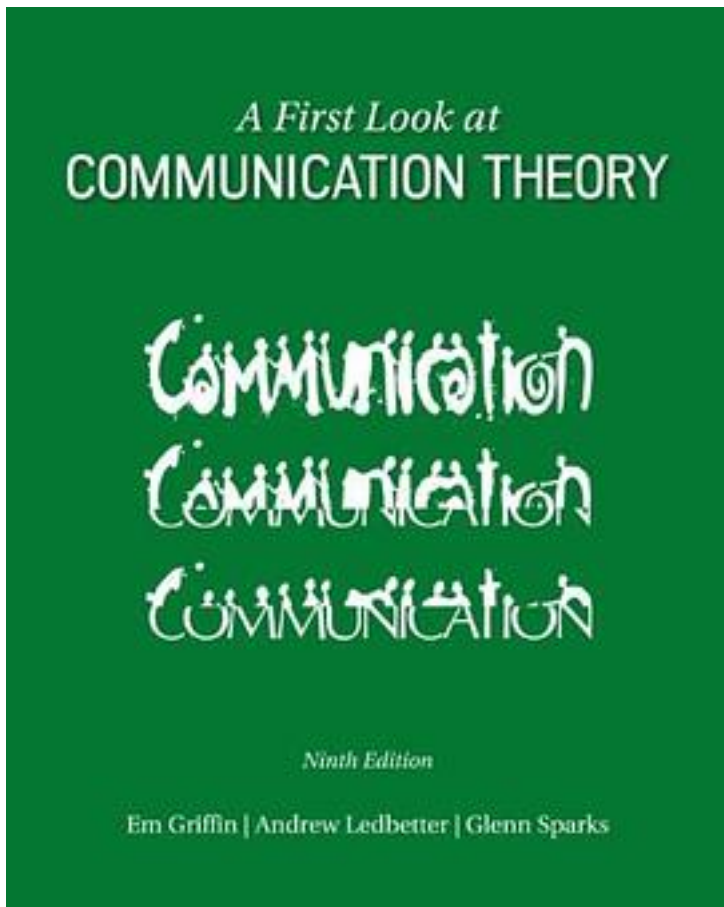


# A First Look at Communication Theory



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The most widely-used textbook for the communication theory course, A "First Look at Communication Theory" analyzes the major communication theories at a level that is appropriate for both lower- and upper-level courses. The theories represented in the text reflect a mix of foundational and recent scholarship and strike a balance of

scientific and interpretive approaches.

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