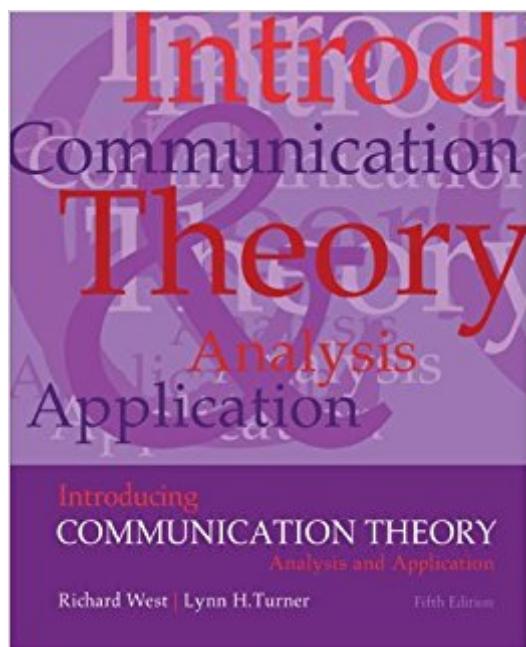


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Introducing Communication Theory: Analysis And Application



Synopsis

Introducing Communication Theory: Analysis and Application focuses on the links among theory and everyday experiences. The text uses an engaging writing style to present the concept of theory, and helps students become insightful critical thinkers. Instructors and students can now access their course content through the Connect digital learning platform by purchasing either standalone Connect access or a bundle of print and Connect access. McGraw-Hill Connect® is a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course. Your subscription to Connect includes the following: SmartBook® - an adaptive digital version of the course textbook that personalizes your reading experience based on how well you are learning the content. Access to your instructor's homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course. Progress dashboards that quickly show how you are performing on your assignments and tips for improvement. The option to purchase (for a small fee) a print version of the book. This binder-ready, loose-leaf version includes free shipping. Complete system requirements to use Connect can be found here: <http://www.mheducation.com/highered/platforms/connect/training-support-students.html>

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Customer Reviews

Rich West is a past President of the National Communication Association. He is also Professor in the Department of Communication Studies at Emerson College in Boston. At Emerson, he has

served as the Department Chair for several years, as the Acting Director of the Institute for Liberal Arts and Interdisciplinary Studies, and as the Project Director of the Center for Innovation in Teaching and Learning. He is past President of the Eastern Communication Association, where he received the Past Officer's Award and was recognized as a "Distinguished Research Fellow" in the Association. Rich is also the former Director of NCA's Educational Policies Board. Both Illinois State University (B.A./M.A.) and Ohio University (Ph.D.) have recognized him as an Outstanding Alum in Communication Studies. Rich's research has appeared in Communication Education, Communication Studies, Communication Quarterly, Day Care and Early Education, Communication Reports, Journal of Family Communication, among other diverse outlets. He has written extensively in the area of classroom communication and has been recognized as a "Leading Scholar" in Classroom Communication by the Communication Institute for Online Scholarship (CIOS). Rich's principle co-author is Lynn Turner. Together with Lynn, he has co-authored 5 books in multiple editions. He is also co-editor of The Family Communication Sourcebook and the co-editor of the Sage Handbook of Family Communication. In 2014, NCA's Family Communication Division recognized the Sourcebook as its Outstanding Book Award. In addition, Rich has (co) authored dozens of articles and book chapters and is a current member of numerous journal editorial boards. Rich's research has been featured in a number of media outlets including USA Today, Christian Science Monitor, NPR, Toronto Globe & Mail, CNN International, Austin Statesman (TX), among others. When he has some free time, he enjoys working on his 105 year-old summer home in Maine, but privately admits that he would rather hire people than do the work himself!Lynn H. Turner teaches in the College of Communication at Marquette University. She received her Ph.D. from Northwestern University in 1989. She is the author of several journal articles, books, and book chapters focused on communication studies. She is the recipient of the Marquette University College of Communication Research Award (1998), the Organization for the Study of Communication, Language, and Gender's Outstanding Book Award (1997) and Outstanding Article Award (2000). She is guest editor (with Richard West) for a special issue of the Journal of Family Communication and she serves on the editorial board of several communication journals. She is the Vice-President of Central States Communication Association and Past-President of the Family Division of the National Communication Association. Her current research interests include family communication, gendered communication, and communication and relationships.

School book, but very interesting. Arrived on time and intact.

Interesting book, I took that class as a gen ed in college

the first 8 chapters were not connected to the book. The pages were shoved in the book out of order. Makes my life as a student harder because i cant bring the book to class, i don't want to pick up pages all over the floor

Very informative, easy reading, and corresponding well with course lectures. All in all, very thorough.

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Good

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