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The purpose of this text is to introduce the field of communication to students who may have little or no background in communication theory. The three overriding goals of the book are to help students understand the pervasiveness of theory in their lives, to demystify the theoretical process, and to help students become more systematic and critical in their thinking about theory.

This concise book presents theory and teaches skills allowing students from all academic backgrounds to understand the communication field.

Updated Edition of Bestseller! Applying Communication Theory for Professional Life, by Marianne Dainton and Elaine D. Zelle is the first communication theory textbook to provide practical material for career-oriented readers. Featuring new case studies, updated examples, and the latest research, the Fourth Edition of this bestseller introduces communication theory in a way that helps you understand its importance to careers in communication and business. Real-world case studies within each chapter are designed to illustrate the application of theory in a variety of professional settings. New to the Fourth Edition All case studies now include specific questions about ethical issues associated with the narrative of the case and how knowledge of theory can help you negotiate these ethical dilemmas. The simulated "Education as Entertainment Theory" includes apps and other new media forms of educational content, keeping you up-to-date with the latest technology. Four new case studies have been added to show you how the theories are tied to recent events. The cases are titled: 1. "You're Fired" 2. "Bad Move" 3. "Million Dollar Manipulation" 4. "The (New) Media Culture Wars" New research and scholarship for all theories can be found in the "Chapter Summaries" and "Research Applications" of each chapter. Numerous political examples have been added to reflect the increasingly divergent political rhetoric in the United States.

Introduction to Communication Theory encompasses the body of knowledge contained in a quarter course in Communication Theory taught at the California State College, L.A. Organized into six chapters, this book first addresses the mathematical groundwork of signal analysis. Chapter 2 then applies this to the study of linear systems with emphasis upon filter theory. Subsequent chapters apply the developed theory to various communication systems, particularly in the study of amplitude, frequency, and pulse modulation. The last chapter describes the techniques of noise analysis. This text will be very useful to students in the field of communications.

Introducing Communication Research: Paths of Inquiry helps students understand the communication research process from start to finish. The Third Edition has been updated throughout to explain the Internet and social media as tools and topics for communication research. Streamlined, accessible, and with campus-based research examples that students can relate to, this text guides students through the fundamentals of conducting research and presenting research findings for scholarly, professional, news/media, and web audiences.

This IEEE Classic Reissue provides at an advanced level, a uniquely fundamental exposition of the applications of Statistical Communication Theory to a vast spectrum of important physical problems. Included are general analysis of signal detection, estimation, measurement, and related topics involving information transfer. Using the statistical Bayesian viewpoint, renowned author David Middleton employs statistical decision theory specifically tailored for the general tasks of signal processing. Dr. Middleton also provides a special focus on physical modeling of the canonical channel with real-world examples relating to radar, sonar, and general telecommunications. This book offers a detailed treatment and an array of problems and results spanning an exceptionally broad range of technical subjects in the communications field. Complete with special functions, integrals, solutions of integral equations, and an extensive, updated bibliography by chapter, An Introduction to Statistical Communication Theory is a seminal reference, particularly for anyone working in the field of communications, as well as in other areas of statistical physics. (Originally published in 1960.)

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