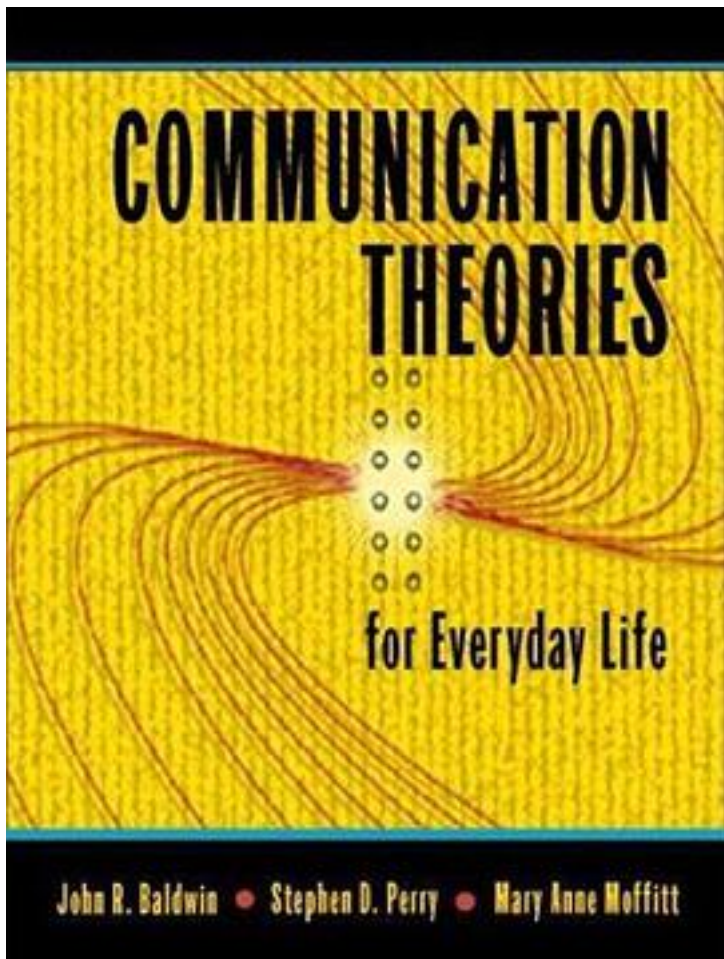


Communication Theories for Everyday Life



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Communication Theories for Everyday Life introduces readers to the complexities of theories in communication studies, mass communication, and public relations, emphasizing their connection to everyday life. Instead of utilizing a theory-a-day

approach, this text cuts across content areas and clusters related theories, making them easier for readers to process and apply to real-life situations. Communication Theories for Everyday Life also addresses theories in emerging areas and growing fields, such as media research, organizational communication, and computer-mediated communication, while still featuring the traditional theories that always have defined the field. Features: Contextualizes theory with an introductory chapter in each of the main content areas that introduces the theories and research in the field, showing students how the theories developed. Features new theories and subject areas not present in most traditional communication theory textbooks, including new interactive technologies, feminist scholarship, British cultural studies, semiotics, postmodernism, and critical race theory. Emphasizes the application of some theories across many subject areas through headings in the form of questions that encourage students to process material and explore for themselves how theories and content apply to their lives. Uses case-study chapters that demonstrate to students how each subject area would use theory to solve or understand issues in everyday life. Reviews theories for the three main genres of communication - communication studies, mass communication, and public relations - with balanced coverage, examining the unique contributions each area has made to the field of communication as a whole. Page 1 of 1

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标签

评论

偏研究的一本有关COMM理论的书，中规中矩，有条理。把每一个理论的研究限制都写出来了。入门书籍

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