

**A SAMPLING OF POSSIBLE CONCEPTUAL ENTRIES
INTO AN ENCYCLOPEDIA OF COMMUNICATION**

TOPIC/ENTRY (N > 700)	DISCIPLINARY CATEGORY
Acculturation processes & communication Communication	Intercultural and Intergroup
Accuracy	Media Production and Content
Action Assembly Theory	Information Processing and Cognitions
Activist Media	Development Communication
Addiction and Exposure	Exposure to Communication Content
Advertising, History of	Media History
Aesthetics	Communication Theory and Philosophy
Affective Disposition Theories	Exposure to Communication Content
Affects and Media Exposure	Exposure to Communication Content
Agenda Building	Political Communication
Agenda Setting Effects	Media Effects
Aging and Cognitive Processing	Information Processing and Cognitions
Aging & Message Production & Processing	Information Processing and Cognitions
Americanization of media	International Communication
Anxiety-Uncertainty-Management Theory Communication	Intercultural and Intergroup
Apologies, Remedial Episodes	Language and Social Interaction
Appraisal Theory	Media Effects
Argumentative Discourse	Language and Social Interaction
Aristotle (Murray?)	Rhetorical Studies
Arrangement and Rhetoric	Rhetorical Studies
Art as Communication	Visual Communication
Artifacts	Popular Communication
Attending to Mass Media	Information Processing and Cognitions
Attention to Media Content by Life-Span Attention	Developmental Communication Information Processing and Cognitions
Attitude – Behavior Consistency	Information Processing and Cognitions
Attitude Accessibility	Information Processing and Cognitions
Attitudes and Values, Media Effects on	Media Effects

Attitudes	Information Processing and Cognitions
Attribution Processes	Information Processing and Cognitions
Audience Segmentation	Exposure to Communication Content
Bad News, Communicating Change	Communication and Social/Behavioral
Political Communication	Communication Theory and Philosophy
Bi- and multilingualism	Intercultural and Intergroup
Communication	
Bias in the News	Media Production and Content
Black Feminist Media Studies	Feminist and Gender Studies
Body Images in the Media	Reality Perception through the Media
Branding	Strategic Communication, PR,
Advertisement	
Bureaucracy and Communication	Organizational Communication
Business Discourse	Language and Social Interaction
Candidate Image	Political Communication
Cartoons	Visual Communication
Catharsis Theory	Media Effects
Celebrity Culture	Popular Communication
Celebrity Stalking	Interpersonal Communication
Censorship	Communication and Media Law and Policy
Change Management and Communication	Strategic Communication, PR,
Advertisement	
Child Protection, Media Regulations	Developmental Communication
Classroom Instructional Technology	Instructional/Educational Communication
Classroom Management Techniques	Instructional/Educational Communication
Classroom Power	Instructional/Educational Communication
Classroom Questioning	Instructional/Educational Communication
Classroom Student-Teacher Interaction	Instructional/Educational Communication
Cognition	Information Processing and Cognitions
Cognitive Dissonance	Exposure to Communication Content
Cognitive Science	Communication Theory and Philosophy
Collective Action and Communication	Intercultural and Intergroup
Communication	
Collective Opinion and the Media	Reality Perception through the Media

Comforting Communication	Interpersonal Communication
Comm Apprehension and Social Anxiety	Information Processing and Cognitions
Comm Apprehension in the Classroom	Instructional/Educational Communication
Comm App., Intervention Techniques	Instructional/Educational Communication
Comm Professions and Academic Research	Communication as a Field and Discipline
Communication Satisfaction	Interpersonal Communication
Commodification of the Media	Media Economy
Commodity Feminism	Feminist and Gender Studies
Communiobiology	Information Processing and Cognitions
Communication Accommodation Theory	Language and Social Interaction
Communication Apprehension	Interpersonal Communication
Communication as a Field and Discipline	Communication as a Field and Discipline
Communication Education, Goals of	Instructional/Educational Communication
Communication Evaluation Research	Development Communication
Communication Inequality	Communication and Social/Behavioral
Change	
Communication Management	Strategic Communication, PR,
Advertisement	
Communication Networks	Organizational Communication
Communication Research and Politics	Communication as a Field and Discipline
Communication Skills Across The Life Span	Developmental Communication
Comm. Strategies For Empowerment	Development Communication
Comm. Technology and Development	Development Communication
Communication Technology	Communication and Technology
Communication Theory and Philosophy	Communication Theory and Philosophy
Communication, Relationship Rules	Interpersonal Communication
Communicative Aggression	Interpersonal Communication
Communicator Style	Interpersonal Communication
Communities of Practice	Language and Social Interaction

