

# Index

- Abelson, R. 181  
 Abrahamsson, U.B. 61  
 action influenced by information 104, 127  
 activity or passivity 213–21  
 adaptive subsystems 113, 114  
 Additive Hypothesis 192  
 address/dissemination communication 62  
 Adelman, M.D. *see* Albrecht, T.L. *et al*  
 adoption of innovations  
   categories of adopters 84–6  
   channels 86  
   course of 87–8  
   stages of 80–4  
 advertising 55, 210  
 advocacy role (Westley and MacLean model) 154  
 agenda-setting 36, 237, 243, 253–6, 270  
 Agent-Effects-Only Hypothesis 192  
 Agent-Necessary-for-Media-Effects 192  
 Aikat, S. *see* Rogers, E.M. *et al*  
 Ajzen, I 201  
 Albrecht, T.L. *et al* 101  
 Altheide, D.L. 165, 185, 189, 190  
 Altmeppen, K.D. 156  
 Anderson, J.A. 158, 165, 215, 235  
 Ashley, S. 176  
 Asp, K. 236, 237, 241, 247–8  
 asymmetric communication 15, 212  
 Atkin, C.K. 32, 132, 133, 139, 140  
 attention 135, 137–8, 182  
 attitudes 225–6  
 audience 197–231  
   activity or passivity 213–21  
   attention of 135, 137–8, 182  
   as clients 211–12  
   communicative action 220–1  
   communicative competence 219–20  
   as communicators 212–13  
   as creators 214–16  
   definitions of 206–10, 221–2  
   as dialogue partners 211  
   emancipated 219  
   functions of 210–13  
   gratifications 22, 135, 182, 199–206  
   *audience cont.*  
     Grunig's Situational Theory 217–19  
     heterogeneity of 30, 197, 207, 208, 209  
     as individuals 198  
     involvement 136, 174  
     Levy-Windahl model 216–17  
     as a market 210–11  
     of mass communication 157–8,  
       197–8, 209–10  
     and mass society 197–8  
     and media agenda 255  
     and media choices 156–7  
     motivation of 61, 136, 182, 200, 202, 207  
     needs of 60–1, 200–1  
     and perceptions of communicators 165–6  
     psychological and biological factors 198  
     as receivers 213–14  
     reception theory 206  
     reference groups 199  
     seeking information 258–9  
     segmentations of 222–31  
       channel and message segmentation 231  
       operationalization of categories 230–1  
     selectivity 199  
     as sources 158  
     spontaneous feedback 166–7  
     and two-step flow model 199  
     and uses of communication 216  
 Autischer, A. 35  
  
 Baacke, Dieter 219–20  
 backstage communication 186  
 Baerns, B. 156, 255  
 balance 110  
 Ball-Rokeach, S. 198, 222, 236, 250, 264  
 Balle, F. 5  
 Bandura, A. 36, 133, 261  
 Bansford, J. 183  
 Barnes, J.A. 97  
 Barnett, G.A. 108  
 Barnlund, D.C. 34  
 Barthenheier, C. 220  
 Bauer, R. 198–9  
 Beavin, J. *see* Waltzlawick, P. *et al*

