Epistemological Movements in Communication: Reference Tables

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Introduction

This publication supports the chapter *Epistemological Movements in Communication: An Analysis of Empirical and Rhetorical/Critical Scholarship* to be published in the NCA Centennial Volume. It provides the extended data tables that could not be presented in the chapter because of space limitations. It does not stand alone and save for a few explanatory notes, is not presented to be read independently of the chapter. We request that any citation of the material here reference this work as a supplement to the chapter. The opportunity to misinterpret the data is otherwise quite high.

Table	1
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Period	Туре	СМ	JOC	J&MCQ	QJS	All
10500	Empirical	73	132	134	15	360
1950s	Rhet/Crit	18	5	7	247	277
75-85	Empirical	211	382	438	37	1068
75-65	Rhet/Crit	71	61	12	224	368
2000s	Empirical	218	413	425	1	1057
20005	Rhet/Crit	24	12	15	173	224

Table 1 Number of articles for each time period, type of scholarship, and journal of publication.

Note 1: As this table makes apparent, empirical articles outpace rhetorical/critical articles by a ratio of nearly 3:1. This ratio matches the rate of publication in our journals.

Note 2: The *Journal of Communication* became a special case during the 1975-85 period. The journal was taken over by the Annenberg School of Communication under the editorship of George Gerbner and associate editorship of Marsha Siefert. Most volumes in the first half of the period had multiple invited symposia and submitted manuscripts were rigorously edited for length. The result was a number of very short articles that were difficult to code and multiple articles that were outside the "run of the mill." Consequently, for the 1975-79 years, we established judgment rules on length—typically 5 pages or more and limits on articles that were marked as invited. For 1980 forward, all articles in the database were entered with the exception of the "Ferment in the Field" issue, which was clearly not normal journal practice.

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		Semiotics	0	0	0	0	0	0			

Table 2a: Empirical articles by theory family over journals and time periods ordered in each period by frequency of appearance.

Table 2b

Table 9

			18	ible 9			
Period	Source by Theory	CM	JOC	J&MCQ	QJS	All	Percent
	Classical/Aristotelian	17	3	0	120	140	51%
	Performance	0	0	0	43	43	16%
	Unassigned	0	0	4	11	15	5%
	New Rhetoric	0	0	0	14	14	5%
	Cognitivism	0	1	0	12	13	5%
	Communication	0	0	1	9	10	
1950s	Defined						4%
	Effects	0	0	1	8	9	3%
	Social Action	0	1	0	8	9	3%
	Semiotics	0	0	1	7	8	3%
	Behavior	1	0	0	7	8	3%
	Burkean	0	0	0	7	7	3%
	Genre	0	0	0	1	1	0%
	Burkean	18	21	10	68	117	32%
	Ideology	6	14	1	16	37	10%
	Aristotelian	14	0	0	19	33	9%
	Narrative	2	5	0	13	20	5%
	Argumentation	3	0	0	16	19	5%
	Critical	1	8	0	8	17	5%
	Aesthetic	3	1	0	13	17	5%
	Performance	4	2	0	10	16	4%
	Genre	5	0	0	9	14	4%
	New Rhetoric	3	0	0	11	14	4%
	Fantasy Theme	3	1	0	9	13	4%
	Metaphor	2	0	0	7	9	2%
75-85	Social Change	3	0	0	4	7	2%
	Feminist	0	2	1	3	6	2%
	Psychoanalytic	2	0	0	3	5	1%
	Effects	1	2	0	1	4	1%
	Epistemic Rhetoric	0	0	0	4	4	1%
	Ethics	0	3	0	0	3	1%
	Media	0	2	0	1	3	1%
	Hermeneutics	0	0	0	2	2	1%
	Speech Act	0	0	0	2	2	1%
	Symbolic Interaction	0	0	0	2	2	1%
	Semiotics	0	0	0	2	2	1%
	Postmodern	1	0	0	0	1	0%
	Nonverbal	0	0	0	1	1	0%
	Burkean	1	1	6	31	39	17%
	Postmodern	3	1	0	24	28	13%
	Aristotelian	0	2	0	23	25	11%
2000s	Social/Cultural	5	0	2	17	24	11%
	Ideology	2	2	1	17	22	10%
	Feminist	2	2	2	10	16	7%
	Constitutive Rhetoric	0	0	0	10	10	4%

Narrative	1	1	0	2	6	9	4%
Psychoan	alytic	0	0	0	9	9	4%
Organizat	ional	5	0	1	1	7	3%
Foucaultia	an	1	0	0	5	6	3%
Queer Th	eory	0	0	0	6	6	3%
Effects		4	2	0	0	6	3%
Hermener	utics	0	0	0	5	5	2%
New Rhet	oric	0	0	0	4	4	2%
Marxist		0	0	1	2	3	1%
Critical		0	0	0	2	2	1%
Genre Th	eory	0	1	0	0	1	0%
Fantasy T	heme	0	1	0	0	1	0%
Metaphor		0	0	0	1	1	0%
Cognitivis	m	0	0	0	0	0	0%

Table 2b: Rhetorical/critical articles by theory family over journals and time periods ordered in each period by frequency of appearance.

