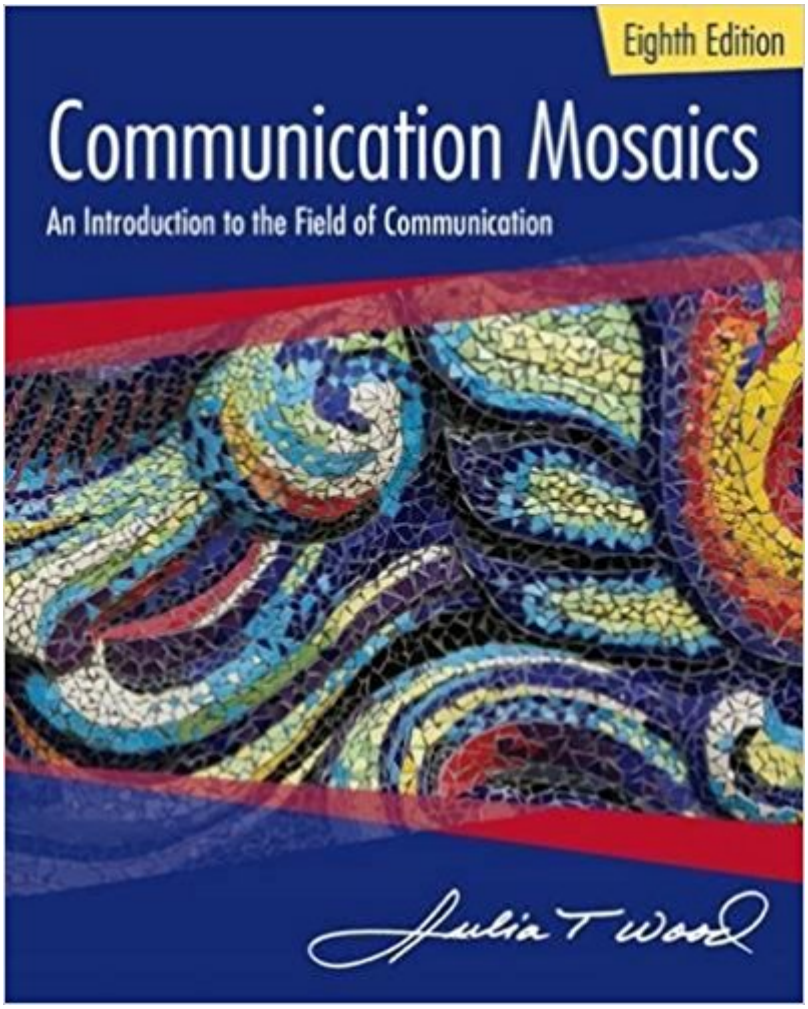
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Communication Mosaics: An Introduction To The Field Of Communication



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Synopsis

Written by leading scholar Julia Wood, COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, 8E draws from the latest research and practices to equip students with a foundational survey while helping them build effective skills. Retaining the author's signature first-person narrative style and holistic approach, the text explains the basic processes central to all communication contexts--listening, perceiving, using verbal and nonverbal communication, and establishing climate. Then these processes are applied to various contexts such as interpersonal, small group, public, organizational, intercultural, mass communication, personal, and social media. Each chapter includes a section devoted to digital communication and social media. Chapters end with a case study enabling students to put what they learn into real-world practice. In addition, Chapter 13 walks students step-by-step through the process of planning and preparing a public speech.

Book Information

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Customer Reviews

Julia T. Wood is the Lineberger Distinguished Professor of Humanities Emerita at the University of North Carolina at Chapel Hill. She joined the university at the age of 24. While on the faculty, she was named the Lineberger Distinguished Professor of Humanities and the Caroline H. and Thomas S. Royster Distinguished Professor of Graduate Education. The author of 17 books, she has edited 10 other books, published more than 100 articles and book chapters and presented numerous papers at professional conferences. In addition, her honors include 12 awards for undergraduate teaching and 15 awards for her scholarship.

AA++

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Excellent text for course, definetly recommend.

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