Contents

Defining Media Studies

Reflections on the Future of the Field

7 Preface

14 The Disciplinary Status of Communication Research

14 From Field to Frog Ponds by Karl Erik Rosengren

26 Communication—Embrace the Subject, not the Field by James R. Beniger

34 Why Are There So Many Communication Theories? by Robert T. Craig

42 The Past of Communication's Hoped-For Future by Klaus Krippendorff

53 Verbing Communication: Mandate for Disciplinary Invention by Brenda Dervin

63 Images of Media: Hidden Ferment—and Harmony—in the Field by Joshua Meyrowitz

75 The Consequences of Vocabularies by Joli Jensen

83 Against Theory by Barbara O'Keefe

91 Building a Discipline of Communication by Gregory J. Shepherd

100 Perspectives on Communication by Kurt Lang and Gladys Engel Lang

108 The Legitimacy Gap: A Problem of Mass Media Research in Europe and the United States by Paolo Mancini
118 New Directions, New Agendas

118 The Advent of Multiple-Process Theories of Communication by Austin S. Babrow

127 Communication and the New World of Relationships by Mary Anne Fitzpatrick

135 Target Practice: A Batesonian “Field” Guide for Communication Studies by Horace Newcomb

141 Harmonization of Systems: The Third Stage of the Information Society by Sandra Braman

149 Beyond the Culture Wars: An Agenda for Research on Communication and Culture by Dennis K. Davis and James Jasinski

158 The Hierarchy of Institutional Values in the Communication Discipline by Jennifer L. Monahan and Lori Collins-Jarvis

166 Argument for a Durkheimian Theory of the Communicative by Eric W. Rothenbuhler

172 Implications of Public Relations for Other Domains of Communication by James E. Grunig

182 Connecting Communication Scholarship to Public Policy

182 Making a Difference in the Real World by Robert K. Avery and William F. Eadie

188 A Policy Research Paradigm for the News Media and Democracy by W. Lance Bennett

198 The Centrality of Media Economics by Douglas Gomery

207 Reconnecting Communications Studies With Communications Policy by Eli Noam

215 The Traditions of Communication Research and Their Implications for Telecommunications Study by Willard D. Rowland, Jr.

226 Creating Imagined Communities: Development Communication and the Challenge of Feminism by H. Leslie Steeves
Scholarship as Silence by David Docherty, David Morrison, and Michael Tracey

**Audiences and Institutions**

The Rise and Fall of Audience Research: An Old Story With a New Ending by Sonia M. Livingstone

Active Audience Theory: Pendulums and Pitfalls by David Morley

The Past in the Future: Problems and Potentials of Historical Reception Studies by Klaus Bruhn Jensen

Reopening the Black Box: Toward a Limited Effects Theory by Herbert J. Gans

Realism and Romance: The Study of Media Effects by Gaye Tuchman

Revealing the Black Box: Information Processing and Media Effects by Seth Geiger and John Newhagen

Framing: Toward Clarification of a Fractured Paradigm by Robert M. Entman

Communication Research in the Design of Communication Interfaces and Systems by Frank Biocca

The Future of Political Communication Research: A Japanese Perspective by Ito Youichi

Has Communication Explained Journalism? by Barbie Zelizer

**Rethinking the Critical Tradition**

Can Cultural Studies Find True Happiness in Communication? by Lawrence Grossberg

Critical Communication Research at the Crossroads by Robert W. McChesney

Rethinking Political Economy: Change and Continuity by Eileen R. Meehan, Vincent Mosco, and Janet Wasko

Back to the Future: Prospects for Study of Communication as a Social Force by Dan Schiller
The Search for a Usable History

The Past and the Future of Communication Study: Convergence or Divergence? An exchange by Everett M. Rogers and Steven H. Chaffee

Genealogical Notes on “The Field” by John Durham Peters

History, Philosophy, and Public Opinion Research by Susan Herbst

The Academic Wars

Communication in Crisis: Theory, Curricula, and Power by Pamela J. Shoemaker

The Curriculum Is the Future by Lana F. Rakow

Fragmentation, the Field, and the Future by David L. Swanson

The Purebred and the Platypus: Disciplinarity and Site in Mass Communication Research by Anandam P. Kavoori and Michael Gurevitch

Communication Research: New Challenges of the Latin American School by José Marques de Melo

Index