

# **INTRODUCING COMMUNICATION THEORY: ANALYSIS AND APPLICATION**

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## Introducing Communication Theory: Analysis and Application PDF Book

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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. It is with great enthusiasm that we provide the fourth edition of *Introducing Communication Theory: Analysis and Application*. The success of the three previous editions shows that communication theory courses are thriving and teachers and students of communication understand the importance of theoretical thinking. This text explores the practical, engaging, and relevant ways in which theory operates in our lives. *Introducing Communication* has been added to your Cart. Add to Cart. Buy Now. Add related items: *Introducing Communication Theor* for \$250.65. More Buying Choices. 8 new from \$99.00. 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.

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