





	A First Look - Full	A First Look - Brief	A First Look -Archive	West & Turner	Dainton & Zelle	Floyd, Schrodt, et al	Littlejohn, Foss & Oetzel	Wood	Infante, Rancer, et al	Baldwin, Perry & Moffitt	Croucher	Stacks & Salwin	Austin, Orbe & Sims
Excitation Transfer Theory– Zillmann	X												
Expectancy Value Theory– Fishbein						X							
Expectancy Violations Theory– Burgoon [6]	X		X	X	X	X	X						
Extended Parallel Processing Theory– Witte					X	X	X						
Face-Negotiation Theory– Ting-Toomey [26]	X		X	X	X	X	X			X			
Family Communication Patterns Theory– Koerner & Fitzpatrick [7]	X				X	X	X			X			
Faustain Bargain– Postman	X					X							
Feminine Resistance– Trettheway						X							
Feminine Style– Campbell						X							
Feminist Standpoint Theory– Harding & Wood / Hartsock [29]	X		X	X	X	X	X		X				
Feminist– general					X	X	X			X	X		
FIRO Theory– Schutz		X					X						
Four Theories of the Press– Siebert, Peterson, Schramm	X												
Four-Faceted Model ... Leader Identity– Sims													X
Fully Functional Society Theory– Heath						X							
Functional Persp. on Group Decision Making– Hirokawa & Gouran [20]	X			X	X	X		X	X	X			
Gatekeeping– Lewin												X	
Gender and Race– Ashcroft & Allen						X							
Genderlect Styles– Tannen		X			X		X						
General Semantics– Korzybski		X					X						
Goals-Plans-Action Model– Dillard					X	X	X		X				
Golden Mean (and Virtue Ethics)– Aristotle	X												
Group Development Theory– Tuckman									X				
Groupthink– Janis	X	X	X	X		X		X	X	X			
Health Belief Model– Janz & Becker												X	
Hermeneutics– Gadamer						X							
Hermeneutics– Ricoeur						X							
Hierarchy of Needs– Maslow		X						X				X	
High- and Low-Context Cultures– Hall	X								X				
Human Relations Approach– Likert								X					
Identity Management Theory– Imahori & Cupach						X							
Identity Negotiation Theory– Ting-Toomey						X							
Information Systems Approach to Organizations– Weick	X	X	X	X	X	X		X					
Information Theory– Shannon & Weaver		X					X	X	X				
Inoculation Theory– McGuire & Pfau				X	X	X		X		X			
Input-Process-Output Model– Collins & Guetzkow						X							
Interact System Model of Decision Emergence– Fisher		X											
Interaction Adaptation Theory– Burgoon						X		X				X	
Interactive Process Analysis Theory– Bales						X							
Interpersonal Deception Theory– Buller & Burgoon		X				X		X				X	
Invitational Rhetoric of Gender– Foss & Griffin						X							
Kinesics– Birdwhistell						X							
Knowledge Gap– Minnesota Team/Childers & Post. others													X
Language Centered Perspective– Johagoa						X							
Language Expectancy Theory– Burgoon													X
Language Intensity Theory– M. Burgoon								X					

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Limited Effects Model– Klapper						X							
Linguistic Relativity– Sapir & Whorf	X					X	X					X	
Magic Bullet-Hypodermic Needle– Laswel and others						X	X					X	
Managerial Grid– Blake & Mouton							X						
Marxism– Marx	X					X		X					
Meaning of Meaning– Richards		X					X						
Media and Cultural Production– Bourdieu						X							
Media Ecology– McLuhan [31]	X		X			X	X						
Media Effects Tradition– Bauer, Lazarsfeld & Klapper	X							X					
Media Multiplexity Theory– Hawthornewaite [13]	X				X								
Media Richness Theory– Daft & Lengel					X			X					
