

RESUME MATERI
ENCYCLOPEDIA OF COMMUNICATION THEORY
Stephen W. Littlejohn ° Karen A. Foss
Sub Judul: Chronology

(Tugas Mata Kuliah Perspektif dan Teori Komunikasi)

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Tugas

**Sebagai Salah Satu Syarat Mengikuti Mata Kuliah Perspektif dan Teori
Komunikasi**

Pada

**Jurusan Magister Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik**



**JURUSAN MAGISTER ILMU KOMUNIKASI
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Chronology

This chronology contains major themes and developments in each period and is not intended to be exhaustive.

Classical Period

Foundations of Western thought are established in ancient Greece and Rome.

- Western debates on epistemology, ontology, ethics, and axiology form the bases of Western philosophy, prefiguring debates about knowledge, being, and values that continue to the present day within communication.
- Plato and Aristotle lay foundations for classical rhetorical theory.
- Forensics is established as the field of legal communication.
- Ancient Greek rhetoricians grapple with what constitutes persuasive technique and skill.
- Cicero codifies the classical canons of rhetoric—invention (invention), disposition (organization), elocution (style), memoria (memory), and pronunciation (delivery).
- Cicero and other Romans develop speaking standards consistent with the Roman legal code and delineated legal issues that must be argued.
- Greeks and Romans such as Theophrastus, Cicero, and Quintilian study gestures as persuasive accompaniment to rhetorical discourses, setting the stage for contemporary studies of nonverbal communication.
- Augustine writes *On Christian Doctrine*, which sets out a guide for interpreting scriptures, later to be taken as one of the foundational works in hermeneutics.
- Eastern religions and philosophies emerge with future implications for how non-Western cultures will come to think about and practice communication. Laozi and Zhuangzi found
- Taoism, which remains influential in Eastern thought regarding communication, human relationships, and values.
- The creation of the Vedas through an oral tradition in India provides a basis for religious rituals in the Hindu tradition.
- The creation of the texts known as Upanishads in ancient India form the core of modern Hinduism.
- Confucius's teaching begins to influence
- many strands of religion and philosophy, including modern-day ideas about communication.
- Buddha and his disciples travel in what is now northern India and Nepal and spread teachings that were later written by disciples and became the foundation of Buddhism.
- Bhartṛhari and Śāṅkara analyze language and speech, providing a foundation for Hindu communication theory.
- The concept of rasa is developed in the writings of Bharata and Abhinavagupta in India.

The role of African civilizations in human life, communication, rhetoric, and world history is established.

- Egyptian and Nubian thought emerge.

- Imhotep, Ptahhotep, Kagemni, Merikare, and Duauf establish a classical set of philosophies that contribute to Afrocentric ideas about communication.

1600 to 1700

The age of rationalism and the Enlightenment begin, as major issues in epistemology are set by philosophers of this period.

- René Descartes develops ideas about the cognitive and rational basis of human experience, becoming a major influence in Western thought in many branches of science and humanities.
- Jean-Jacques Rousseau writes about the social contract as a means of establishing order in society, greatly influencing Western concepts of the person and social life.
- Immanuel Kant extends Western rationalism by integrating ideas about empirical experience and human knowing.
- John Milton writes *Areopagitica*, which sets the stage for freedom of speech, leading to much work in public communication in the centuries to come.

The Reformation, begun a century earlier, contributes to the broadening of reading and the need for textual interpretation.

- Matthias Flacius, a follower of Luther, develops principles for scriptural interpretation.

1800s

Scholars intensify an interest in gesture and various forms of expression.

- Charles Darwin writes *The Expression of Emotions in Man and Animals*.
- Garrick Mallery compares North American Plains sign language with other languages, including that of the deaf.
- The elocution movement, focusing on the art of expression in public address, anticipates an intense interest in communication as performance in the next century.

Dialectical thinking emerges, influencing social critiques.

- Georg Hegel proposes a philosophy of change based on dialectic, which influences Karl Marx and later dialectical and critical schools of thought in communication.
- Following the ideas of Hegel, Marx publishes social and economic critiques that form the foundation for 20th-century communist and critical thought.
- Friedrich Nietzsche creates a philosophy of power and self-interest that has influenced social scientific thinking to the present day, including theories of communication.

Interest in collective action and public communication becomes a topic of scholarly interest.

- Crowd theories and theories of mass society set the stage for media effects work in the following century.

- Gabriel Tarde introduces the concept of diffusion of innovations, later to inspire a whole tradition of work in the following century.
- British utilitarian thinkers such as John Stuart Mill and Jeremy Bentham set the stage for intense interest in public communication and democratic processes.

Major work centers on the relationship among signs and between signs and signified objects.

- Charles Sanders Peirce founds the field of semiotics, which continues to influence the study of signs, language, and logic to this day.

Early persuasion work begins.

- St. Elmo Lewis proposes a stair-step hierarchical framework for sales.