Community Integration Change	Communication and Social/Behavioral Change
Community Structure Model Change	Communication and Social/Behavioral Change
Competence/Performance Distinction	Language and Social Interaction
Compliance Gaining	Information Processing and Cognitions
Comprehension	Information Processing and Cognitions
Computers-User Interaction	Exposure to Communication Content
Conflict and Cooperation Across Life-Span	Developmental Communication
Conflict as Media Content	Media Production and Content
Conflict Resolution	Communication and Social/Behavioral Change
Consistency Theories	Exposure to Communication Content
Construction of Reality through the News	Media Production and Content
Constructivism in Information Processing	Information Processing and Cognitions
Constructivism	Communication Theory and Philosophy
Contingency Model of Conflict	Strategic Communication
Control and Authority in Organizations	Organizational Communication
Conversation Analysis	Language and Social Interaction
Credibility Effects	Media Effects
Crisis Communication	Strategic Communication, PR,
Advertisement	
Critical Rationalism	Communication Theory and Philosophy
Cultivation Effects	Reality Perception through the Media
Cultivation Theory	Communication Theory and Philosophy
Cultural Imperialism Theories	International Communication
Cultural Patterns and Communication	Intercultural and Intergroup
Communication	
Cultural Studies	Communication Theory and Philosophy
Cultural Studies, Feminist Popular Culture	Feminist and Gender Studies
Culture & Comm, Ethnography	Intercultural and Intergroup
Communication	
Culture and Health Communication	Communication and Social/Behavioral Change
Change	

Culture Industries	Popular Communication
Culture, Definition and Concepts	Communication Theory and Philosophy
Cumulative Media Effects	Media Effects
Cyberfeminism	Feminist and Gender Studies
Cybernetics	Communication Theory and Philosophy
Dating Relationships	Interpersonal Communication
Death, Dying and Communication	Developmental Communication
Deception Detection Accuracy	Interpersonal Communication
Deception in Discourse	Language and Social Interaction
Deceptive Message Production	Interpersonal Communication
Decision Making processes in organizations	Organizational Communication
Deduction vs Induction vs Abduction	Communication Theory and Philosophy
Deep Structure	Language and Social Interaction
Deliberativeness: Political Communication	Political Communication
Delivery and Rhetoric	Rhetorical Studies
Dependency Theories	Development Communication
Desensitization	Media Effects
Design Theory	Language and Social Interaction
Development and Gender	Development Communication
Development Communication Campaigns	Development Communication
Development Communication	Development Communication
Development Discourse	Development Communication
Development, Resistance to	Development Communication
Developmental Communication	Developmental Communication
Dialogic perspectives	Organizational Communication
Diffusion of Information and Innovation	Media Effects
Digital Divide	Communication and Technology
Digitization and Media Convergence	Communication and Technology
Direct and Indirect Effects	Media Effects
Directives and Requests	Language and Social Interaction
Disability and Communication	Intercultural and Intergroup
Communication	

