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WHETHER A NOVICE OR AN EXPERIENCED SPEAKER, EVERY STUDENT WILL LEARN HOW TO BE A BETTER PUBLIC SPEAKER THROUGH LUCAS’ CLEAR EXPLANATIONS AND THOROUGH COVERAGE. BY FAR THE LEADING SPEECH TEXTBOOK OF OUR TIME, THE ART OF PUBLIC SPEAKING HAS DEFINED THE ART OF BEING THE BEST FOR MORE THAN SIX MILLION STUDENTS AND INSTRUCTORS. THE LUCAS LEARNING TOOLS SUITE OFFERS EVEN MORE TOOLS AND STUDY OPTIONS TO FIT THE ACTIVE LIFESTYLES AND DIVERSE LEARNING/TEACHING STYLES OF TODAY’S STUDENTS AND INSTRUCTORS.
Communication - Speech

FEATURES
- Condensed versions of the most recent editions of the MLA and APA
- Current examples drawn from national and regional journals, leading texts, and key works in the field of communication.
- Full text examples of papers written in MLA and APA documentation.
- Chapter devoted to critical evaluation and selection of supporting material, especially Internet based sources.

NEW

INTRODUCTION TO MASS COMMUNICATION
MEDIA LITERACY AND CULTURE WITH MEDIA WORLD
DVD-ROM
5th Edition

2008 (January 2007)

Website: http://www.mhhe.com/baran5

This text encourages students to take more active roles as media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first university-level text to make media literacy central to its approach. Building on this tested emphasis, the fifth edition features a newly merged chapter on Cable and Television, a new chapter on The Evolving Mass Communication Process, updates on recent technologies and government rulings, including the Patriot Act, the Supreme Court ruling on Peer-2-Peer file-sharing on Grokster, “net neutrality,” municipal WiFi, new advertising industry metrics such as ROI, BitTorrent, video news releases, and much more!

NEW TO THIS EDITION
- A new chapter (2), The Evolving Mass Communication Process, looks at the profound changes buffeting the mass media industries (concentration of ownership and conglomeration, globalization, audience fragmentation, hypercommercialism, and especially convergence) and how they are changing the economics, structure, and content of the media industries.
- Chapter 4, Newspapers, contains expanded discussion of newspapers’ ongoing struggle to attract and keep young readers intent on getting heir news from the Web. Addition of the story of the New Orleans Times Picayune and Hurricane Katrina.
- Newly titled Chapter 6, Radio, Recording, and Popular Music, has been revised to add an emphasis on popular music.
- Chapters 7 and 8 have been combined to become one chapter, Television, Cable, and Mobile Video to better reflect the reality of today’s video universe. Added discussion of the debate surrounding a la carte pricing of cable channels rather than in bunches (tiers).
- Chapter 3, Books, includes an examination of the copyright implications of Google Print and other efforts to digitize the world’s books. Also included is an updated discussion on the Patriot Act’s library rules and the protests against them.
- Chapter 6, Film, attempts to address the issues of falling attendance by answering the question “Why don’t we go to the movies anymore?” Also, includes a sophisticated discussion on the likelihood of digital production, distribution, and exhibition of movies in the near future and their impact on the industry.
- Chapter Review summaries have been reformatted as Review Points for increased student accessibility and retention of material.
- A chapter on video games. The extensive coverage of video games highlights this medium’s new role in consumers’ media usage. The new edition includes a discussion of video game effects, especially addiction and violence, with special attention to games like Grand Theft Auto.
- Emphasis on the relationship between mass communication, media literacy, and the practice of democracy. The media traditionally serve as “The Fourth Estate”, allowing citizens full participation in their democracy. Where appropriate in the text chapters, students are asked to confront their assumptions about their media use and their practice of democracy.

CONTENTS
Part One: LAYING THE GROUNDWORK
1. Mass Communication, Culture, and Media Literacy
2. The Evolving Mass Communication Process

Part Two: MEDIA, MEDIA INDUSTRIES, AND MEDIA AUDIENCES
3. Books
4. Newspapers
5. Magazines
6. Film
7. Radio, Recording, and Popular Music
8. Television, Cable, and Mobile Video
9. Video Games
10. The Internet and the World Wide Web

Part Three: SUPPORTING INDUSTRIES
11. Public Relations
12. Advertising

Part Four: MASS-MEDIATED CULTURE IN THE INFORMATION AGE
13. Theories and Effects of Mass Communication
14. Media Freedom, Regulation, and Ethics
15. Global Media

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Resources for Review and Discussion
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**NEW**

**COMMUNICATION WORKS WITH CD-ROM 4.0**

9th Edition

Teri K Gamble, College of New Rochelle

Michael Gamble, New York Institute of Technology

2008 / Softcover with CD-ROM
Available: October 2006

Website: [http://www.mhhe.com/gamble](http://www.mhhe.com/gamble)

Written for the introductory communication course, Communication Works presents communication principles, interpersonal communication, and public speaking in an engaging and highly interactive manner. Its use of questions in the narrative, margins, boxes, and captions support instructors who prefer to lead a discussion-oriented course. Recognizing the challenges that our world presents for the communication students of the 21st century, the new edition includes enhanced coverage of ethical, cultural, and technological issues, while maintaining its focus on skill-building. The ninth edition has been updated and streamlined to enhance the text’s friendly language to promote ease of usability and help students focus on the most relevant aspects of communication. A revised service-learning component and new part-ending case studies have been added to help students assess and apply their knowledge.