1900 to 1910

Interest in collective action continues.

- The term fandom comes to be used for sports-club fans and later science fiction fans as well, setting the stage for more recent studies of fans and fandom.
- Walter Dill Scott begins historic research on advertising.

Psychoanalysis captures intellectual interest, later to become a major factor in behavioral and social theory.

- Sigmund Freud publishes landmark works on psychoanalysis, setting a counterpoint to rationalist empiricist philosophies of human agency.

1910 to 1920

Interest in nonlinguistic expression continues.

- Wilhelm Wundt conceives of gestural communication as a universal language.

Phenomenology becomes a branch of philosophy.

- Edmund Husserl publishes his philosophy of phenomenology, which later impacts thinking throughout the social sciences and humanities, including communication.

Psychoanalysis continues with intense interest in hidden processes of human thought and action.

- Carl Jung's ideas on the collective unconscious open interest in the study of mythology across several fields, including communication.

Structural theories of language develop.

- Ferdinand Saussure publishes *Course in General Linguistics*, providing a foundation for the study of signs and language that remains alive and influential to the present day.

Studies of collective action turn toward the formal study of organizations.

- Max Weber publishes *The Theory of Social and Economic Organization*, a landmark work giving rise to much 20th century thought on institutions and organizations.

American pragmatism shifts philosophical attention toward practical action.

- John Dewey introduces the reflecting thinking process in his classic treatise *How We Think*, which will later have a huge effect on communication, especially group process.

Attitudes become an object of study, leading the way to serious research and theory development later in the century.

- William Thomas and Florian Znaniecki define attitude as a mental and neural state of readiness.

1920 to 1930

Studies of mass media rise.

- Science fiction fandom becomes apparent.
- Early media research, based in large part on stimulus-response psychology, assumes powerful media effects leading to the hypodermic needle theory or magic bullet approach.
- French writers identified film as an art form, referring to it as the “sixth art.”
- Journalist Walter Lippmann asserted that media develop simplistic “pictures” in the public of a complex social world.

Phenomenology and existentialism advance.

- Martin Heidegger publishes major philosophical works in the phenomenological tradition, including his classic *Being and Time*.

Scholars begin to develop interest in human social behavior and relationships.

- Early impression formation studies in psychology provide an impetus for ongoing research on how people make attributions and evaluations of others through communication.
- Martin Buber publishes *I and Thou*, which is widely translated and influences studies of communication and dialogue throughout the century and beyond.
- The now famous studies at the Hawthorne Works outside Chicago led to the discovery of the Hawthorne effect, which sparked intense interest in employee-centered approaches to organizational communication.

Language studies become popular.

- I. A. Richards publishes foundational work in literary criticism, semiotics, and meaning, influencing theories of communication to the current day.

Psychologists become intensely interested in how humans think and how cognition relates to behavior.

- Jean Piaget begins a 50-year investigation into the stages of human cognitive development, influencing cognitive theory in many fields, including communication.
- B. F. Skinner develops the radical behaviorism project, which will come to have immense influence in the social sciences.

The critical turn in social theory intensifies.

- Felix Weil founds the Institute for Social Research at the University of Frankfurt am Main in Germany, providing a home for the well-known Frankfurt School, which led the way in Marxist thinking in the 20th century.

1930 to 1940

The first serious work on individual traits begins.

- Psychologist Gordon Allport advances the concepts of personality and attitudes, which sets the stage for work on communication traits and persuasion.

Studies on signs, language, and meaning continue.

- Kenneth Burke begins a career of study and writing on human symbol use and its relationship to identification between persons and groups, later to heavily influence thinking in contemporary rhetoric.
- Russian psychologist Lev Vygotsky publishes highly influential works on human development and language and thought, later to have an impact on critical and linguistic theory.
- Aleksei Leontiev, a close colleague of Vygotsky, begins work on activity theory, the idea that meanings are created in concrete social-interaction activities.
- Charles Morris establishes an influential model for dividing semiotics into semantics, syntactics, and pragmatics, which gives rise to interest in studying the pragmatics of language, or how language is used in actual talk.
- Roman Jakobson defines six functions of language, functions which help further the new pragmatic approach to language and communication.
- *Mind, Self, and Society*, based on the lectures of George Herbert Mead, provides the basis of symbolic interactionism, which will have a tremendous impact on social interaction theories of communication.
- Benjamin Lee Whorf and Edward Sapir develop the ideas now known as linguistic relativity theory.

Marxist critical theory continues to advance.

- Antonio Gramsci writes prison notebooks, substantially elaborating and extending Marxist thought, especially the idea of hegemony.
- Emma Tenayuca put forward an American perspective on Marxism by applying it to peoples in the United States bound culturally to Mexico.

Studies of media communication grow.

- The growing popularity of radio raises important research questions about media effects and leads to such studies as Hadley Cantril's famous study of H.G. Wells's War of the Worlds.