Media Systems Dependency Theory– Ball-Rokeach & DeFleur						X	X	X					
Mediational Theory of Meaning– Osgood		X											
Message Design Logic– O’Keefe			X	X	X								
Motivated Information Management– Afifi & Weinter						X							
Motivation-hygiene Theory– Herzberg									X				
Multiple Sequence Model– Poole								X					
Muted Group Theory– Kramarae [30]	X		X	X	X	X	X		X				
Narrative Paradigm– Fisher [19]	X		X	X		X	X		X				
Network Theory– Contractor & Monge						X							
New Medium Theory– Poster						X							
Nonverbal Immediacy Theory– Anderson								X					
Organizational Assimilation– Jablin				X				X	X				
Organizational Dissent– Kassing & Croucher										X			
Organizational Identity and Control– Cheney, Thompkis, Barker				X	X					X			
Parasocial Interaction– Rubin	X							X					
Participatory Development– Rogers						X							
Performance Ethnography– Conquergood / Turner					X								
Phenomenology– Husserl, Merleau, Ponty, Fish, Gadamer, Ricoeur	X												
Politeness Theory– Brown & Levinson				x	x	x	X	x					
Positive Deviance Approach– Singhal													x
Post Structural Analysis– Derrida, Lacon & Foucault						X	X						
Post Structurlism– Foucault						X							
Postcolonialism– Said et al						X							
Postmodernism– Lyotard				X	X	X		X	X				
Predicted Outcome Value Theory– Sunnafrank								X					
Presentation of Self– Goffman						X	X						
Principle of Veracity– Bok	X												
Problematic Integration Theory– Babrow						X							
Proxemic Theory– Hall	X	X				X				X	X		
Psychological Reactance Theory– Brehm						X							
Queer Theory– Butler						X				X			
Reader Response– Fish						X							
Reception Theory– Martin-Barbero									X				
Reclaiming Conversation– Turtle	X												
Reflective Thinking– Dewey	X					X							

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Reinforcement Theory– <i>Byrne</i>								X					
Relational Control– <i>Rogers &amp; Farace</i>							X	X					
Relational Dialectics Theory– <i>Baxter &amp; Bakhtin</i> [11]	X		X	X	X	X	X	X	X	X	X		
Relational Prayer Theory– <i>Baesler</i>						X							
Relational Turbulence Theory– <i>Knobloch</i>		X						X					
Relationship Dissolution– <i>Knapp</i>										X			
Resonance Principle of Persuasion– <i>Schwartz</i>		X											
Responsive "I"– <i>Levinas</i>		X											
Rhetorical Situation– <i>Bitzer</i>						X							
Rhetorical Sensitivity– <i>Hart</i>								X					
Risk Perception Attitude Framework– <i>Rimal &amp; Real</i>						X							
Schema Theory– <i>Kellerman, Wicks, Axelrod, Graber</i>										X			
Semiotics– <i>Barthes</i> [33]	X					X			X				
Significant Choice– <i>Nilsen</i>		X											
Simplified Model of Social Influence Process– <i>Pavitt</i>						X							
Situational Leadership– <i>Hersey &amp; Blanchard</i>								X					
Situational Crisis Communication Theory– <i>Timothy &amp; Coombs</i>						X							
SMCR Model– <i>Berlo</i>								X					
Social Action Media Studies– <i>Anderson &amp; Schoening</i>						X							
Social Action Theory– <i>Anderson &amp; Schoening</i>						X							
Social Construction– <i>Shotter, Harre, others</i>		X				X							
Social Exchange Theory– <i>Thibaut &amp; Kelley</i>		X	X	X	X	X	X						
Social Identity Theory– <i>Tajfel with Turner</i>		X											
Social Information Processing Theory– <i>Walther</i> [10]	X		X					X					