- Beck, U. 131  
 Becker, L.B. 73  
 behavior and audience segmentation 226–8  
 behavioral change 127, 136, 192, 245–6  
   preventive 133, 147, 252  
   and social groups 263–4  
 behavioral role (Westley and MacLean model)  
   155  
 beliefs 224–5  
   change of 236–7, 249–50  
   enlargement of 250  
 benefits of campaigns 143  
 Bentele, G. 35  
 Berelson, B. *see* Lazarsfeld, P.F. *et al*  
 Berger, C.R. 151, 245  
 Bhowmik, D.K. 30  
 Biocca, F.A. 214  
 Blackburn, H.B. *et al* 145  
 Blumler, J.G. 199, 200  
   *see also* McQuail, D. *et al*  
 Blyskal, J. and M. 156  
 Bonfadelli, H. 61, 131, 137  
 boomerang effects 252  
 Boorstin, D.J. 255  
 Bosshart, L. 171  
 Bostian, L.R. 72  
 boundaries 111  
 boundary-spanning role (network  
   analysis) 101  
 Boyd-Barrett, O. 164  
 Bracht, N. *see* Blackburn, H.B. *et al*  
 Brecht, Bertolt 219  
 bridge role (network analysis) 101  
 Broom, G.M. 16  
 Brosius, H.B. 253  
 Brown, J.W. *see* Ettema, J.S. *et al*;  
   McQuail, D. *et al*  
 buildings 35  
 Bukoski, W. 43, 142  
 Burns, T. 165
- campaign appeals 133  
 Capella, J.N. 31  
 Caplan, N. 45  
 Carey, J.W. 6, 12, 63, 152, 202  
 Carlaw R. *see* Blackburn, H.B. *et al*  
 ‘centripetal’/‘centrifugal’ effects 63–4  
 Chaffee, S.H. 61, 72, 84, 85, 86, 89, 151, 226,  
   236, 245  
 Chang, S. *see* Rogers, E.M. *et al*  
 change  
   and effects 236–7, 242, 246, 248–50  
   locus of 143, 246  
 change agents 28, 29, 38, 88–9, 270  
 changes over time 33  
 channel and message segmentation 231  
 channels 17, 72–3, 139–40, 270  
   for adoption of innovations 84, 86, 88  
   effectiveness 191  
   interpersonal 82, 89  
   mass media and interpersonal 191–2  
   selection 191–2, 209–10  
   in social marketing 125  
   Westley and MacLean model 155–6  
   *see also* media  
 Charlton, T. 238  
 Clark, R.A. 250  
 Clarke, P.B. 217  
 class bias 163  
 clients, audience as 211–12  
 closed systems 110  
 closure 97  
 Cobley, P. 6  
 cognitive change 126  
 cognitive complexity effects 250–1  
 cognitive gratifications 202  
 Collins, M. *see* Goodhardt, G. *et al*  
 commercial markets 211  
 commonsense theory 3–4, 270  
 communication campaigns 26–7, 48, 130–49  
   effectiveness 133–4  
   models 134–43  
   North Karelia Health Program 145–8  
   objectives and effects 143–4  
   in politics 49, 131  
   reasons for public campaigns 131  
   success/failure of 144–5  
 communication, definitions of 12–13,  
   80, 270  
 communication flow 157–9  
 communication managers 16  
 communication planners  
   boundary role 113–14  
   as gatekeepers 159–60  
   professionalism 42  
   relationship with senders and  
     receivers 36–8  
   role of 27–8, 57, 62, 159  
   *see also* communicators/senders  
 communication planning  
   definition of 271  
   necessity of 1–2  
   in organizations 90–1  
   theories of 2–4, 6  
 communication problems and solutions  
   blame 45–6  
   four strategies 55–8  
   goal/means inventory 44–5  
   identifying the problem 41–3, 48  
   three Es: education, engineering,  
     enforcement 46–7  
   what communication can do 48–50

- communication support 56, 57  
 communication technicians 16  
 communicationism 48, 59, 271  
 communicative action 220-1  
 communicators/senders 15-17, 153-67  
   characteristics 140  
   colleagues 162-3  
   communicator-message relationship  
     17-18, 172-5  
   control of information 60  
   defining audience 207-8  
   as gatekeepers 159-60  
   instrumental and consummatory 140  
   as intermediaries 174-5  
   Maletzke Model 160-7  
   message/media constraints 163-4  
   perception of the audience 165-6  
   professionalization 162  
   and receivers: reciprocal response 111-12  
   self-image 161-2  
   sender-receiver relationship 30, 31, 46  
     communication patterns (McQuail) 61-2  
     social environment 163  
     Westley and Maclean Model 154-60  
   communities 104, 146-7  
     structural characteristics 263  
   competition 128, 137-8  
   complexity 182  
   comprehension 180-7, 181  
     message-related factors 181-3  
     receiver factors 181  
   confirmation 83-4, 229  
   connectedness 100  
   consequences and effects 22-3, 205, 271  
   constraint recognition 30, 136, 163-4,  
     217, 218  
   content 112, 171, 202, 204  
   content/distribution strategies 58-9  
     and supply strategies 60-2  
   context of communication 31-6  
   contingency approach 5, 111, 262-6  
     Hornick's five types 263-5  
   control activation function 104  
   control function 173  
   convergence 97, 98-100, 271  
   conversion effects 248-9  
   Cooper, E. 225  
   cost of distribution 60  
   creative systematics 29  
   creativity 28-9, 35, 63  
   cultivation effects 260-1  
   cultural context 2, 36, 133, 164, 171  
  
   Dance, F.E. 33  
   Davison, W.P. 253  
   De Fleur, M.L. 198, 222, 236, 250, 264  
  
   Dearing, J.W. 254, 255  
   decision 82-3, 229  
   Deibel, T. 193  
   Delia, J.C. 70, 250  
   Dervin, B. 135, 178, 179, 180, 183,  
     214, 216, 258-9  
   desktop publishing 32  
   Deutsch, K.W. 192  
   Devito, J.A. 245, 252  
   Dewy, John 116  
   'diffusion' defined 80  
   diffusion of innovations 29-30, 71-2,  
     78-92, 147, 228-9  
     adoption stages 80-4  
     categories of adopters 84-6  
     change agents 88-9  
     course of adoption 87-8  
     definition 271  
     and gap between earlier and later  
       adopters 259-60  
     homophily 89, 140  
     'innovations' defined 80  
     knowledge of innovations 81-2  
     in mass communication/media 82, 84, 90  
     nature of innovations 86-7  
     in organizations 90-2  
     preventive innovations 90  
   disposal subsystems 113, 114  
   distribution strategies *see* content/distribution  
     strategies  
   diversity 100  
   dominant coalitions 115  
   Dominick, J.R. 151  
   Donohue, G. 256, 258  
     *see also* Tichenor, P.J. *et al*  
   Duncan, W.J. 5  
   Durell, J. 43, 142  
  