**NEW TO THIS EDITION**

• New to this Edition! An Annotated Instructor’s Edition crossed referenced with the Online Learning Center and Student CD-ROM provides an integrated learning system. Throughout the text, marginal annotations provide suggestions on how to integrate critical thinking, activities, and technology into the classroom.

• Part Ending Case Studies have been added to give students the opportunity to apply the knowledge and insights gained as they make their way through each of the text’s main parts to real-life situations: The Essentials of Communication; Interpersonal Communication; Communicating in the Small Group; and Communicating to the Public.

• A new feature, Idioms in Translation at the end of every chapter to promote understanding of the text for students whose native language is not English.

• The text’s readability has been enhanced by including updated and timely examples, written in a personal style.

• Text has been streamlined by combining three chapters in Communicating in the Small Group in the 8/e into two chapters in the 9/e.

• A strong commitment has been maintained to the signature features and themes of this text by providing Skill Builder, Exploring Diversity, Ethics and Communication, Media Wise, and Thinking Critically boxes throughout.

• The authors have enhanced their coverage of the interface of ethics and popular culture as well as their consideration of how technology is impacting communication particularly when it comes to privacy and online disclosure issues.

• The authors have updated examples, research, in-chapter exercises, and chapter ending experiences.

• A Service Learning experience marginal box has been added to every chapter, reflecting the increased interest in having students engage in service learning.

**CONTENTS**

Brief Table of Contents

Part One: THE ESSENTIALS OF COMMUNICATION

1. Communication: The Starting Line
2. Communicating in a Multicultural Society and World
3. Communication and the Self Concept: Who Are You?
4. Communication and Perception: I Am More Than a Camera
5. Language and Meaning: Helping Minds Meet
7. Listening and Critical Thinking

Part Two: INTERPERSONAL COMMUNICATION

8. Understanding Relationships
9. Person to Person: Relationships in Context
10. Interviewing: From Both Sides of the Desk

Part Three: COMMUNICATING IN THE SMALL GROUP

11. Groups and Teams: Decision Making and Problem Solving
12. Leading Others and Resolving Conflict

Part Four: COMMUNICATING TO THE PUBLIC

13. The Speaker and the Audience: The Occasion and the Subject
14. Developing Your Speech: Supporting Your Ideas
15. Designing Your Speech: Organizing Your Ideas
16. Delivering Your Speech: Presenting Your Ideas
17. Informative Speaking
18. Persuasive Speaking

Appendix: Mass Communication and Media Literacy

**HUMAN COMMUNICATION**

3rd Edition

Judy C Pearson, North Dakota State University-Fargo

Paul E Nelson, North Dakota State University-Fargo

Scott Titzerthowth, Ohio University—Athens

Lynn Harter, Ohio University—Athens

2008 / 512 pages
Available: September 2007

Website: [http://www.mhhe.com/pearson3](http://www.mhhe.com/pearson3)

The third edition of Human Communication is an engaging reflection of the contemporary field of communication studies. The authors’ writing mantra (“Make It Smart; Keep It Real”) leads to a text that strikes a practical balance of definitive content and everyday application. To “make it smart,” the authors read hundreds of articles from mainstream communication journals. To “keep it real,” the authors...
synthesized their findings so that they resonate with the challenges and goals of today’s typical basic course. Every chapter features skill-building, critical thinking, innovative pedagogy, 21st century examples, and lively writing that is respectful of the student reader.

NEW TO THIS EDITION

• Updated coverage on contemporary communication research including a discussion of the communication skills that employers seek (Ch. 1); a discussion of ethnic, racial, and social influences on language (Ch. 3); multicultural examples of nonverbal communication (Ch. 4); research on gender/sex differences in listening (Ch. 5); a section on the nature of friendships including Rawlin’s theory (Ch. 6); a discussion of how to respond to illegal and inappropriate job interview questions (Ch. 8); and new student presentations with explanatory side notes in informative (Ch. 14) and persuasive speaking (Ch. 15).

• Interviewing and Communicating at Work, previously in separate chapters, now have been combined into one chapter, (8) Workplace Communication focusing on the practical skills students will need as they transition from college to the workplace.

• Mediated Communication and Media Literacy (formerly Chapter 11) is now on the book’s Online Learning Center website, www.mhhe.com/pearson3.

• The new chapter opening vignettes deal with contemporary/real issues that will appeal to students including, the controversy over the use of Native American and other racially linked mascots; the controversy surrounding Michael J. Fox’s commercials on stem cell research and the nonverbal imagery accompanying his message; and social networking website like MySpace and Facebook raise questions related to issues surrounding friendship and interpersonal communication.

• New ESL coverage in each chapter provides a number of tips to help students bridge language and cultural barriers including, ways ESL speakers can adapt their nonverbal behaviors; cross-cultural friendships and romantic relationships; cross-cultural skills in the workplace; cultural differences and group dynamics; topic selection for ESL speakers.

• New end-of-chapter Review and Study Guide includes 10 multiple choice and 2 Critical Thinking Questions for each chapter to help students test their understanding of the key chapter concepts.

