

Text Comparison - latest editions of Comm Theory texts

Griffin, Ledbetter & Sparks - A First Look at Comm. Theory
McGraw-Hill, 11th edition, 2023

see www.afirstlook.com for more resources

West & Turner (McGraw-Hill) 7th edition, 2022

Dainton & Zelley (Sage) 4th edition, 2019

Floyd, Schrodt, Erbanta & Scharp (Taylor & Francis)
2nd edition, 2022

Littlejohn, Foss & Oetzel (Waveland) 11th edition, 2017

Wood (Wadsworth) 3rd edition, 2004

Infante, Rancer, Avtgis, & MacGeorge (Kendall Hunt) 2nd 2017

Baldwin, Perry & Moffit (Pearson) 2004

Croucher (Routledge) 2015

Stacks, Salwin & Eichhorn (Routledge) 3rd edition, 2019

Austin, Orbe & Sims (Routledge) 3rd edition, 2019

This table updated October 4, 2022

All theories, in alphabetical order

	A First Look - Full	A First Look - Brief	A First Look - Archive	West & Turner	Dainton & Zelley	Floyd, Schrodt, et al	Littlejohn, Foss & Oetzel	Wood	Infante, Rancer, et al	Baldwin, Perry & Moffit	Croucher	Stacks & Salwin	Austin, Orbe & Sims
Action Assembly Theory– <i>Greene</i>		X				X							X
Adaptive Structuration Theory– <i>Poole</i>		X	X	X	X	X			X	X			
Afrocentricity– <i>Asante</i> [28]	X												
Agency as Proean– <i>Campbell</i>						X							
Agenda-Setting Theory– <i>McCombs & Shaw</i> [37]	X		X	X	X	X		X	X	X	X		
Anxiety-Uncertainty Management Theory– <i>Gudykunst</i>		X		X		X		X		X	X		
Argumentative Skill Deficiency Model– <i>Infante & Rancer</i>						X		X					
Argumentativeness–Infante & Rancer						X		X					
Attribution Theory– <i>Heider & Kelly</i>		X	X		X	X			X		X		
Bilingual Health Communication Model– <i>Hsieh</i>													X
Black Feminist Thought– <i>Collins / Goins & Austin</i>		X											X
Bona Fide Group Theory– <i>Putnam & Stohl</i>		X				X							
Categorical Imperative– <i>Kant</i>		X											
Channel Complementarity– <i>Mohan & Dutta-Bergman</i>						X							
Classical Management Philosophy– <i>Weber, & Taylor</i>		X				X		X	X				
Co-Cultural Theory– <i>Orbe</i> [27]	X			X		X							
Cognitive Dissonance– <i>Festinger</i> [16]	X			X	X	X		X	X	X			
Cognitive Valence Theory– <i>Anderson</i>								X					X
Coherentist Theory of Meaning– <i>Ellis</i>						X							
Collapse Theory of Corporate Image– <i>Moffit</i>						X							
Collective Memorializing– <i>Foss, Smith & Hume</i>						X							
Communiobiological Perspective– <i>McCroskey</i>						X		X					
Communication Accommodation Theory– <i>Giles</i> [25]	X		X	X	X	X		X	X	X			
Communication Activism for Social Justice– <i>Frey</i>		X											
Communication Apprehension– <i>McCroskey</i>						X		X					
Communication Privacy Management Theory– <i>Petronio</i> [12]	X		X	X	X	X		X					
Communication Theory of Identify– <i>Hecht</i>						X							
Communicative Constitution of Organizations– <i>McPhee</i> [23]	X					X							
Communitarian / Civic Journalism– <i>Christians</i>		X											
Compliance Gaining Strategies– <i>Marwell & others</i>						X		X	X				
Complicity Theory/Critical Race Theory– <i>McPhail</i>						X				X			X
Concertive Control Theory– <i>Barker, Thompkins & Cheney</i>						X							
Constricted and Constructed Potentiality– <i>Foss & Foss</i>						X							
Constructivism– <i>Delia</i>			X		X	X	X	X	X			X	
Context Collapse– <i>boyd & Warwick</i> [32]	X												
Convergence Theory– <i>Kincaide</i>						X							
Conversational Analysis– <i>Jackson & Jacobs/Mandelbaum</i>						X							