   early adopters (adopter categories) 84, 85  
   early majority (adopter categories) 84, 85  
   education 46, 47, 81  
   effects 98, 100, 141, 192, 234-66  
     agenda-setting 253-6  
     boomerang 252  
     and change 248-50  
     cognitive complexity 250-1  
     communication as communication  
       effects 261-2  
     and consequences 22-3  
     contingency approach 262-6  
     cultivation 260-1  
     definition 271  
     direct and indirect 245  
     and effectiveness 21-2, 141-2  
     enlargement effects 250  
     group effects 246

- effects *cont.*  
 knowledge/information gaps 256–60  
 levels of 245–8  
 media effects research 235–8  
 medical health model 238  
 micro and macro 246  
 post-exposure communication 262  
 reciprocal 251–2  
 spill-over 252–3  
 third-person 253  
 time dimension 238–45  
   cumulativity of effects 240–1  
   long-term and short-term 33, 141, 239–42  
   time frame 243–5  
   unplanned long-term effects 241–2
- Ehlers, R. 36  
 Ehrenberg, A.S.C. *see* Goodhardt, G. *et al*  
 Ekecranz, J. 42, 59  
 Elliot, P. 157, 158, 185, 223  
 Elliot, S.N. 255  
 emancipated audience 219  
 empathy 29–30, 271  
 enforcement solutions 47  
 engineering solutions 47  
 entertainment media 193–4  
 entitlement 138  
 environment 31, 34–5, 145  
 environmental control 53  
 Enzenberger, Hans Magnus 219  
 equals and non-equals 112  
 equifinality 111  
 Ettema, J.S. 159, 160, 165, 260  
 Ettema, J.S. *et al* 258  
 Etzioni, A. 162  
 evaluation 134, 141, 201  
 Evan, W.M. 109  
 Evans, W.O. and M.E. 137  
 exchange (marketing) 127  
 exchange networks 97, 99  
 exchange/interaction communication 62  
 expentancy of receiver 201  
 expressive function 103, 173  
 external initiative 56, 57
- Fabris, H.H. 163  
 Falcione, R.L. *et al* 97  
 Farace, R.V. *et al* 113  
 Farquhar, J.W. *see* Flora, J.A. *et al*  
 Farquhar, J.W. *et al* 72, 124, 126, 137  
 fast and slow media 192–3  
 feedback 23, 110, 115, 128, 271  
   and feedforward 23–4, 271  
   spontaneous 166–7  
 Festinger, L.A. 135  
 Fett, J. 24  
 Findahl, O. 178, 181, 183–4
- Fine, S.H. 124, 125  
 Fishbein, M. 201  
 Fiske, J. *see* O'Sullivan *et al*  
 Fiske, S.T. 256  
 Flora, J.A. *et al* 145  
 formative evaluation 133, 141  
 formats 272  
 Forsythe, S.A. 165  
 four Ps: product, price, place, promotion 124–5  
 fragmentation of reality 178  
 'framing' 185  
 Frank, R.E. *et al* 222  
 Frankfurt School 219  
 frontstage and backstage communication 186–7  
 Früh, W. 181–3  
 functions of communication 103–4
- Gandy, O. 156  
 Gans, H.J. 165  
 gaps, knowledge/information 61, 178, 256–60, 272  
 gatekeeping 72, 159–60  
 Gaudet, H. *see* Lazarsfeld, P.F. *et al*  
 Gay, B. 269  
 Gaziano, C. 258  
 general systems theory 272  
 geodemographics 228  
 Gerbner, G. 179  
 Gerbner, G. *et al* 260  
 Gieber, W. 37  
 Gilbert, S. 243  
 Gitlin, T. 70  
 Glick, W.H. 97  
 Glynn, C.J. 253  
 goal-setting 137  
 goal/means inventories 44–5  
 goals 141, 143, 145  
 Goffman, E. 185  
 Goldsmith, D.J. 101  
 Golhaber, G.M. 5, 101, 108, 109  
 Goodhall, H.L. *see* Wilson, G.L. *et al*  
 Goodhardt, G. *et al* 135  
 Gouldner, A.W. 225  
 Graber, D. 173  
 Granovetter, M.S. 63, 100, 223  
 grass roots initiative 56, 57–8  
 gratification theory 135, 136, 273  
 gratifications theory 22, 135, 182, 199–206, 262  
   consequences and effects 205  
   gratifications 201–4  
   cognitive and cultural 202  
   'content' and 'process' 202  
   sought and obtained 203–4