1940 to 1950

Social scientists look more closely at the influence of culture and situation.

- David Efron investigates the influence of race and environment on use of gesture.
- Fernando Ortiz introduces the concept of transculturation, later to influence both cultural and critical studies.

New major works in phenomenology appear.

- Maurice Merleau-Ponty begins to publish his ideas about phenomenology.

Social psychology begins to influence thinking about behavior, social action, and communication.

- Kurt Lewin, commonly acknowledged as the father of social psychology, develops a field theory of conflict and also explores group influence.

The power and role of the media are explored.

- In landmark media-effects studies, Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet shift the view of media from powerful to limited effects, granting much influence to interpersonal rather than mass channels and leading the way to the two-step and multi-step flow models.
- Harold Lasswell and Charles Wright identify major functions of the press.
- The Hutchins Commission publishes A Free and Responsible Press, outlining the normative obligations of journalism to society.

As the technical challenges of communication increase, mathematical and engineering approaches emerge.

- Claude Shannon and Warren Weaver publish their classic A Mathematical Theory of Communication, which builds an information theory model of communication.
- The Macy Conferences on Cybernetics bring together important intellectuals of the era.
- John von Neumann and Oskar Morgenstern publish Theory of Games and Economic Behavior, which launches an entire field of investigation on rational behavior, interdependency, and negotiation.

Applications of dialectical thinking to critical theory become clearer.

- Max Horkheimer and Theodor Adorno publish The Dialectic of Enlightenment, giving rise to the theory of the culture industry.
- Roland Barthes begins to publish critical works related to literature, semiotics, and society, his influence felt throughout the humanities and social sciences today.

Organizational studies continue.

- Philip Selznick's studies of leadership and administration bring attention to the relationship between institutions and communities.

Serious clinical studies of relational communication begin.

- Jürgen Ruesch and Gregory Bateson introduce the concept of metacommunication, or communication about communication, moving the study of communication beyond superficial ideas about simple message transmission.

The crucial distinction between sex and gender calls attention to the place and role of women in society.

- Simone de Beauvoir publishes her landmark treatise, *The Second Sex*.

1950 to 1954

Studies of nonverbal communication develop in earnest.

- Ray Birdwhistell explores social interaction and becomes known especially for kinesics, the study of symbolic bodily movements.
- George Trager begins pioneering work into paralanguage and voice quality.

Attitude change research, particularly in social psychology, becomes a major field of study.

- Theodore Newcomb publishes a co-orientational model, one of the first relationally oriented approaches, which stimulated much thinking in attitude theory and organizational communication.
- Carl Hovland and his colleagues begin landmark persuasion studies at Yale University, highly influencing the study of attitude change and persuasion in several disciplines, including communication.
- Foundational values studies are produced by Talcott Parsons, Clyde Kluckhohn, Alex Inkeles, Daniel Levinson, and others.

Studies of media influence intensify.

- International communication flow studies begin to show a predominant one-way influence of more powerful nations to less powerful ones.
- Harold Adams Innis publishes landmark works on the biasing effects of the predominant media of an era.
- Fred Siebert, Theodore Peterson, and Wilbur Schramm publish their classic *Four Theories of the Press*, outlining various roles media can take in society.

Rhetorical and language studies broaden to include new forms of discourse and new ways of looking at discourse.

- Kenneth Burke introduces the concept of dramatism from literary theory, which sparks a long-term multidisciplinary interest in this topic as a way of understanding communication.
- Ludwig Wittgenstein publishes *Philosophical Investigations*, leading the way to the study of meaning as intentional communication.

Cybernetics emerges as an important field.

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Citizenship is explored.

- Thomas Humphrey Marshall conceptualizes citizenship, giving rise to ongoing research in this area.

Group communication studies advance.

- Robert Bales first develops interaction process analysis, stimulating much research and theory-building in group communication.

1955 to 1959

Interpersonal communication studies broaden significantly with the introduction of fresh new approaches.

- Carl Rogers begins to publish ideas about client-centered therapy, which launches decades of study of person-centered communication and dialogue.
- Erving Goffman begins publishing a well-known series of books on human interaction and self-presentation that heavily influenced research and theory building in interpersonal communication.
- George Kelly presents his personal construct theory, which provides the basis for constructivism in the United States.
- John French and Bertram Raven publish their highly popular model of interpersonal power, positing five sources of power frequently cited in the communication literature.
- George Homans publishes a foundational article titled “Social Behavior as Exchange,” opening a scholarly movement throughout the social sciences on social exchange theory, which has had a major influence on studies of interpersonal communication.
- Fritz Heider publishes his acclaimed book *The Psychology of Interpersonal Relations*.
- George Trager advances paralinguistics by creating a voice classification system.
- Edward T. Hall proposes the study of proxemics, or the study of space in communication, in his landmark book *The Silent Language*.

Powerful media effects models wane.

