



# Introduction to Computer Mediated Communication: A Functional Approach

*WESTERMAN DAVID KEITH, BOWMAN NICHOLAS DAVID, LACHLAN KENNETH L*

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Computers have advanced to amazing levels of processing and storage capacity in a relatively short period of time. Computers allow us to do things today that were barely dreamed of sixty years ago. So, what does this mean for how we understand them? Introduction to Computer Mediated Communication: A Functional Approach helps the reader reconsider their standing assumptions about the uses and functions of new media technologies. Technology in general, and computer mediated communication (CMC) technologies specifically, are tools that serve a distinctly human function: to help people communicate with one another. Rather than focus on the nature of the medium itself and what sets it apart from more "traditional" media, Introduction to Computer Mediated Communication focuses on what functions people use technology for, and how people use technology to accomplish their multiple communication goals. By focusing on functions rather than channels, the publication provides instruction into the reason people use media, rather than simply checking channels off the list. Available in print and eBook formats, Introduction to Computer Mediated Communication: Focuses on the degree to which new media technologies now permeate all aspects of human communication, blurring traditional distinctions between mass, interpersonal, organizational, and health communication realms. Analyzes how technology is used to satisfy four major reasons for communication in general: informational goals, relational goals, persuasive goals, and entertainment goals. Includes a regularly updated website to discuss the evolving technology. The website includes links to growing social media applications, discussions, videos, and more. And in true Web 2.0 fashion, the authors will even encourage students to participate early and often. Features Computer Mediated Communication in Action vignettes that apply concepts to real life scenarios and cases.

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