

Introduction To Communication Studies Gary Mccarron

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Introduction to Communication Studies for South African Students
Communication Studies
More Than Words
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An Introduction to Communication Studies
An Integrated Approach to Communication Theory and Research
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Communication in the Real World: an Introduction to Communication
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Introduction to Communication Research
Basics of Communication Studies
ABC of Communication Studies
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in this introductory textbook the author contextualises approaches and theories on communication studies by making use of local examples from the mass media as well as relevant political and social experiences the book is divided into two parts the first provides students with a strong foundation in communication while the second focuses on the areas of specialisation within communication studies each chapter starts with the learning outcomes and a short overview of the chapter students can monitor their learning by using the summaries and test yourself questions at the end of every chapter scenarios provide examples of how the theory can be applied in practice this makes for a learner friendly and accessible book which will prove invaluable to students and professionals alike beginner students majoring in communication studies as well as those studying towards various

degrees or qualifications where communication is a prerequisite will find this book useful

this revised edition of a now classic text includes a new introduction by henry jenkins explaining why fiske still matters for today s students followed by a discussion between former fiske students ron becker elana levine darrell newton and pamela wilson on the theme of structuralism and semiotics fiske style both underline the continuing relevance of this foundational text in communication studies how can we study communication what are the main theories and methods of approach this classic text provides a lucid accessible introduction to the main authorities in the field of communication studies aimed at students coming to the subject for the first time it outlines a range of methods of analysing examples of communication and describes the theories underpinning them thus armed the reader will be able to tease out the latent cultural meanings in such apparently simple communications as news photos or popular tv programmes and to see them with new eyes

this book brings together a huge range of material including academic articles film scripts and interplanetary messages adrift on space probes with supporting commentary to clarify their importance to the field communication studies the essential resource is a collection of essays and texts for all those studying communication at university and pre university level individual sections address texts and meanings in communication themes in personal communication communication practice culture communication and context debates and controversies in communication edited by the same teachers and examiners who brought us as communication studies the essential introduction this volume will help communications students to engage with the subject successfully its key features include suggested further activities at the end of each chapter a glossary of key terms a comprehensive bibliography with web resources

the author has drawn on three of her previous publications used at the university of south africa unisa to compile an introduction to communication studies although the theory is based on material used in the usa and other overseas universities south african students will be able to identify with the local comments and examples tv programmes and other mass media political and social experiences referred to in this book beginner students majoring in communication studies as well as those who are studying towards various degrees or qualifications where communication is a prerequisite will find this book useful in addition to interpersonal group and mass communication there is an extensive chapter on public speaking which takes into account that many professionals today have to address their colleagues and business associates in order to succeed in their profession public speaking in this sense is a skill required by most graduates in any job or profession and the chapter is pitched at these requirements as well as at speaking to larger audiences the book is divided into two parts the first part provides students with a strong foundation of communication while the second focuses on the areas of specialisation within communication studies in addition each chapter starts with the learning outcomes and a short overview of the chapter students may monitor their learning with the summary and test yourself questions at the end of every chapter and the definitions highlighted in the text assist students in their navigation of the terminology scenarios provide examples of how the theory can be applied in practice this makes for a learner friendly and accessible book which will indeed prove useful to students and professionals alike

the authors cover the essential elements of communication including communication between individuals and groups in organizations and through mass media and new technologies

fiske s essential text aims to equip the reader with a range of methods of analysing examples of communication in our society together with a critical awareness of the theories underpinning them

prioritizing brevity and clarity this textbook introduces the study of communication through examples and applications of communication in a variety of contexts with a unique focus on diversity and the impact of culture each chapter opens with a case study that identifies a communication challenge which the chapter addresses throughout and concludes with questions that respond to that challenge a consistent organized structure with numerous features including fundamental issues questions for understanding and analysis theoretical insight examining a particular relevant theory and a skill set section easily guides you through the foundations of the study of communication cross referencing between chapters demonstrates the multidimensional nature of communication and the everyday talk sections demonstrate how each topic relates to technology the workplace or health issues offering a wealth of diverse examples from students personal professional and online lives this book teaches skills allowing students from all academic backgrounds to understand communication

this new edition provides a comprehensive overview of current theory and research written by the top theorists and researchers in each area it has been updated to address the growing influence of technology changing relationships and several growing integrated approaches to communication and includes seven new chapters on digital media media effects privacy dark side applied communication relational communication instructional communication communication and the law the book continues to be essential reading for students and faculty who want a thorough overview of contemporary communication theory and research

this introductory research text trains students to develop research arguments by designing studies gathering research evidence and thinking critically about them this textbook is ideal for the student with little or no research background fundamental research issues are discussed in detail and provide building blocks for further study giving students both comfort and knowledge this textbook is designed to teach students how to do scholarship by making reasoned cases and offering research conclusions the fourth edition features a complete updating of examples and revision of treatments of key concepts to maintain the timeliness of the book in the fast changing world of communication studies research

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this text provides a modern guide to the concepts and terms used in communication and media studies

written as an introduction for beginning students this book offers a thorough yet lively overview of human communication in all its aspects accessibly written and assuming no prior knowledge of the discipline communication an introduction offers a thorough yet lively examination of all aspects of human communication including a summary of its nature form and function a detailed analysis of all the levels of communication a description and overview of the different traditions of communication studies and a consideration of the future of communication as a phenomenon and as a field of research

a comprehensive introduction for those studying communications at as level the authors introduce students to the main forms of communication offer guidance on developing effective communication skills

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Introduction

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