	Table 3a							
Period	Source by Explicit Theory	СМ	JOC	J&MCQ	QJS	All	Percent	
1950s	Yes	23	19	23	5	70	19	
19505	No	50	118	112	10	290	81	
75-85	Yes	154	101	136	25	416	39	
75-05	No	57	281	302	12	652	61	
2000s	Yes	157	311	258	1	727	71	
20005	No	61	102	167	0	330	32	

Table 3a

Table 3a: Empirical articles containing a specific theory over journals and time periods.

Table 3b

Period	Source by Explicit Theory	СМ	JOC	J&MCQ	QJS	All	Percent
1950s	Yes	18	5	4	236	262	95%
19505	No	0	0	3	11	15	5%
75.95	Yes	71	61	12	224	368	100%
75-85	No	0	0	0	0	0	0%
2000s	Yes	24	12	15	173	224	100%
20005	No	0	0	0	0	0	0%

Table 3b: Rhetorical/critical articles containing a specific theory over journals and time periods.

				Т	able 4a		
Period		СМ	JOC	J&MCQ	QJS	All	Percent
	Discovery	69	25	91	6	191	53
1950s	Integration	4	41	34	8	87	24
19505	Application	0	55	8	0	63	18
	Teaching	0	16	2	1	19	5
	Discovery	178	270	414	21	883	83
75-85	Integration	28	59	7	15	109	10
75-65	Application	5	52	17	1	75	7
	Teaching	0	1	0	0	1	0
	Discovery	183	352	385	1	923	90
2000s	Integration	34	57	38	0	131	13
2000S	Application	0	1	2	0	3	0
	Teaching	0	0	0	0	0	0

Table 4a: Empirical articles by epistemological location over journals and time periods.

Table 4b

Period		СМ	JOC	J&MCQ	QJS	All	Percent
	Discovery	9	2	2	88	101	36.59%
1950s	Application	5	2	4	72	83	30.07%
19505	Teaching	3	1	0	50	54	19.57%
	Integration	1	0	1	36	38	13.77%
	Application	41	34	4	129	208	56.5%
75-85	Integration	17	9	0	47	73	19.8%
75-65	Discovery	11	თ	3	42	65	17.7%
	Teaching	2	9	5	6	22	6.0%
	Application	18	10	13	132	173	77.2%
2000s	Integration	3	2	1	19	25	11.2%
20005	Discovery	3	0	0	13	16	7.1%
	Teaching	0	0	1	9	10	4.5%

Table 4b: Rhetorical/critical articles by epistemological location over journals and time periods.

Table 5a

Period	Source/Quadrant	СМ	JOC	J&MCQ	QJS	All	Percent
	Quadrant = 1	72	36	103	7	218	61
1950s	Quadrant = 2	0	4	0	0	4	1
19505	Quadrant = 3	0	1	1	0	2	1
	Quadrant = 4	1	96	31	8	136	38
	Quadrant = 1	186	294	426	15	921	86
75-85	Quadrant = 2	6	9	0	10	25	2
75-65	Quadrant = 3	1	7	0	3	11	1
	Quadrant = 4	18	72	12	9	111	10
	Quadrant = 1	185	342	400	1	928	90
2000s	Quadrant = 2	13	20	13	0	46	4
20005	Quadrant = 3	3	4	3	0	10	1
	Quadrant = 4	17	47	9	0	73	7

Table 5a: Empirical articles by epistemological quadrant over journals and time periods.

<u> </u>				Table 5	5b		
Period	Source/Quadrant	СМ	JOC	J&MCQ	QJS	All	Percent
	Quadrant 1	1	0	0	22	23	8%
1950s	Quadrant 2	5	3	6	110	124	45%
19505	Quadrant 3	12	2	1	115	130	47%
	Quadrant 4	0	0	0	0	0	0
	Quadrant 1	0	0	0	1	1	0.27%
75-85	Quadrant 2	15	13	12	10	50	13.59%
75-65	Quadrant 3	54	47	0	205	306	83.15%
	Quadrant 4	2	1	0	8	11	2.99%
	Quadrant 1	0	0	1	0	1	0%
2000s	Quadrant 2	12	6	7	15	40	18%
	Quadrant 3	7	2	7	69	85	38%
	Quadrant 4	5	4	0	89	98	44%

Table 5b: Rhetorical/critical articles by epistemological quadrant over journals and time periods.

