

The Constitution Of Society Communication Cache

Genau wie politische Parteien müssen sich die Regierungen an die Anforderungen der digitalen Sphäre anpassen, da ihre Legitimität von ihrer Fähigkeit abhängt, Entscheidungen den Bürgern mitzuteilen. Trotz umfangreicher Untersuchungen darüber, wie das Internet die politische Kommunikation verändert, ist wenig darüber bekannt, wie Regierungen digitale Technologie nutzen. Es gibt auch wenig Forschung darüber, wie unterschiedliche politische Systeme die Nutzung von Technologien beeinflussen. Daher untersucht diese vergleichende Studie wie Regierungsorganisationen in Deutschland und Großbritannien Webseiten und Social Media nutzen, um mit Bürgern und Medien zu interagieren. Der empirische Ansatz umfasst eine Inhaltsanalyse von Webseiten und Social Media sowie eine Social Network-Analyse von Twitter-Netzwerken. Die Ergebnisse zeigen, dass die Ministerien überwiegend Webseiten und Social Media für One-Way-Kommunikation nutzen und dass es eine zunehmende Personalisierung der Kommunikation gibt.

The culture-centred approach offered in this book argues that communication theorizing ought to locate culture at the centre of the communication process such that the theories are contextually embedded and co-constructed through dialogue with the cultural participants. The discussions in the book situate health communication within local contexts by looking at identities, meanings and experiences of health among community members, and locating them in the realm of the structures that constitute health. The culturecentred approach foregrounds the voices of cultural members in the co-constructions of health risks and in the articulation of health problems facing communities. Ultimately, the book provides theoretical and practical suggestions for developing a culture-centred understanding of health communication processes. As a consequence of the rapid diffusion of online media, the conditions for political communication, and research concerning it have radically changed. Is empirical communication research capable of consistently describing and explaining the changes in political communication in the online world both from a theoretical and methodological perspective? In this book, Gerhard Vowe, Philipp Henn, and a group of leading international experts in the field of communication studies guide the reader through the complexities of political communication, and evaluate whether and to what extent existing theoretical approaches and research designs are relevant to the online world. In the first part of the book, nine chapters offer researchers the opportunity to test the basic assumptions of prominent theories in the field, to specify them in terms of the conditions of political communication in the online world and to modify them in view of the systematically gained experiences. The second methodological section tests the variations of content analysis, surveys, expert interviews and network analyses in an online environment and documents how successful these methods of empirical analysis have proven to be in political communication. Written accessibly and contributing to key debates on political communication, this bookshelf essential presents an indispensable account of the necessary tools needed to allow researchers decide which approach and method is better suited to answer their online problem.

Communicating and Organizing in Context integrates Giddens' structuration theory with Goffman's interaction order and develops a new theoretical base—the theory of structurational interaction—for the analysis of communicating and organizing. Both theorists emphasize tacit knowledge, social routines, context, social practices, materiality, frames, agency, and view communication as constitutive of social life and of organizing. Thus their integration in structurational interaction provides a coherent, communication-centric approach to analyzing communicating, organizing and their interrelationships. This book will be a valuable resource for students and scholars as an orientation to the field of organizational communication and as an integration of organizing and communicating. It will also be useful for practitioners as a tool for understanding how conceptual frames limit possibilities and constitute the nature of organizing and members' participation in organizations.

This handbook on Mediatization of Communication uncovers the interrelation between media changes and changes in culture and society. This is essential to understand contemporary trends and transformations. "Mediatization" characterizes changes in practices, cultures and institutions in media-saturated societies, thus denoting transformations of these societies themselves. This volume offers 31 contributions by leading media and communication scholars from the humanities and social sciences, with different approaches to mediatization of communication. The chapters span from how mediatization meets climate change and contribute to globalization to questions on life and death in mediatized settings. The book deals with mass media as well as communication with networked, digital media. The topic of this volume makes a valuable contribution to the understanding of contemporary processes of social, cultural and political changes. The handbook provides the reader with the most current state of mediatization research.

