



## Communication and Human Behavior (5th Edition)

By Brent D. Ruben, Lea P. Stewart

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**Communication and Human Behavior (5th Edition)** By Brent D. Ruben, Lea P. Stewart

*Communication and Human Behavior* offers students a broad introduction to the study of communication which is expansive yet integrated, that links theory to practice, and that is rigorous yet readable. Neither a watered-down treatment of the subject nor a how-to text, this new edition presumes that the study of communication in human affairs is a complex phenomenon with important and far-reaching effects. Employing a thorough description of a variety of approaches and using the cohering insights of systems theory, *Communication and Human Behavior* presents to students the broad and colorful landscape of the field, outlines the history of communication study, and focuses on communication as a basic life process.

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## **Editorial Review**

From the Back Cover

*Communication and Human Behavior* offers students a broad introduction to the study of communication. Expansive yet integrated, rigorous yet readable, this text presumes that the study of communication in human affairs is a complex phenomenon with important and far-reaching effects. Employing a thorough description of a variety of approaches and using the cohering insights of systems theory, *Communication and Human Behavior* presents the broad and colorful landscape of the field to students, outlines the history of communication study, and focuses on communication as a basic life process. Further, it develops an awareness of verbal and nonverbal codes used in sending and receiving messages, and examines the role of media in multiple contexts of human life.

### **New and Enduring Features**

- An increased emphasis on **the most up-to-date research in the field** and how it relates to key aspects of students' everyday lives.
- **“Research Profiles”** highlight the work of contemporary scholars in the Communication field, allowing students to see what types of field research are currently being done and by whom.
- Several **topics new to this edition** include communication technology, family communication, and leadership.
- The text offers extensive and well-informed **information on the nature of persuasion** and the rhetorical basis of the field, making students aware of the power of language and of their need to consider their audience.
- A **chapter on public speech communication** introduces the fundamentals of speech communication and mass communication.
- **Special topics** like animal vs. human communication, ethical issues, diversity issues, gender issues, and intercultural communication show students how variously and completely the communication process shapes their lives.
- The text provides **coverage of theory** (and contemporary research) by discussing significant issues in communication theory both historically and in contemporary society, while demonstrating to students the relevance of communication theory for their lives.

### **Praise for *Communication and Human Behavior***

“A useful, comprehensive overview of the communication discipline's major topic areas. I like the way the overall book is organized and ordered in its chapters. There is a natural flow...with later chapters building on earlier work.”

*Julie Apker, Western Michigan University*

“In short, this text is written to enhance teaching and effective learning using a variety of effective methods.”  
*Donna R. Munde, Mercer County Community College*

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**Lois Reyna:**

Do you certainly one of people who can't read enjoyable if the sentence chained within the straightway, hold on guys this aren't like that. This Communication and Human Behavior (5th Edition) book is readable by simply you who hate those perfect word style. You will find the information here are arrange for enjoyable reading through experience without leaving perhaps decrease the knowledge that want to offer to you. The writer of Communication and Human Behavior (5th Edition) content conveys the thought easily to understand by most people. The printed and e-book are not different in the information but it just different by means of it. So , do you nevertheless thinking Communication and Human Behavior (5th Edition) is not loveable to be your top listing reading book?

**Vera Velez:**

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**Jennifer Smith:**

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