Disasters and Communication Change	Communication and Social/Behavioral Change
Disclosure and Communication Change	Communication and Social/Behavioral Change
Disclosure in Interpersonal Communication	Interpersonal Communication
Discourse Comprehension	Information Processing and Cognitions
Discourse Markers	Language and Social Interaction
Discourse	Communication Theory and Philosophy
Discourse, Cognitive Approaches	Language and Social Interaction
Discursive Psychology	Language and Social Interaction
Dissent in organizations	Organizational Communication
Distance Education	Instructional/Educational Communication
Diversity in the Workplace	Intercultural and Intergroup
Communication	
Doctor-Patient Talk	Language and Social Interaction
Double-Bind Communication	Interpersonal Communication
Drama in Media Content	Popular Communication
Dual Coding Theory	Information Processing and Cognitions
E-Democracy	Political Communication
Educational Communication	Instructional/Educational Communication
Educational Media Content	Instructional/Educational Communication
Educational Television: Children	Developmental Communication
Election Campaign Communication	Political Communication
Electronic Mail	Media History
Emic vs Etic Research	Communication Theory and Philosophy
Emotion & Communication in organizations	Organizational Communication
Emotion and Discourse	Language and Social Interaction
Emotion	Information Processing and Cognitions
Emotional Arousal Theory	Media Effects
Emotions, Media Effects on	Media Effects
Empathy Theory	Exposure to Communication Content
English Only Movements	Language and Social Interaction
Enjoyment/Entertainment Seeking	Exposure to Communication Content

Entertainment Education	Exposure to Communication Content
Entertainment, Effects of Environment and Social Interaction	Media Effects Interpersonal Communication
Environmental Communication Change Escapism	Communication and Social/Behavioral Exposure to Communication Content
Ethnic Media and their Influence Communication Ethnicity and Exposure to Communication	Intercultural and Intergroup Exposure to Communication Content
Ethnography of Communication Ethnolinguistic Vitality and Communication Communication Ethnomethodology Ethos and Rhetoric Evolutionary Theory	Language and Social Interaction Intercultural and Intergroup Language and Social Interaction Rhetorical Studies Exposure to Communication Content
Excitation & Arousal	Exposure to Communication Content
Excitation Transfer Theory Exemplification and Exemplars, Effects of Exemplification in Health Communication Change Expectancy Violation	Media Effects Media Effects Communication and Social/Behavioral Interpersonal Communication
Expectancy-Value Models	Exposure to Communication Content
Extended Parallel Process Model	Information Processing and Cognitions
Eye Behavior	Interpersonal Communication
Facial Expressions	Interpersonal Communication
Family Communication Patterns Family Decision Making Fandom Fantasy-Reality Distinction Fear Induction on Children Through Media Content	Developmental Communication Developmental Communication Popular Communication Developmental Communication Developmental Communication
Fear Induction through Media Content Feedback Processes in Organizations	Media Effects Organizational Communication

Feminine Mystique
Femininity and Feminine Values
Feminist Communication Ethics
Feminization of Media Content
Fetishization
Freedom of Communication
Friendship and Communication
Friendship and Peer Interaction

Frustration Aggression Theory
Functional Analysis

GLBT Media Studies
Gaze in Interaction
Gender and Discourse
Gender and Journalism
Gender and Media Organizations
Gender, Representation in the Media
Genre

Gestures and Kinesics

Gestures in Discourse
Girl Culture
Globalization of the Media
Goals & Social Interaction

Goals

Gossip and Small Talk
Groupthink
Habituation

Hacktivism
Hate Speech and Ethnophaulisms
Communication
Health Behavior Change
Change
Health Belief Model
Change
Health Campaigns For Development

Health Campaigns, Communication in
Change

Feminist and Gender Studies
Feminist and Gender Studies
Feminist and Gender Studies
Feminist and Gender Studies
Popular Communication
Media History
Developmental Communication
Interpersonal Communication

Media Effects
Communication Theory and Philosophy

Feminist and Gender Studies
Language and Social Interaction
Language and Social Interaction
Journalism
Feminist and Gender Studies
Feminist and Gender Studies
Communication Theory and Philosophy

Interpersonal Communication

Language and Social Interaction
Popular Communication
Media Economy
Interpersonal Communication

Information Processing and Cognitions

Language and Social Interaction
Small Group/Decision-Making
Exposure to Communication Content