			Та	able 6a			
Period	Source by Argument	СМ	JOC	J*MCQ	QJS	All	Percent
	Experiment	61	18	21	1	101	28
	Essay	0	55	18	5	78	22
	Analytical	6	42	15	4	67	19
	Survey	6	1	45	4	56	16
	Content Analysis	0	1	24	0	25	7
	Review	0	9	8	0	17	5
1950s	Case/ethnography	0	5	3	0	8	2
	Descriptive Narrative	0	6	0	0	6	2
	Qualitative Survey	0	0	1	1	2	1
	Conversation Analysis	0	0	0	0	0	0
	Network Analysis	0	0	0	0	0	0
	Text/Discourse Analysis	0	0	0	0	0	0
	Survey	28	101	229	3	361	34
	Experiment	118	54	65	3	240	22
	Content Analysis	14	73	111	2	200	19
	Essay	10	62	5	14	91	9
	Case/ethnography	15	46	13	3	77	7
	Analytical	17	20	10	3	50	5
75-85	Review	2	19	1	1	23	2
10 00	Text/Discourse Analysis	1	2	1	5	9	1
	Qualitative Survey	2	3	3	0	8	1
	Conversational Analysis	4	1	0	1	6	1
	Descriptive Narrative	0	1	0	2	3	0
	Network Analysis	0	0	0	0	0	0
	Survey	73	131	156	1	361	35
	Experiment	62	126	65	0	253	25
	Content Analysis	9	54	125	0	188	18
	Analytical	14	18	25	0	57	6
	Essay	11	31	5	0	47	5
	Qualitative Survey	20	7	17	0	44	4
2000s	Case/ethnography	12	13	12	0	37	4
	Text/Discourse Analysis	5	16	8	0	29	3
	Review	6	8	10	0	24	2
	Network Analysis	1	8	2	0	11	1
	Conversation Analysis	3	1	0	0	4	0
	Descriptive Narrative	2	0	0	0	2	0

Table 6a: Empirical articles by form of argument over journals and time periods ordered in each period by frequency of appearance.

Table 6b

Period	Source by Argument	СМ	JOC	JQ	QJS	All Journals	Percent
. 0	Criticism	6	1	1	78	86	31%
	Theory Building	4	4	0	66	74	27%
1950s	Review	0	0	4	60	64	23%
	History	7	0	2	31	40	14%
	Experiment	1	0	0	12	13	5%
	Criticism	36	29	0	132	197	54%
	Theory Building	21	9	0	74	104	28%
1975- 1985	Review	2	17	5	8	32	9%
	Case Study	7	5	7	1	20	5%
	History	1	1	0	8	10	3%
	Experiment	4	0	0	1	5	1%
	Criticism	4	5	5	126	140	63%
	Theory Building	5	2	1	39	47	21%
2000s	Case Study	11	4	5	0	20	9%
	Review	0	0	2	7	9	4%
	Experiment	4	1	0	0	5	2%
	History	0	0	2	1	3	1%

Table 6b: Rhetorical/critical articles by form of argument over journals and time periods ordered in each period by frequency of appearance.

Table 7a	Та	ble	7a	
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Period	Source by Topic	СМ	JOC	J&MCQ	QJS	AIII	Percent
	Communication Variables	16	17	29	4	66	18
	Business/policy/regulation	1	16	19	0	36	10
	Instruction/teaching	5	18	5	2	30	8
	Message Characteristics/effects	13	0	16	0	29	8
	General Communication	0	22	3	3	28	8
	Method/methodology/praxis	7	8	13	0	28	8
	Theory/epistemology	0	14	7	3	24	7
	Media Praxis/consequences	1	2	18	1	22	6
	Intercultural/international	2	10	5	1	18	5
	Audience	5	0	12	0	17	5
	Speech/hearing	16	0	0	0	16	4
1950s	Listening	4	10	0	0	14	4
	Skills	1	12	0	0	13	4
	Communication Practices	0	1	5	0	6	2
	Groups/leadership/decision-making	2	2	0	1	5	1
	Health Communication	0	0	3	0	3	1
	Interpersonal/relationships	0	3	0	0	3	1
	Organizational	0	1	0	0	1	0
	Persuasion/compliance/propaganda	0	1	0	0	1	0
	Campaigns/politics/news	0	0	0	0	0	0
	Gender	0	0	0	0	0	0
	Identity	0	0	0	0	0	0
	Race	0	0	0	0	0	0
	Communication Variables	68	23	50	3	144	13
	Message Characteristics/effects	5	60	77	0	142	13
	Communication Practices	10	53	43	13	119	11
	Audience	2	21	86	0	109	10
	Business/policy/regulation	0	43	50	0	93	9
	Media Praxis/consequences	2	62	22	2	88	8
	Campaigns/politics/news	6	17	35	1	59	6
	Method/methodology/praxis	22	15	12	2	51	5
	Intercultural/international	6	19	17	0	42	4
	Gender	7	16	15	2	40	4
75-85	Theory/epistemology	14	10	2	7	33	3
	Interpersonal/relationships	19	5	1	4	29	3
	Groups/leadership/decision-making	24	0	0	1	25	2
	Race	2	3	16	1	22	2
	Organizational	10	4	7	0	21	2
	Persuasion/compliance/propaganda	13	4	3	0	20	2
	Health Communication	0	14	0	0	14	1
	Instruction/teaching	0	11	0	0	11	1
	Identity	0	2	0	0	2	0
	Skills	1	0	0	1	2	0
-	General Communication	0	0	0	0	0	0

