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Symbolic Convergence Theory (SCT) predicts individual behavior on the basis

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of meaning, emotion, value, and motive for action created through a shared collective identity (BORMAN, et al., 2003

...

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Symbolic Convergence Theory (SCT) is a communication theory developed by

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Ernest Bormann where people share common fantasies and these collections of individuals are transformed into a cohesive group. SCT offers an explanation for the appearance of a group's cohesiveness, consisting of shared emotions, motives, and meanings.

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Symbolic convergence theory - Wikipedia

An expansion of the rhetorical vision component of the symbolic convergence theory: The cold war paradigm case Ernest G. Bormann et al. Communication Monographs

Defending symbolic convergence

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Description of Symbolic Convergence Theory Symbolic Convergence Theory offers an elucidation for the appearance of a group's cohesiveness, consisting of shared emotions, motives, and meanings. Through SCT, members of the group can build a community or a group consciousness which grows stronger if

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they share a cluster of fantasy themes.

Symbolic Convergence Theory: History Description ...

Symbolic-Convergence Theory. When a group of individuals have similar thoughts about a certain topic in a group conversation, they can relate to similar issues, experiences, and situations. This

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phenomenon has a term called symbolic convergence theory, developed by Ernest Bormann, John Cragan, and Donald Shields This theory has different levels of communication, which enhance the relationships between people.

**Symbolic-Convergence Theory -
Lawaspect.com**

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Symbolic Convergence Theory (SCT) is a communication theory developed by Ernest Bormann where people share common fantasies and these collections of individuals are transformed into a cohesive group. SCT offers an explanation for the appearance of a group's cohesiveness, consisting of shared emotions, motives, and

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Structuration and Symbolic Convergence Theories - Problem ...

In Defense of Symbolic Convergence
Theory: A Look at The Theory and Its
Criticisms After Two Decades Ernest G.
Bormann Ph.D. Ernest G. Bormann is
professor, Department of

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Speech-Communication, University of
Minnesota, Minneapolis, MN 55455.

In Defense of Symbolic Convergence Theory: A Look at The ...

In Ernest G. Bormann. ...known as the
originator of symbolic convergence
theory (SCT) and its attendant method,
fantasy theme analysis, which both

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explore how the sharing of narratives or “fantasies” can create and sustain group consciousness. For Bormann, these communal narratives encouraged group cohesion and fostered the development of a shared social reality among....

**Symbolic convergence theory |
communication | Britannica**

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Originally conceived as a social theory of small group communication, Symbolic Convergence Theory (SCT) can help explain group cohesion in digital communities (Bormann, 1985). Within SCT, fantasy theme analysis offers a means by which shared fantasies unite a group consciousness.

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**Key Themes that May be Explained
by Symbolic Convergence ...**

Throughout his career, Bormann wrote numerous scholarly articles, including several that sought to clarify and even defend symbolic convergence theory since its inception in 1972. In a 1994 publication he refuted the theory's most persistent criticisms , namely that it

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borrowed and needlessly relabels concepts from other theories and that its application is limited to small group communication.

Ernest G. Bormann | Biography, Symbolic Convergence Theory ...

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Gunn calls for the creation of a new post-humanist, -Marxist, -Freudian approach to rhetorical criticism that would combine literary, critical, and psychoanalytic methods in a new "popular imaginary" paradigm.

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Symbolic Convergence Theory (SCT) is a general communication theory. SCT explains that meanings, emotions, values, and the motives for action are in the rhetoric that is co-created by people trying to make sense out of a common experience, such as university life. SCT posits that students talk about their shared experiences, like a professor

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they have had in class.

Symbolic Convergence Theory | Free Speech Wiki | Fandom

Symbolic Convergence Theory. SCT has been criticized for being too much fantasy. The fantasy can alter the human rational thoughts. SCT has also been criticized for being neither a

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modern nor a postmodern Theory. He also went on to say that SCT can only be applied to small groups. That's it declining in popularity.

Symbolic Convergence Theory by Amy Clemens on Prezi

Symbolic convergence theory is a very useful theory that helps explain the

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general tendencies of humans. Scholars have decided that symbolic convergence can have a direct influence on humans without them knowing or realizing why.

8. 3 Soooooo what?? Businesses rely on marketing which is made stronger by symbolic convergence.

Symbolic convergence theory -

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full screen. Symbolic convergence
theory (SCT), brainchild of Ernest G.
Bormann, attempts to explain how
communication can create and sustain
group consciousness through the
sharing of narratives or “fantasies.”
Drawing on the observations of Harvard

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social psychologist Robert Bales, Bormann explored how the practice of cooperative fantasizing leads to enhanced group cohesion and, ultimately, the emergence of a group mind.

**SAGE Reference - Encyclopedia of
Political Communication**

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Symbolic convergence theory provides a description of the dynamic tendencies within systems of social interaction that cause communicative practices and forms to evolve. This theory allows theorists and practitioners to anticipate or predict what will happen and explain what did happen.

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Ernest Bormann's Symbolic
Convergence Theory (SCT), a theory of
rhetorical communication, provides a set
of guidelines to explain how sharing of
narratives and goals can help build

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