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In answering these questions, Professor Fisher proposes a conceptualisation of humankind as homo narrans, that all forms of human communication need to be seen as stories-symbolic interpretations of aspects of the world occurring in time and shaped by history, culture, and character; that individuated forms of discourse should be considered "good reasons"-values or value-laden warrants for believing or acting in certain ways; and that a narrative logic that all humans have natural capacities ...

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Human Communication As Narration
Human Communication as Narration: Toward a Philosophy of Reason, Value, and Action Studies in rhetoric/communication: Author: Walter R. Fisher: Publisher: University of South Carolina Press, 1987:...

Human Communication as Narration: Toward a Philosophy of ...
In perhaps his most important contribution to rhetorical theory and the understanding of human communication, Walter Fisher presents an explanation of his narrative paradigm in Human Communication as Narration: Toward a Philosophy of Reason, Value and Action. This book essentially elaborates on and refines Fisher's previous articles on the narrative paradigm and aims to present a more complete explanation of the theory's roots, as well as its main tenets and relevant applications.

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Human Communication as Narration: Toward a Philosophy of ...
Narrative paradigm is a communication theory conceptualized by 20th-century communication scholar Walter Fisher. The paradigm claims that all meaningful communication occurs via storytelling or reporting of events. Humans participate as storytellers and observers of narratives. This theory further claims that stories are more persuasive than arguments. Essentially the narrative paradigm helps us to explain how humans are able to understand complex information through narrative.

This book addresses questions that have concerned rhetoricians, literary theorists, and philosophers since the time of the pre-Socratics and the Sophists: How do people come to believe and to act on the basis of communicative experiences? What is the nature of reason and rationality in these experiences? What is the role of values in human decision making and action? How can reason and values be assessed? In answering these questions, Professor Fisher proposes a reconceptualization of humankind as homo narrans, that all forms of human communication need to be seen as stories—symbolic interpretations of aspects of the world occurring in time and shaped by history, culture, and character; that individuated forms of discourse should be considered "good reasons"—values or value-laden warrants for believing or acting in certain ways; and that a narrative logic that all humans have natural capacities to employ ought to be conceived of as the logic by which human communication is assessed.

Reflecting on a 50 year university career, Distinguished Professor Arthur Bochner, former President of the National Communication Association, discloses a lived history, both academic and personal, that has paralleled many of the paradigm shifts in the human sciences inspired by the turn toward narrative. He shows how the human sciences—especially in his own areas of interpersonal, family, and communication theory—have evolved from sciences directed toward prediction and control to interpretive ones focused on the search for meaning through qualitative, narrative, and ethnographic modes of inquiry. He outlines the theoretical contributions of such luminaries as Bateson, Laing, Goffman, Henry, Gergen, and Richardson in this transformation. Using diverse forms of narration, Bochner seamlessly layers theory and story, interweaving his professional and personal life with the social and historical contexts in which they developed.

This book explores issues of modernism and postmodernism in relation to knowledge: methods of inquiry, operations of the mind, the role of values, conceptions of self, and the problematic of reason. Among the distinguished contributors are Michael Arbib, Aaron Ben-Zeev, Helen Couclelis, Mihaly Csikszentmihalyi, Jane Flax, George E. Marcus, Donald McCloskey, Donald Schon, Barbara Herrnstein Smith, and Charles Taylor.

Analyzes how Americans imagined themselves as citizens between 1764 and 1845 and critically investigates Americans' fundamental assumptions about a government based upon the will of the people, with profound implications for Americans' ability to assess democracy today.

Communication theory provides a compelling way to understand how people of faith can and should work together in today's tumultuous world. In A Communication Perspective on Interfaith Dialogue, fifteen authors present their experiences and analyses of interfaith dialogue, and contextualize interfaith work within the frame of rhetorical and communication studies. While the focus is on the Abrahamic faiths, these essays also include discussion of Hinduism and interracial faith efforts. Each chapter incorporates communication theories that bring clarity to the practices and problems of interfaith communication. Where other interfaith books provide theological, political, or sociological insights, this volume is committed to the perspectives contained in communication scholarship. Interfaith dialogue is best imagined as an organic process, and it does not require theological heavyweights gathered for academic banter. As such, this volume focuses on the processes and means by which interfaith meaning is produced.

Communication in organizations has changed drastically since the release of the first edition of this bestselling textbook. This fully revised and updated edition delves into state-of-the-art studies, providing fresh insights into the challenges that organizations face today. Yet this foundational resource remains a cornerstone in the examination of classic research and theory in organization communication.

This book analyzes American war propaganda, beginning with the Spanish-American War and extending through the wars in Afghanistan and Iraq. Using Fisher's narrative paradigm, the author identifies and critically evaluates recurring war stories, determining whether or not they truly provided good reasons to go to war.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Broad in scope, yet precise in exposition, the Sixth Edition of this highly acclaimed ethics text has been infused with new insights and updated material. Richard Johannesen and new coauthors Kathleen Valde and Karen Whedbee provide a thorough, comprehensive overview of philosophical perspectives and communication contexts, pinpointing and explicating ethical issues unique to human communication. Chief among the authors objectives are to: provide classic and contemporary perspectives for making ethical judgments about human communication; sensitize communication participants to essential ethical issues in the human communication process; illuminate complexities and challenges involved in making evaluations of communication ethics; and offer ideas for becoming more discerning evaluators of others communication. Provocative questions and illustrative case studies stimulate reflexive thinking and aid readers in developing their own approach to communication ethics. A comprehensive list of resources spotlights books, scholarly articles, videos, and Web sites useful for further research or personal exploration.

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