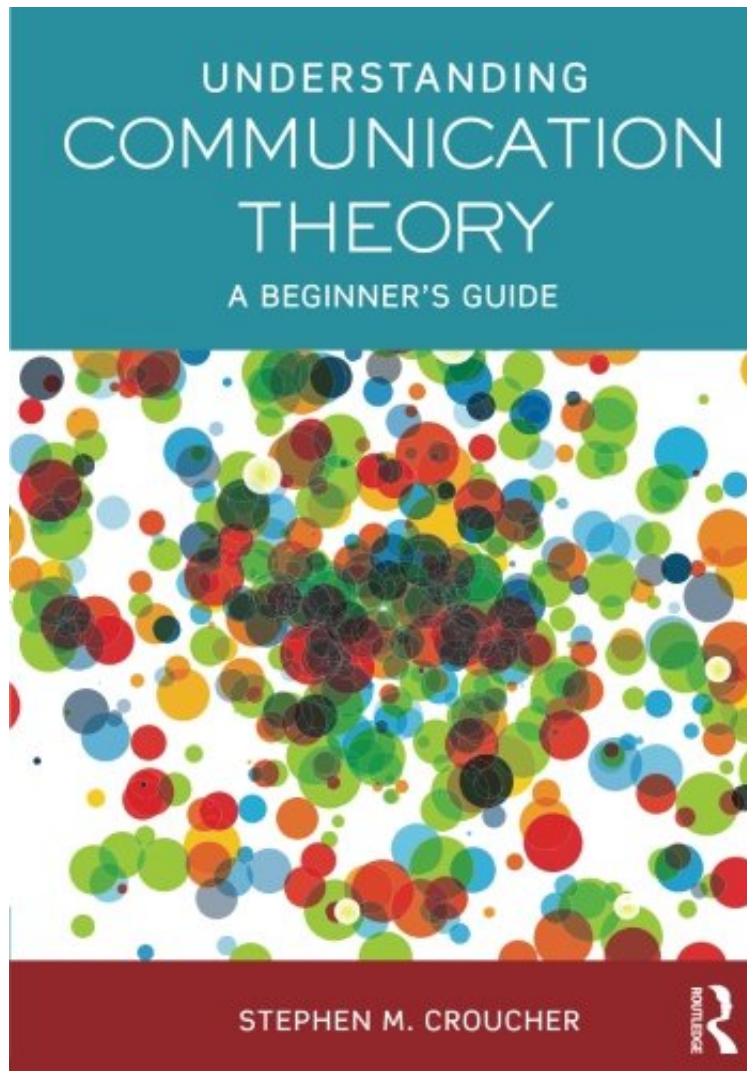


[FREE] Understanding Communication Theory: A Beginner's Guide

Understanding Communication Theory: A Beginner's Guide

Stephen M. Croucher

**Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#2513670 in Books Stephen M Croucher 2015-08-27 2015-09-25 Original language: English PDF # 1 10.00 x .85 x 7.00l, 1.48 #File Name: 0415748046288 pages Understanding Communication Theory A Beginner s Guide | File size: 24.Mb

Stephen M. Croucher : Understanding Communication Theory: A Beginner's Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Communication Theory: A Beginner's Guide:

0 of 0 people found the following review helpful. Five StarsBy CustomerI Love it

This book offers students a comprehensive, theoretical, and practical guide to communication theory. Croucher defines the various perspectives on communication theorythe social scientific, interpretive, and critical approachesand then

takes on the theories themselves, with topics including interpersonal communication, organizational communication, intercultural communication, persuasion, critical and rhetorical theory and other key concepts. Each theory chapter includes a sample undergraduate-written paper that applies the described theory, along with edits and commentary by Croucher, giving students an insiders glimpse of the way communication theory can be written about and applied in the classroom and in real life. Featuring exercises, case studies and keywords that illustrate and fully explain the various communication theories, *Understanding Communication Theory* gives students all the tools they need to understand and apply prominent communication theories.

"*Understanding Communication Theory* is an invaluable resource for undergraduate instruction. An organized, rigorous, and accessible communication text, it is an excellent blend of conceptual and pragmatic discussion. It will enhance the learning space for both student and instructor." Devika Chawla, Ohio University "This book is a valuable guide for beginning students of communication theory. It provides real-life illustrations and applications that students from different cultures can relate to." Carmencita Del Villar, University of the Philippines
About the Author
Stephen M. Croucher is Professor at Massey University, New Zealand. He is co-author of *Understanding Communication Research Methods*.