CONTENTS

Part One: FUNDAMENTALS OF HUMAN COMMUNICATION
1. Introduction to Human Communication
2. Perception, Self and Communication
3. Language and Meaning
4. Nonverbal Communication
5. Listening and Critical Thinking

Part Two: COMMUNICATION CONTEXTS
6. Interpersonal Communication
7. Intercultural Communication
8. Workplace Communication
9. The Dynamics of Small Group Communication

Part Three: FUNDAMENTALS OF PUBLIC SPEAKING: PREPARATION AND DELIVERY
10. Topic Selection and Audience Analysis
11. Source Credibility and Using Evidence
12. Organizing Your Presentation
13. Delivery and Visual Resources
14. Informative Presentations
15. Persuasive Presentations

HUMAN COMMUNICATION PRINCIPLES AND CONTEXTS
11th Edition
Stewart L Tubbs, Eastern Michigan University
Sylvia Moss
2008 / 640 pages
Available: December 2007
Website: http://www.mhhe.com/tubbsmoss11

Intended for the introductory communication concepts course, this text focuses on the principles and contexts of communication studies. The award-winning authors link theory and research with fundamental concepts and create plentiful opportunities for students to apply their understanding and develop useful communication skills. Their exposition is seasoned with intriguing case studies and stimulating examples drawn from contemporary life. In addition, Tubbs and Moss show a true sensitivity to diversity—a reflection of their professional interests in gender and cultural issues.

NEW TO THIS EDITION

• Conflict: New sections on ethnic conflict management (Chapter 6) and an expansion of our treatment of conflict as it relates to business communication.

• Relationships: Expanded coverage of relationships includes new sections on minimal daters and online dating including research on singles; and a new section on lying and deception in close relationships (Chapter 8); a new section on self-disclosure and self-presentation in Internet dating; new material on our expectations in close relationships; and on marriage and cohabitation (Chapter 9).

• The Verbal Message: Coverage of recent controversies in the media regarding celebrities and offensive language; slang; and expanded coverage on language and sexism (Chapter 3).

• Ethics: Expanded material on ethical decision making; privacy and disclosure; the complexities of leaks; and the implications of lying (Chapter 7). The cases of ousted CIA agent Valerie Plame and nuclear scientist Wen Ho Lee are discussed.

• Intercultural Communication: Expanded treatment of intercultural understanding; as well as new research on cultural identity, ethics, and values (Chapter 10).

• Chapter 13 on public communication has new examples from the 2008 presidential race including Joe Biden, Barack Obama and Mitt Romney, speaking tips from experts, and the implications of the high demand for top public speakers such as Bill Clinton, at $250,000 a speech to Dana Carvey at $75,000. Also new to this edition is information on the use of improvisational training to help speakers and effective use of humor in speeches.

• Up-to-date coverage in Chapter 15, “Mass Communication and the New Technologies,” features a new section on agenda setting and an expanded discussion of framing. New material on media consolidation now includes a media map. This chapter also includes an extensive discussion of presidential and congressional elections and whether voting choices are influenced by the various media. There is also a new Issues in Communication box on political satire, news, and spin. There are new research findings on how Americans use the Internet as well as new sections on video games and on cell phones. The
discussion of social networks such as MySpace.com is new to this edition, and there are new research findings on the complex issue of whether the Internet affects social relationships.

CONTENTS

Part One: PRINCIPLES
1. The Process of Human Communication
2. Person Perception
3. The Verbal Message
4. The Nonverbal Message
5. Listening
6. Conflict and Negotiation
7. Ethics and Communication
8. Relationships in Process

Part Two: Contexts
9. Interpersonal Communication
10. Intercultural Communication
11. Interviewing
12. Small-Group Communication
13. Public Communication
14. Organizational Communication

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International Edition

HUMAN COMMUNICATION
2nd Edition
Judy C. Pearson & Paul E. Nelson, North Dakota State U-Fargo
Scott Tisworth & Lynn Harter, Ohio University—Athens
2006 / Softcover / 496 pages
(with Learning Tools Suite)
Available: February 2005
Website: http://www.mhhe.com/pearson

The second edition of Human Communication is an engaging reflection of the contemporary field of communication studies. The authors’ writing mantra (“Make It Smart; Keep It Real”) leads to a text that strikes a practical balance of definitive content and everyday application. To “make it smart,” the authors read hundreds of articles from such mainstream communication journals as Communication Education, Communication Monographs, and Communication Studies. To “keep it real,” the authors synthesized their findings so that they resonate with the challenges and goals of today’s typical basic course. Every chapter features skill-building, critical thinking, innovative pedagogy, 21st century examples, and lively writing that is respectful of the student reader. Human Communication, Second Edition, is also a complete learning package that integrates the text and a variety of media components, including a companion Online Learning Center, a student CD-ROM, and an extensive collection of original videos series.
Interpersonal Communication

NEW

BRIDGES NOT WALLS: A BOOK ABOUT INTERPERSONAL COMMUNICATION
10th Edition
John Stewart, University of Dubuque
2009 / 736 pages
Available: March 2008

Through fifty scholarly and popular readings, this anthology examines a broad range of topics, drawing from such various disciplines as communication, philosophy, social science, and psychology. The thought-provoking articles discuss the nature of interpersonal contact, connections between verbal and nonverbal cues, person perception and social intelligence, listening, identity management, interpersonal ethics, types of love, transformational conflict management, and diversity. The new ninth edition features 23 new readings, including new content related to the dark side of communication (power, deception, betrayal, and harassment).

