

INTRODUCING COMMUNICATION THEORY: ANALYSIS AND APPLICATION

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She is the Vice-President of Central States Communication Association and Past-President of the Family Division of the National Communication Association. Her current research interests include family communication, gendered communication, and communication and relationships. Richard West is a past President of the National Communication Association. Abstract Review of Introducing Communication Theory: Analysis and Application (6th ed.) Keywords Communication Theory, Book Review, Textbook. This review is available in Journal of Applied Communications: <https://newprairiepress.org/jac/vol102/iss3/7>.
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For a general agricultural communication theory course, this book's merit stems from the breadth of theories it covers and the foundations it provides to understand those theories. As an instructional tool, the variety of applications for each theory can help students learn the material more effectively and help break up the text so the book is not too monotonous. For research, the book is limited, but that is not its intended use. Introducing Communication Theory: Analysis and Application utilizes and applies all that we as teachers have learned from our students. We continue to be indebted to both students and colleagues whose suggestions and comments have greatly influenced this fourth edition. The theories in communication studies have roots in both communication and in other fields of study. This exciting interdisciplinary orientation is reflected in the selection of the various theories presented in the text.
Communication theorists have embraced the integration of ideas and principles forged by their colleagues across many disciplines. Yet the application, influence, and inherent value of communication are all sustained by the theorists in this text. This text introduces the field of communication to students who may have little or no background in communication theory. Its three overriding goals are to help students understand the pervasiveness of theory in their lives, to demystify the theoretical process, and to help students become more systematic and critical in their thinking about theory. --Publisher description. Find out more on this topic