



Applying Communication Theory for Professional Life: A Practical Introduction

Marianne Dainton, Elaine D. (Dawn) Zelley

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The first communication theory text to provide practical information for career-oriented students

*"My students' feedback has been so positive, without me asking what they think of the text, that I believe I'd be crazy not to use the new **Second Edition**."* ?Erin C. B. Bentley, *West Virginia Wesleyan College*

"I like how I can adapt this book to my teaching style and the needs of my students. Unlike many theory books, this one does not intimidate undergrad students!" ?Ronald Fetzer, *Miami University of Ohio*

Featuring eleven new case studies, updated examples, and the latest research, this **Second Edition** of **Applying Communication Theory for Professional Life** introduces communication theory in a way that helps students understand its importance to careers in communication and business. Concise, practical, and reader-friendly, this book offers succinct coverage of most major theories, including theories of intrapersonal communication, interpersonal interaction, intercultural encounters, persuasion, leadership, group communication, organizational behavior, and mass communication. Real-world case studies for in-class use illustrate the application of theory in a variety of professional settings and can easily be expanded into writing assignments.

New and Proven Features

- Provides eleven new case studies and updated examples throughout that involve students in applying theory to real-life situations
- Includes the latest research on the efficacy of each theory
- Focuses on a particular theory in each chapter, followed by a real-life case study that illustrates the theory's practicality in communication or business settings
- Uses charts and models to highlight the central concepts of each theory presented
- Includes a unique synthesis chapter that identifies common themes among theories and clarifies these themes within the framework of communication competence

Instructor Resources

Revised and expanded password-protected **Instructor Resources** are available at www.sagepub.com/dainton2einstr and include sample syllabi, a test bank, PowerPoint slides, additional case studies, and in-class activities/topics for discussion, as well as additional cases from the *First Edition*.

Intended Audience

This book is ideal for use as a core text for upper-level courses in Communication Theory, as found in departments of Communication Studies, Public Relations, Advertising, Journalism, and Mass Communication. It is also appropriate as a supplementary text for courses in Business, Education, and

Psychology.

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