

# CONTENTS

Preface to the Second Edition	ix
<b>PART 1: OVERVIEW</b>	
1. What Is Communication Science? <i>Charles R. Berger, Michael E. Roloff, and David R. Roskos-Ewoldsen</i>	3
2. A Historical Overview of Research in Communication Science <i>Jennings Bryant and Erika J. Pribanic-Smith</i>	21
3. Alternative Approaches to Theorizing in Communication Science <i>Charles Pavitt</i>	37
4. Alternative Methodological Approaches to Communication Science <i>Franklin J. Boster and John L. Sherry</i>	55
<b>PART 2: COMMUNICATION CODES</b>	
5. Language and Communication <i>Jordan Soliz and Howard Giles</i>	75
6. Nonverbal Communication Theories of Interaction Adaptation <i>Judee K. Burgoon, Kory Floyd, and Laura K. Guerrero</i>	93
<b>PART 3: FUNDAMENTAL PROCESSES</b>	
7. Message Production Processes <i>Charles R. Berger</i>	111



8. Message Processing	129
<i>David R. Roskos-Ewoldsen and Beverly Roskos-Ewoldsen</i>	
9. The Nature of Interpersonal Communication: A Message-Centered Approach	145
<i>Brant R. Burlleson</i>	
10. Theoretical Developments in Organizational Communication Research	165
<i>Kathleen J. Krone, Michael W. Kramer, and Patricia M. Sias</i>	
11. Levels of Analysis and Communication Science	183
<i>Jack M. McLeod, Gerald M. Kosicki, and Douglas M. McLeod</i>	
<b>PART 4: FUNCTIONS</b>	
12. Persuasion	203
<i>James Price Dillard</i>	
13. Seeking and Resisting Compliance	219
<i>Steven R. Wilson</i>	
14. Social Influence in Groups and Organizations	237
<i>David R. Seibold, Renee A. Meyers, and Mirit Devorah Shoham</i>	
15. Mass Media Effects	255
<i>Robin L. Nabi and Mary Beth Oliver</i>	
16. Interpersonal Conflict	273
<i>Alan L. Sillars</i>	
17. Intergroup Conflict	291
<i>Donald G. Ellis</i>	
18. Bargaining and Negotiation	309
<i>Michael E. Roloff and Shu Li</i>	
19. Establishing and Maintaining Relationships	327
<i>Denise Haunani Solomon and Anita L. Vangelisti</i>	
20. Media Entertainment	345
<i>Christoph Klimmt and Peter Vorderer</i>	
21. The Social Matrix of Emotion Expression and Regulation	363
<i>Sally Planalp, Sandra Metts, and Sarah J. Tracy</i>	
22. Group Decision Making	381
<i>Marshall Scott Poole and Melissa A. Dobosh</i>	
<b>PART 5: COMMUNICATION CONTEXTS</b>	
23. Interpersonal Dimensions of Health Communication	401
<i>Donald J. Cegala and Richard L. Street, Jr.</i>	



24. Communication Campaigns	419
<i>Charles Atkin and Charles T. Salmon</i>	
25. Political Communication	437
<i>William L. Benoit and R. Lance Holbert</i>	
26. Intercultural Communication	453
<i>Young Yun Kim</i>	
27. The Scientific Investigation of Marital and Family Communication	471
<i>Ascan F. Koerner</i>	
28. Computer-Mediated Communication	489
<i>Joseph B. Walther</i>	
29. Human-Computer Interaction	507
<i>Eun-Ju Lee and S. Shyam Sundar</i>	
Author Index	525
Subject Index	553
About the Editors	571
About the Contributors	573

More than two decades have passed since publication of the *Handbook of Communication Science's* first edition. During this time, several handbooks addressing a variety of specific communication contexts and topical areas of communication inquiry have appeared on the communication research landscape. Given these developments, this seems to be an especially propitious time to produce a handbook that serves to integrate these ostensibly diverse areas. As the present volume's chapters aptly demonstrate, there are a number of vectors along which these seemingly diverse areas of inquiry show distinct tendencies for convergence. Some might wonder why a second edition has taken so long. Conversations about a second edition of this handbook took place a few years after its publication; however, at that time the editors were engaged in other long-term research and writing projects. They simply did not have the time to undertake a project of this magnitude. Then, at about the time the editors might have been able to direct their energies toward a second edition, one of them passed away. After this sad and unexpected event, it took additional time to assemble the current editorial ensemble.

At the time the first edition of this handbook was published, the editors noted that the earlier *Handbook of Communication* (Pool, Schramm, Frey, Mascohy, & Parker, 1973) included many authors based in a variety of social science disciplines. The editors further observed that for the first time, a communication handbook included authors whose training and intellectual homes were primarily in communication-related departments. Almost all of the chapters included in this second edition of the *Handbook of Communication Science* are similarly authored by researchers trained and housed in