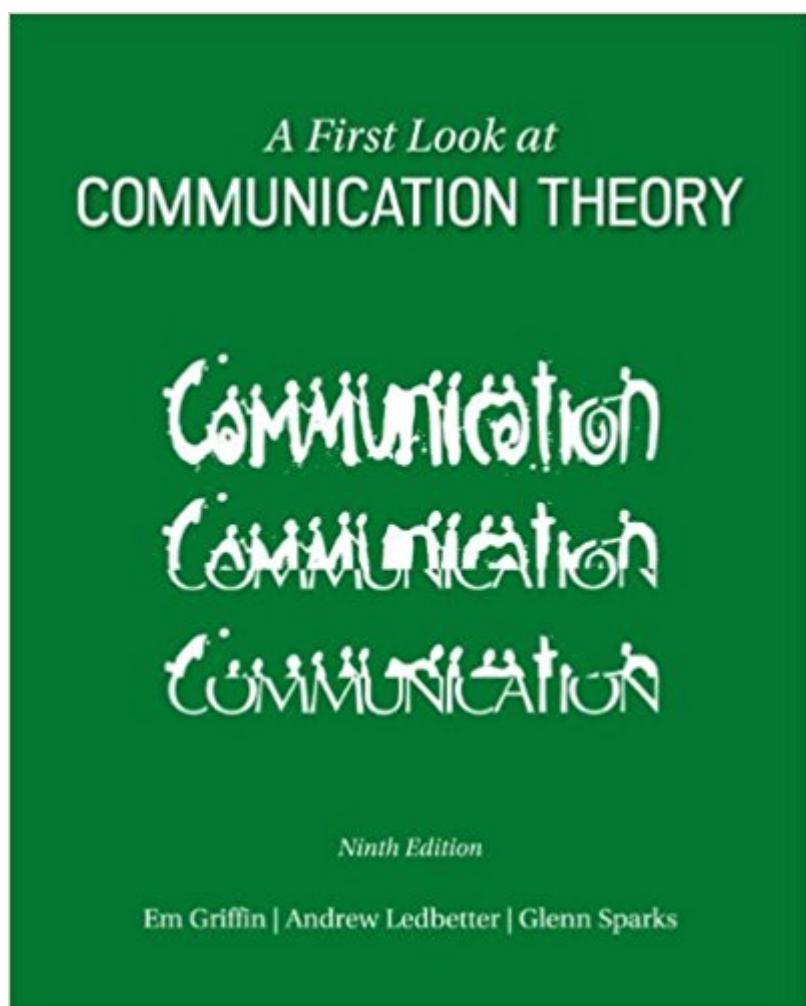


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A First Look At Communication Theory (Conversations With Communication Theorists)



Synopsis

The ninth edition of A First Look at Communication Theory justifies again the programâ™s enduring popularity. Em Griffin, now joined by colleagues Andrew Ledbetter and Glenn Sparks, encourages students who are encountering the field for the first time to tackle theories without fear. The authors introduce 32 diverse theories that are a mix of foundational and recent scholarship and, with the benefit of numerous examples and connections to pop culture, help students apply them to their own lives. This program ensures that students have a solid foundation with which to begin understanding the relationships between theories. 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 ConnectÂ® 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:â¢ SmartBookÂ® - an adaptive digital version of the course textbook that personalizes your reading experience based on how well you are learning the content.â¢ Access to your instructorâ™s homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course.â¢ Progress dashboards that quickly show how you are performing on your assignments and tips for improvement.â¢ 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:

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Book Information

Series: Conversations with Communication Theorists

Paperback: 560 pages

Publisher: McGraw-Hill Education; 9 edition (March 28, 2014)

Language: English

ISBN-10: 0073523925

ISBN-13: 978-0073523927

Product Dimensions: 8.1 x 0.8 x 10 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 45 customer reviews

Best Sellers Rank: #2,115 in Books (See Top 100 in Books) #2 in Books > Textbooks > Communication & Journalism > Speech #5 in Books > Reference > Words, Language &

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Andrew Ledbetter is an Associate Professor of Communication Studies at Texas Christian University. He received his M.A. and Ph.D. in communication studies from the University of Kansas. His research addresses how people use communication technology to maintain their interpersonal relationships. A related interest concerns how parentâ "child communication predicts health and well-being. Andrew has published more than 35 articles and received recognition for teaching excellence from both the National Communication Association and Central States Communication Association. His wife, Jessica, is a former attorney who teaches business law at Texas Christian University. With their daughters, Sydney and Kira, they enjoy involvement in their church, playing board and card games, reading, cooking, and following the TCU Horned Frogs and Kansas Jayhawks. You can reach Andrew at a.ledbetter@tcu.edu, visit his blog at www.andrewledbetter.com, or follow him on Twitter via @dr_ledbetter.Em Griffin is Professor of Communication at Wheaton College in Illinois, where he has taught for the past twenty-six years and has been chosen Teacher of the Year. He received his bachelorâ "TM's degree in political science from the University of Michigan, and his M.A. and Ph.D. in Communication from Northwestern University. His research interest centers on the development of close friendships. Professor Griffin is the author of three applied communication books: The Mind Changers analyzes practical techniques of persuasion; Getting Together offers research-based suggestions for effective group leadership; and Making Friends describes the way that quality interpersonal communication can build close relationships. He also speaks and leads workshops on these topics in the United States, Singapore, and the Philippines. Professor Griffinâ "TM's wife, Jean, is an artist. They have two adult children, Jim and Sharon.Glenn Sparks is a professor in the Brian Lamb School of Communication at Purdue University in Indiana, where he has taught for 28 years. He received his Ph.D. in communication arts from the University of Wisconsinâ "Madison; his research focuses on the effects of media. Glenn is the author of Media Effects Research: A Basic Overview and a personal memoir, Rolling in Dough: Lessons I Learned in a Doughnut Shop. Heâ "TM's co-author of Refrigerator Rights: Our Crucial Need for Close Connection. Glenn is an avid sports fan and also enjoys trying to increase his skill playing the theremin. He is married to Cheri, a developmental therapist; they have three adult children, David, Erin, and Jordan, and one grandchild, Caleb. You can reach Glenn at sparks@purdue.edu.

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