	Listening	0	0	0	0	0	0
	Speech/hearing	0	0	0	0	0	0
	Media Praxis/consequences	9	106	74	0	189	18
	Communication Variables	19	39	128	0	186	18
	Message Characteristics/effects	37	37	46	0	120	12
	Interpersonal/relationships	62	26	0	0	88	9
	Communication Practices	5	35	20	0	60	6
	Audience	2	23	31	0	56	5
	Theory/epistemology	16	28	10	1	55	5
	Gender	3	14	30	0	47	5
	Organizational	20	8	13	0	41	4
	Method/methodology/praxis	11	5	21	0	37	4
	Campaigns/politics/news	1	31	0	0	32	3
2000s	Business/policy/regulation	0	1	28	0	29	3
	Intercultural/international	5	8	12	0	25	2
	Health Communication	2	20	1	0	23	2
	Persuasion/compliance/propaganda	9	10	2	0	21	2
	Groups/leadership/decision-making	15	0	0	0	15	1
	Race	1	6	4	0	11	1
	Identity	0	9	0	0	9	1
	Instruction/teaching	1	7	1	0	9	1
	General Communication	0	0	4	0	4	0
	Listening	0	0	0	0	0	0
	Skills	0	0	0	0	0	0
	Speech/hearing	0	0	0	0	0	0

Table 7a: Empirical articles by topic over journals and periods ordered by frequency of appearance in each

period.

		Tat	ole 7b				
Period	Source by Topic	CM	JOC	J&MCQ	QJS	AIII	Percent
	Topic: Public Address	10	2	0	94	106	38%
	Topic: Theater	4	0	0	43	47	17%
	Topic: Rhetoric/Language	0	0	0	20	20	7%
	Topic: Performance	1	0	0	15	16	6%
	Topic: Argumentation	2	1	0	10	13	5%
	Topic: Instruction	0	0	0	8	8	3%
	Topic: Debate	1	0	0	7	8	3%
	Topic: Media	0	0	1	6	7	3%
	Topic: Comm Disorders	0	0	0	7	7	3%
	Topic: Comm Practices	0	1	0	5	6	2%
	Topic: Methodology Overview	0	0	0	5	5	2%
1950s	Topic: Comm Variables	0	0	0	5	5	2%
	Topic: Free Speech	0	0	1	4	5	2%
	Topic: Theory Overview	0	0	0	4	4	1%
	Topic: Movements	0	0	1	3	4	1%
	Topic: Journalism Studies	0	0	3	0	3	1%
	Topic: Semantics	0	0	0	3	3	1%
	Topic: Skills	0	0	0	2	2	1%
	Topic: Intercultural	0	1	0	1	2	1%
	Topic: Persuasion	0	0	1	1	2	1%
	Topic: Organizational	0	0	0	2	2	1%
	Topic: General Communication	0	0	0	1	1	0%
	Topic: Genre	0	0	0	1	1	0%
	Theory Overview	17	15	0	62	94	26%
	Public Address	11	0	0	32	43	12%
	Media	3	28	8	3	42	11%
	Movements	5	1	0	21	27	7%
	Political Campaigns	6	0	0	15	21	6%
	Rhetoric/Language	4	0	0	16	20	5%
	Theater/Interp of Literature	3	0	0	16	19	5%
	Argumentation	4	0	0	11	15	4%
	Methodology Overview	4	3	0	4	11	3%
	Race	3	3	0	5	11	3%
	Cinema	2	1	0	7	10	3%
75-85	Free Speech	0	1	2	5	8	2%
	Military/War	3	0	0	5	8	2%
	Science	0	0	0	7	7	2%
	Gender	0	4	2	0	6	2%
	Health	0	2	0	3	5	1%
	Power	1	1	0	3	5	1%
	Visual Rhetoric	1	2	0	1	4	1%
	Culture	1	0	0	3	4	1%
	Organization	2	0	0	1	3	1%
	Environment	1	0	0	2	3	1%
	Group	1	0	0	0	1	0%
	Debate	0	0	0	1	1	0%
2000s	Public Address	4	0	1	24	29	13%

Table 7b

Media	2	3	9	12	26	12%
Movements/Social Change	1	0	0	23	24	11%
Theory Overview	1	1	0	19	21	9%
Rhetoric/Language	1	0	1	16	18	8%
Race	2	2	0	13	17	8%
Gender/Sexuality	1	3	2	8	14	6%
Health	1	1	0	12	14	6%
Military/War	0	0	0	12	12	5%
Organizational	9	0	0	0	9	4%
Citizenship	0	0	0	7	7	3%
Power	0	0	0	6	6	3%
Visual Rhetoric	0	0	0	6	6	3%
Engaged Scholarship	0	0	0	6	6	3%
Performance Studies	1	0	0	4	5	2%
Argumentation	0	2	0	3	5	2%
Cultural Studies	0	0	0	2	2	1%
Free Speech	0	0	2	0	2	1%
Methodology Overview	1	0	0	0	1	0%

Table 7b: Rhetorical/critical articles by topic over journals and periods ordered by frequency of appearance in each period.

