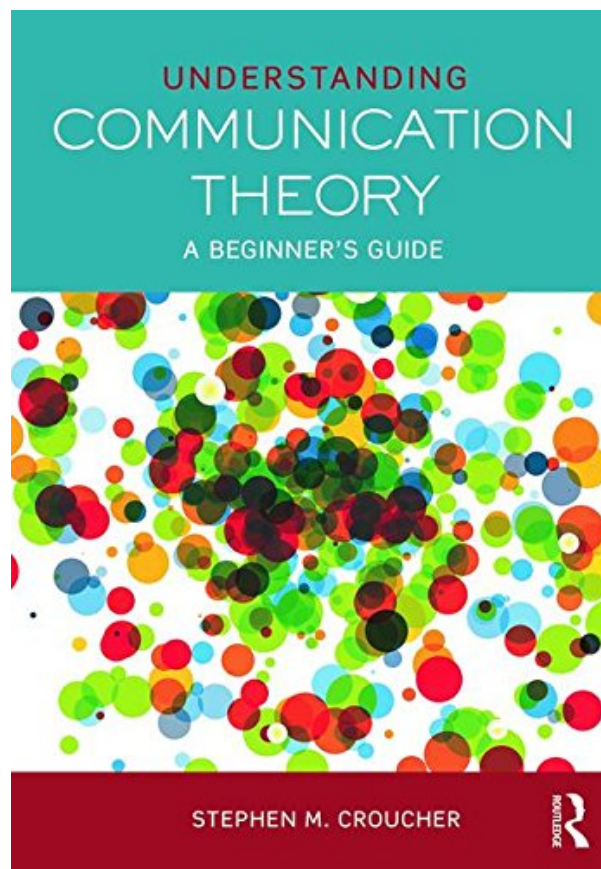
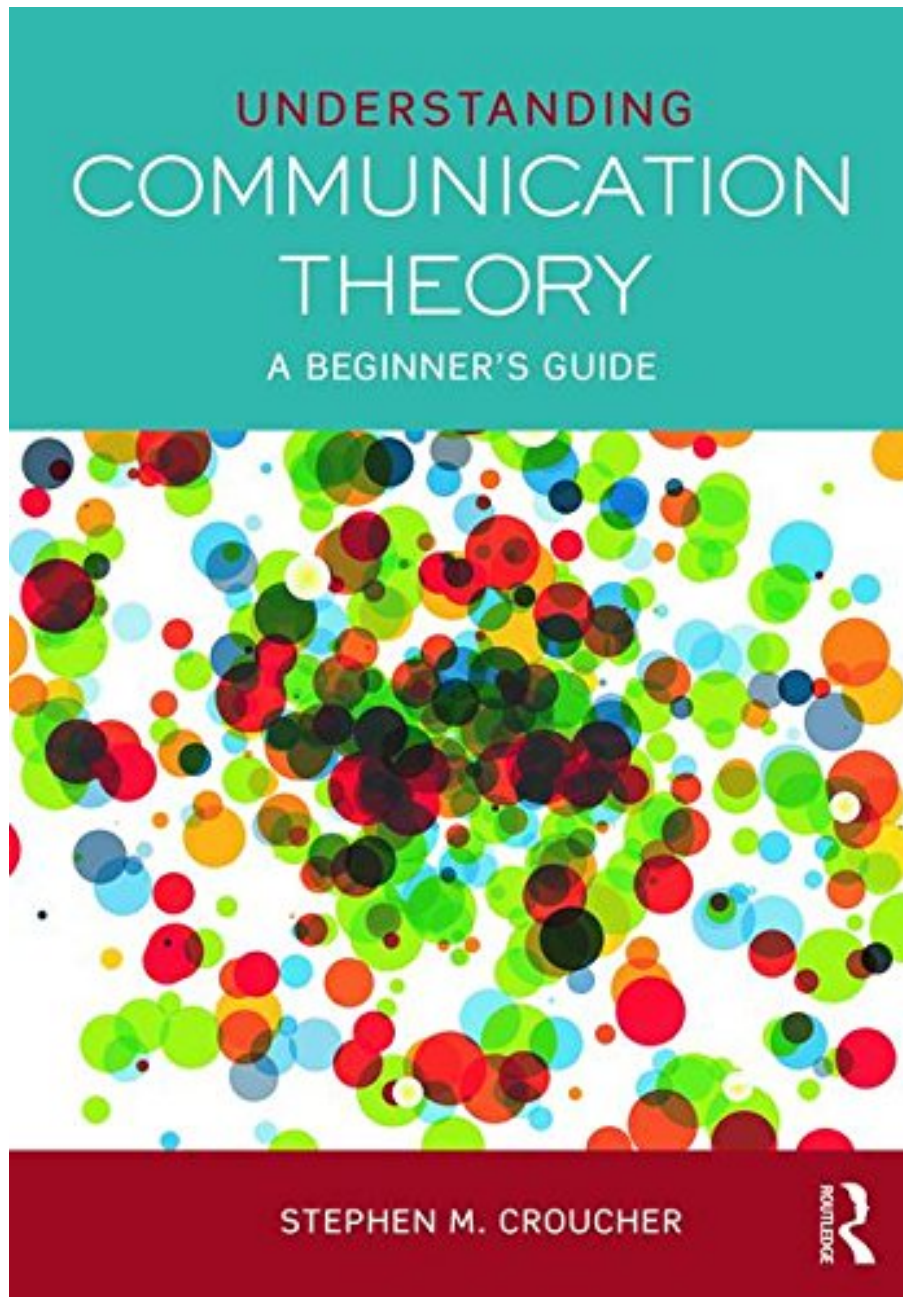


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"*Understanding Communication Theory* is an invaluable resource for undergraduate instruction. An organized, rigorous, and accessible communication text, it is an excellent blend of conceptual and pragmatic discussion. It will enhance the learning space for both student and instructor." ?Devika Chawla, Ohio University

"This book is a valuable guide for beginning students of communication theory. It provides real-life illustrations and applications that students from different cultures can relate to." ?Carmencita Del Villar, University of the Philippines

About the Author

Stephen M. Croucher is Professor in the Department of Communication at the University of Jyvaskyla. He is co-author of *Understanding Communication Research Methods*.

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This book offers students a comprehensive, theoretical, and practical guide to communication theory. Croucher defines the various perspectives on communication theory—the social scientific, interpretive, and critical approaches—and then takes on the theories themselves, with topics including interpersonal communication, organizational communication, intercultural communication, persuasion, critical and rhetorical theory and other key concepts. Each theory chapter includes a sample undergraduate-written paper that applies the described theory, along with edits and commentary by Croucher, giving students an insider's glimpse of the way communication theory can be written about and applied in the classroom and in real life. Featuring exercises, case studies and keywords that illustrate and fully explain the various communication theories, *Understanding Communication Theory* gives students all the tools they need to understand and apply prominent communication theories.

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