Looking at issues of globalization, science, politics, gender, etc. this book advocates a new agenda not only for communication research, but also for the writing that comes out of it.

Presents the collection of primary-source readings built around the idea that communication theory is a field with an identifiable history and has developed within seven main traditions of thought - the rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical traditions.

The Constitution of Society Outline of the Theory of Structuration John Wiley & Sons

This handbook provides an analysis of the latest advances in this exciting field. It assists in establishing a clear identity that has grown over the latter part of the century. The contributors provide a more multidisciplinary perspective drawing from the fields of organizational behavior, management studies and communication.

The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse, state-of-the-discipline literature reviews that advance knowledge and understanding of communication systems, processes, and impacts across the discipline. Topics dealt with include Communication as Process, Research Methodology in Communication, Communication Effects, Taxonomy of Communication and European Communication Theory, Information Systems Division, Mass Communication Research, Mapping the Domain of Intercultural Communication, Public Relations, Feminist Scholarship, Communication Law and Policy, Visual Communication, Communication and Cross-

Sex Friendships Across the Life Cycle, Television Programming and Sex Stereotyping, InterCultural Communication Training, Leadership and Relationships, Media Performance Assessment, Cognitive Approaches to Communication.

The thought-provoking, timely second edition continues to offer a comprehensive, global perspective on organizational communication. The authors' multinational experience, consulting and teaching expertise, enthusiasm for their subject, and engaging style of writing create an inviting foundation for the exploration of this multifaceted topic. Each chapter demonstrates the practicality of theory and how practice contributes to the development of theory, while challenging readers to build on established knowledge to develop new approaches to the pressing problems in complex, multicultural organizations. The text is organized topically around the most important issues in organizational communication. Five themes recur throughout the chapters: the interdependence of internal and external forms of organizational communication, the disciplinarity and multidisciplinarity of organizational communication, global and multicultural perspectives of organizational communication, the unity of theory and practice, and critical thinking in the analysis of organizational messages and discourses. Discussions highlight language and symbolism. The authors weave analysis of the multiple levels of messages throughout the chapters; stimulate critical thinking about contemporary work and organizational life; approach the familiar as unfamiliar; ask probing questions about commonly accepted practices; and offer more imaginative ways of working together. Readers gain an appreciation for the social, political, economic, technological, and ideological contexts in organizations and the place of organizations within the broader culture. The authors lead by example in encouraging readers to think about, talk about, and experience organizational communication in entirely new ways.

"A masterpiece... the one single indispensable book that all media students and scholars need to read to understand this vital and growing area of research." - Robert W. McChesney, University of Illinois at Urbana-Champaign "A contemporary classic of media studies. Vincent Mosco, among the leading media scholars of our or any time, brings his searing insights and crystal prose to bear on the latest issues and debates of the field... An indispensable resource for researchers, activists, and students everywhere." - Toby Miller, University of California, Riverside Since publication of its first edition, *The Political Economy of Communication* has established itself as a true classic and one of the most important contributions to the field. This second edition has been thoroughly restructured, updated and expanded to make it an indispensable text for students and scholars alike. Putting the student at the centre of its updates, this book: Maps the definitions and foundations of political economy Adds 3 new chapters to explore current trends, from feminism and labour to new media, forms of resistance, media reform and democracy Illustrates throughout how power operates across the 21st century media landscape Explores key issues in how media power intersects with globalization, social class, race, gender and surveillance Shows media students why it is essential to understand political economy and its application to media and communication. Combining penetrating theoretical analysis with passionate commitment, Vincent Mosco once again gives readers an indispensable introduction to the field.