Additional Tag Clouds

The following figures present the tag clouds for each journal and each time period for each of empirical articles and rhetorical/critical articles. The tag clouds for the empirical studies are presented first (Figures 1-4) followed by the tag clouds for rhetorical/critical articles (Figures 5-8).

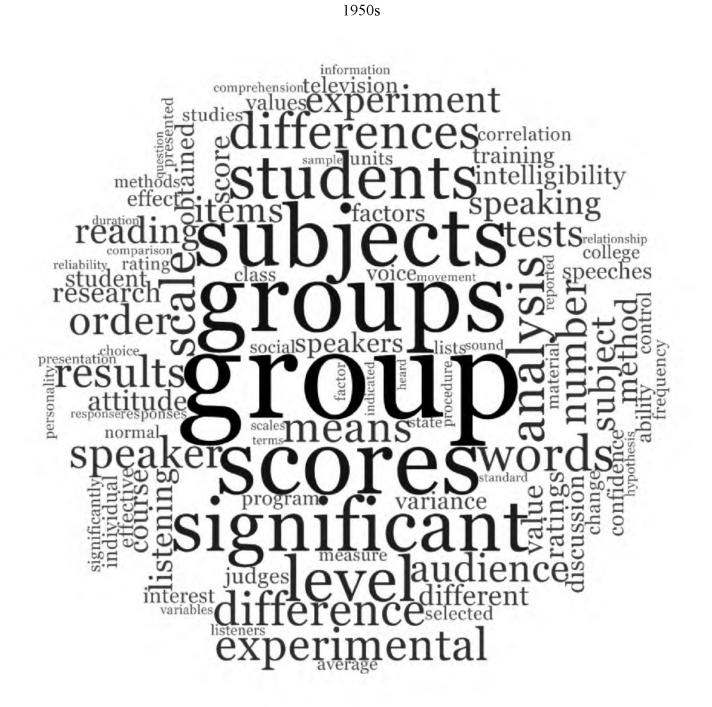


Figure 1

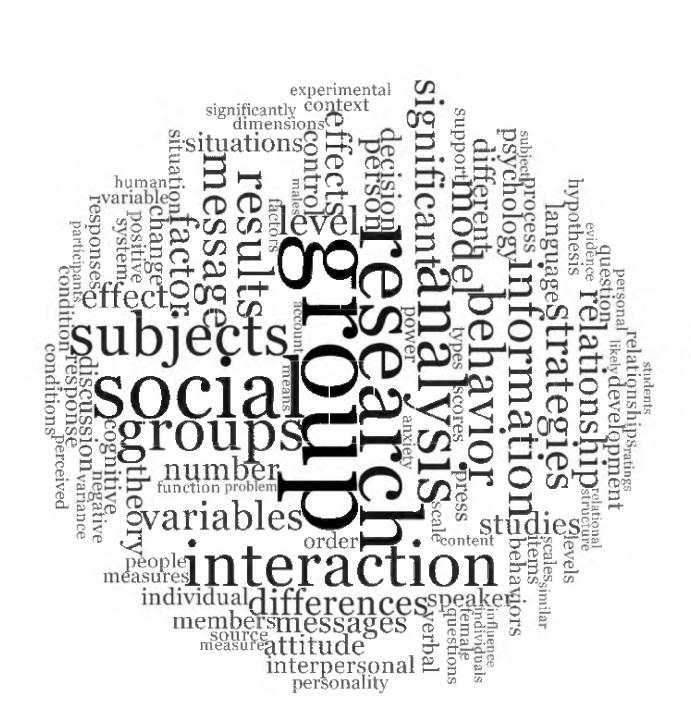




Figure 1: Empirical tag clouds for Communication Monographs for the three time periods



Figure 2





Figure 2: Empirical tag clouds for Journal of Communication for the three time periods.



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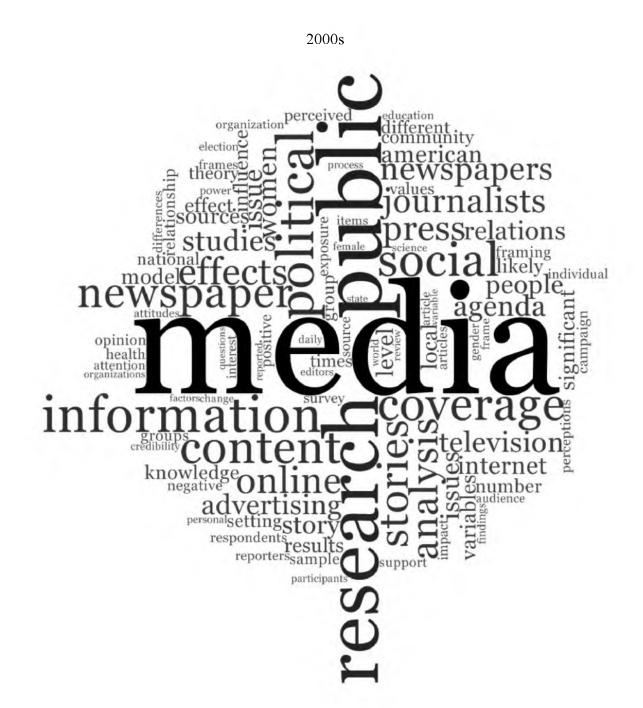


Figure 3: Empirical tag clouds for *Journalism & Mass Communication Quarterly* for the three time periods.

