



Theorizing Communication: Readings Across Traditions

Robert T. Craig, Heidi L. Muller

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Theorizing Communication: Readings Across Traditions is the first collection of primary-source readings built around seven traditions of communication theory? rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical.. The selected readings illustrate the history of each tradition and current trends. Enhancing the readings are introductory essays and sets of projects for theorizing through which the editors highlight contemporary interpretations, new directions, and/or hybrid approaches to studying communication theory.

Key Features:

- *Includes key primary source readings that have helped to define the field of Communication Theory:* This collection of readings is not available elsewhere and frees instructors from having to design their own course packs.
- *Offers a comprehensive view of communication theory by not limiting content to a single approach:* This book is the first collection of readings on communication theory based on Robert T. Craig's seven traditions of communication theory.
- *Provides much more than just readings:* Original introductions help to explain, locate, and explore complexities surrounding each of the readings. The concluding chapter suggests future directions for the field.
- *Allows students to engage and interact with each tradition:* Each unit ends with suggested future readings as well as projects to help students apply and extend the unit's key ideas.

Intended Audience:

This volume is designed for advanced undergraduate and graduate courses in Communication Theory. It can be used as a stand-alone text or in conjunction with other books.

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