



Understanding Human Communication

Ronald B. Adler, George Rodman

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Now in its ninth edition, this classic book retains the features that have made it the best-selling introductory human communication text in the field: an engaging and reader-friendly style; an inviting visual design that includes high-interest marginalia on virtually every page; up-to-date information on technology, gender, and cultural diversity; and everyday applications based on solid research and theory. Maintaining the quality of presentation and student-focused pedagogy that have characterized previous editions, *Understanding Human Communication*, Ninth Edition, incorporates updated examples and coverage of current communication theory. It continues to equip students with effective communication skills that will make a difference in their everyday lives.

New to the Ninth Edition:

- * New material on mediated communication, personal listening styles, deceptive communication, and informative speaking
- * A revised section on the Cumulative Effects Theory and more applications of communication in the workplace, within the family, and at school
- * Updated research and examples on negative/positive language and gender influences on communication
- * **Improved design and pedagogy:** case studies at the opening of each part, highlights at the beginning of each chapter, and completely annotated full speech outlines with accompanying sample speeches
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