Communication and Technology
Intercultural and Intergroup

Communication and Social/Behavioral

Communication and Social/Behavioral

Development Communication

Communication and Social/Behavioral

Health Communication and Internet Change	Communication and Social/Behavioral
Health Communication Change	Communication and Social/Behavioral
Health Communication, Ethics in Change	Communication and Social/Behavioral
Health Disparities, Communication in Change	Communication and Social/Behavioral
Health Literacy Change	Communication and Social/Behavioral
Hermeneutics	Communication Theory and Philosophy
Hostile Media Phenomenon	Reality Perception through the Media
Human-Computer Interaction	Communication and Technology
Hybridity Theories	International Communication
Identification	Exposure to Communication Content
Identities and Discourse	Language and Social Interaction
Identity Development and Communication	Developmental Communication
Identity Politics	Feminist and Gender Studies
Idiographic vs Nomothetic Science	Communication Theory and Philosophy
Image Management	Organizational Communication
Image Restoration Theory	Strategic Communication, PR,
Advertisement	
Imagined Interactions	Interpersonal Communication
Immediacy	Nonverbal Communication
Impersonal Effects	Communication and Social/Behavioral
Change	
Implicit Personality Theories	Information Processing and Cognitions
Impression Management	Interpersonal Communication
Individual Differences & Info. Processing	Information Processing and Cognitions
Information Technology, Development	Communication and Technology
Information Technology, Economics Of	Communication and Technology
Information Literacy	Communication and Technology
Information Overload	Communication and Technology
Information Processing	Information Processing and Cognitions

Information Processing, Self-Concept	Information Processing and Cognitions
Information Processing, Stereotypes	Information Processing and Cognitions
Information Science	Communication Theory and Philosophy
Information Seeking	Exposure to Communication Content
Information Society Information	Communication and Technology Communication Theory and Philosophy
Infotainment Ingratiation and Affinity Seeking	Media Production and Content Interpersonal Communication
Initial Interaction	Interpersonal Communication
Interaction Adaptation Theory	Interpersonal Communication
Interaction	Communication Theory and Philosophy
Interactional Sociolinguistics Interactivity, Concept of	Language and Social Interaction Communication Theory and Philosophy
Intercultural & Intergroup Communication Communication	Intercultural and Intergroup
Intercultural Communication in Health-Care Communication	Intercultural and Intergroup
Intercultural Communication Training Communication	Intercultural and Intergroup
Intercultural Conflict Styles and Facework Communication	Intercultural and Intergroup
Intercultural Norms Communication	Intercultural and Intergroup
Interethnic Relationship in Families Communication	Intercultural and Intergroup
Intergenerational Communication	Developmental Communication
Intergroup Accommodative Processes Communication	Intercultural and Intergroup
Intergroup Comm. & Discursive Psychology Communication	Intercultural and Intergroup
Intergroup Contact and Communication Communication	Intercultural and Intergroup
Intergroup dimensions of organizational life Communication	Intercultural and Intergroup

Intermediality	Communication Theory and Philosophy
International Comm. Association (ICA)	Communication as a Field and Discipline
International Communication	International Communication
International Political Communication	Political Communication
Internet and Popular Culture	Popular Communication
Internet Use Across Life-Span	Developmental Communication
Internet, Technology of	Communication and Technology
Interorganizational Networks	Organizational Communication
Interpersonal Attraction	Interpersonal Communication
Interpersonal Competence & Social Skills	Interpersonal Communication
Interpersonal Comm., Sex & Gender	Interpersonal Communication
Interpersonal Communication	Interpersonal Communication
Interpersonal Conflict	Interpersonal Communication
Intimacy, Communication Characteristics of	Interpersonal Communication
Intimate Talk with Family and Friends	Language and Social Interaction
Intimate Violence	Interpersonal Communication
Intrinsic Motivation and Volition	Exposure to Communication Content
Invention and Rhetoric	Rhetorical Studies
Issue Management in Politics	Political Communication
Issue Voting	Political Communication
Jealousy	Interpersonal Communication
Job Satisfaction, Communication Predictors	Organizational Communication
Knowledge Gap Effects	Media Effects
Knowledge Interests	Communication Theory and Philosophy
Knowledge Management	Organizational Communication
Language Acquisition in Childhood	Developmental Communication
Language and Social Interaction	Language and Social Interaction
Language and the Internet	Communication and Technology
Language Attitudes in Intergroup Contexts	Intercultural and Intergroup
Communication	
Language Varieties	Language and Social Interaction
Latitude of Acceptance	Media Effects
Leadership in Organizations	Organizational Communication
Learning and Communication	Instructional/Educational Communication
Learning Organizations	Organizational Communication
Libel and Slander	Communication and Media Law and Policy

