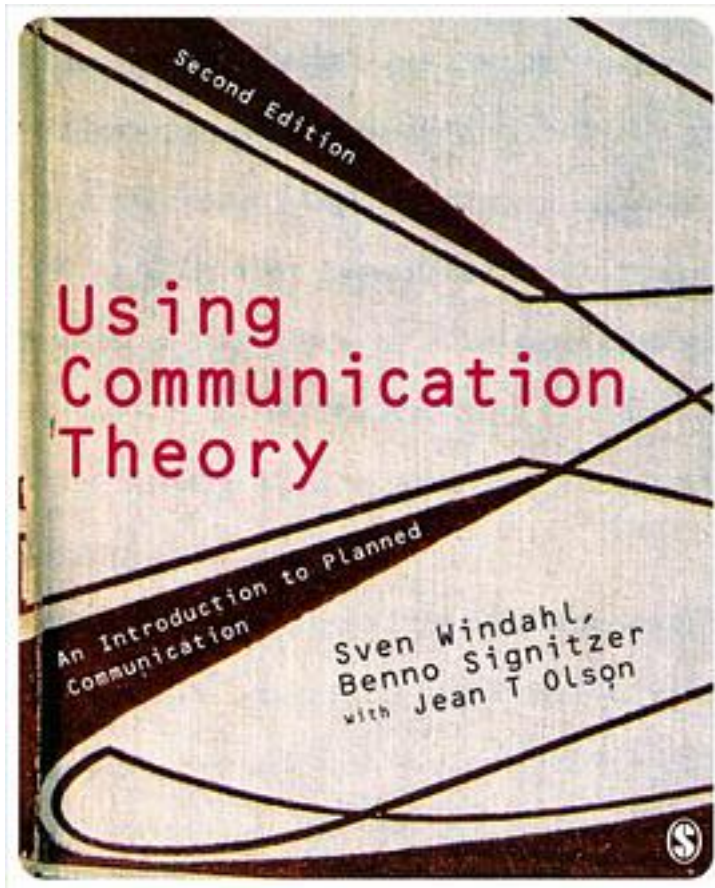


Using Communication Theory



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Instructors: Please click [here](#) to request a review copy of this title for adoption consideration.Desk copies are available by calling 1-800-818-7243."There is nothing so practical as a good theory" - Kurt Lewin What does theory have to do with the practice of communication? Communication planning is used daily by thousands of people:

public relations practitioners, technical writers, information campaigners, advertising professionals, organization consultants, educators, health communicators and more. Without a solid understanding of communication theory, practitioners have difficulty getting their messages heard though all the noise. The second edition of this best-selling textbook has been updated with the student firmly in mind. With extensive new learning features that directly engage with the practical side of theory, students will: " Practice what they learn with activities and exercises " Apply their own experiences to theory through prompts to reflection " Consolidate their learning with highlighted definitions and lists of key terms " Take it further with boxed excerpts from classic texts. Showing how theories relate directly to the practice and experience of planning effective communication, Using Communication Theory provides indispensable insights into the practical nature of communication theory. In today's landscape of communication overload, this book remains an essential, authoritative guide for both students and practitioners.

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