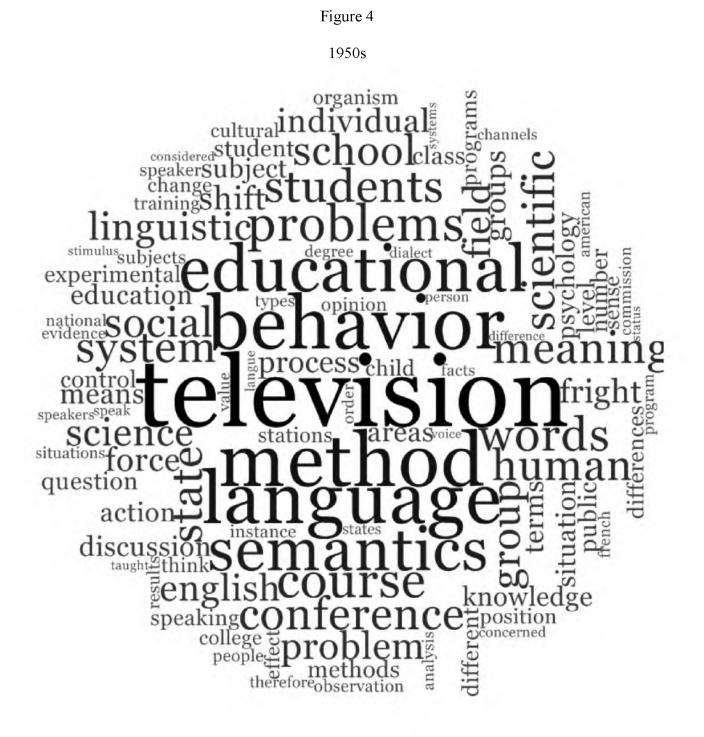




Figure 4: Empirical tag cloud for *Quarterly Journal of Speech* over two time periods (insufficient number of articles to display for 2000s).



Figure 5

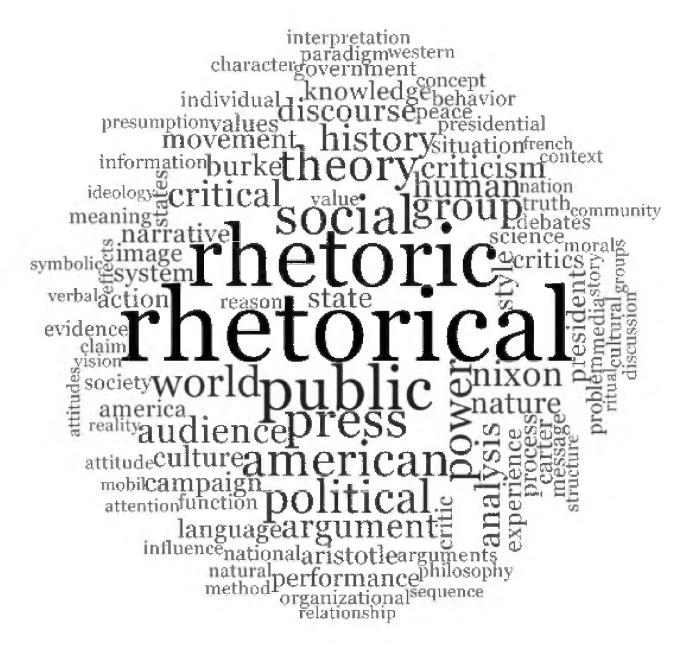
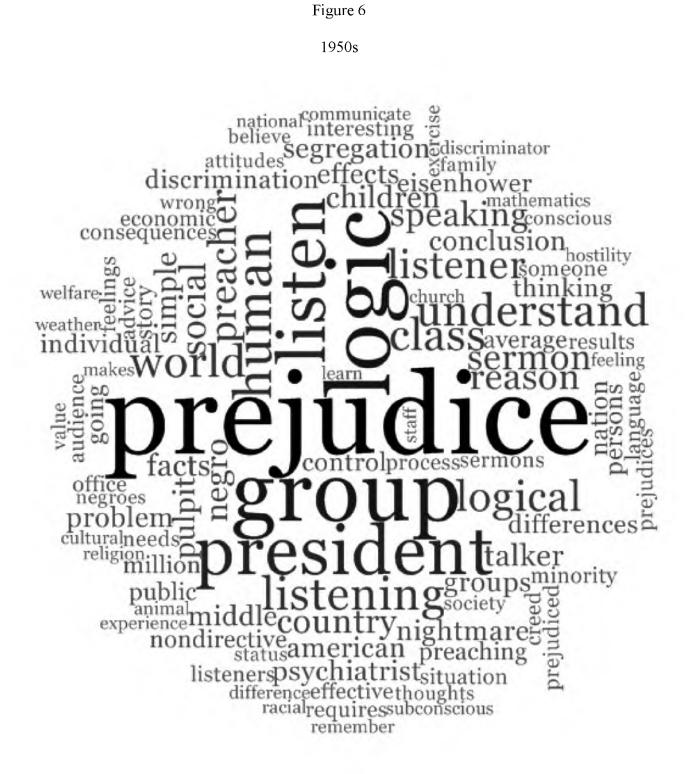




