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The purpose of this text is to introduce the field of communication to students who may have little or no background in communication theory. The three overriding goals of the book 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.

This concise book presents theory and teaches skills allowing students from all academic backgrounds to understand the communication field.

Updated Edition of Bestseller! Applying Communication

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Theory for Professional Life, by Marianne Dainton and Elaine D. Zelle is the first communication theory textbook to provide practical material for career-oriented readers. Featuring new case studies, updated examples, and the latest research, the Fourth Edition of this bestseller introduces communication theory in a way that helps you understand its importance to careers in communication and business. Real-world case studies within each chapter are designed to illustrate the application of theory in a variety of professional settings. New to the Fourth Edition All case studies now include specific questions about ethical issues associated with the narrative of the case and how knowledge of theory can help you negotiate these ethical dilemmas. The simulated “ Education as Entertainment Theory ” includes apps and other new media forms of educational content, keeping you up-to-date with the latest technology. Four new case studies have been added to show you how the theories are tied to recent events. The cases are titled: 1. “ You ’ re Fired ” 2. “ Bad Move ” 3. “ Million Dollar Manipulation ” 4. “ The (New) Media Culture Wars ” New research and scholarship for all theories can be found in the “ Chapter Summaries ” and “ Research Applications ” of each chapter. Numerous political examples have been added to reflect the increasingly divergent political rhetoric in the United States.

Now published by SAGE! Interpersonal Communication, Fourth Edition empowers students to become more confident communicators by providing them with both the knowledge and the practical skills they need to make effective communication choices in today’s rapidly changing and technologically advanced society. Rather than "telling" students how to communicate, authors Richard L. West and Lynn H. Turner offer a toolbox of key skills so students can

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From the moment we begin to understand the meanings of words and symbols, we have used rhetoric. It is how we determine perceptions of who we are, those around us, and the social structure in which we operate. Rhetorical Theory, Second Edition introduces a broad selection of classical and contemporary theoretical approaches to understanding and using rhetoric. Historical context reveals why rhetorical theories were created, while present-day examples demonstrate how they relate to the world in which we live. Borchers and Hundley present conceptual topics in a succinct and approachable manner. The text is organized topically rather than chronologically, so similarities and

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differences are easily detected in central ideas. Each chapter is enhanced by the inclusion of theorist biographies, applications of theory to practice, and Internet exercises. The Second Edition expands coverage on mediated rhetoric, feminist rhetoric, alternative rhetorical theories including Afrocentricity and intersectionality, cultural and critical rhetoric, and postmodern implications of rhetoric.

Communication Theory: Eastern and Western Perspectives focuses on the processes, methodologies, principles, and approaches involved in communication theory. The selection first elaborates on Asian perspectives on communication theory; Chinese philosophy and contemporary human communication theory; communication in Chinese narrative; and contemporary Chinese philosophy and political communication. Discussions focus on the structure and function of China's political communication system; philosophical principles of Chinese communism; embodiment of reason in experience; and dialectic completion of relative polarities. The text then examines Korean philosophy and communication, practice of Uye-Ri in interpersonal relationships, and the teachings of Yi Yulgok. The publication examines the double-swing model of intercultural communication between the East and the West; interpersonal cognition, message goals, and organization of communication; and the convergence theory of communication, self-organization, and cultural evolution. The book also ponders on the practice of Antyodaya in agricultural extension communication in India and communication within Japanese business organizations. The selection is a valuable reference for researchers interested in the Eastern and Western perspectives of communication theory.

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