- Joseph Klapper publishes *The Effects of Mass Communication*, giving credence to the limited-effects theory.
- Elihu Katz, Jay Blumler, and Michael Gurevitch introduce the uses and gratifications approach to media, leading to a movement of studies on how people choose and use media and the ways in which they become dependent on media.

Social psychological approaches to attitude and attitude change continue to develop and now begin to have a major impact on the study of persuasion.

- Leon Festinger begins a visible program of research on cognitive dissonance, which is to have a major impact on persuasion and attitude studies.

Profound shifts occur in our understanding of language and discourse.

- Noam Chomsky proposes a new way of thinking about language and thought based in transformational grammar.
- Stephen Toulmin publishes *The Uses of Argument*, which is to impact the study of argumentation by directing attention toward informal and away from formal logic.

1960 to 1964

Research on persuasion dominates the empirical research agenda.

- Muzafer Sherif and his colleagues publish their landmark work on social judgment theory.
- William McGuire proposes inoculation theory to explain resistance to persuasion.

Alternative approaches to the study of language broaden the study of symbols and communication.

- Michael M. Osborn, Douglas Ehninger, and others begin a decades-long inquiry into the role of metaphor in language, rhetoric, and communication.
- Murray Edelman takes a communication perspective in his classic treatise *The Symbolic Uses of Politics*.
- Jacques Lacan, already a practicing and controversial psychotherapist, begins a 2-decade series of public seminars in which he connects human subjectivity and the unconscious to language, furthering the poststructuralist move in the study of language and society.
- Hans-Georg Gadamer completes the first edition of his magnum opus *Truth and Method*, which would propel hermeneutics into social science and humanities scholarship in the coming decades.
- J. L. Austin publishes *How to Do Things with Words*, widely considered the beginning of speech act theory.
- Basil Bernstein produces his theory-breaking article on elaborated and restricted codes.

Critical theory begins a significant foray into communication studies.

- Jürgen Habermas writes his first book, *The Structural Transformations of the Public Sphere*, published in English in 1989, which creates intense interest in public democratic communication. Habermas's publications, spanning nearly 40 years, make him one of the most influential communication theorists in the critical and pragmatic traditions.
- Richard Hoggart founds the Centre for Contemporary Cultural Studies at the Birmingham University in United Kingdom, which will become a base for much influential work on power and cultural production.
- Scholars begin developing postmodern theory as a counterpoint to modernism and in the process open new questions about truth claims and traditional values.

Diffusion theory is published.

- Everett Rogers publishes the first edition of his classic book *Diffusion of Innovations*.

The second wave of feminism begins.

- Betty Friedan publishes *The Feminine Mystique*.
- Effects of media on society and human thought are explored.
- Marshall McLuhan publishes landmark works on the biasing effects of media.

1965 to 1969

Qualitative approaches involving careful attention to the details of social life begin to develop.

- Harold Garfinkel introduces ethnomethodology.
- Influenced by ethnomethodology, Harvey Sacks lays the foundation for work in conversation analysis.
- Marvin Scott and Stanford Lyman publish their landmark work on accounts.
- Dell Hymes proposes an ethnography of speaking, which sparks later interest in the study of cultures in the communication field.
- Bernie Glaser and Anselm Strauss introduce grounded theory.

Alternative critical theories challenge traditional views of language and discourse in society.

- Michel Foucault begins a career of writing and study about the relationship of discourse, language, and knowledge to power relations in society.
- Jacques Derrida first publishes *Of Grammatology* in French, introducing the idea of deconstruction, which greatly influenced poststructuralist thinking.

Nonverbal communication studies continue apace.

- Paul Ekman and Wallace Friesen begin research on types of nonverbal communication, with emphasis on the face and hands.
- George Trager and others continue work relating paralanguage to animal vocalization.
- Albert Mehrabian introduces his concept of immediacy, which will have a great effect on the study of nonverbal communication.

Considerable new thinking about human relationships begins.

- The pragmatic work of the Palo Alto Group becomes widely known when Paul Watzlawick, Janet Beavin, and Don Jackson write their landmark treatise *Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies, and Paradoxes*, which influenced theories of relationships, interpersonal communication, and systems.
- John Bowlby publishes pioneering work on human relational attachment.
- With the concept of transparency, Sidney Jourard begins a tradition of research and theory on self-disclosure.

Cybernetics and system theory gain attention.

- Ludwig von Bertalanffy popularizes system theory and starts a movement around General System Theory (GST), later inspiring advances in systems theory and complexity theory.

Rhetorical and discourse studies broaden from traditional concepts to an increasingly wide range of phenomena.

- Lloyd Bitzer codifies the rhetorical situation, providing a major conceptual center for rhetorical theory.
- Chaim Perelman and Lucie Olbrechts-Tyteca publish their book, *The New Rhetoric*.
- John Searle publishes *Speech Acts: An Essay on the Philosophy of Language*.

Major new proposals in media theory develop.

