robert T. CraigProjects for MetatheorizingUnit III. The Rhetorical TraditionIntroduction to Unit III6. Gorgias - Plato7. Rhetoric - Aristotle8. A Rhetoric of Motives - Kenneth Burke9. Beyond Persuasion: A Proposal for an Invitational Rhetoric - Sonja K. Foss and Cindy L. GriffinProjects for Rhetorical TheorizingUnit IV. The Semiotic TraditionIntroduction to Unit IV10. The Abuse of Words - John Locke11. What Is a Sign? - Charles Sanders Peirce12. The Object of Linguistics - Ferdinand de Saussure13. The Photographic Message - Roland Barthes14. Communication With Aliens - John Durham PetersProjects for Semiotic TheorizingUnit V. The Phenomenological TraditionIntroduction to Unit V15. The Problem of Experiencing Someone Else - Edmund...



## Reviews

Comprehensive guideline! Its such a good read through. It is actually writter in basic words and not confusing. I am just easily could possibly get a enjoyment of reading a composed book.

-- Lonzo Wilderman

Extremely helpful for all group of men and women. it absolutely was writtern extremely perfectly and valuable. Your way of life span will be transform when you complete looking at this ebook.

-- Prof. Trever Torphy