



Communication and Human Behavior (5th Edition)

By Brent D. Ruben, Lea P. Stewart

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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

Users Review

From reader reviews:

Thomas Murray:

Now a day individuals who Living in the era everywhere everything reachable by match the internet and the resources in it can be true or not involve people to be aware of each info they get. How a lot more to be smart in getting any information nowadays? Of course the solution is reading a book. Examining a book can help persons out of this uncertainty Information mainly this Communication and Human Behavior (5th Edition) book since this book offers you rich information and knowledge. Of course the details in this book hundred % guarantees there is no doubt in it everbody knows.

Dee Alaniz:

Reading a guide can be one of a lot of exercise that everyone in the world enjoys. Do you like reading book so. There are a lot of reasons why people fantastic. First reading a e-book will give you a lot of new information. When you read a e-book you will get new information due to the fact book is one of numerous ways to share the information or maybe their idea. Second, looking at a book will make you actually more imaginative. When you reading through a book especially hype book the author will bring one to imagine the story how the characters do it anything. Third, it is possible to share your knowledge to other people. When you read this Communication and Human Behavior (5th Edition), it is possible to tells your family, friends along with soon about yours reserve. Your knowledge can inspire the mediocre, make them reading a publication.

Marie Brenneman:

Playing with family within a park, coming to see the water world or hanging out with pals is thing that usually you have done when you have spare time, and then why you don't try thing that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Communication and Human Behavior (5th Edition), you can enjoy both. It is excellent combination right, you still would like to miss it? What kind of hangout type is it? Oh seriously its mind hangout folks. What? Still don't get it, oh come on its called reading friends.

Deandre Freeman:

Communication and Human Behavior (5th Edition) can be one of your beginning books that are good idea. We recommend that straight away because this e-book has good vocabulary which could increase your knowledge in vocabulary, easy to understand, bit entertaining but still delivering the information. The article author giving his/her effort to place every word into enjoyment arrangement in writing Communication and Human Behavior (5th Edition) however doesn't forget the main level, giving the reader the hottest in addition to based confirm resource facts that maybe you can be considered one of it. This great information can drawn you into new stage of crucial contemplating.

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