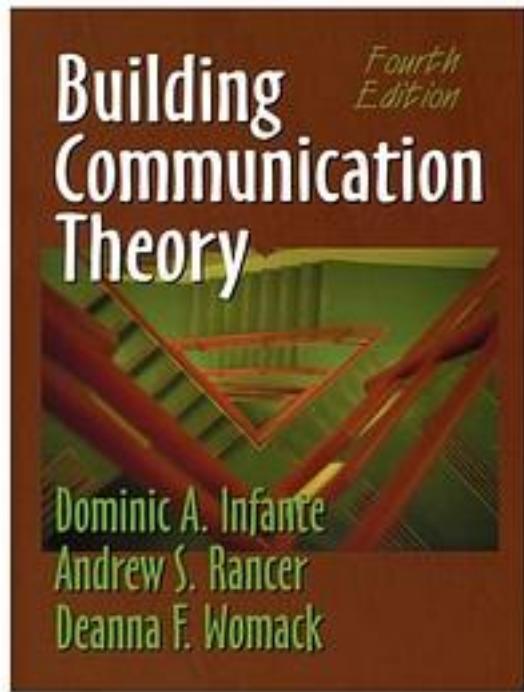


Building Communication Theory



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出版者: Waveland Press

出版时间: 2003

装帧:

isbn: 9781577662709

As a long-standing definitive work in the field, *Building Communication Theory* has given introductory readers a solid foundation in the essentials of communication theory. Infante, Rancer, and Womack have been praised for their clear and comprehensive presentation of various approaches to understanding human communication and the major theories within the structure of each approach. The Fourth Edition maintains these strengths. Complex material is presented in clear, user-friendly prose. In addition, the volume is grounded with compelling and realistic examples that engage the uninitiated and help them see the connection between theory and practical applications. Readers gain an appreciation of the importance of

communication, the value and applicability of its teachings, and the richness of its philosophy.

作者介绍:

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