- gratifications theory *cont.*  
     needs and motives 200–1  
     uses and effects model 204–5  
 Greenberg, B.S. 203  
 Gross, L. *see* Gerbner, G. *et al*  
 Grossenbacher, R. 156  
 group effects 246  
 group identity 135, 208, 222  
 Grunig, J.E.  
     agenda setting 255  
     asymmetric and symmetric communication  
         15, 118  
     constraint recognition 30, 136, 217  
     knowledge gaps 251  
     problem recognition 136, 217  
     public relations 63, 113, 114, 116–19  
     publics 208, 230  
     situational theory 217–19  
     texts 171  
     two-way symmetric model 32, 94–5, 118  
 Grunig, J.E. and L.A. 119  
 Gudykunst, W.B. 29, 36, 181  
 Gunter, B. 214, 238  
  
 Habermas, J. 220–1  
 Hage, J. 119  
 Hagens R.B. *see* Paletz, D.L. *et al*  
 Haley, R.I. 222  
 Hall, E.T. 35  
 Hall, S. *et al* 215  
 Hancock, J.T. 269  
 Hannan, A. 238  
 Harley, J. *see* O'Sullivan *et al*  
 Harlow, R.G. 116  
 Hawkins, R.P. *et al* 139, 151  
 Hazelton, V. 116  
 Heath, R.L. 36  
 Hemanus, P. 173  
 Herden, R.P. *see* Falcione, R.L. *et al*  
 heterophily 140  
 Hewes, D.E. 264  
 hierarchy of communication effects 128  
 Hirsch, P.M. 261  
 Hobson, D. *see* Hall, S. *et al*  
 Hochheimer, J.L. 236  
 Höjjer, B. 178, 181, 183–4  
 Homer, P.M. 227  
 homogeneity 63  
 homophily 89, 140  
 Hornik, R.C.  
     behavioral effects 263  
     channels 84, 140, 191, 192, 193  
     feedforward 23  
     functions of communication planning 48, 49  
     image and relevance 174  
     information and resources 41, 148  
  
 Hornik *cont.*  
     motivation 61  
     political failure 50  
     radio forums 213  
 Hovland, C.I. 236  
 how-to knowledge 81  
 Huk, I. 253  
 Hull, F. 119  
 Hunt, T.T. (with Grunig)  
     agenda setting 255  
     asymmetric and symmetric  
         communication 15  
     constraint recognition 30, 136, 217  
     problem recognition 136, 217  
     public relations 63, 113, 114, 116–19  
     publics 208  
     situational theory 217–19  
     texts 171  
 Hyman, H.H. 144–5, 257–8  
 hypodermic model 70, 71, 235, 236  
  
 identity 104  
 implementation 83, 229  
 individuals 45, 95, 198  
     enduring characteristics 264  
     learned characteristics 264  
     socialization 265  
     structural characteristics 263  
 influence 99, 135, 237  
 information  
     campaigns *see* communication campaigns  
     client-related 82, 83  
     complexity of 182  
     as construction 18, 179–80  
     definitions of 13  
     as description 179  
     function 104, 173  
     gaps 61  
     overload 60, 61, 186, 272  
     processing 58–9  
     relay and influence functions 72  
     ‘rich’ and ‘poor’ 61  
     seeking 61, 80–1, 217–18  
     shared 12, 98, 99  
     timeless/time-bound 31–2  
 infusion 24, 272  
 innovation champions 92  
 innovations *see* diffusion of innovations  
 ‘innovations’ defined 80  
 innovators (adopter categories) 84, 85  
 input 110, 115  
 integration 100  
 intended effects 141–2  
 intended meaning/received meaning 172, 178  
 intentional obscurity 178  
 interdependence 110