Social Judgment Theory– <i>Sherif &amp; Sherif</i> [14]	X					X		X	X				
Social Learning Theory-Social Cognition Theory– <i>Bandura</i>		X	X	X					X	X			
Social Network Theory– <i>Liu</i>													X
Social Network Analysis– <i>Monge &amp; Contractor</i>				X									
Social Penetration Theory– <i>Altman &amp; Taylor</i> [8]	X		X		X	X	X		X	X			
Social Role Theory– <i>Eagly &amp; Karau</i>					X								
Social Support Theory– <i>Goldsmith &amp; Albrecht</i>						X							
Socio-Egocentric and Group-Egocentric Model– <i>Hewit et al</i>						X							
Speech Codes Theory– <i>Philipsen</i>			X		X								
Speech-Act Theory– <i>Searle, Morris, Wittgenstein</i>						X			X				
Spiral of Silence– <i>Noelle-Neumann</i>			X	X		X		X	X	X	X		
Strong Black Women Collective– <i>Davis &amp; Jones</i>													X
Structural Linguistics– <i>de Saussure</i>		X				X							
Structuration (see Adaptive Structuration)– <i>Fiddens &amp; Poole</i>						X							
Symbolic Convergence Theory– <i>Bormann</i> [21]	X			X	X	X		X		X			
Symbolic Interactionism– <i>Mead</i> [5]	X		X		X	X	X						
Symmetry Theory– <i>Newcomb</i>						X							
Text and Conversation– <i>Taylor</i>					X	X							
The Interactional View– <i>Watzlawick/Palo Alto Group</i>			X	X	X	X	X						
The Media Equation– <i>Reeves &amp; Nass</i>			X			X							
The Rhetoric– <i>Aristotle</i> [17]	X		X		X				X	X			
Theory of Bureaucracy– <i>Weber</i>						X							

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Theory of Communication Competence– <i>Spitzberg &amp; Cupach</i>						X							
Theory of Deferential Adaptation– <i>De La Garza</i>													X
Theory of Distanciation– <i>Ricouer</i>						X							X
Theory of Hyper(in)visibility– <i>Johnson &amp; Petermon</i>													X
Theory of Independent-Mindedness– <i>Infante</i>								X					
Theory of Interpersonal Communication Motives– <i>Rubin</i>								X					
Theory of Normal Social Behavior– <i>Rimal, Real, &amp; Lapinski</i>						X							
Theory of Normative Social Behavior– <i>Albrecht</i>						X							
Theory of Planned Behavior– <i>Ajzen</i>				X	X			X					
Theory of Reasoned Action– <i>Ajzen-Fishbein</i>				X	X	X		X	X	X			
Theory of Symbols– <i>Langer, Pierce, Morris</i>							X						
Theory X-Theory Y– <i>McGregor</i>									X				
Theory-Heuristic-Systematic Model– <i>Chaiken</i>					X								
Trait Theory– <i>Infante &amp; Rancer</i>						X		X					
Transactive Model– <i>Wegner, Hollinshead &amp; Grandon</i>						X							
Transcendent Development Communication– <i>Waisbord et al</i>						X							
Transportation Theory– <i>Gitlin, Green &amp; Black</i>						X							
Truth Default Theory– <i>Levine</i>								X					
Two-Step Flow of Communication– <i>Katz &amp; Lazarsfeld</i>		X				X		X	X				
Uncertainty Management Theory– <i>Brashers</i>					X			X					
Uncertainty Reduction Theory– <i>Berger</i> [9]	X		X	X	X	X	X	X	X			X	
Undocumented Critical Theory– <i>Agular &amp; Juarez</i>													X
Uses and Gratifications– <i>Katz</i> [35]	X		X	X	X	X		X	X	X	X		
Vigilant Interaction Theory– <i>Hirokawa</i>						X							
Voice and Silence– <i>Clair</i>						X							
Whiteness Theory– <i>Nakayama &amp; Krizek</i>						X							
Womanist Rhetorical Theory– <i>Watkins-Dickerson</i>													X
Yale Attitude Change– <i>Hovland</i>								X			X		