



Human Communication (Fourth Edition), (Indian Edition)

By Judy C. Pearson, Lynn Harter, Paul E. Nelson, Scott Titsworth

McGraw Hill Education, 2013. Softcover. Book Condition: New. 4th edition. The fourth edition of Human Communication is an engaging reflection of the contemporary field of communication studies. The authors' writing mantra ("Make It Smart; Keep It Real") leads to a text that strikes a practical balance of definitive content and everyday application. To "make it smart," the authors read hundreds of articles from mainstream communication journals. To "keep it real," the authors synthesized their findings so that they resonate with the challenges and goals of today's typical basic course. Always the goal is to highlight the relevancy of communication to college students by engaging the readers. Every chapter features skill-building, critical thinking, innovative pedagogy, 21st century examples, and lively writing that is respectful of the student reader. Contents: Part One: Fundamentals of Communication Studies 1. Introduction to Human Communication 2. Perception, Self and Communication 3. Language and Meaning 4. Nonverbal Communication 5. Listening and Critical Thinking Part Two: Communication Contexts 6. Interpersonal Communication 7. Intercultural Communication 8. Workplace Communication 9. The Dynamics of Small Group Communication Part Three: Fundamentals of Public Speaking: Preparation and Delivery 10. Topic Selection and Audience Analysis 11. Source Credibility and Using Evidence 12. Organizing Your...



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