- Gerbner introduces cultivation theory, which grants heavy television viewing great power to affect individuals' perceptions of the world around them.
- After studying the 1968 presidential campaign, Maxwell McCombs and Donald Shaw propose an agenda-setting theory of media, which begins a decades-long project to weigh agenda-setting effects.
- The term *johoka* is coined in Japan to refer to the use of information technologies and dissemination of information through media to the public, leading to the development of informatization policies in Japan.

Traditional epistemologies are challenged by social approaches.

- Peter Berger and Thomas Luckmann publish their highly influential work on the social construction of reality, catalyzing a movement in communication and throughout the social sciences.

Gender and cultural perspectives start to gain attention.

- The Combahee River collective begins a womanist movement, later theorized by Patricia Hill Collins, to express the perspectives and experiences of Black women.

Cognitive studies in communication are born.

- Jean-Blaise Grize begins a career-long project on the logic of everyday communication, developing the concept of schemes, which will later come to be commonplace in cognitive theories of communication.

Communication strategy studies gain popularity.

- Gerald Marwell and David Schmidt identify 16 compliance-gaining strategies, sparking a whole tradition of research on this subject.
- Richard E. Walton and Robert B. McKersie publish their classic book, *A Behavioral Theory of Labor Negotiations*, introducing the concepts of distributive and integrative bargaining.

1970 to 1974

Major new developments in philosophy and epistemology occur.

- Thomas Kuhn publishes landmark work, *The Structure of Scientific Revolutions*.
- Richard Lanigan introduces the field to important philosophical concepts, particularly phenomenology, later to evolve into the field of philosophy of communication.
- Umberto Maturana and Francisco Verela publish first works on autopoiesis, or self-defining systems, later to impact the study of the cybernetics of knowing.

Interest in nonverbal communication increases.

- Canadian linguist Fernando Poyatos shows the relationship between written punctuation marks and paralinguistic characteristics.
- Fernando Poyatos also coins the term chronemics to capture the role of time in communication.

Critical theory focuses on language, discourse, and media.

- The rise of the Birmingham school opens avenues for increased fan studies.
- Herbert Schiller publishes sharp critiques of U.S. media and cultural hegemony, calling attention of critical scholars to this form of imperialism.
- Jeremy Tunstall chronicles the global influence of U.S. media.
- Michael Halliday introduces critical linguistics, greatly influencing critical approaches to discourse analysis.
- Louis Althusser publishes his highly influential ideas about ideology and state apparatuses.
- Paulo Freire publishes *Pedagogy of the Oppressed* in English, giving rise to a more critical approach to communication education and critical theory.

Interpersonal communication becomes a major emphasis in the field.

- Irwin Altman and Dalmas Taylor present social penetration theory, which influenced much thinking about relational development and disclosure.
- Roderick Hart and Don Burks describe rhetorical sensitivity as an ideal approach to framing messages in communication, later to be elaborated by a team of colleagues.
- Gregory Bateson publishes his landmark treatise *Steps to an Ecology of Mind*, providing a basis for decades of research on systemic and social approaches to relationships.
- Harold Kelley stimulates a huge line of work throughout the social sciences on attribution theory, which will come to influence the study of interpersonal communication in the following decades.
- Michael Argyle and his colleagues explore skilled interaction behavior.
- Milton Rokeach publishes *The Nature of Human Values*.

Gender and feminist studies rise in the communication field.

- Cheris Kramer (later Kramarae) introduces

- the idea that women's and men's language may be different, leading the way to genderlect theory.
- Karlyn Kohrs Campbell publishes her highly influential article on the rhetoric of women's liberation, setting in motion a tradition of feminist rhetorical criticism.
- French feminism, later to influence U.S.
- feminist communication thought, begins to develop.

New methods of discourse and conversation analysis are developed.

- H. Paul Grice produces his principle of cooperation and identifies conversational maxims, which provide a foundation for the ongoing tradition of conversation analysis.

Media theory expands.

- Elisabeth Noelle-Neumann proposes a fresh approach to understanding public opinion known as the spiral of silence.
- Maxwell McCombs and Donald Shaw's agenda-setting theory elicits a decades-long interest in ways that the media and audiences shape the public agenda of important issues.
- George Gerbner begins research on cultural indicators, leading to fruitful investigations of media impacts on culture and the development of cultivation theory.
- The U.S. Surgeon General's 1972 report on television violence stimulates much research interest in the effects of media violence.

Culture studies enter the picture.

- Mary Pukui revives interest in ho'oponopono, the traditional form of Native Hawaiian conflict resolution, increasing interest and inquiry into this thoroughly alternative form.
- Clifford Geertz publishes influential works on the interpretation of cultures, impacting studies in communication and culture.
- Scholars such as Victor Turner and Richard Schechner highlight performance as integral to human experience, influencing the study of communication and culture.
- Andrea Rich and Arthur Smith (later Molefi Kete Asante) publish ground-breaking books on interracial communication.

