Communication theory

The theory is considered an abstract system of ideas and concept that help us understand a given phenomena. On the contrary theorizing is the process of systematically organizing and formulating idea to understand a given phenomena (West and Turner 4). This paper gives a summary of idea related to communication theory outlined in this book and shows their applications.

 According to this book for a theory to be effective it should have concepts that are real, related and transactional. Besides that, it should goals that facilitate explanation of concepts, understanding, prediction and social changes.

The book talks about an approach to knowing. In this case, it is considered that what a person talk about or sees in the world influence the research choice. Approach to knowing is guided by three concepts empirical, interpretive and critical (West and Turner 5). under empirical concept the theory tries to find out what objective truth can provide on human interaction. Besides that, it tries to understand the value of research in this concept. The goal is to construct general law governing human interaction. Providing a theory then researching was found to be the best method to meet the goal.

Under the interpretive approach, the theory suggests that truth is subjective, and it is created by a participant in the research process (west and Turner 6). The study of interaction is also value relevant. The theory tries to answer whether control or generalities of focus is providing a generous description. It was found that doing the research then providing the theory facilitates knowing through interpretive approach.

On critical approach, the theory tries to analyses the effect of people on power on knowing. The researcher, in this case, tries to change the status quo and give the voice to the silenced. The theory assumes that power imbalances that control the truth are reproduced accidentally through social norms. In this case, the theory tries to answer the nature of reality, what counts as knowledge and the values in research. The answer to this question is a solution on how one improves. Under this case one will consider covering laws, rules, and systems. In law, one will try to seek an explanation from a legal point of view. in the rule, one will engage in goal/intentional, directed behavior to get real information. On the contrary, in system one can engage groups (wholeness), interdependence, hierarchy, boundaries, feedback and equiformity to get real answers as opposed to status quo (West and Turner 7).

Theory of knowing is complicated; people will engage on a different concept to get real information as opposed to giving information. For instance, one can search for information willingly if it interests him/her or if he/she believes the information provided by the system are not correct.

Work cited

Richard West &Lynn H. Turner. “Introducing communication theory: Analysis and application” page 1-25