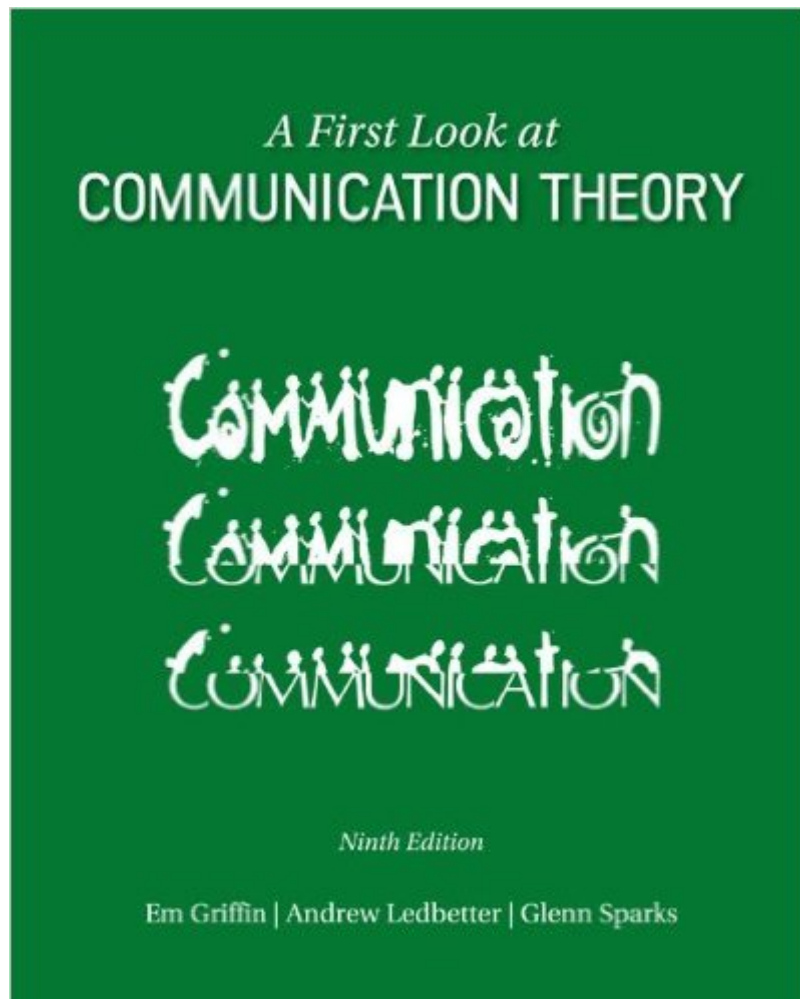


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A First Look At Communication Theory (Conversations With Communication Theorists)



Synopsis

The ninth edition of *A First Look at Communication Theory* justifies again the 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. 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 Connect[®] 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:

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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 x 0.9 x 9.8 inches

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

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (25 customer reviews)

Best Sellers Rank: #9,489 in Books (See Top 100 in Books) #4 in [Books > Textbooks >](#)

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Customer Reviews

complete up to date vision of communication theories and new perspectives in the field of communication. Although some of the new theories appear to be fillers for ones publishing requirements for tenure and dissertations. As a text book it is comprehensive but it appears that the field of communication studies has become a platform for every new fangle dangled theory ...one built upon another much like a house of cards just waiting for a steady breezeover all the text tries to cover all the new ideas being studied in this field. Well organized but some of the newer schools of thought would do well to be on stand by before calling it a theory....

Though this book offers insight into good theories there are some areas where the authors tend to make ridiculous points. The authors do have a "critique" section at the end of each chapter however some critiques are noticeably weaker than others and the authors don't touch on the main counter arguments about some theories. I.E. Muted theory, strong objectivity. This book also tends to praise leftist people like George Soros and present their arguments as being more effective. There are no theorists that I can recall in this book that came from a moderate or conservative view point. This book may appear as objective however the examples used, the critiques given, and the people and professors presented all tend to be favorable to leftist ideas.

The book is what it is but the shipping took so long that I ended up having to drop the class for the semester because shipping went over what it said it would. It has some tears in it too, but still readable and it is used so not much to expect.

This is supposedly "the best communication theory book" out there. I guess it's okay... Some of the examples are too similar and I feel like it all repeats but if you need the book, you need the book.

Exactly the book I needed for my Communication class. Renting as an e-book saved me over \$200 compared to going to the bookstore, and the best part is I don't need to return it in person!

Well written, fairly easy to understand for beginners. Each chapter is 10 to 12 pgs long. Arrived quickly. I rented this book at a competitive price on .

The book was new and still came in the original clear wrapping paper. The book was described exactly as how I received it.

Needed the book for a Comms class. It's a really resourceful book.

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