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Thinking Through Communication (Paperback)

By Sarah Trenholm

Taylor Francis Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 235 x 187 mm. Language: English . Brand New Book. Praised for its teachability, Thinking Through Communication provides an excellent, balanced introduction to basic theories and principles of communication, making sense of a complex field through a variety of approaches. In an organized and coherent manner, Thinking Through Communication covers a full range of topics- from the history of communication study to the methods used by current communication scholars to understand human interaction. The text explores communication in a variety of traditional contexts: interpersonal, group, organizational, public, intercultural, computer-mediated communication and the mass media. This edition also offers new insights into public speaking and listening. This text can be used successfully in both theory- and skills-based courses. Written in a clear, lively style, Trenholm s overall approach-including her use of examples and interesting illustrations-helps both majors and non-majors alike develop a better understanding of communication as a field of study and an appreciation for ways in which communication impacts their daily lives. Pearson new international ed of 7th revised ed.



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