



Human Communication

By Judy C. Pearson

Mcgraw-Hill Education Ltd Nov 2012, 2012. Taschenbuch. Book Condition: Neu. 254x204x17 mm. Neuware - Make it Smart. Keep it Real. Rooted in current scholarship and with an eye on practical, everyday communication scenarios, Human Communication is designed to make introductory communication studies immediate and relevant to students. Following their writing mantra, 'Make it Smart. Keep it Real,' the authors strike a practical balance of theory and everyday application. To 'make it smart,' they read hundreds of articles from mainstream communication journals. To 'keep it real,' they synthesized their findings so that they resonate with the challenges and goals of today's typical basic course. Informed by a survey of introduction to communication instructors, the fifth edition has been thoroughly updated with new content, activities, and ground-breaking digital learning tools in McGraw-Hill Connect, to target the topics and skills that students find most challenging--from identifying and citing sources to using social media appropriately. 388 pp. Englisch.



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