- International Public Relations Association (IPRA) 116
- internet 269
- interpersonal communication 71, 72, 73–4, 81, 133, 191–2
- intersubjectivity 215
- involvement of audience 136, 174, 217
- Ipes, D.A. 251
- isolate role (network analysis) 101
- issues 138, 250
- issues management 36, 255
- Iyengar, S. *et al* 256
- Jablin, F.M. 261
- Jablin, F.M. *et al* 108
- Jackson, D.D. *see* Waltzlawick, P. *et al*
- Jahoda, M. 225
- Janis, I.L. 225
- Jarlbro, G. 125
- Johnson, W. 37
- journalism 156, 157, 160, 164
- journalist/source relationship 37
- journalists 161, 162
- Kahle, L.R. 227
- Kahn, R.L. 63, 109, 113
- Katz, D. 63, 109, 113
- Katz, E. 69, 70, 135, 199, 200
- Kearl, B.E. 24
- Kepplinger, H.M. 162
- Kim, Y.Y. 29, 36, 102, 181
- Kincaid, D.L. 12, 13, 95–6, 98, 100
- Kinder, D.R. *see* Iyengar, S. *et al*
- Kingdon, J.W. 73
- Kistler, E. *see* Pfaff, M. *et al*
- Klapper, J.T. 237
- Kline, F.C. 31
- Kline, F.G. 217, 218, 260  
*see also* Blackburn, H.B. *et al*
- Knapp, M.L. 31
- know-nothings 258
- knowledge 104, 229  
  about communication 162  
  acquisition of 80–2  
  gaps 178, 256–60, 272  
  general and specific 181
- Koon, J. *see* Paletz, D.L. *et al*
- Koskela, K. *see* McAlister, A. *et al*
- Kotler, P. 122, 123, 126, 222
- Kroeber-Riel, W. 84
- Kurth, T. 46
- laggards (adopter categories) 84, 85
- Lang, K. and G.E. 239, 241, 243, 244, 251, 252
- Lasswell, H.D. 151, 152
- late majority (adopter categories) 84, 85
- Lazarsfeld, P.F. 69, 70, 135, 199, 236
- Lazarsfeld, P.F. *et al* 250
- Levy, M. 135, 216–17, 262
- Lewin, K. 159
- liaison role (network analysis) 101
- lifestyle categories 226–8
- limited effects theories 236
- Lin, N. 79
- Lindlof, T.R. 214
- linear models 94–5
- Locketz, L. 43
- Long, L.W. 116
- long-term and short-term effects 33
- Lovrich, N.P. 260
- Lowe, A. *see* Hall, S. *et al*
- Luepker, R.V. *see* Blackburn, H.B. *et al*; Ettema, J.S. *et al*
- Lull, J. 245, 262
- Lumsdaine, A.A. 225
- McAlister, A. 36
- McAlister, A. *et al* 145
- McCarrell, N. 183
- McCarthy, E.J. 124
- Maccoby, N. 164, 226  
*see also* Farquhar, J.W. *et al*; Flora, J.A. *et al*
- McCombs, M.E. 36, 73, 243, 253
- McGuire, W.J. 27, 84, 226, 244
- MacLean, M: Westley and MacLean Model 154–60
- McLeod, J.M. 246
- McQuail, D.  
  agenda setting 253, 254  
  audience as market 210  
  communication campaign model 134–6  
  communication functions 173  
  communication theory 2  
  content/medium-audience relationship 208  
  diffusion of innovations 79  
  effects 241–2, 245  
  gratifications 202  
  journalists 161  
  mass communication 70, 71, 74  
  multi-step model 73  
  reception theory 206  
  secondary audiences 165  
  sender-receiver relationship 61–2, 213  
  sender/communicator 15  
  sources 37
- McQuail, D. *et al* 200
- magic bullet theory 235, 236, 244
- Maier-Rabler, U. 35
- maintenance subsystems 113, 114
- Maletzke, G. 30, 35, 160–7
- Malone, G.D. 193
- management subsystems 113

- Manoff, R.K. 124, 125, 126  
 marketing 210–11  
 mass communication/media 17, 21, 48, 53–4, 60, 63  
   and audience 197, 209–10  
   capability to influence 72  
   ‘centripetal’/‘centrifugal’ effects 63–4  
   in communication campaigns 132, 139–40  
   in diffusion of innovations 82, 84, 90  
   fragmentation of reality 178  
   hypodermic model 70, 71  
   and interpersonal communication 71, 72, 73–4  
   long-term effects 242  
   not communication 157–8  
   and opinion followers 75  
   reinforcing inequities 256–7  
   ‘stories’ and ‘themes’ 242  
   two-step flow model 69–76  
   use of 81, 209–10  
 mass society theory 197–8  
 Massey, W.F. *see* Frank, R.E. *et al*  
 meaning/received meaning gap 17–18  
 media 17, 32, 48, 133, 139–40, 164, 189–95, 272  
   agendas 254–6  
   and audience choice 156–7  
   channel selection 191–2  
   choice of 209–10  
   definition 272  
   entertainment media 193–4  
   fast and slow media 192–3  
   formats 164, 190  
   framing 185  
   mediation theory 189–91  
   and public agenda 254–6  
   research on effects 235–8  
 media dependency 264  
 media use 209–10, 229–30, 257  
 mediation theory 189–91  
 membership role (network analysis) 101  
 Mendelsohn, H. 145  
 Merton, K. 12, 13, 225, 237  
 messages 169–87, 273  
   adapted to audience 158  
   characteristics 17–18, 139  
   communicator-message relationship 172–5  
   comprehension 180–7  
   content analysis 171  
   control of 55, 74  
   cultural context 36, 133, 164, 171  
   and culture 171  
   as figure or background 185–6  
   frontstage and backstage 186–7  
   functions 173–4  
   intended meaning/received meaning 172, 173–4  
   and mass society perspective 198  
   message/receiver relationship 179–80  
   as messages 176–8  
   positioning in 175  
   as text 172  
 metaphors 177  
 Meyer, T.P. 158, 165, 191, 215, 235  
 Meyrowitz, J. 186  
 Miller, G.R. 31, 221  
 Mitchell, A. 226  
 modernization 131  
 Monge, P.R. *see* Farace, R.V. *et al*  
 Moreno, J.L. 97  
 Morgan, M. *see* Gerbner, G. *et al*  
 motivation of audience 61, 62, 136, 182, 200, 202, 207  
 multi-step model 73  
 mutual understanding 98, 99  
 mutuality 12  
 Myers, M.T. and G.E. 109, 111, 112  
  