Limited Capacity Model	Information Processing and Cognitions
Linear and Nonlinear Models	Media Effects
Linguistic Pragmatics	Language and Social Interaction
Linguistics	Communication Theory and Philosophy
Listening	Information Processing and Cognitions
Logos and Rhetoric	Rhetorical Studies
Long-Distance Relationships	Interpersonal Communication
Marginality, Stigma and Communication	Intercultural and Intergroup
Communication	
Marital Communication	Interpersonal Communication
Marital Typologies	Interpersonal Communication
Masculinity and Media	Feminist and Gender Studies
Meaning	Communication Theory and Philosophy
Media and Group Representations	Intercultural and Intergroup
Communication	
Media and Perceptions of Reality	Reality Perception through the Media
Media as Political Actors	Political Communication
Media Content and Social Networks	Reality Perception through the Media
Media Content in Interpersonal Comm.	Reality Perception through the Media
Media Dependency Theory	Media Effects
Media Events and Pseudo Events	Political Communication
Media Literacy	Communication and Social/Behavioral
Change	
Media Messages & Family Communication	Reality Perception through the Media
Media Use Across Life-Span	Developmental Communication
Media Use and Child Development	Developmental Communication
Media Use by Children	Developmental Communication
Media's Role in Society	Media Systems in the World
Mediated Social Interaction	Interpersonal Communication
Mediated Terrorism	Political Communication
Mediating Factors	Media Effects
Mediation Discourse	Language and Social Interaction

Mediatization of Organizations Theory	Strategic Communication, PR,
Advertisement	
Mediatization of Politics	Political Communication
Mediatization of Society	Media Effects
Medium Theory	Communication Theory and Philosophy
Meeting Technologies	Organizational Communication
Memory and Rhetoric	Rhetorical Studies
Memory, Message Memory	Information Processing and Cognitions
Memory, Person Memory	Information Processing and Cognitions
Mentoring	Instructional/Educational Communication
Message Design Logics	Information Processing and Cognitions
Message Discrimination	Communication and Social/Behavioral
Change	
Message Effects, Structure of	Media Effects
Message Production	Information Processing and Cognitions
Metaphor	Visual Communication
Meta-Pragmatics	Language and Social Interaction
Metonymy	Visual Communication
Microethnography	Language and Social Interaction
Mindlessness and Automaticity	Information Processing and Cognitions
Models of Communication	Communication Theory and Philosophy
Modernity	Development Communication
Multitasking	Exposure to Communication Content
Navigation	Exposure to Communication Content
Negative Campaigning	Political Communication
Negativity	Media Production and Content
Negotiation and Bargaining	Interpersonal Communication
Network Organizations & Technology	Communication and Technology
News as discourse	Political Communication
Nonverbal Communication and Culture	Intercultural and Intergroup
Communication	
Nonverbal Signals, Effects of	Media Effects

Objectivity in Science	Communication Theory and Philosophy
Obsessive Relational Intrusion	Interpersonal Communication
On-Line Relationships	Interpersonal Communication
Opinion Leader	Media Effects
Order of Presentation	Media Effects
Organizational Assimilation	Organizational Communication
Organizational Change Processes	Organizational Communication
Organizational Comm., Critical Approaches	Organizational Communication
Organizational Conflict	Organizational Communication
Organizational Crises, Communication In	Organizational Communication
Organizational Culture	Organizational Communication
Organizational Discourse	Organizational Communication
Organizational Ethics	Organizational Communication
Organizational Identification	Organizational Communication
Organizational Image	Strategic Communication, PR,
Advertisement	
Organizational Metaphors	Organizational Communication
Organizational Structure	Organizational Communication
Organizational Symbolism	Organizational Communication
Organization-Public Relationships	Strategic Communication, PR,
Advertisement	
Organizations, Cultural Diversity In	Organizational Communication
Paradigm	Communication Theory and Philosophy
Paralanguage	Interpersonal Communication
Para-Social Interactions and Relationships	Exposure to Communication Content
Parental Mediation Strategies	Developmental Communication
Participative Processes in Organizations	Organizational Communication
Participatory Action Research	Development Communication
Participatory Communication	Development Communication
Party Political Communication	Political Communication
Pathos and Rhetoric	Rhetorical Studies
Patient-Provider Communication	Communication and Social/Behavioral
Change	
Pedagogy, Communication in	Instructional/Educational Communication
Perceived Reality as Comm. Process	Reality Perception through the Media