New rhetorical methods continue to be developed.

- Ernest Bormann builds on ideas from Robert Bales's work on group communication and popularizes fantasy theme analysis, later to develop this into symbolic convergence theory.
- Phillip Wander and Steven Jenkins publish the foundational article on ideological rhetoric
- titled "Rhetoric, Society, and the Critical Response."

Group influence is studied.

- Irving Janis introduces the groupthink hypothesis.

The field of communication begins to look at human developmental issues.

- Frank Dance and Carl Larson propose a speech theory of human communication.

1975 to 1979

Rules theory is introduced to the communication field.

- W. Barnett Pearce, Vernon Cronen, and colleagues first propose coordinated management of meaning, a highly published and popular theory that will later go through several extensions.
- A doctoral honors seminar sponsored by the Speech Communication Association provides a springboard for a tradition of work on rules theory.

Empirical research and theory building on inter-personal processes rise markedly.

- Charles Berger and colleagues publish first works on uncertainty reduction theory, which will influence several generations of interpersonal communication scholars and stimulate a whole tradition of related theory.
- Frank Millar and L. Edna Rogers begin a long tradition of research on relational control patterns.
- Jesse Delia and his colleagues begin developing the theory of constructivism and person-centered communication, which is to become a mainstay in the study of interpersonal communication.
- Howard Giles begins a program on speech accommodation, which leads to a fruitful 3-decade project and the development of communication accommodation theory.
- Penelope Brown and Stephen Levinson introduce politeness theory, which will become highly heuristic in stimulating much research in conversation, culture, and interpersonal relations.
- Nancy Rollins and Kathleen Bahr explore power in interpersonal relations.
- John Wiemann begins to theorize communication competence.

Attitude theory and persuasion research remain popular and influential.

- Martin Fishbein and Icek Ajzen propose the theory of reasoned action to explain how attitudes are formed and how they in turn predict behavior.

Rhetorical methods continue to expand.

- Karlyn Kohrs Campbell and Kathleen Hall Jamieson elaborate a contemporary version of genre theory in rhetorical studies.

Concerns for media culture and power relations continue.

- Oliver Boyd-Barrett defines media imperialism in terms of the international flow of information and influence.
- James Lull, James Anderson, and others introduce ideas leading to social action media studies.

Investigations of the discourse of cultural communities, including marginalized groups, receive increasing attention.

- Michael Omi and Howard Winant introduce racial formation theory.

- Anthropologists Edwin Ardener and Shirley Ardener propose muted group theory, which will have a major influence on feminist analyses of communication.
- Gerry Philipsen publishes “Speaking like a Man in Teamsterville,” sparking a tradition of communication ethnographies and leading to a cultural speech codes movement in communication theory.
- Derrick Bell introduces the first formal statement of critical race theory based on the influential writings of W. E. B. DuBois, Martin Luther King, Jr., César Chávez, and others.

Poststructuralism and the challenge to stable meaning emerge.

- Jacques Derrida introduces deconstruction, questioning the stable meaning of words and texts and thereby no stability in being or self.

Organizational communication becomes an increasingly popular subject of theory.

- John Van Maanen and Ed Schein introduce a model of organizational socialization.
- Karl Weick publishes his influential book, *The Social Psychology of Organizing*, which forwards the idea that organizing is an interactional process.

Work on communication apprehension begins.

- James McCroskey and his colleagues begin a decades-long research program on social and communicative anxiety.

Postcolonialism is introduced.

- Edward Said publishes *Orientalism*.

1980 to 1984

Nonverbal communication studies continue.

- Adam Kendon studies relationship of gesture and speech.

Communication trait research explodes.

- Dominic A. Infante and his colleagues publish initial work on argumentativeness, later expanding this work to include verbal aggressiveness and assertiveness.
- Donald J. Cegala and his colleagues begin to operationalize the concept of interaction involvement, based on ideas from Erving Goffman.
- Robert Norton summarizes his research and theory on communicator style in his monograph of the same name, identifying a major thematic area of interest in interpersonal communication.

European communication theory is “discovered” by North American communication scholars and begins to make a huge impact.

- Translations of Mikhail Bakhtin’s works make his ideas, published during the 20th century, accessible in the English-speaking world.
- Habermas publishes *The Theory of Communicative Action*, which greatly influences critical communication theory.

- Scholars affiliated with science and technology studies, particularly Michel Callon, Bruno Latour, and John Law, begin to study science as symbolic production, leading to a line of work now known as actor–network theory.
- Stuart Hall broadens the popularity of British Cultural Studies among critical scholars.

Cognitive theory becomes a serious focus within communication.

- John O. Greene first proposes action assembly theory, which will later influence thinking about cognitive processes in communication.
- Sandra Bem first proposes gender schema theory, paving the way for much research in gender and communication.
- George Lakoff and Mark Johnson publish their highly influential text *Metaphors We Live By*.