 needs of audience 60–1, 200–1  
 negative effects 142  
 negotiation 47  
 Nelson, R.A. 36  
 Nelson, S.D. 45  
 Nerman, B. 174, 175  
 networking as a strategy 102–3  
 networks 95–100, 270–1  
   analysis 100–3  
   convergence model 98–100  
   networking as a strategy 102–3  
   roles 101  
   social networks 96–7  
   spirals of interaction 103–6  
 news 73, 164, 173  
   criteria for 190  
   as storytelling 176–8  
   on television 174, 183–4, 185  
 Newsom, D.A. 255  
 newspapers 181–2  
 Noelle-Neumann, E. 70, 261  
 non-communication 157–8  
 non-participant role (network analysis) 101  
 Norberg, L. *et al* 61  
 Nordenstreng, K. 173, 265  
 normative networks 97  
 normative theory 2, 273  
 Nowak, K. 19, 103, 136, 141, 142, 228, 258  
   *see also* Thunberg, A. *et al*  
  
 object of communication 138  
 objectives and effects 143–4  
 objectivity 180  
 Olien, C. 256  
   *see also* Tichenor, P.J. *et al*

- one-way and two-way communication 13–15, 94–5, 99
- open systems 109–10
- openness 100
- operational theory 2–3, 273
- opinion followers 71, 73, 75, 212  
and mass media 75
- opinion leaders 38, 69, 70–1, 73–6, 212, 221  
interaction 73–4  
need to identify and reach 75–6  
talkers and passive leaders 73
- opinions 261
- organization theory 5
- organizations  
administrators 92  
communication 108–9, 113–20  
communication planning in 90–1  
in diffusion of innovations 90–2  
dominant coalitions 115  
innovations in 90–2  
and public relations 113–14, 115–19  
subsystems 113–15
- orientation 161–2, 255  
of colleagues 163
- Ostman, R.E. 253
- O'Sullivan *et al* 17, 23, 70, 215
- output 110, 115
- Paletz, D.L. *et al* 252
- Palm, L. 37, 58, 224  
*see also* Norberg, L. *et al*
- Palmgreen, P. 201, 203, 204
- participation 43, 98, 99
- passive leaders 73
- paternalism 165–6
- Pavlik, J.V. 18, 36, 134, 141, 251, 255
- Pearson, R. 220
- peers 89, 90
- perception 135, 179
- Percy, L. 223, 225
- Perloff, R.M. 253
- person-centered effects research 237
- personal identity 163
- persuasion 82, 84, 95, 229
- Peters, M.D. *see* Iyengar, S. *et al*
- Peterson, R.A. 163, 226
- Pfaff, M. *et al* 141
- Piättilä, V. 235, 248–9
- Pierce, J.C. 260
- Pingree, S. *see* Hawkins, R.P. *et al*
- place (social marketing) 125
- places of information distribution 35
- Planalp, S. 264
- policy agenda 156, 254, 255
- political failures 50
- political opinion formation 237, 246, 247–8, 253
- Poppe, P. *see* Rogers, E.M. *et al*
- Porter, L.W. *see* Jablin, F.M. *et al*
- positioning (social marketing) 125
- positive effects 141, 142
- post-exposure communication 262
- power 14–15, 42, 103, 156–7, 215  
of mass media 236, 237
- preferred reading 215
- press agency/publicity model 117–18, 119
- preventive behavior 133, 147, 252
- preventive innovations 90
- price 124–5
- priming 256, 273
- principles knowledge 81
- problem recognition 40–3, 54, 136, 208
- process gratifications 202
- processing strategies 58–9, 205, 211
- product 124
- production subsystems 113, 114
- professionalization of communication 162, 165
- profit-orientation 127
- program failures 50
- promotion 125
- Protz, J. 163
- pseudo-communicators 16
- pseudo-events 255
- psychographics 227
- psychophysical perception 179
- public agenda 254–6, 256
- public information model 118, 119
- public opinion 36
- public policy 131
- public relations (PR) 63, 113–14, 115–20, 255  
models 117–19  
publics 116–17
- publics 116–17, 126, 208, 230
- Puska, P. *see* McAlister, A. *et al*
- Puska, P. *et al* 89, 135, 145
- Putnam, L.L. 108  
*see also* Jablin, F.M. *et al*
- radio 32, 140, 213, 219
- radio forums 213
- Radway, J. 215
- rapid feedback 128
- Ray, M. 128
- Rayburn, J.D. 201, 203, 204
- reach 34
- reality, fragmentation of 178
- Reardon, K.K. 30, 31, 89, 151, 250
- receivers 18–23  
and agenda of issues 138  
'centripetal'/'centrifugal' effects 63–4  
influence of peers 89, 90  
and message comprehension 181  
message/receiver relationship 179–80