Perceived Reality as a Social Process	Reality Perception through the Media
Perception	Exposure to Communication Content
Personal Communication by CMC	Communication and Technology
Personality & Exposure to Communication	Exposure to Communication Content
Personality Development & Communication	Developmental Communication
Personalization of Campaigning	Political Communication
Persuasion and Resistance	Communication and Social/Behavioral
Change	
Persuasion	Media Effects
Phatic Communication	Language and Social Interaction
Physical Effects of Media Content	Media Effects
Planned Behavior, Theory of	Information Processing and Cognitions
Planned Social Change & Communication	Communication and Social/Behavioral
Change	
Playing	Exposure to Communication Content
Pluralistic Ignorance and Ideological Biases	Reality Perception through the Media
Pluralistic Ignorance	Reality Perception through the Media
Politainment	Political Communication
Politeness Theory	Interpersonal Communication
Political Advertising	Political Communication
Political Cognitions	Political Communication
Political Communication Culture	Political Communication
Political Communication Systems	Political Communication
Political Communication	Political Communication
Political Consultant	Political Communication
Political Cynicism	Political Communication
Political Discourse	Political Communication
Political Economy of the Media	Media Economy
Political Efficacy	Political Communication
Political Knowledge	Political Communication
Political Language	Political Communication
Political Media Content, Quality Criteria	Political Communication
Political Media Use	Political Communication
Political Personality in Media Democracy	Political Communication
Political Persuasion	Political Communication
Political Socialization Through The Media	Political Communication

Political Symbols	Political Communication
Politics in Popular Communication	Popular Communication
Popular Communication and Social Class	Popular Communication
Popular Communication	Popular Communication
Popular Culture and News Media	Popular Communication
Popular Culture	Popular Communication
Populism and Responsiveness	Political Communication
Pornography, feminist debates on	Feminist and Gender Studies
Positioning Theory	Strategic Communication, PR,
Advertisement	
Postcolonial Theory	Communication Theory and Philosophy
Postdevelopment	Development Communication
Postfeminism	Feminist and Gender Studies
Postmodernism and Communication	Communication Theory and Philosophy
Power and Discourse	Language and Social Interaction
Power in Intergroup Settings	Intercultural and Intergroup
Communication	
Power, Dominance & Social Interaction	Interpersonal Communication
Pragmatism	Communication Theory and Philosophy
Prejudiced & Discriminatory Comm. Communication	Intercultural and Intergroup
Presence	Exposure to Communication Content
Press Conference	Journalism
Prevention and Communication Change	Communication and Social/Behavioral
Priming Theory	Media Effects
Propaganda in World War II	Media History
Propaganda	Political Communication
Propaganda, Visual Communication of	Visual Communication
Proxemics	Interpersonal Communication
Public Opinion, Media Effects on	Media Effects
Public Sphere	Political Communication
Public Sphere, Fragmentation Of	Political Communication
Publics, Situational Theory	Strategic Communication, PR,
Advertisement	
Questions and Questioning	Language and Social Interaction

