

## Chapter Changes: Griffin, *A First Look at Communication Theory*, 9e

- Throughout: Updated examples and cultural references
- In the *Talk about Theory* chapter, Glenn and Marty's analysis of the most popular commercial of the 2013 Super Bowl telecast highlights the differences between objective and interpretive scholarship.
- In the *Weighing the Words* chapter, a discussion of communication apprehension now illustrates the explanation-of-data standard for objective theories.
- The chapter on *coordinated management of meaning* has been completely rewritten. It's shorter, less complex, and faithful to the new direction the theory has taken. The CMM Institute will use it on its website to introduce the theory.
- In place of the movie *Nell* as a vehicle to present *symbolic interactionism*, the "Thinking" section discusses how sign language for the congenitally deaf is necessary to develop clear thinking; the "Self" section draws the connection between praise and the early development of musical geniuses; the "Society" section discusses the role of social media and television in shaping our generalized other.
- In the *Uncertainty Reduction Theory* chapter, the section on *anxiety/uncertainty management* theory has been replaced with an in-depth section on the *relational turbulence model*, which is on the cutting-edge of research in the URT tradition.
- The revised chapter on *social information processing theory* begins by referencing the hit 2010 movie *The Social Network* and then uses an ongoing example of a Facebook friendship to illustrate key components of the theory. Walther's hyperpersonal perspective is applied to online dating.
- The section "Three State of the Art Revisions" in the *Cognitive Dissonance* chapter has been largely rewritten. The edits more clearly differentiate among the three revisions and use the example of President Obama's struggle with smoking to illustrate those differences.
- In Deetz's *Critical Theory of Communication* chapter, there's an extensive elaboration of his Politically Attentive Relational Constructivism (PARC). This is followed by an account of how Deetz applies the theory to his work with the International Atomic Energy Agency to prevent nuclear plant meltdowns.

- We've made a major reorganization of the chapter on **Burke's dramatism**. The order of the first four sections is now (1) an expanded presentation of the dramatisitic pentad, (2) a new section on language as the genesis of guilt, (3) the guilt redemption cycle, and (4) identification as the necessary condition for persuasion to occur.
- We've simplified and shortened the chapter on *semiotics* by deleting Peirce's alternative theory.
- In the chapter on *cultural studies*, we rewrote the section on broadcast and print news supporting dominant ideology using Obamacare as a case study. We then discussed satire as a possible form of resistance to the dominant ideology using the *Daily Show* and *Colbert Report* as examples.
- A chapter about *Communicative Constitution of Organizations* theory of Robert McPhee has been added.
- In the *Genderlect* chapter, we replaced the *When Harry Met Sally* example with new material on rules of conversation that boys and girls learn early in life and discuss how childhood speech communities may be the origin of genderlect.
- The revised chapter on *muted group theory* introduces Orbe's co-cultural theory, which charts how muted groups desire assimilation, separation, or accommodation.
- The *Common Threads in Comm Theory* chapter is three pages shorter in this edition. Instead of presenting an exhaustive review of 5-7 theories per communication principle, the chapter identifies just 3-4 and invites students on their own, in study groups, or with their instructor to identify additional theories that should be tied into each thread.
- Two new "**Conversations with Communication Theorists**" videos—Glenn interviewing Sandra Petronio about her *communication privacy management theory*, Andrew discussing *communication accommodation theory* with Howie Giles.
- Six new **application logs** that show how students use them in their lives
- Seven new **cartoons** that cleverly highlight a crucial claim of the theory.
- 50 new annotated **citations** in the "Second Look" feature at the end of the chapters.