NEW TO THIS EDITION
• Chapter 2 includes an updated definition of communication and interpersonal communication, and a new reading by John Stewart, “Communicating and Interpersonal Communicating.”
• Chapter 6 includes updated treatment of “exhaling” or “expressing/disclosure,” with an emphasis on expression as a defense against abuse. New readings include John Gottman’s “Putting Feelings into Words” and Beverly Engel’s “Confronting Abusive Relationships.”
• New treatments of listening include Kay Lindahl’s “What Is Listening?”, Karen Kissel Wegela’s “Being a Good Listener,” and John Gottman’s “Above All, Just Listen.”
• Chapter 9 provides significantly enhanced treatment of interpersonal power, including several new readings: R. Greene’s “The 48 Laws of Power,” Bill Wilmot and Joyce Hocker’s “Power: The Structure of Conflict,” and a discussion of toxic power—Patricia Evans’ “Children and Verbal Abuse.”
• Chapters 3 and 11 include expanded illustrations of intercultural communication, with readings by Pu Yee Beryl Tsang (“There’s a White Man in My Bed: Scenes from an Interracial Marriage”) and Richard Rodriguez (“Hispanic”).
• Expanded coverage of communication with intimate partners includes long-distance relationships and relationships in cyberspace. New readings include Joyce Arditti and Melissa Kaufman’s “Staying Close When Apart: Intimacy and Meaning in Long-Distance Dating Relationships” and Alvin Cooper and Leda Sportolari’s “Romance in Cyberspace: Understanding Online Attraction.”
Communicating in Groups offers a concise, step-by-step introduction to the theory and practice of small group communication, and teaches students to develop and apply critical thinking in group problem solving. With the firm belief that group participation can be an uplifting and energizing experience, authors Kathy Adams and Gloria Galanes give students the tools they will need in order to achieve this outcome. Research and theory are presented with a focus on what is important to students—understanding their group experiences and making them effective communicators.

NEW TO THIS EDITION
• Stronger integration of text material and tables
• New material on creativity in Chapter 5, “Creative and Critical Thinking in the Small Group”
• Stronger demonstration of P-MOPS as a flexible procedure for problemsolving, in Chapter 6, “Group Problem-Solving Procedures”
• New material on punctuated equilibrium as well as new examples of the way technology affects traditional roles in groups, in Chapter 7, “Becoming a Group”
• New material on the role of gender and group processes, in Chapter 8, “Celebrating Diversity in the Small Group”
• A wealth of new exercises, case studies, and examples throughout
• Content related to leadership now consolidated within Chapter 10, “Applying Leadership Principles”
Part III: OBSERVING AND EVALUATING GROUPS
Chapter 7. Tools for Assessment and Evaluation

Part IV: SMALL GROUP THROUGHPUT PROCESSES
Chapter 8. Communication and Group Culture: Tensions, Fantasy, Socialization, Norms, and Climate
Chapter 9. Perspectives on Leadership in Small Groups
Internal Appendix: Preparing for Problem-Solving Discussions: Informational Resources for the Small Group

Part V: IMPROVING GROUP OUTPUTS
Chapter 10. Problem Solving and Decision Making I: Defining a Problem, Finding and Evaluating Options
Chapter 11. Problem Solving and Decision Making II: Deciding and Implementing
Chapter 12. Managing Conflict in the Small Group
Chapter 13. Guidelines for Effective Group Leaders
Appendix A: Making Public Presentations of the Group’s Output
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A SYSTEMS APPROACH TO SMALL GROUP INTERACTION WITH STUDENT CD-ROM AND POWERWEB
9th Edition
Stewart L. Tubbs, Eastern Michigan University
2007 / Softcover with CDROM
Available: November 2005
Website: http://www.mhhe.com/tubbs9

The only book that integrates all important small group topics into a single comprehensive conceptual model, this text pioneered the systems approach for the group communication course. Each chapter begins with a brief preview, followed by a glossary of terms and a real life case study; the chapter text material is followed by several experiential exercises for skill development and two original readings. The new edition has been extensively updated and revised, with new information on virtual teams and streamlined exercises at the end of each chapter.

CONTENTS
Chapter 1. What is Small Group Interaction?
Chapter 2. Communication Processes
Chapter 3. Relevant Background Factors
Chapter 4. Group Circumstances and Structure
Chapter 5. Leadership and Social Influence Processes
Chapter 6. Decision-Making Processes
Chapter 7. Conflict Management
Chapter 8. Consequences
Chapter 9. Small Group Presentations to an Audience
Chapter 10: Observing Group Process
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COMMUNICATING AT WORK: PRINCIPLES AND PRACTICES FOR BUSINESS AND THE PROFESSIONS
9th Edition
Ronald B Adler, Santa Barbara City College
Jeanne Marquardt Elmhurst, Central New Mexico Community College

2008 / 600 pages
(No Selling Rights)
Available: October 2006
Website: http://www.mhhe.com/adler9

The leading text in business communication, Communicating at Work takes a pragmatic approach that features a strong multicultural focus, a heavy emphasis on effective presentations, and a pedagogical program designed to encourage group activities and skill building. Its combination of clear writing and effective use of tables makes this text an excellent teaching tool. The ninth edition provides coverage of new pedagogy, key new topics and an expansion of other important concepts including sources of on-the-job conflict, how to use informational interviews for career advancement, and stages in group problem-solving.

