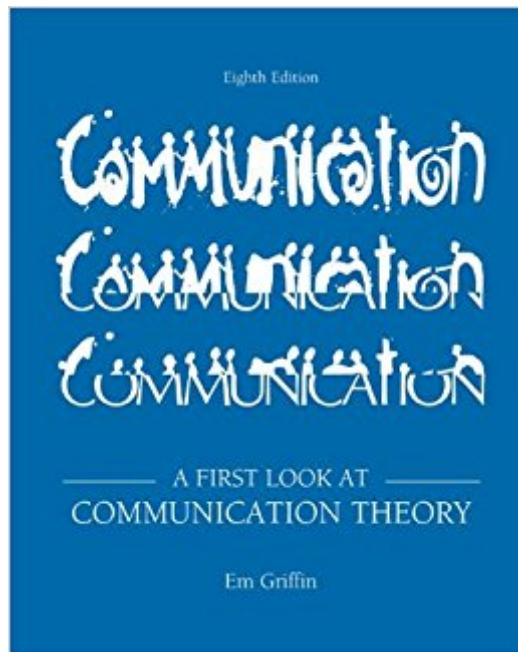




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A First Look At Communication Theory



Synopsis

The most widely-used textbook for the communication theory course, *A First Look at Communication Theory* analyzes the major communication theories at a level that is appropriate for both lower- and upper-level courses. The theories represented in the text reflect a mix of foundational and recent scholarship and strike a balance of scientific and interpretive approaches.

Book Information

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Customer Reviews

I used an earlier edition while in graduate school and found it very helpful. Griffin has boiled down and concisely described about 30 or so communication theories. What's more, he does so in practical terms and concepts that college students can easily grasp and apply. While I believe that this text is more applicable to the undergrad than grad student, it is an excellent reference and text. As a professor of communication, I now use it in my undergrad courses on communication theory. And by the way, what's all this [stuff] about liberals and communications??? I am a liberal (bleeding heart variety, and proud of it), I teach communication, and I think the book is valuable, candid, and balanced....

I'll admit, communication theory made my head hurt as I had the daunting task of taking several theorists, study their theories, then present the information to the class in plain english. Sometimes it was difficult, but I learned a lot. This book is really awesome (after the fact), and I'm sure my classmates feel the same way. But here's the funny thing: it's been a year since I've taken that class,

and I can still remember the theorist, the theory, and sometimes I go around watching behavior and I'm able to call out the theory and some of the traits expressed in that theory. That's thanks to Em for making the text plain and sometimes simple. Also, my teacher was just good. If you apply yourself and attempt to open your mind you'll like the book regardless of the price. I still have my old blue one, although there is a newer edition (a green one). *wink*

Somebody complained that this text is overpriced. I like a low price as much as the next person, but this text is well worth the cost! My other communications texts literally put me to sleep trying to slog through them. Not so with this one! It is engaging, easy to read, and entertaining. Em Griffin writes about the theories in ways that stick in your head so that you can keep things straight a little better. His writing style is clear and doesn't leave you re-reading sentences to make sure you know what they really said. He also incorporates cartoons and film lists that illustrate theory components. I highly recommend this text.

Author Em Griffin is able to make an interesting read out of communication theory, which has potential to be dry. Each of the theories covered in this text is interesting and relevant to daily life, well-supported with useful examples and valid data and explained with clarity. Sometimes the examples get too wordy for my taste, but in general the chapters offer solid overviews of theories. I've learned a lot from this text. I'm keeping it for future reference.

I found this book to be a handy reference book for an introduction to the various theories and theorists. It has been one that I have kept on my bookshelf. I would have liked to have seen more in the way of interactive exercises, as I believe the college classroom is the best opportunity a person will ever have to try these theories out in a communication laboratory.

This book is laid out very well and makes it actually interesting to read. I had this version and the updated version which is pretty similar, just with a few theories added and taken out. The theories while many of them, are broken down well and easy to understand which helps to apply them for assignments. I would highly recommend this book for Comm Theory classes.

A book for a college class, but one that I didn't sell back, because the communication theories are broken down so well, and easy to apply, I can see future reference to this book. I'd recommend it. Useful to anyone interested in communication theories, or trying to improve their understand.

The text arrived well before my semester started and was in great condition. This is a very complete text with lots of theories that can be applied to politics, relational issues and organizational flow within businesses. It provides a great general overview into the study of Communication Theory.

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