Media response theories continue to develop.

- Lewis Donohew and Philip Palmgreen introduce their activation theory of communication exposure.
- Stanley Fish introduces the idea of interpretive communities in his classic *Is There a Text in This Class*, later to be applied to media communities by Janice Radway in *Reading the Romance*.

Organizational and group communication studies emerge as a major theoretical voice.

- George Cheney and Philip Tompkins begin to explore rhetorical dimensions of organizational communication, particularly control and identification.
- Michael Pacanowsky and Nick O'Donnell Trujillo introduce studies of organizational culture, opening great interest in this subject within the field of organizational communication.
- Dennis Gouran and Randy Hirokawa introduce functional group communication theory.

System theory exerts serious influence on the study of communication.

- D. Lawrence Kincaid first proposes convergence theory, an application of cybernetics and information theory to meaning and human understanding.

A new era of electronic communication stimulates a flood of research and theory on new media.

- William Gibson coins the term cyberspace in his novel *Neuromancer*, and the term stuck.
- Marvin Minsky introduces the term presence to capture the feeling of being transported to another location through telecommunications, a term later to be applied to all virtual environments.

Rules theory, popularized in the 1970s, becomes codified and well known in the field.

- Susan B. Shimanoff publishes an influential book on rules theory, codifying the work done in this area to date.

Interpersonal communication studies intensify.

- Sandra Petronio begins to develop and later to publish privacy management theory.
- Edward Jones and colleagues publish their influential theory of self-presentation.
- Brian Spitzberg, William Cupach, and others present theories of interpersonal communication competence.

New forms of public and media communication are explored.

- Jane Mansbridge inspires a tradition of research on local nonadversarial democracy in her classic study of a Vermont town hall meeting.
- United Nations Educational, Scientific and Cultural Organization's MacBride Commission first explores issues of media sovereignty, opening increased scholarship on media and globalization.

The study of environmental communication emerges.

- Christine Oravec publishes a now-classic study of conservationism and preservationism in the Hetch-Hetchy controversy.

Feminist studies produce increasing insights about women and communication.

- Janice Radway conducts ethnographic studies of women's engagement with media.

1985 to 1989

Communication scholars first begin to explore the life span perspective.

- Jon Nussbaum is the first communication scholar to articulate a life span perspective.

Critical communication theory intensifies its focus on oppressive arrangements, with special attention to particular groups.

- Fan studies see a shift from a descriptive approach to emphasize the resistive and subversive status of fan communities.
- Donna Haraway applies Marxist standpoint theory to feminist thought leading to work in communication on feminist standpoint theory.
- Norman Fairclough introduces critical discourse analysis as a way of uncovering power and ideology in social relations.
- Tuen Van Dijk expands work on discourse analysis to expose the development of oppressive systems of meaning.
- Chicana feminist Gloria Anzaldúa creates the theory of borderlands about the Chicana experience, sparking scholarly interest about Mexican American women within the communication field.
- Peggy McIntosh forwards ideas about how privilege works, adding additional substance to feminist and critical thought.
- Gayatri Spivak, Chandra Talpade Mohanty, Trinh T. Minh-ha, and others address postcolonial feminism.

- Teresa de Lauretis introduces queer theory.
- The concept of diaspora, originally used in regard to the Jewish people, is revived and applied to all peoples who are dispersed from their original lands.
- Raymie E. McKerrow codifies critical rhetoric in his well-known article “Critical Rhetoric: Theory and Praxis.”

Dual-processing models of cognition and persuasive communication are developed.

- Richard Petty and John Cacioppo publish elaboration likelihood theory, which will have a major influence on persuasion research and theory.
- Shelly Chaiken introduces the heuristic-systematic model of information processing.

Media choice and use continue as a popular theme in media theory.

- Dolf Zillman and Jennings Bryant explain media choice in terms of maximizing pleasure and minimizing unpleasant stimuli, leading to the affect-dependent stimulus arrangement theory.

Culture studies and intercultural communication theory continue to mature.

- Mary Jane Collier, Michael L. Hecht, and others begin to explore cultural identity formation, leading to a line of research and theory in this area.
- Guo-Ming Chen and his colleagues begin research and theory building on intercultural communication competence.
- Stella Ting-Toomey introduces face negotiation theory.
- Young Yun Kim first presents cross-cultural adaptation theory.

Serious theoretical attention is given to gender differences in communication.

- Alice Eagly publishes gender role theory.

Behavioral-cognitive theories of interpersonal communication continue.

- Judee K. Burgoon and her colleagues introduce expectancy violations theory.

Increasing attention is given to global communication.

- Ulrich Beck proposes a critical paradigm on globalization.

1990 to 1994

Performance studies emerges as an important development in communication theory.

- Dwight Conquergood takes a critical turn in the development of performance ethnography.

Studies of culture and community expand.