	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 & Moffit	Croucher	Stacks & Salwin	Austin, Orbe & Sims
Conversational Maxims– <i>Grice</i>						X							
Coordinated Management of Meaning– <i>Pearce & Cronen</i>		X	X		X	X	X	X					
Corporate Social Responsibility Communcation– <i>Tench, Jones & Son</i>						X							
(Counter) Public Sphere Theory– <i>Squires & Orbe</i>													X
Critical Media Effects– <i>Ramasubramanian</i>													X
Critical Rhetoric– <i>McGree & McKerrow</i>						X							
Critical Theory of Communication in Organizations– <i>Deetz</i> [24]	X				X	X							
Critical Theory of Corporate Image– <i>Moffit</i>									X				
Critical Theory– <i>Frankfurt School</i>		X				X				X			
Critique of Media– <i>Hooks</i>						X							
Cross-Cultural Adaptation– <i>Kim</i>						X		X		X			
Cultivation Theory– <i>Gerbner</i> [36]	X		X	X		X	X	X	X		X		
Cultural Approach to Organizations– <i>Geertz & Pacanowsky</i> [22]	X		X	X	X	X	X		X	X			X
Cultural Contacts Theory– <i>Jackson & Bell</i>						X							X
Cultural Dimensions– <i>Hofstede</i>		X		X				X		X			
Cultural Identity Theory– <i>Collier</i>						X							
Cultural Studies– <i>Hall</i> [34]	X		X	X		X	X						
Culture-Centered Approach to Health						X							
Culture-Centered Community Health – <i>Dutta</i>													X
Decoloization– <i>Leoks</i>						X							
Development Communication– <i>Rogers</i>						X							
Development Model of Intercultural Sensitivity– <i>Bennet</i>						X							
Dialogic Ethics– <i>Buber</i>		X											
Dialogics– <i>Bakhtin</i>		X				X							
Different Voice– <i>Gilligan</i>			X										
Differential Adaptation– <i>De La Garaza & Ono</i>						X							
Diffusion of Innovation– <i>Katz, Lazarsfeld, Rogers</i>				X		X		X	X		X		
Discursive Ethics– <i>Habermas</i>		X											
Discursive Formation– <i>Foucault</i>						X			X	X			
Dominant Group Theory– <i>Orbe & Razzante</i>		X											
Dramatism– <i>Burke</i> [18]	X		X		X	X	X		X	X			
Dramaturlogical Model– <i>Goffman</i>						X	X						
Dynamic Motivation Theory– <i>Wang</i>						X							
Effective Intercultural Workgroup Theory– <i>Oetzel</i>						X							
Effective Management Theory– <i>Fayol</i>								X					
Elaborate and Restricted Codes– <i>Bernstein</i>						X							
Elaboration Likelihood Model– <i>Petty & Cacioppo</i> [15]	X			X	X	X		X	X	X			
Embodiment Communicology– <i>Catt</i>						X							
Emotional Intelligence– <i>Salovey & Mayer</i>				X									
Entertainment Overcoming Resistance– <i>Sinhal</i>						X							
Epistemic Injustice– <i>Fricker</i>		X											
Ethical Egoism– <i>Epicuus</i>		X											
Ethnic-Racial Socialization & Communication– <i>Minnier</i>													X
Ethnic Communication Theory– <i>Onuzulike</i>													X
Ethnography of Communication– <i>Hymes</i>						X							
Existential Theory– <i>Rogers</i>		X	X										

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

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

	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
Reinforcement Theory– <i>Byrne</i>								X					
Relational Control– <i>Rogers & Farace</i>							X	X					
Relational Dialectics Theory– <i>Baxter & Bakhtin</i> [11]	X			X	X	X	X	X	X	X	X		
Relational Prayer Theory– <i>Baessler</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 & 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 & Blanchard</i>								X					
Situational Crisis Communication Theory– <i>Timothy & Coombs</i>						X							
SMCR Model– <i>Berlo</i>								X					
Social Action Media Studies– <i>Anderson & Schoening</i>						X							
Social Action Theory– <i>Anderson & Schoening</i>						X							
Social Construction– <i>Shotter, Harre, others</i>		X				X							
Social Exchange Theory– <i>Thibaut & 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 & 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 & Contractor</i>				X									
Social Penetration Theory– <i>Altman & Taylor</i> [8]	X			X		X	X		X	X			
Social Role Theory– <i>Eagly & Karau</i>					X								
Social Support Theory– <i>Goldsmith & Albrecht</i>						X							
Socio-Egocentric and Group-Egocentric Model– <i>Hewitt 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 & Jones</i>													X
Structural Linguistics– <i>de Saussure</i>		X				X							
Structuration (see Adaptive Structuration)– <i>Fiddens & Poole</i>						X							
Symbolic Convergence Theory– <i>Bormann</i> [21]	X				X	X		X		X			
Symbolic Interactionism– <i>Mead</i> [5]	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						
The Media Equation– <i>Reeves & Nass</i>			X			X							
The Rhetoric– <i>Aristotle</i> [17]	X			X		X			X	X			
Theory of Bureaucracy– <i>Weber</i>						X							

	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
Theory of Communication Competence– <i>Spitzberg & Cupach</i>						X							
Theory of Differential Adaptation– <i>De La Garza</i>												X	
Theory of Distanciation– <i>Ricouer</i>						X						X	
Theory of Hyper(in)visibility– <i>Johnson & 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, & 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 & Rancer</i>						X		X					
Transactive Model– <i>Wegner, Hollinshead & Grandon</i>						X							
Transcendent Development Communication– <i>Waisbord et al</i>						X							
Transportation Theory– <i>Gitlin, Green & Black</i>						X							
Truth Default Theory– <i>Levine</i>								X					
Two-Step Flow of Communication– <i>Katz & 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	
Undocumented Critical Theory– <i>Agular & Juarez</i>													X
Uses and Gratifications– <i>Katz</i> [35]	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 & Krizek</i>						X							
Womanist Rhetorical Theory– <i>Watkins-Dickerson</i>													X
Yale Attitude Change– <i>Hovland</i>								X				X	