

Rationalist Bias in Communication Theory

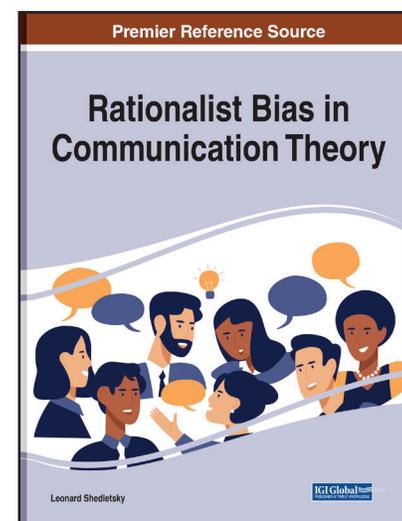
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Description:

While communication theory has not recognized the implications of the social intuitionist model, psychologists have gathered an impressive body of evidence to support the theory. In social cognition research, there was the idea that human inferential processes are conscious, rational, logical, and accurate, and this belief continues somewhat in the behavioral sciences although there is evidence that it is incorrect. A fresh examination is needed on just how these inferences by the receiver and the implications by the sender, carried out at high speed, impact our understanding of the communication process. Simply put, until now the default case in communication theory is the belief that we consciously reason and then we act. However, that may not be entirely true.

Rationalist Bias in Communication Theory applies social intuition theory to human communication. This book explores how research has missed accounting for a critical fact about human communication in the theories of communication, namely that we as humans can respond to one another and to all kinds of stimuli faster than we can deliberate. By applying intuitive cognition to communication, a new light can be shed on the communication process, which is what the chapters prove and discuss. This book is valuable for social scientists, practitioners, researchers, academicians, and students interested in new theories in communication theory.



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