- receivers *cont.*  
 participation of 43  
 and received meanings 172, 178  
 receiver groups 19–21, 22, 139, 145, 273  
 relationship with planners and message  
 originators 37–8, 46  
 and senders 30–1, 49–50, 135, 163,  
 178, 213–14  
 and senders: reciprocal response 111–12  
 ‘target groups’ 18, 145  
 ‘target populations’ 19–21, 22, 138–9  
*see also* audience
- reception theory 206
- reciprocal effects 112, 251–2
- Reeves, B. 246
- reference groups 163, 199
- Reichmann, H. 255
- Reinforcement Hypothesis 192
- relationships 36–8, 111, 112
- relay and influence functions 72
- repetition 49
- Rice, R.E. 132, 133
- Riley, M.W. and J.W. 135, 199
- ritual 12, 13, 165
- Roberts, K.H. *see* Jablin, F.M. *et al*
- Roberts, W. 193
- Robinson, J.P. 76
- Roeh, I. 176
- Rogers, C. 214
- Rogers, E.M.  
 agenda setting 254, 255  
 boundaries 111  
 campaigns 132, 143–4, 148  
 change agents 28, 88, 166  
 communication process 94  
 convergence 98  
 definition of information 13  
 differentiated audience 222  
 empathy 29, 30  
 entertainment media 194  
 feedforward 23  
 homophily 89  
 innovation 79, 80, 81, 83, 85, 86–7, 90, 91,  
 92, 259  
 media 139–40  
 networks 95–6, 100  
 participation in change 53–4  
 principle of access 228  
 sender-receiver relationship 37  
 technology 12, 151  
 theoretical perspectives 5  
 three Es: education, engineering,  
 enforcement 47  
 traditional communication/information  
 campaigns 55  
 two-step flow 72
- Rogers, E.M. *et al* 194
- Rogers, E.M. and R.A. 60, 111, 160, 261
- Rohner, R.P. 38
- Rokeach, M. 142, 225
- role models 82–3
- roles in network analysis 101
- Rosengren, K.E. 36, 171, 265–6  
*see also* Thunberg, A. *et al*
- Rossiter, J. 223, 225
- routine 135, 164
- Russell, H.M. *see* Farace, R.V. *et al*
- Ryan, J. 163
- S-M-C-R (source-message-channel-receiver)  
 94, 96
- Salonen, J. *see* McAlister, A. *et al*
- Saunders, D. *see* O’Sullivan *et al*
- scheduling 34
- Schenk, M.E.  
 agenda setting 253  
 campaigns 135  
 confirmation stage 83  
 diffusion model 79  
 heterophily 140  
 networks 95–6, 97  
 texts 171  
 two-step model 70, 72, 73
- Schneider, L.A. 119
- Schnoor, P. 47
- Schönbach, K. 253
- Schramm, W. 140
- Schroeder, K. 215
- Schulz, W. 241
- Schulze, H. *see* Pfaff, M. *et al*
- search communication 62
- secondary audience 165
- segmentation of audience 222–31  
 by attitudes 225–6  
 by behavior 226–8  
 by beliefs 224–5  
 channel and message segmentation 231  
 by demographic characteristics 224  
 by media use 229–30  
 operationalization of categories 230–1  
 by principle of access 228  
 process-related 229  
 by public’s resources 228–9
- self-development 53, 54
- self-protective behavior 90
- semantic networks 181
- semiotics 176
- senders *see* communicators/senders
- sense-making 214–15
- Severin, W.J. 71, 79, 260, 261
- shared information 104
- shared meanings 158

