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## **Introducing Communication Theory: Analysis and Application ...**

The purpose of this text is to introduce the field of communication to students who may have little or no background in communication theory. The three overriding goals of the book are to help students understand the pervasiveness of theory in their

lives, to demystify the theoretical process, and to help students become more systematic and critical in their thinking about theory.

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communication theory, it helps in the understanding of how the theories relate to each other and the broader world of communication. The first chapter

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grand theories theories that attempt to explain all of a phenomenon such as communication People are

motivated to act based on the meanings they assign to people, things, and events.

### **Narrative paradigm - Wikipedia**

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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.

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