NEW TO THIS EDITION
• New chapter lineup: the coverage of presentational speaking offers more useful information. A separate chapter (14) now focuses exclusively on persuasive presentations, reflecting the importance of influencing others in the world of business and the professions.
• Chapter 1 now includes theories of organizational cultures and offers tips to students on cultivating personal networks.
• Chapter 4 offers an expanded explanation of how misunderstandings are grounded in the symbolic nature of language, the benefits and dangers of using specialized business terms, the nature of more- and less powerful speech, and tips for improving nonverbal effectiveness.
• Combined topics. Situational analysis and organization now are combined in a single chapter (10), so students can learn these key concepts most quickly.
• New pedagogy: On Your Feet activities in every chapter get students speaking comfortably from the very beginning of the course. These activities offer an easy-to-follow framework for organizing and presenting brief talks on a variety of interesting topics that reinforce concepts from the text.
• New Self-Assessments in every chapter give students a chance to assess how well they are applying the concepts. Assessments include inventories of personal communication networks, diagnoses of cultural intelligence, assessments of personal conflict style, and nonverbal presentation styles.
Communication - Speech

• New "Career Tip" sidebars with practical advice on a diverse array of topics including careers in communication, how to apologize effectively, finding visual aids online, and the use of video feedback to improve presentations.

• Students can purchase a cost-saving alternative to their traditional printed textbook with a Zinio ebook.

CONTENTS

Part One: BASICS OF BUSINESS AND PROFESSIONAL COMMUNICATION
Strategic Case: Sundown Bakery
1. Communicating at Work
2. Communication, Culture, and Work

Part Two: PERSONAL SKILLS
Strategic Case: Computer Solutions
3. Listening
4. Verbal and Nonverbal Messages
5. Interpersonal Skills

Part Three: INTERVIEWING
Strategic Case: Platinum Sounds
6. Principles of Interviewing
7. Types of Interviews

Part Four: WORKING IN GROUPS
Strategic Case: Museum of Springfield
8. Working in Teams
9. Effective Meetings

Part Five: MAKING EFFECTIVE PRESENTATIONS
Strategic Case: Fresh Air Sports
10. Developing and Organizing the Presentation
11. Verbal and Visual Support in Presentations
12. Delivering the Presentation
13. Informative, Group, and Special-Occasion Presentations
14. Persuasive Presentations

Appendix: Business Writing

NEW TO THIS EDITION

• Chapter 1 includes a new quiz on what is and what is not an interview, an expanded treatment of the interview as relational, and the use of video conferencing, cell phones, and the Internet to conduct interviews.

• Chapter 3 includes new materials on question types and question pitfalls.

• Chapter 4 includes two additional question sequences, the diamond and the hour glass, and drawings to aid in explaining question sequences.

• Chapter 5 includes expanded suggestions for respondents and a discussion of the video conference interview.

• Chapter 8 includes materials on posting resumes on line, the dangers of including inappropriate materials on personal web sites and blogs, and handling rejection.

• Chapter 9 includes new materials and increased emphasis on a coaching approach to performance review interviews.

• Chapter 10 includes expanded treatment of ethics and credibility and new materials on developing reasons and arguments, while Chapter 11 includes an expanded treatment of the interviewee as consumer.

• Chapter 12 includes expanded discussions of culture, relationships, and the telephone interview.

• Chapter 13 includes expanded discussions of sex, age, and culture, including language barriers and the use of interpreters and the inappropriate use of baby talk and elderspeak with older patients. Updated research includes discussions of general inquiry and confirmation questions and seeker vs. nonseeker patients.

CONTENTS

Chapter 1. An Introduction to Interviewing
Chapter 2. An Interpersonal Communication Process
Chapter 3. Questions and Their Uses
Chapter 4. Structuring the Interview
Chapter 5. The Probing Interview
Chapter 6. The Survey Interview
Chapter 7. The Recruiting Interview
Chapter 8. The Employment Interview
Chapter 9. The Performance Interview
Chapter 10. The Persuasive Interview: The Persuader
Chapter 11. The Persuasive Interview: The Persuadee
Chapter 12. The Counseling Interview
Chapter 13. The Health Care Interview

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INTERVIEWING: PRINCIPLES AND PRACTICES
12th Edition
Charles J Stewart, Purdue University-West Lafayette
William B Cash, National Louis University-North Shore
2008 / 416 pages
Available: October 2007
Website: http://www.mhhe.com/stewart12

The most widely-used text for the interviewing course, Interviewing: Principles and Practices offers comprehensive coverage of a wide range of interviews, as well as the most thorough treatment of the basics of interviewing (including the complex interpersonal communication process, types and uses of questions, and the structuring of interviews from opening to closing). Relevant theory is carefully integrated as a foundation for the practical aspects of interviewing—for both the interviewer and the interviewee. The 12th edition continues to reflect the growing sophistication with which interviewing is being approached, the ever-expanding body of research on all types of interview settings, recent interpersonal communication theory, and the effect of equal opportunity laws on interviewing practices.
A FIRST LOOK AT COMMUNICATION THEORY
7th Edition
Em Griffin, Wheaton College
2009 / 608 pages
Available: March 2008
Website: http://www.mhhe.com/griffin7

The most widely-used textbook for the communication theory course, A First Look at Communication Theory analyzes the major communication theories at a level that is appropriate for both lower- and upper-level courses. The 33 theories represented in the text reflect a mix of foundational and recent scholarship and strike a balance of scientific and interpretive approaches.