Communication and Law brings together scholars from law and communication to talk both generally and specifically about the theoretical and methodological approaches one can use to study the First Amendment and general communication law issues. The volume is intended to help graduate students and scholars at all skill levels think about new approaches to questions about communication law by offering a survey of the multidisciplinary work that is now available. It is designed to challenge the conventional notion that traditional legal research and social science methodological approaches are mutually exclusive enterprises. This book has been developed for researchers working in mass communication and law and will be appropriate for graduate students and scholars. It will also appeal to those in psychology, political science, and other areas who are interested in exploring questions of law in their research.

The first book to offer a global look at the state-of-the-art thinking and practice in investor relations and financial communication. Featuring contributions from leading scholars and practitioners in financial communication and related fields—including public relations, corporate communications, finance, and accounting—this volume in the critically acclaimed “Handbooks in Communication and Media” series provides readers with a comprehensive, up-to-date picture of investor relations and financial communications as they are practiced in North America and around the world. *The Handbook of Financial Communication and Investor Relations* provides an overview of the past, present, and future of investor relations and financial communications as a profession. It identifies the central issues of contemporary investor relations and financial communications practice, including financial information versus non-financial information, intangibles, risk, value, and growth. Authors address key topics of concern to contemporary practitioners, such as socially responsible investing, corporate governance, shareholder activism, ethics, and professionalism. In addition, the book arms readers with metrics and proven techniques for reliably measuring and evaluating the effectiveness of investor relations and financial communications. Bringing together the most up-to-date research on investor relations and financial communication and the insights and expertise of an all-star team of practitioners, *The Handbook of Financial Communication and Investor Relations*: Explores how the profession is practiced in various regions of the globe, including North America, South America, Europe, the Middle East, India, Australia, and other areas Provides a unique look at financial communication as it is practiced beyond the corporate world, including in families, the medical profession, government, and the not-for-profit sector Addresses “big-picture” strategies as well as specific tactics for financial communication during crises, the use of social media, dealing with shareholder activism, integrated reporting and CSR, and more This book makes an ideal reference resource for undergrads and graduate students, scholars, and practitioners studying or researching investor relations and financial communication across schools of communication, journalism, business, and management. It also offers professionals an up-to-date, uniquely holistic look at best practices in financial communication investor relations worldwide.

Media scholarship has responded to a rapidly evolving media environment that has challenged existing theories and methods while also giving rise to new theoretical and methodological approaches. This volume explores the state of contemporary media research. Focusing on Intellectual Foundations, Theoretical Perspectives, Methodological Approaches, Context, and Contemporary Issues, this volume is a valuable resource for media scholars and students.

This concise introduction to the development of communication theory offers an historical account of the development of all theoretical approaches, including the Chicago school, constructivism, structuralism and ethnomethodology.

This book offers a social theoretical analysis of imaginaries as constituent social forces of positive law and politics. Constitutional imaginaries invite constitutional and political theorists, philosophers and sociologists to rethink the concept of constitution as the normative legal limitation and control of political power. They show that political constitutions include societal forces impossible to contain by legal norms and political institutions. The constitution of society as one polity defined by the unity of topos-ethnos-nomos, that is the unity of territory, people and their laws, informed the rise of modern nations and nationalisms as much as constitutional democratic statehood and its liberal and republican regimes. However, the imaginary of polity as one nation living on a given territory under the constitutional rule of law is challenged by the process of European integration and its imaginaries informed by transnational legal and societal pluralism, administrative governance, economic performativity and democratically mobilised polity. This book discusses the sociology of imagined communities and the philosophy of modern social imaginaries in the context of transnational European constitutionalism and its recent theories, most notably the theory of societal constitutions. It offers a new approach to the legal constitutions as societal power formations evolving at national, European and global levels. The book will be of interest to scholars and students interested in constitutional and European law theory and philosophy as much as

interdisciplinary and socio-legal studies of transnational law and society.

