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Sarah Trenholm

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A balanced introduction to basic theories and principles of communication

Thinking Through Communication covers a full range of topics—from the history of communication study to the methods used by current communications scholars to understand human interaction. The text explores communication in a variety of traditional contexts: interpersonal, group, organizational, public, intercultural, and computer-mediated.

Written in a clear, lively style, this text helps both majors and non-majors develop a better understanding of communication as a field of study.

Learning Goals

Upon completing this book, readers will be able to:

- Understand basic communications theories and principles
- Explore the effects of new media on communication
- Understand the relationship between gender and communication

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