NEW TO THIS EDITION
• A new chapter on intimacy through computer-mediated communication discusses Joe Walther’s Social Information Processing theory, a reintroduction of Elisabeth Noelle-Neumann’s Spiral of silence in the media effects section, and a completely revised chapter on Marshall McLuhan’s Media Ecology online at www.afirstlook.edu starting September, 2005.
• Three chapters have been revised to include the work of important related theorists. They are Sandra Petronio (in Chapter 9), Brant Burleson in (Chapter 13), and Patricia Collins (in Chapter 34).
• Seven chapters feature expanded content based on new work by Pearce (Coordinated Management of Meaning, Chapter 5), Burgoon (Expectancy Violations Theory, Chapter 6), Baxter (Relational Dialectics, Chapter 11), Deetz (Critical Theory, Chapter 20), Gudykunst (Anxiety/Uncertainty Management Theory, Chapter 30), Ting-Toomey, (Face-Negotiation Theory, Chapter 31), and Philipsen (Speech Codes Theory, in Chapter 32).
• Two ethical reflections have been revised: Cornel West’s Prophetic Pragmatism and Jurgen Habermas’ Discourse Ethics.
• Updated "Second Look" citations in each chapter reflect recent research.

INTRODUCING COMMUNICATION THEORY: ANALYSIS AND APPLICATION
3rd Edition
Richard L. West, University of Southern Maine - Portland
Lynn H. Turner, Marquette University
2007 / Softcover / 608 pages
(with Power Web Bi-Card)
Available: January 2006
Website: http://www.mhhe.com/west3

This text introduces the field of communication to students who may have little or no background in communication theory. Its three overriding goals 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.

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Chapter 4. Understanding the Research Process

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Chapter 10. Social Penetration Theory
Chapter 11. Social Exchange Theory
Chapter 12. Relational Dialectics Theory
Chapter 13. Communication Privacy Management Theory

GROUPS AND ORGANIZATIONS
Chapter 14. Groupthink
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Chapter 16. Organizational Culture Theory
Chapter 17. Organizational Information Theory

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Chapter 18. The Rhetoric
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THE MEDIA
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CULTURE AND DIVERSITY
Chapter 26. Face-Negotiation Theory
Chapter 27. Standpoint Theory
Chapter 28. Muted Group Theory
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Part Three: CASTING NEW DIRECTIONS
Chapter 30. Moving in New Directions
Appendix: Defining Communication Theories
A FIRST LOOK AT COMMUNICATION THEORY
6th Edition
Em Griffin, Wheaton College
2006 / 608 pages
(with conversations CD-Rom)
Available: August 2005
Website: http://www.mhhe.com/griffin6

The most widely-used textbook for the communication theory course, A First Look at Communication Theory analyzes the major communication theories at a level that is appropriate for both lower- and upper-level courses. The 34 theories represented in the text reflect a mix of foundational and recent scholarship and strike a balance of scientific and interpretive approaches.

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21. Critical Theory of Communication Approach to Organizations (Deetz)
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24. Narrative Paradigm (Fisher)

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COMMUNICATION THEORIES: PERSPECTIVES, PROCESSES AND CONTEXTS
2nd Edition
Katherine Miller, Texas A&M University – College Station
2005 / 352 pages / Hardcover
Website: www.mhhe.com/miller2

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INTRODUCTION TO COMMUNICATION RESEARCH
3rd Edition
John Reinard, California State University–Fullerton
2001 / 480 pages
Website: http://www.mhhe.com/socscience/comm/reinard3

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Chapter 4. Using Communication Research Sources
Chapter 5. Communicating Communication Research: Constructing and Assessing Research
Website:  http://www.mhhe.com/experiencing3

This introductory text covers the core concepts of intercultural communication and offers students a basic skill-building framework designed to be used every day for communicating across cultures. By using the “building blocks” of the framework in different ways, students will understand the complexities of intercultural interaction and learn about other cultures as well as their relationships with their own culture.

NEW TO THIS EDITION
• Extended discussion of how religious differences can lead to intercultural conflict.
• New coverage on religious institutions like churches and synagogues and how they can facilitate or discourage conflict resolutions and how these same institutions can support or discourage intercultural relationships.
• Discusses the ongoing debates between various ethnic, racial and socioeconomic groups regarding U. S. immigration policies.
• Covers the global challenges of educating immigrants and exploration of the impacts of the language barriers to health services in intercultural contexts.
• Updated discussion and statistics concerning the technological “digital divide”
• Expanded coverage of the role of culture and computer-mediated communication—in new material addressing online intercultural work teams and online intercultural relationship
• Expanded discussion of how prejudice and discrimination works in our everyday conversations: the problem of striving for “color-blindedness”
• Identification of specific nonverbal behaviors that communicate prejudice.
• Extended discussion of how prejudice and discrimination is expressed in business contexts
• Discusses the ethical responsibilities that come with intercultural knowledge
• Discusses how intercultural learning is not just transformative for the individual, but should also benefit the larger society and other cultural groups in our increasingly inter-dependent world.
• Expanded definition of culture to include the affective, or “feeling” aspect of culture.

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COMMUNICATING WITH STRANGERS: AN APPROACH TO INTERCULTURAL COMMUNICATION
4th Edition
William Gudykunst, California State University—Fullerton and Young Yun Kim, University of Oklahoma—Norman
2003 / Softcover / 448 pages

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Chapter 15: Community Through Diversity Walking a Narrow Ridge Characteristics of Community Community and Public Life Civic Engagement Ethical Aspects in Building Community with Strangers Principles of Community Building Summary Study Questions Suggested Reading

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## 2008 New Title

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<td><strong>Mass Media in a Changing World with Media World DVD, 2e</strong></td>
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This engaging new text introduces students to the world of media through a unique structure that makes the material easily intelligible and meaningful to their lives. Each chapter is divided into three-part narrative sections: history, industry, and controversy. Mass Media in a Changing World is the story of where the media came from, why they do what they do, and why those actions cause controversies.

