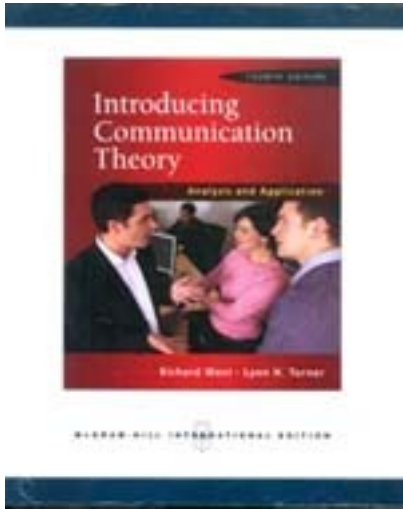


Introducing Communication Theory: Analysis and Application (4th International Edition)



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著者:West, Richard L.; Turner, Lynn H.

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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.

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