Figure 1: Rhetorical/critical tag clouds for Communication Monographs for the three time periods



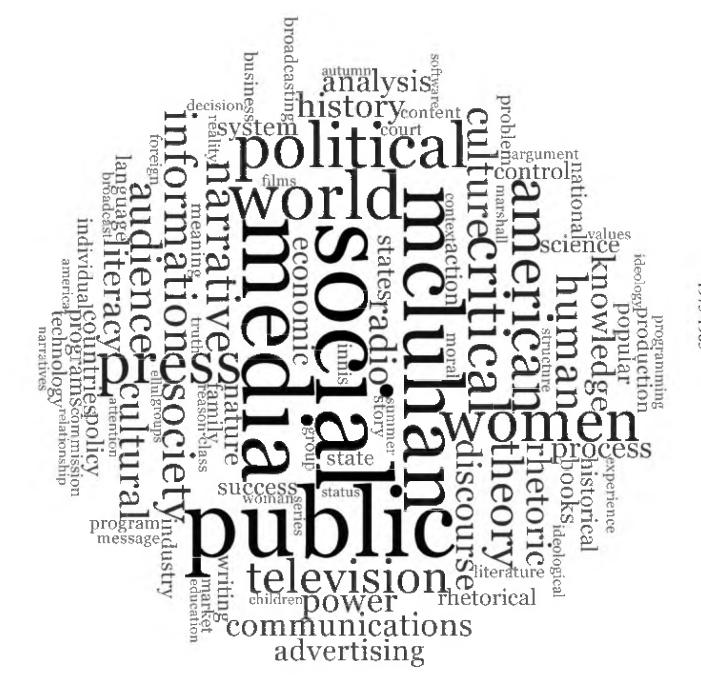




Figure 2: Rhetorical/critical tag clouds for Journal of Communication for the three time periods.





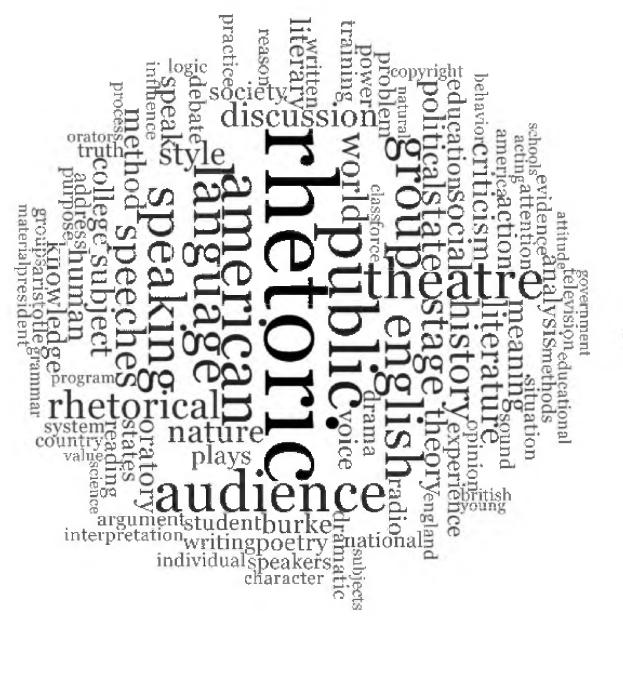


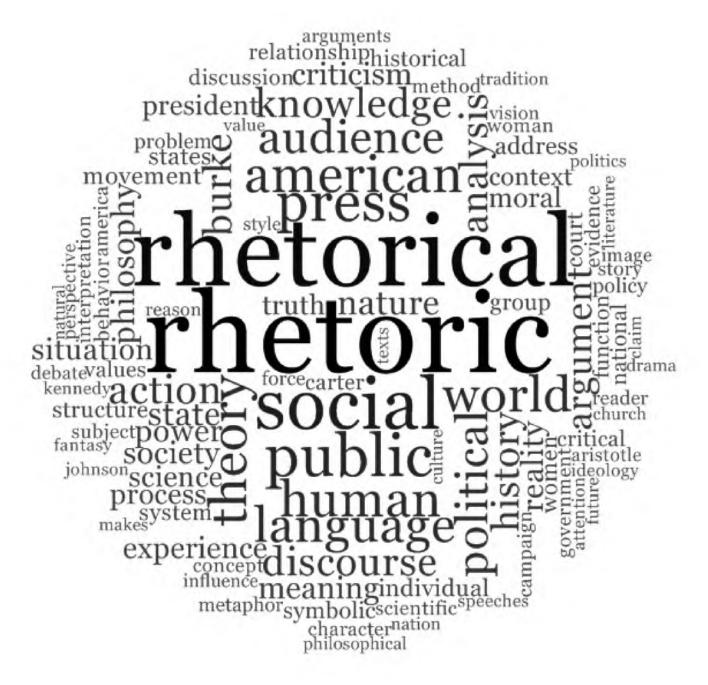


Figure 3: Rhetorical/critical tag clouds for *Journalism & Mass Communication Quarterly* for the three time periods.