NEW TO THIS EDITION
- Mass Media in a Changing World is noted for being the most current mass media text on the market. The second edition includes such recent newsworthy topics as:
  - A meditation on the new generation of young people who have grown up in a digital world, examining how it has shaped them and prepared them to shape the world of the future (Chapter 1).
  - An analysis of the crisis faced by the newspaper industry as news and advertisers move online (Chapter 2).
  - An analysis of the similar crisis faced by movie theater owners as new media transforms movies from a big-screen theatrical event to a small-screen home and mobile experience (Chapter 6).
  - An analysis of the social significance of the huge popularity of the social networking sites such as MySpace and Facebook (Chapter 10).
  - A look into the significance of Katie Couric’s ascendency to the solo anchor position at CBS Evening News (Chapter 11).
  - An examination of the public relations aspect of the ongoing national debate over immigration reform (Chapter 12).
  - An analysis of the ethical implications of a Danish newspaper’s decision to publish cartoons depicting the prophet Mohammed (Chapter 15).
  - An increased focus on the possibilities of new media, including a new model of converged media communication in Chapter 1. You will also find new information about industry consolidation, following a year in which the Big Seven movie studios have become the Big Six (Dreamworks has gone to Paramount) and the Big Five record labels have become the Big Four (with the merger of SONY/BMG).
- There are new sections on photojournalism and on the art of magazine covers in Chapter 5. In Chapter 6, a new “Close-Up on Industry” about the “Producer” job title explains the controversy following the 2006 Best Picture Academy Award for Crash. In Chapter 7, a new section on Royalties and Performance Rights Organizations helps to clarify that area of the recording industry. Chapter 8 contains new material on public broadcasting, and a new Close-Up on Industry on the commercialization of public radio. A new section in Chapter 9 examines the significance of public access channels.
- New Close-Ups in Chapter 10 look at the impact of Google, in all its ramifications, and at the controversy surrounding online predators. Another new section in Chapter 10 deals with online commercialism versus public service, including a discussion of such issues as Community Wi-Fi and Net Neutrality, and the chapter ends with an expanded discussion about the reliability of online information. Chapter 12 has new material on the use of video news releases as “fake news,” and Chapter 13 includes new material on product placement as an advertising strategy. Even the history sections are updated, such as the new section on how early television changed family life in Chapter 9.

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Complete Timeline of Mass Media Milestones
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Well-known for its balanced approach to media industries and professions, *Dynamics of Mass Communication* offers a lively, thorough, and objective introduction for mass communication majors and nonmajors alike. This new edition embraces the digital age with a free Student DVD that adds video and interactivity to the student’s textbook experience and brings students up-to-date on the latest developments in mass communication—from the emerging role of cell phones and iPods in the mass media mix to the growing impact of blogs in the mass media mix to the growing impact of blogs on the practice of journalism.

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INTRODUCTION TO MASS COMMUNICATION: MEDIA LITERACY AND CULTURE

4th Edition

Stanley Baran, Bryant College
2006 / Softcover / 608 pages
Available: April 2005

This text encourages students to take more active roles as media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first university-level text to make media literacy central to its approach; building on this tested emphasis, the new edition features a new chapter on the convergence of videogames with other media technologies, up-to-date coverage of media’s role in the War in Iraq, and coverage of new technologies such as WiFi, VoIP, and blogs.

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7. Television
8. Cable and Other Multichannel Services
9. Video Games
10. The Internet and the World Wide Web: Changing the Paradigm

Part III. SUPPORTING INDUSTRIES

11. Public Relations
12. Advertising

Part IV. MASS-MEDIATED CULTURE IN THE INFORMATION AGE

13. Theories and Effects of Mass Communication
14. Media Freedom, Regulation, and Ethics
15. Global Media
READINGS IN MASS COMMUNICATION: MEDIA LITERACY AND CULTURE
2nd Edition
Kimberly Massey, San Jose State University
2002 / Softcover / 352 pages

CONTENTS

Credits / Index
*Indicates articles new to this edition
This Fourteenth Edition of ANNUAL EDITIONS: MASS MEDIA 07/08 provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor’s resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

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36. Pay for Play
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38. Journalism without Profit Margin
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TAKING SIDES: CLASHING VIEWS IN MASS MEDIA AND SOCIETY
9th Edition
Alison Alexander, University of Georgia and Jarice Hanson, University of Mass-Amherst
2007 / Softcover / 432 pages
Available: April 2006
Website: http://www.mhcls.com/text-data/catalog/0073515027.mhtml

TAKING SIDES: CLASHING VIEWS IN MASS MEDIA presents current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript. An instructor’s manual with testing material is available for each volume. USING TAKING SIDES IN THE CLASSROOM is also an excellent instructor resource with practical suggestions on incorporating this effective approach in the classroom. Each TAKING SIDES reader features an annotated listing of selected World Wide Web sites and is supported by our student website, www.dushkin.com/online.

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Part 3. NEWS AND POLITICS
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New! ISSUE 9. Should Images of War Be Censored?
New! ISSUE 10. Is Blogging Journalism?

Part 4. REGULATION
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ISSUE 12. Should Freedom of Speech Ever Be Restricted?
New! ISSUE 13. Has Industry Regulation Controlled Indecent Media Content?

