



Communication: Motivation, Knowledge, Skills

By Sherwyn P. Morreale, Brian H. Spitzberg, J. Kevin Barge

Peter Lang Publishing Inc, United States, 2013. Paperback. Book Condition: New. 3rd Revised edition. 252 x 178 mm. Language: English . Brand New Book. Now in its third edition, Communication: Motivation, Knowledge, Skills (previously Human Communication: Motivation, Knowledge, and Skills) is a textbook for the basic (hybrid) communication course at 2- and 4-year colleges and universities. Beginning with the premise that all forms of communication can be important, this text helps students develop a framework for choosing communication messages and behaviors that will allow them to communicate competently in any situation. Through a theoretically-based and skills-oriented approach, the text emphasizes the basic themes of motivation, knowledge, and skills across the contexts of interpersonal communication, small group communication, public speaking, and computer-mediated communication and mass communication. Building on the success of the first two editions, this third edition is unique in that it: features the collaborative work of three recognized experts in the communication discipline, each of whom is a specialist in one of the three areas covered in the hybrid iteration of the basic communication course: Interpersonal communication, Brian H. Spitzberg; Small group communication, J. Kevin Barge; Public speaking, Sherwyn P. Morreale; offers a unified approach to the basic processes...



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