Realism	Communication Theory and Philosophy
Reality and Media Reality	Media Production and Content
Reciprocal Effects	Media Effects
Reciprocity & Compensation in Interaction	Interpersonal Communication
Reification	Popular Communication
Relational Control	Interpersonal Communication
Relational Dialectics	Interpersonal Communication
Relational Maintenance	Interpersonal Communication
Relational Schemata	Interpersonal Communication
Relational Termination	Interpersonal Communication
Relational Uncertainty	Interpersonal Communication
Relationship Development	Interpersonal Communication
Religion and Popular Communication	Popular Communication
Remediation	Communication Theory and Philosophy
Rhetoric and Dialectic	Rhetorical Studies
Rhetoric and Epistemology	Rhetorical Studies
Rhetoric and Ethics	Rhetorical Studies
Rhetoric and Ethnography	Rhetorical Studies
Rhetoric and Gender	Rhetorical Studies
Rhetoric and Language	Rhetorical Studies
Rhetoric and Logic	Rhetorical Studies
Rhetoric and Media Studies	Rhetorical Studies
Rhetoric and Narrativity	Rhetorical Studies
Rhetoric and Orality-Literacy Theorems	Rhetorical Studies
Rhetoric and Philosophy	Rhetorical Studies
Rhetoric and Politics	Rhetorical Studies
Rhetoric and Psychology	Rhetorical Studies
Rhetoric and Religion	Rhetorical Studies
Rhetoric and Semiotics	Rhetorical Studies
Rhetoric and Social Protest	Rhetorical Studies
Rhetoric and Social Thought	Rhetorical Studies
Rhetoric and Technology	Rhetorical Studies
Rhetoric and Visuality	Rhetorical Studies
Rhetoric of Science	Rhetorical Studies

Rhetoric, Argument and Persuasion	Rhetorical Studies
Rhetoric, Epideictic	Rhetorical Studies
Rhetoric, Nonverbal	Rhetorical Studies
Rhetoric, Postmodern	Rhetorical Studies
Rhetorical Criticism	Rhetorical Studies
Rhetorical Studies	Rhetorical Studies
Rhetorics, New Rhetorics	Rhetorical Studies
Right to Know	Communication and Media Law and Policy
Risk Communication	Communication and Social/Behavioral
Change	
Risk Perceptions	Communication and Social/Behavioral
Change	
Rituals in Popular Communication	Popular Communication
Schema and Media Effects	Media Effects
Schemas	Information Processing and Cognitions
Schemata, Knowledge Structures	Interpersonal Communication
Scripts	Information Processing and Cognitions
Secular Social Change	Communication and Social/Behavioral
Change	
Selective Attention	Information Processing and Cognitions
Selective Exposure	Exposure to Communication Content
Selective Perception & Selective Retention	Exposure to Communication Content
Self Presentation	Interpersonal Communication
Semiotics	Communication Theory and Philosophy
Sensation Seeking	Exposure to Communication Content
Sense-making	Organizational Communication
Sex/Pornography as Media Content, Effects	Media Effects
Sex and Pornography Online	Communication and Technology
Sex Role Stereotypes in the Media	Feminist and Gender Studies
Sexual Compliance-Gaining & Safe Sex Talk	Interpersonal Communication
Sexism in the Media	Feminist and Gender Studies
Sexual Violence in Media	Feminist and Gender Studies
Sexualization in Media	Feminist and Gender Studies
Sibling Interaction	Interpersonal Communication
Sign Systems	Visual Communication

Sign	Visual Communication
Sleeper Effect	Media Effects
Soap Operas	Media Production and Content
Social Behavior, Media Effects on	Media Effects
Social Capital and Communication in Health Change	Communication and Social/Behavioral
Social Capital, Media Effects on	Media Effects
Social Cognitive Theory	Exposure to Communication Content
Social Comparison Theory	Exposure to Communication Content
Social Conflict and Communication Change	Communication and Social/Behavioral
Social Exchange	Interpersonal Communication
Social Identity Theory	Exposure to Communication Content
Social Interaction Structure	Interpersonal Communication
Social Judgment Theory	Media Effects
Social Marketing Change	Communication and Social/Behavioral
Social Mobilization	Development Communication
Social Movements and Communication Change	Communication and Social/Behavioral
Social Networks Change	Communication and Social/Behavioral
Social Norms Change	Communication and Social/Behavioral
Social Perception	Reality Perception through the Media
Social Stereotyping and Communication	Intercultural and Intergroup
Social support in Health Communication Change	Communication and Social/Behavioral
Social Support & Interpersonal Comm.	Interpersonal Communication
Socialization by Media	Reality Perception through the Media
Sound Bites	Media Production and Content
Spectator Gaze	Visual Communication
Speech Acts	Language and Social Interaction