- Shaw, D.L. 253, 254  
 Sheatsley, P.B. 144–5, 258  
 Shelby, A.N. 36  
 Shoemaker, F. 28, 38, 54  
 Signitzer, B. 162, 193  
 Signorielli, N. *see* Gerbner, G. *et al*  
 Sigurd, B. *see* Thunberg, A. *et al*  
 Singhal, A. 194  
 situational knowledge 31, 238  
 situational theory 217–19  
 sleeper effect 244–5  
 Smith, G.D. 16  
 Smith, W.R. 222  
 Snow, R.P. 189, 190  
 social action 245–6  
 social change 53, 79, 126–7, 246  
 social environment 35–6, 163  
 social function 103, 173  
 social groups 35  
 social marketing 122–8, 210, 273  
   four Ps: product, price, place, promotion  
     124–5  
   market segments 126–7  
   marketing principles 127–8  
 social networks 96–7, 101  
 social perspective-taking 30, 273  
 social price 125  
 social scientific theory 2, 273  
 social systems and innovation 87, 88  
 socialization 265  
 socioeconomic gap 259–60  
 software information 81  
 Solomon, D.S. 124, 125, 127, 164, 210, 226  
   *see also* Farquhar, J.W. *et al*  
 Sopory, P. *see* Rogers, E.M. *et al*  
 sources 95, 133, 157–8  
 space 34–5  
 specialization 165, 166  
 spill-over 252–3  
 spiral of silence 261–2  
 spirals of interaction 103–6  
 star role (network analysis) 101  
 status 81  
 stimulus discrimination 221  
 stimulus generalization 221  
 Stocking, S.H. 255  
 Stockinger-Ehrstorfer, K. 167  
 Storey, J.D. 47, 132, 143–4, 148  
 storytelling 176–8  
 Strid, I. 226  
 structuralism 176  
 Substitution Hypothesis 192  
 Suchman, E. 50  
 summative evaluation 141  
 supply strategies 60–2  
 Sussman, L. *see* Falcione, R.L. *et al*  
 symmetric communication 15  
 synergism 109, 273  
 systematic and creative planning 28–9  
 systematic creativity 29  
 systems theory 109–20  
   public relations 113–14, 115–20  
   view of communication 111–13  
 talkers 73  
 target groups 18, 125, 138–9, 145,  
   208, 209  
 target populations 19–21, 22, 138–9, 273  
 Taylor, S.E. 256  
 technology 49, 60, 62, 269  
 television 32, 48, 140, 204–5, 237  
   cultivation effects 260–1  
   viewers' discussions 262  
 television news 174, 183–4, 185  
 texts 171  
 Thayer, L. 140  
 Theis, A. *see* Pfaff, M. *et al*  
 Theodorson, S.A. and G.R. 12  
 theory failures 50  
 third-person effects 253  
 Thomas, W. 242  
 Thompson, J.D. 115  
 throughput 115  
 Thunberg, A. *et al* 103–4, 105, 228,  
   256, 261  
 Tichenor, P.J. *et al* 228, 256, 257  
 time 31–4, 238–45  
   as causal link 34  
   changes over time 33, 242  
   cumulativity of effects 240–1  
   intended effects time-span 33  
   long-term and short-term 33, 141, 239–42  
   process time requirements 32  
   as qualitative measure 34  
   as quantitative relationship 34  
   scheduling 34  
   as social factor 34  
   time-filling surveillance 62  
   timeless/time-bound information 31–2  
   timing of messages 32–3, 133  
 'top down' paradigm 53, 54  
 traditional communication/information  
   campaign 55–6, 57  
 traffic 97  
 transactional perception 111–12, 179  
 transformation 110  
 transmission 12, 13, 179  
 Trenaman, J.S.M. 253  
 Troidahl, V.C. 73  
 Tuchman, G. 164  
 Tuomilehto, J. *see* McAlister, A. *et al*  
 Turk, J.V. 156, 255

- two-step flow model 69–76, 135, 199, 212  
 need for mass media 74–5  
 and opinion leaders 73–4
- two-way asymmetric model 118, 119, 212
- two-way and one-way communication 13–15
- two-way symmetric model 32, 94–5, 118–19, 2
- uses and effects 204–5
- Vacin, G.L. 166
- VALS (values and lifestyle) 226–8
- value change 127, 249–50
- value-expectancy theory 201
- values 160
- Van Leuven, J.K. 34
- VanSlyke Turk, J. 162
- Vidmar, N. 142, 225
- Vohl, I. 162
- Waagen, C.L. *see* Wilson, G.L. *et al*
- Waldahl, R. 238–9
- Wallack, L.M. 33
- Walther, J.B. 269
- Waltzlawick, P. *et al* 112
- Wärneryd, K.E. 19, 136, 141, 142
- Weaver, D. 255
- Weiss, C. 141
- Weiss, H.-J. 253
- Wersig, G. 13
- Westley, B. 73
- White, D.M. 159
- Whitehead, E. *see* Paletz, D.L. *et al*
- Whitney, D.C. 159, 160, 165
- Wiebe, G.D. 123
- Wieman, J.M. *see* Hawkins, R.P. *et al*
- Wienand, E. 162
- Wiio, O.A. 13, 178
- Willis, P. *see* Hall, S. *et al*
- Wilson, D.G. 61
- Wilson, G.L. *et al* 101
- Wind, Y. *see* Frank, R.E. *et al*
- Windahl, S.  
 audience: Levy-Windahl model 216–17  
 audience attention 135  
 audience defined by sender 207  
 audience segmentation 224  
 consequences and effects 22  
 content/distribution and processing  
   strategies 58  
 effects 244  
 gratifications 200  
 hypodermic and two-step flow 71  
 middle-class bias 163  
 networks 102  
 opinion leaders 74  
 planner/originator/receiver relationship 37  
 post-exposure communication 262  
 professionalization 162  
 uses and effects 204  
*see also* Norberg, L. *et al*
- Winick, C. and M. 137
- working theories 3
- Wright, D.K. 162
- Zaltman, G. 79, 123