- Min-Sun Kim and her colleagues introduce culture as an important factor in conversational constraints.
- Michael L. Hecht relates identity and culture.

- Jean Lave and Etienne Wenger introduce the concept of communities of practice.
- Mark Lawrence McPhail introduces complicity theory.

Discourse theory advances.

- Margaret Wetherall and Jonathan Potter introduce positioning theory.
- Larry D. Browning raises awareness of lists as a legitimate and important form of discourse that can be researched and theorized.
- Frans van Eemeren, Rian Grootendorst, and their colleagues develop the pragma-dialectical approach to argument and argumentative conversation.

Modern-Postmodern debates dominate critical communication theory.

- Kimberl Crenshaw introduces the idea of intersectionality, claiming that categories like race and gender cannot be homogenized and challenging essentialist notions of identity.
- Dana L. Cloud publishes her well-known critique of the materiality of discourse, sparking a lively debate on the nature of discourse and the material world.

Cognitive approaches to interpersonal communication advance.

- Austin S. Babrow introduces problematic integration theory.
- William Gudykunst introduces anxiety/uncertainty management theory.

Relational communication theory intensifies.

- Daniel Canary and his colleagues publish initial works on relational maintenance.

New communications technologies give rise to the study of virtual relationships.

- Howard Rheingold publishes his book *Virtual Community*, expanding the discussion of new technologies to digital cultures created in cyberspace.
- Joseph Walther introduces social information processing theory.
- Jan Van Dijk publishes *The Network Society* in Dutch, which would be translated into English later in the decade.
- Mark Poster announces the arrival of the second media age.

Group and organizational communication theory explores new directions.

- Linda Putnam and Cynthia Stohl first articulate bona fide group theory.
- Stanley A. Deetz publishes his landmark book *Democracy and Corporate Colonization of America*, opening intense interest in power, domination, and resistance in organizations.

1995 to 1999

Traditional definitions of rhetoric are questioned.

- Sonja Foss and Cindy L. Griffin introduce invitational rhetoric as an alternative to traditional notions of persuasion.

New developments in media bring about shifts in theoretical attention.

- Byron Reeves and Clifford Nass introduce media equation theory, suggesting that people treat media as persons.
- Frank Biocca, Matthew Lombard, and others explore communication in virtual environments.

Interest in relationships and small groups continues.

- Leslie A. Baxter and Barbara Montgomery first articulate the relational dialectics theory.
- John G. Oetzel introduces culture as a variable into group task work.
- Peter A. Andersen advances thinking on intimacy in his cognitive valence theory.
- In a well-known monograph, Charles Berger relates planning to ideas about communication goals.
- Judee K. Burgoon, Lesa Stern, and Leesa Dillman introduce interaction adaptation theory.
- David Buller and Judee K. Burgoon introduce interpersonal deception theory.

Critical attention to discourse continues.

- Luk Van Lanenhove and Rom Harré publish their foundational work on positioning theory.
- Kent Ono and John Sloop identify vernacular discourse as the object of critical rhetorical study.
- Raka Shome introduces postcolonialism to the communication field with the publication of her germinal essay on this subject.
- Thomas Nakayama and Robert Krizek introduce Whiteness theory.

2000 to 2008

- Julie Yingling extends the relational-dialogical perspective to communication development across the life span.
- Norah E. Dunbar introduces advances in dyadic power theory.
- Fan studies moves toward a spectacle–performance paradigm that emphasized the everyday nature of fandom.
- James Taylor and associates develop aco-orientational approach to organizational communication, bringing a constitutive view of organizational communication to the fore and founding that theoretical perspective known as the Montréal School.
- James Price Dillard proposes a model of communication goals featuring goals, plans, and action.
- Patricia Hill Collins integrates and publishes ideas about Black feminist epistemology.
- Guo-Ming Chen introduces Chinese harmony theory.
- Andrea Feenberg and Maria Bakardijeva, in separate studies, propose a constructivist critique of technology.
- Wallid Affifi and Judith Weiner first publish motivated information management theory.
- Leanne K. Knobloch and Denise Solomon begin to publish work on relational uncertainty.

- Michael J. Beatty, James McCroskey, and their colleagues put forward a biological approach to communication, which stands in opposition to many social theories in the field.
- Kwan Min Lee explains how people come to feel presence in virtual environments.
- Victoria DeGrazia, Jeremy Tunstall, and Mel van Elteren raise awareness of the Americanization of media.
- Jon Nussbaum and colleagues set forth a broad life span theory that integrates much work in this area and provides a possible umbrella for all communication theory.
- Karen Tracy advocates the study of ordinary communication practices through action-implicated discourse analysis.
- Deanna Fassett and John T. Warren bring together critical approaches to communication education and introduce the term critical communication pedagogy.
- Combining critical and constructivist ideas, Milton
- N. Campos proposes a theory of the ecology of meanings.
- Michael D. Slater summarizes work done to refocus media effects theory on reinforcing spirals.