

Week 1 What is Theory?

COMM 2100 Introduction to Comm Theory
SI Session

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Quick Kick-off

- Use a sentence to tell us who you are and why did you decide to take a communication theory class?
 - Your major/minor. Which area of study interest you most in communication studies?
 - Other reasons. What do you hope to learn?
- *e.g., My name is Kristen. I took comm theory class because I'm in this major, and I choose this major because I wanna explore more about media technology and social media studies.*
- What kind of classes you tend to enjoy? Take a look at our department's course offerings, which courses most excite you?

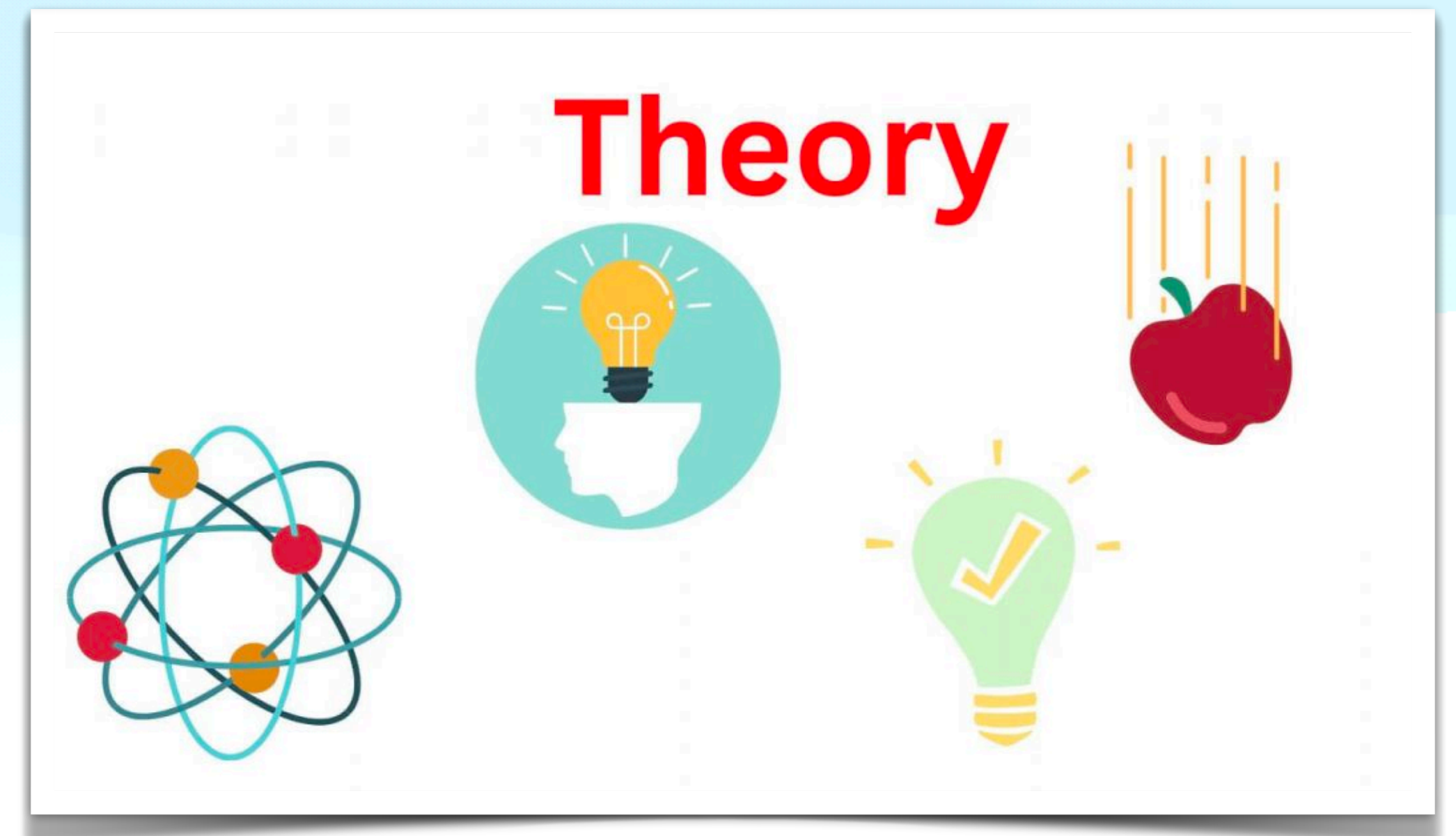
Fall 2023		
Communication Studies		
1101	Public Speaking	View Sections
2050	Topics in Oral Communication	View Sections
2100	Intro to Comm Theory	View Sections
2101	Intro to Rhetorical Theory	View Sections
2103	Argumentation and Debate	View Sections
2104	Comm Studies Foundations	View Sections
2105	Small Group Communication	View Sections
2107	Interpersonal Communication	View Sections
2145	Prin of Public Relations	View Sections
2146	Public Relations Ethics	View Sections
3050	Topics in Comm Studies	View Sections
3051	Topics in Health Communication	View Sections
3052	Topics in Media & Tech Studies	View Sections
3053	Rhet, Culture, and Soc Change	View Sections
3054	Topics in Organizational Comm	View Sections
3055	Topics in Public Relations	View Sections
3100	Comm Research Methods	View Sections
3101	Persuasion	View Sections
3115	Health Communication	View Sections
3120	Media, Technology & Comm	View Sections
3121	Mass Communication & Society	View Sections
3130	Rhetoric and Public Culture	View Sections
3135	Leadership, Comm, & Group Dyn	View Sections
3136	Leadership, Service & Ethics	View Sections
3141	Organizational Communication	View Sections
3142	Applications in Org Comm	View Sections
3160	Business Communications	View Sections
3245	Public Relations Writing	View Sections
3403	Forensics Practicum	View Sections
3880	Independent Study	View Sections
3890	Honors Thesis I	View Sections
3891	Honors Thesis II	View Sections
4141	Adv Organizational Comm	View Sections
4145	Communication Campaigns	View Sections
4410	Professional Internship	View Sections
4445	International Professional Int	View Sections
4615	Seminar in Health Comm	View Sections

What is theory?

- What connotations surface in how people in everyday conversation use the word “theory”?
 - tips: framework, prediction, trigger social change, research...
 - tips: metaphor for theory?

Theory Everywhere

- When you think of the word “theory”, which theory comes to mind?
 - Tip 1: It does not mean to be a theory that you know in communication studies. It can be some theories from other fields.
 - Tip 2: It can be your own theory. You can build a theory



Theory Continuum

- What kind of person you are? Make choices among seven binary pairs:
 - math (1) /writing (-1)
 - is (1) /ought (-1)
 - general (1) /specific (-1)
 - clarity (1) /emancipation (-1)
 - prediction (1) /criticism (-1)
 - unbiased (1) /emotional (-1)
 - effectiveness (1) /participation (-1)

Quick Exercise: How do you analyze these ads?

In the way of Objective/Interpretive



Tide-what women want (vintage ad)



Nike-Dream crazier

Thank you!
See you next week!