Anthony Giddens has been in the forefront of developments in social theory for the past decade. In *The Constitution of Society* he outlines the distinctive position he has evolved during that period and offers a full statement of a major new perspective in social thought, a synthesis and elaboration of ideas touched on in previous works but described here for the first time in an integrated and comprehensive form. A particular feature is Giddens's concern to connect abstract problems of theory to an interpretation of the nature of empirical method in the social sciences. In presenting his own ideas, Giddens mounts a critical attack on some of the more orthodox sociological views. *The Constitution of Society* is an invaluable reference book for all those concerned with the basic issues in contemporary social theory.

The primary goal of the *Communication and Technology* volume (5th within the series "Handbooks of Communication Science") is to provide the reader with a comprehensive compilation of key scholarly literature, identifying theoretical issues, emerging concepts, current research, specialized methods, and directions for future investigations. The internet and web have become the backbone of many new communication technologies, often transforming older communication media, through digitization, to make them compatible with the net. Accordingly, this volume focuses on internet/web technologies. The essays cover various infrastructure technologies, ranging from different kinds of hard-wired elements to a range of wireless technologies such as WiFi, mobile telephony, and satellite technologies. Audio/visual communication is discussed with reference to large-format motion pictures, medium-sized television and video formats, and the small-screen mobile smartphone. There is also coverage of audio-only media, such as radio, music, and voice telephony; text media, in such venues as online newspapers, blogs, discussion forums and mobile texting; and multi-media technologies, such as games and virtual reality.

Documents and synthesizes work done in group communication scholarship's 50-year history, presenting an overview of group communication study from its beginnings in pedagogy to its status as a mature discipline with a variety of theoretical positions and methodological practices. Material is divided

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"An excellent book providing students with a historical understanding of mass media and communication. Theories, concepts and models are intertwined throughout the chapters challenging students to critically understand and evaluate the role of mass media in society." - Stephanie Goodwin, University of Central Lancashire "In a field whose boundaries are porous and where there is no consensus as to the core concepts, theories and thinkers, Scannell brings certainty to his effort to identify key moments in the history of the study of the media and communication... Essential reading for anyone interested in the historical development of the study of the media in the US and the UK." - Times Higher Education "His account of these major writers and movements is both comprehensive and clearly written, and will be appreciated by students and academics alike... It is the detail of the historical contexts that makes his writing a refreshing look at the history of media and communication in the twentieth century." - Media International Australia Magisterial in scope, *Media and Communication* traces the historical development of media and communication studies. Media Studies itself has a short history but many antecedents, and in this comprehensive and compelling book, Paddy Scannell sets out to describe and analyze its formulation in North America and Europe. *Media and Communication: Offers an accessible and comprehensive analysis of the development of media and communication theory. Includes a summary outline of all the key thinkers. Looks at the study of communication across a range of disciplines - history, literature, sociology, philosophy and linguistics. Challenges readers to engage with the central importance of communication. It will be an invaluable resource for upper level undergraduate and postgraduate students of media and communication, cultural studies and sociology. The book focuses on the modern understanding of human life-forms as constructs that followed an evolutionary history. The author thus finds science confronted with two questions: firstly, how the transgression of the virtual threshold between natural and cultural history was possible, secondly, how the socio-cultural constructs were able to develop in the course of history the way they did. The discussion concentrates on the problem of determining a processual logic in the development of societal structures as well as in the development of cognition. The focus of attention is the historico-genetic reconstruction of cognition. The book was originally published in German as »Historisch-genetische Theorie der Kultur« (Weilerswist 2000: Velbrück).*

This title was first published in 2001. An investigation of new forms of interaction and communication. The essays address theoretical contributions and insights which may assist us in the understanding of modern society inhabited by a wide range of new media. In order to answer questions on this subject, the text suggests a "structural hermeneutic" - a view on the public as agents embedded in their lifeworlds (rather than as consumers and receivers), who play a large part in reproducing structural and distanced processes of meaning. The essays explore the implications of such daily practices as making a telephone call or sending an email, receiving money from a bank machine using a credit card, or retrieving information from a Web site. Each of these practices reproduce patterns of information and communication practices, which reshape communication processes in society. The essays examine the relationship between media change and social change, with particular emphasis on their contribution to social interaction in everyday life and in the reproduction of social systems.

