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Human Communication: Motivation, Knowledge, Skills

By Sherwyn P. Morreale, Brian H. Spitzberg, J. Kevin Barge

Cengage Learning, Inc, United States, 2006. Paperback. Book Condition: New. 2nd Revised edition. 250 x 202 mm. Language: English . Brand New Book. HUMAN COMMUNICATION: MOTIVATION, KNOWLEDGE AND SKILLS, Second Edition, features the collaborative work of recognized experts in the fields of communication and offers a unified approach to the basic processes of human communication backed by skill assessment. Beginning with the premise that all forms of communication have the potential to be viewed as competent depending on the context or situation, the text helps readers develop a framework for choosing among communication messages that will allow them to act competently. The theoretically based and skills-oriented framework emphasizes the basic themes of motivation, knowledge and skills across interpersonal communication, electronically mediated communication, small group communication, public speaking, and-new to the Second Edition-mass communication to help students become competent communicators in their own lives.



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