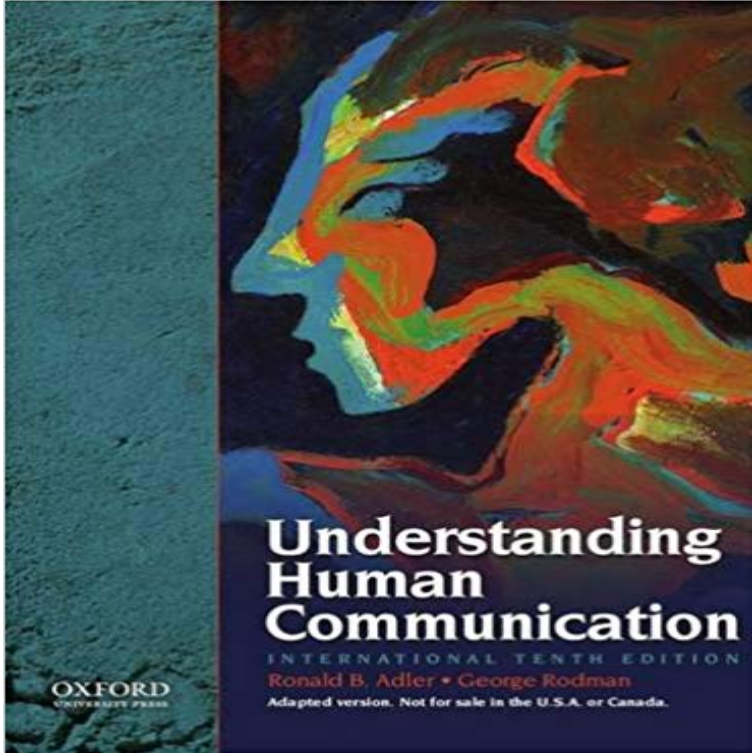


Understanding Human Communication



Now in its tenth edition, *Understanding Human Communication* continues to build on the widely successful approach--a sophisticated balance of theory and skills--that has captivated more than a half million students and their professors. The best-selling introductory communication book in the field, this classic text has been enriched and streamlined to reflect the latest research developments and to meet the evolving needs of students. It begins with an introduction to the basic elements of communication, providing students with a solid understanding of perception, language, listening, and nonverbal communication. Next, the book guides them through lively sections on interpersonal communication, small group communication, and public address. Esteemed authors Ronald B. Adler and George Rodman speak to students in language that is both engaging and accessible, offering numerous examples that clearly illustrate concepts in real-life scenarios. Throughout, they draw from the latest media, culture, technology, and scholarship to create a distinctive pedagogy that gives students the tools they need to master--and enjoy--this intriguing and relevant subject. With its striking visual presentation, comprehensive classroom supplements, and dedicated student-focused pedagogy, *Understanding Human Communication* continues to enliven classrooms and equip students with effective communication skills that will make a difference in their everyday lives. New to the tenth edition: * Media Room boxes analyze examples from popular films and television shows, in order to illustrate important communication concepts, from drama (*Greys Anatomy*) to comedy (*Little Miss Sunshine*) to documentary (*An Inconvenient Truth*). * *Understanding Diversity* and *Understanding Technology* boxes incorporate new, incisive examples that convey key ideas. * New and updated

coverage of culture and technology is integrated throughout. * Thought-provoking Case Studies now wrap up each unit, presenting real-life communication challenges that students might encounter on the job, in school, and in personal relationships. * All-new Sample Speeches include full outlines and commentary from students and the authors. * The Interviewing Appendix now addresses the needs of students entering the workforce, featuring pre-interview strategies, examples of questions that potential employers may and may not legally ask, and behavioral interviews. The text is accompanied by a Student Success Manual, an Instructors Manual and Test Bank, a comprehensive companion website at www.oup.com/us/uhc10, and Now Playing, a vibrant resource (available both online and in print) that examines contemporary films through the lens of communication principles.

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