Essays about communication and the thought of Canadian Jesuit philosopher and theologian Bernard Lonergan.

In *Communication as...: Perspectives on Theory*, editors Gregory J. Shepherd, Jeffrey St. John, and Ted Striphas bring together a collection of 27 essays that explores the wide range of theorizing about communication, cutting across all lines of traditional division in the field. The essays in this text are written by leading scholars in the field of communication theory, with each scholar employing a particular stance or perspective on what communication theory is and how it functions. In essays that are brief, argumentative, and forceful, the scholars propose their perspective as a primary or essential way of viewing communication with decided benefits over other views.

The systems approach to the study of organizational communication is undergoing a renaissance. This volume brings together several essays from this emerging perspective from communication and systems analysts.

A discussion of sociological theory includes examinations of the organization of mass society, the influence of the intellectual community on social structures, and the self-image of society

It has been over twenty years since developments in actor-network theory were first written on paper. Since then, the Information and Communication Technologies (ICT) community has begun to discover the power of using actor-network theory as an explanatory framework for much of its research. This research community has come to an understanding that information systems are, of necessity, socio-technical in nature and require a socio-technical approach to their investigation. Thanks to developments in actor-network theory, researchers can now approach people and technology as one single entity that gives support to social

influences on technological innovations. Social Influences on Information and Communication Technology Innovations discusses in great detail the use of actor-network theory in offering explanations for socio-technical phenomena, focusing greatly on information communication technologies. Implementation and use of information and communication technologies inevitably involves the interactions of both technology and people. This publication facilitates international growth in the body of research investigating the value of using actor-network theory as a means of understanding socio-technical phenomena and technological innovation.

This book combines 20 stories from a variety of organizations with a selection of nine theories, both mainstream and emerging. The stories introduce readers to individuals talking about how they communicate today via information and communication technologies (ICTs) in business or organizational contexts. The theories, presented in accessible language, illuminate the implicit patterns in these stories. This book demonstrates how and why these technologies are used under myriad circumstances. The Routledge Handbook of Applied Communication Research provides a state-of-the-art review of communication scholarship that addresses real-world concerns, issues, and problems. This comprehensive examination of applied communication research, including its foundations, research methods employed, significant issues confronted, important contexts in which such research has been conducted, and overviews of some exemplary programs of applied communication research, shows how such research has and can make a difference in the world and in people's lives. The sections and chapters in this Handbook: explain what constitutes applied communication scholarship, encompassing a wide range of approaches and clarifying relationships among theoretical perspectives, methodological procedures, and applied practices demonstrate the breadth and depth of applied communication scholarship review and synthesize literature about applied communication areas and topics in coherent, innovative, and pedagogically sound ways set agendas for future applied communication scholarship. Unique to this volume are chapters presenting exemplary programs of applied communication research that demonstrate the principles and practices of such scholarship, written by the scholars who conducted the programs. As an impressive benchmark in the ongoing growth and development of communication scholarship, editors Lawrence R. Frey and Kenneth N. Cissna provide an exceptional resource that will help new and experienced scholars alike to understand, appreciate, and conduct high-quality communication research that can positively affect people's lives.

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

The Handbook of Global Media and Communication Policy offers insights into the boundaries of this field of study, assesses why it is important, who is affected, and with what political, economic, social and cultural consequences. Provides the most up to date and comprehensive collection of essays from top scholars in the field Includes contributions from western and eastern Europe, North and Central America, Africa and Asia Offers new conceptual frameworks and new methodologies for mapping the contours of emergent global media and communication policy Draws on theory and empirical research to offer multiple perspectives on the local, national, regional and global forums in which policy debate occurs

Klaus Krippendorff is an influential figure in communication studies widely known for his award-winning book Content Analysis. Over the years, Krippendorff has made important contributions to the ongoing debates on fundamental issues concerning communication theory, epistemology, methods of research, critical scholarship, second-order cybernetics, the social construction of reality through language, design, and meaning. On Communicating assembles Krippendorff's most significant writings – many of which are virtually unavailable today, appearing in less accessible publications, conference proceedings, out-of-print book chapters, and articles in journals outside the communication field. In their totality, they provide a goldmine for communication students and scholars. Edited and with an introduction by Fernando Bermejo, this book provides readers with access to Krippendorff's key works.

