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First Look At Communication Theory

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The ninth edition of A First Look at Communication Theory justifies again the program'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.

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Communication theory was proposed by S. F. Scudder in the year 1980. It states that all living beings existing on the planet communicate although the way of communication is different. Plants communicate their need to be taken care of and watered immediately through visible changes in the colour of the leaves, and the falling of leaves and flowers.

Communication Theory - Meaning and Examples

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Praised for its clear prose and straightforward presentation, 'A First Look at Communication Theory' uses a one theory per chapter approach, and makes extensive use of examples to help make the theory come alive for students.

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