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communication theory, it helps in the understanding of how the theories relate to each other and the broader world of communication. The first chapter defines communication, including models of ...

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This concise book presents theory and teaches skills allowing students from all academic backgrounds to understand the communication field.

Introduction to Communication Theory encompasses the body of knowledge contained in a quarter course in Communication Theory taught at the California State College, L.A. Organized into six chapters, this book first addresses the mathematical groundwork of signal analysis. Chapter 2 then applies this to the study of linear systems with emphasis upon filter theory. Subsequent chapters apply the developed theory to various communication systems, particularly in the study of amplitude, frequency, and pulse modulation. The last chapter describes the techniques of noise analysis. This text will be very useful to students in the field of communications.

Updated Edition of Bestseller! Applying Communication Theory for Professional Life, by Marianne Dainton and Elaine D. Zellely is the first communication theory textbook to provide practical material for career-oriented readers. Featuring new case studies, updated examples, and the latest research, the Fourth Edition of this bestseller introduces communication theory in a way that helps you understand its importance to careers in communication and business. Real-world case studies within each chapter are designed to illustrate the application of theory in a variety of professional settings. New to the Fourth Edition All case studies now include specific questions about ethical issues associated with the narrative of the case and how knowledge of theory can help you negotiate these ethical dilemmas. The simulated " Education as Entertainment Theory " includes apps and other new media forms of educational content, keeping you up-to-date with the latest technology. Four new case studies have been added to show you how the theories are tied to recent events. The cases are titled: 1. " You ' re Fired " 2. " Bad Move " 3. " Million Dollar Manipulation " 4. " The (New) Media Culture Wars " New research and scholarship for all theories can be found in the " Chapter Summaries " and " Research Applications " of each chapter. Numerous political examples have been added to reflect the increasingly divergent political rhetoric in the United States.

This book was written as a first treatment of statistical com munication theory and communication systems at a senior graduate level. The only formal prerequisite is a knowledge of ele mentary calculus; however, some familiarity with linear systems and transform theory will be helpful. Chapter 1 is introductory and contains no substantial techni cal material. Chapter 2 is an elementary introduction to probability theory at a nonrigorous and non abstract level. It is essential to the remainder of the book but may be skipped (or reviewed has tily) by any student who has taken a one-semester undergraduate course in probability. Chapter 3 is a brief treatment of random processes and spec tral analysis. It includes an introduction to shot noise (Sections 3.14-3.17) which is not subsequently used explicitly. Chapter 4 considers linear systems with random inputs. It includes a considerable amount of material on narrow-band sys tems and on the representation of random processes. Chapter 5 treats the matched filter and the linear least mean-squared-error filter at an elementary level but in some detail. Numerous examples are provided throughout the book. Many of these are of an elementary nature and are intended merely to illustrate textual material. A reasonable number of problems of varying difficulty are provided. Instructors who adopt the text for classroom use may obtain a Solutions Manual for most of the problems by writing to the author.

Introducing Communication Research: Paths of Inquiry helps students understand the communication research process from start to finish. The Third Edition has been updated throughout to explain the Internet and social media as tools and topics for communication research. Streamlined, accessible, and with campus-based research examples that students can relate to, this text guides students through the fundamentals of conducting research and presenting research findings for scholarly, professional, news/media, and web audiences.

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