The current popularity of such phrases as "information age" and "information society" suggests that links between information, communication, and behavior have become closer and more complex in a technology-dominated culture. Social scientists have adopted an integrated approach to these concepts, opening up new theoretical perspectives on the media, social psychology, personal relationships, group process, international diplomacy, and consumer behavior. Between Communication and Information maps out a richly interdisciplinary approach to this development, offering innovative research and advancing our understanding of integrative frameworks. This fourth volume in the series reflects recently established lines of research as well as the continuing interest in basic areas of communications theory and practice. In Part I contributors explore the junction between communication and information from various theoretical perspectives, delving into the multilayered relationship between the two phenomena. Cross-disciplinary approaches in the fields of etymology and library science are presented in the second section. Part III. brings together case studies that examine the interaction of information and communication at individual and group levels; information exchanges between doctors and patients, children and computers, journalists and electronic news sources are analyzed in depth. The concluding segment focuses on large social contexts in which the interaction of communication and information affects the evolution of institutions and culture. Between Information and Communication both extends and challenges current thinking on the mutually supporting interplay of information and human behavior. It will be of interest to sociologists, media analysts, and communication specialists.

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.

This book explores how community radio contributes to social change. Community radio remains a unique communication platform under digital capitalism, arguably capable of expanding the project of media democratisation. Yet there is a lack of in-depth analysis of community radio experience, and a dearth of understanding of its functionality as an actively transformative tool for greater equity in society. This project combines the theoretical positions of the political economy of communication with a citizen's media perspective in order to interrogate community radio's democratic potential. By presenting case studies of two radio stations in Melbourne and Lospalos, and applying multiple research methods, the book reveals community radio's amplification of media participation, communication rights, counter-hegemony and media power — in effect, its distinct regenerative voice.

Seminar paper from the year 2003 in the subject Communications - Theories, Models, Terms and Definitions, grade: 1,3 (A), University of Erfurt (Communication Science), course: Intercultural Communication, 10 entries in the bibliography, language: English, abstract: The main representant of Structuration Theory is Anthony Giddens who developed the idea of structuration in his book "The Constitution of Society" written in 1984. The theory wants to explain the ways in which social systems are produced and reproduced in social interaction. In contrast to other social theories, structuration theory claims to explain the relationship between the micro-societal and the macro-societal level. Giddens says that social life is not only explained by individual actions but can on the other hand neither be explained only by looking on macro-level social force. The central proclamation of structuration theory is that the repetition of individual acts reproduces social structures. This means, individuals act on the micro level in order to accomplish their intentions, but these actions have "unintended consequences of establishing structures that affect our future actions" (Littlejohn, 2002: 152). Like this, human beings can modify these structures by replacing them or reproducing the structures in a different way. Thus, structuration means studying the reproduction of individual face-to-face interactions on the societal level. The reproductions of the structures is illustrated by Giddens' so called "stratification model of the agent". At first, there is the motivation of the action, the reason why the agent acts. In the rationalization process, the agent adapts his action to his general theoretical understanding of the basis of his activity. Reflexive monitoring of action means that individuals monitor continuously and routinely the social and physical contexts of their actions and the actions themselves. But this monitoring cannot prevent that the actions has some unintended consequences. These can modify the structures the action was placed in and then lead to new unacknowledged conditions of the action. These new conditions influence the following actions and like this close the continuous circle.

Proposes a new theory of communication called "comparative media theory."

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