1950s





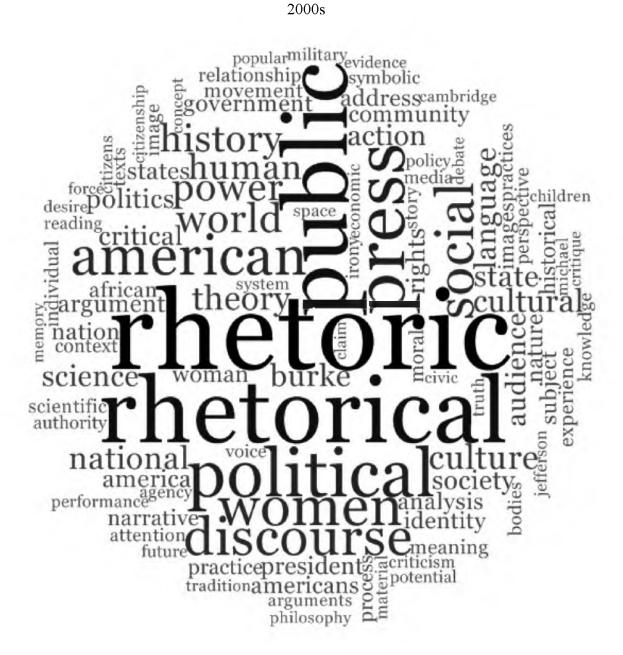


Figure 4: Rhetorical/critical tag cloud for *Quarterly Journal of Speech* over two time periods (insufficient number of articles to display for 2000s).

Appendix A

Excluded Word List

Comment

Word frequency lists and the tag clouds referenced to them are subject to artifactual distortions due to the requirements of syntax, grammar and of the textual form. Forms of speech that direct the relationship of word but add no substantive information, for example, would routinely be at the top of the work frequency lists and featured prominently in tag clouds. This outcome violates the intention of such analysis, which is to display the substantive concepts in play. Most of the words in the following excluded word list are common in all such lists and have no impact on the substance of the matter. Certain words, however, connected to the venues of publication—such as speech, communication, international, association, journal—might have substantive value but that value is swamped by their use in the publication format. Certainly, the term *communication* is present in substantive discussion, but its overwhelming appearance is the consequence of titles and publications. In the study, this problem is mitigated by the topic coding procedure. It is, therefore, possible to understand the presence of communication, speech, and the like within the archive through these means. The words excluded from the frequency lists and, as a consequence, the clouds are listed below.

List of Excluded Words:

1954 1955 1957 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 2012 2013 a able about above according account across additional after again against alerts all almost also although always am among amount an and angeles another any approach are area aren't aren't article as asked association at author available based basic basis be because becker become been before being below best better between beyond black both brought but by called campbell can can't cannot can't cause cent central century certain change chicago clear clearly come common communication concerned considered consistent constantly contemporary could couldn't couldn't course december described development did didn't didn't different difficult difficulty do does doesn't doesn't doing don't donation don't down downloaded during each early effect eight either elements enough essay even events every example fedsim few field figure final find first five following for forms found four from further general george give given good great greater greatest had hadn't hadn't has hasn't have haven't haven't having he he'd he'll he's heard he'd he'll help her here here's here's herman hers herself he's high higher him himself his house how how's however how's http i i'd i'll i'm i've i'd ideas if i'll i'm important in included including indeed initial interest international into is isn't isn't issue issues it it's its it's itself i've january john journal journalism just kansas kind know known large later least leave lectures less lesser let's let's level life like little london long lower made mahan major make making manner many march matter me means members ment ments might minute modern monographs more most much munication must mustn't mustn't my myself necessary need never no nor not noted notes nothing number october of off often on once only or order organ other others ought our ours ourselves out over own paper part particular party people per percent perhaps period person personal place point position possible present principles probably problems professional professor published quarterly question questions rather really related research response richard right robert sagepub said same say says scale scholars school second sections seems sense september seven several shall shan't shan't shaw she she'd she'll she's she'd she'll she's short should shouldn't shouldn't significant similar simply since small so some something sometimes source speaker special specific speech statement still students studies study such support table take taken terms than that that's that's the their theirs them

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themselves then there there's therefor therefore there's these they they'd they'll they're they've they'd they'll they're they've thing things think third this thomas those though thought three through thus times tion tions to too total toward trans tween twenty under understanding united university until up upon us used using various very was wasn't wasn't we we'd we'll we're we've we'd well we'll were we're weren't weren't we've what what's what's when when's when's where where's where's whether which while white who who's whole whom who's whose why why's why's will william with within without won't won't word words works would wouldn't wouldn't wrote year years york you you'd you'll you're you've you'd you'll your you're yours yourself yourselves you've

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