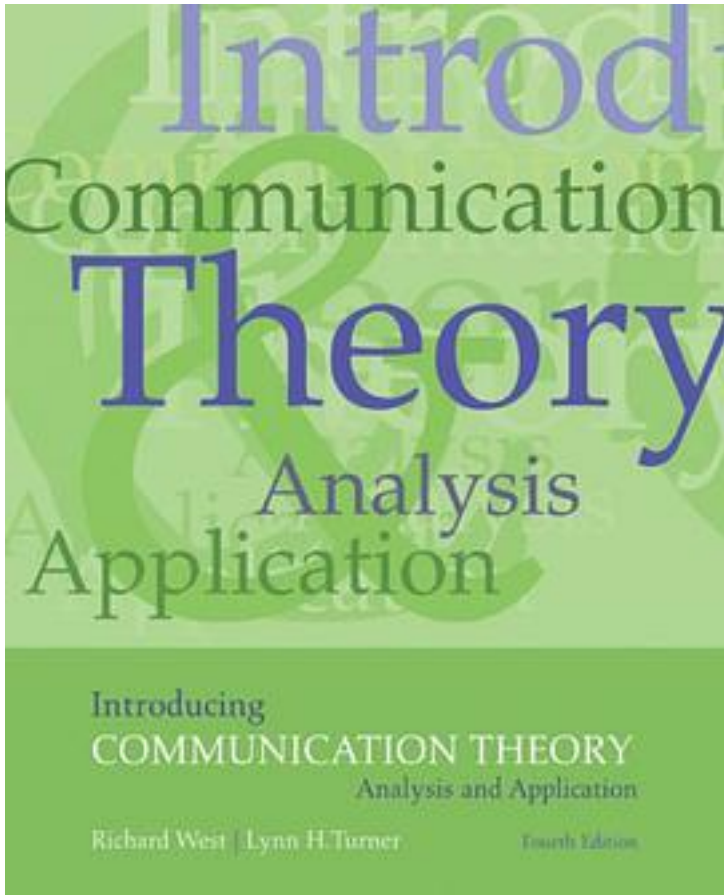


# Introducing Communication Theory



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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.

作者介绍:

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标签

传播学

理论

theory

communication

评论

MC6000, 入门书。

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清楚好读，例子多。本科生适用。

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官方卖萌：Ryan’s decision about what to do came down to a simple question: What does a movie offer versus what television offers? As Ryan considered this question, a third alternative occurred to him: going to bed early.

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书评

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