Speech Anxiety	Instructional/Educational Communication
Speech Codes Theory	Language and Social Interaction
Speech Fluency and Speech Errors	Information Processing and Cognitions
Spin and Double Speak	Strategic Communication
Spin Doctor	Political Communication
Spiral of Silence	Reality Perception through the Media
Spirituality and Development	Development Communication
Sports and the Media, History of	Media History
Sports as Popular Communication	Popular Communication
Stages of Change Model	Exposure to Communication Content
Stakeholder Theory	Strategic Communication, PR,
Advertisement	Media Production and Content
Stereotypes	Reality Perception through the Media
Stereotyping and the Media	
Stimulus-Response Model	Media Effects
Storytelling and Narration	Language and Social Interaction
Strategic Communication	Strategic Communication, PR,
Advertisement	
Strategic Framing	Strategic Communication, PR,
Advertisement	
Structuralism	Communication Theory and Philosophy
Structuration Theory	Organizational Communication
Student Communication Competence	Instructional/Educational Communication
Style and Rhetoric	Rhetorical Studies
Supervisor-Subordinate Relationships	Organizational Communication
Support Talk	Language and Social Interaction
Suspension of Disbelief	Exposure to Communication Content
Sustainable Development	Development Communication
Symbol Systems	Popular Communication
Symbolic Annihilation	Popular Communication
Symbolic Interaction	Communication Theory and Philosophy
Symbolic Politics	Political Communication
Symbolism	Visual Communication

Systems Theory	Communication Theory and Philosophy
Tabloidization	Media Production and Content
Taste Culture	Visual Communication
Teacher Affinity-Seeking	Instructional/Educational Communication
Teacher Assertiveness	Instructional/Educational Communication
Teacher Clarity	Instructional/Educational Communication
Teacher Comforting and Social Support	Instructional/Educational Communication
Teacher Communication Style	Instructional/Educational Communication
Teacher Confirmation	Instructional/Educational Communication
Teacher Feedback	Instructional/Educational Communication
Teacher Immediacy	Instructional/Educational Communication
Teacher Influence and Persuasion	Instructional/Educational Communication
Teacher Self-Disclosure	Instructional/Educational Communication
Teacher Socio-Communicative Style	Instructional/Educational Communication
Teacher Use of Humor	Instructional/Educational Communication
Technologically-Mediated Discourse	Language and Social Interaction
Technology, Social Construction Of	Communication and Technology
Telephone Talk	Language and Social Interaction
Televised Debates	Political Communication
Television as Popular Culture	Popular Communication
Television for Development	Development Communication
Terrorism and Communication Technologies	Communication and Technology
Text and Intertextuality	Communication Theory and Philosophy
Theory of Reasoned Action	Communication and Social/Behavioral
Change	
Third Person Effects	Reality Perception through the Media
Transcribing and Transcription	Language and Social Interaction
Two-Step-Flow of Communication	Media Effects

Uncertainty and Communication Change	Communication and Social/Behavioral
Uncertainty Management	Interpersonal Communication
Uncertainty Reduction Theory	Interpersonal Communication
Uses-and-Gratifications	Exposure to Communication Content
Verbal Aggressiveness	Interpersonal Communication
Victimization	Media Effects
Video Games	Popular Communication
Videomalaise	Reality Perception through the Media
Violence as Media Content, Effects of	Media Effects
Virtual Communities	Communication and Technology
Virtual Reality	Media History
Visuals, Cognitive Processing Of	Information Processing and Cognitions
Voice, Prosody, and Laughter	Language and Social Interaction
Voyeurism	Visual Communication
War Propaganda	International Communication
Women in the Media, Images of	Feminist and Gender Studies
Women's Movement and Media	Media History
Women's Communication and Language	Feminist and Gender Studies
Zapping and Switching	Exposure to Communication Content