Part 5. MEDIA BUSINESS
New! ISSUE 14. Are Legacy Media Systems Becoming Obsolete?
New! ISSUE 15. Will the Rise of Christian Media Significantly Change Media Content?
New! ISSUE 16. Is Big Media Business Bad for Business?
Introduction to Electronic Media

**International Edition**

TELECOMMUNICATIONS: AN INTRODUCTION TO ELECTRONIC MEDIA
9th Edition
Lynne Schafer S. Gross & Edward J. Fink, California State University—Fullerton
2006 / Softcover / 544 pages
(No selling rights)
Available: June 2005
Website: http://www.mhhe.com/gross8

This concise, student-friendly text teaches the essentials of telecommunications. It is directed at all students as consumers of media, as well as at students who plan to be media producers. The first section of the text focuses on the various media forms (e.g. radio, the Internet), while the second section addresses the functions of media (programming, advertising, etc.); however, the various chapters may be read in any sequence, with the help of an effective glossary that defines all potentially unfamiliar terms.

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7. International Electronic Media

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8. Business Practices
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10. Laws and Regulations
11. Ethics and Effects
12. Advertising
13. Audience Feedback
14. Production, Distribution, and Exhibition

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Media Effects

**International Edition**

FUNDAMENTALS OF MEDIA EFFECTS
Jennings Bryant and Susan Thompson of University of Alabama—Tuscaloosa
2002 / Softcover / 384 pages
Website: www.mhhe.com/bryant

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BROADCAST NEWS HANDBOOK: WRITING, REPORTING, PRODUCING IN A CONVERGING MEDIA WORLD WITH STUDENT CD-ROM AND POWERWEB
3rd Edition
C. A. Tuggle, University Of Nc-chapel Hill, Forrest Carr, Wfla-tv And Suzanne Huffman, Texas Christian University
2007 / Spiral With Flap Binding
Available: January 2006
Website: http://www.mhhe.com/tuggle2
Broadcast News Handbook enables students and professionals to become better writers and better broadcast journalists. Backed by 50 years of combined broadcast journalism experience, the authors provide helpful discussions on crafting language and becoming an effective storyteller. Topics addressed include “Deadly Copy Sins and How to Avoid Them”; “Interviewing: Getting the Facts and the Feelings”; “Producing TV News”; and “Writing Sports.”

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Chapter 2: Selecting Stories and Starting to Write
Chapter 3: Writing Great Leads and Other Helpful Tips
Chapter 4: Deadly Copy Sins and How to Avoid Them
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Chapter 6: Writing Radio News
Chapter 7: Television News Story Forms–The VO
Chapter 8: Television Story Forms–The VO/SOT
Chapter 9: Television Story Forms–The Package
Chapter 10: Writing Sports Copy
Chapter 11: Producing TV News
Chapter 12: The Care and Feeding of Television Live Shots
Chapter 13: Why We Fight
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NEW

MELVIN MENCHER’S NEWS REPORTING AND WRITING
11th Edition
Melvin Mencher, Columbia University
2008 / 640 pages
Website: http://mhhe.com/mencher11
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• The revised Chapter 4 includes a wide array of Internet sources used by reporters in gathering material for stories and describes the latest tools journalists use.
• Chapter 26 includes controversies over the use of graphic Iraq War photos and the increasing latitude for questionable language in print and broadcast journalism.
• Chapter 27 discusses ethical imperatives journalists adhere to in their reporting and writing.

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MEDIA WRITER’S HANDBOOK
4th Edition
George T. Arnold, Marshall University
2007 / Spiral Bound /Comb / 368 pages
Available: January 2006
Website: http://www.mhhe.com/arnold3

Appropriate for media writing courses as either a primary or supplemental text, Media Writer’s Handbook is a primer for anyone who really wants to understand the grammatical and stylistic elements of good writing. Long after being a teaching tool in the classroom, it functions as a resource book that students and professionals can place on their desks alongside their dictionaries and stylebooks.

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INSIDE REPORTING
Tim Harrower
2007 / Softcover
Available: June 2006
Website: http://www.mhhe.com/harrower1

After the success of The Newspaper Designer’s Handbook, Tim Harrower does for reporting what he has previously done for design: make it fun and accessible to newcomers. This handbook is written by an award-winning editor, designer and columnist who has previously taught at Portland State University and currently conducts journalism workshops. The News Reporter’s Handbook emphasizes the basics, but there’s a wealth of information on online reporting and packaging stories in more visual, interactive ways. There is also more useful information on feature writing—from stories to reviews and column-writing—than any other text.

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Chapter 1. The Story of Journalism
Chapter 2. How newsrooms work
Chapter 3. Newswriting basics
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Chapter 8. Online reporting
Chapter 9. Broadcast journalism
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International Edition

NEWS WRITING AND REPORTING FOR TODAY'S MEDIA
7th Edition
Bruce D Itule, Arizona State University—Tempe
Douglas A Anderson, Penn State University—University Park
2007 / 560 pages
(No Selling Rights)
Available: April 2006
Website: http://www.mhhe.com/itule7

News Writing and Reporting takes students on the beat, into
the press box, council chambers, and courthouse, and to
a speech and press conference. It introduces them to current
issues such as cultural sensitivity, multimedia journalism, and
legal and ethical considerations that journalists face every
day. Throughout the text, reporters and editors offer their
down-to-earth advice, and, whenever possible, professional
journalists covering actual stories are used as instructional
models. Students are exposed to the work of professionals
while gathering the tools to follow in their footsteps.

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Newspaper & Magazine Design / Layout

NEW TO THIS EDITION
• Expanded coverage of online page design and multimedia
package found in Chapter 9.
• More examples of short-form story packaging in Chapter 6.
• Chapter 4 has sharper focus on digital photo processing.
• New examples of news design throughout the book.

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THE NEWSPAPER DESIGNER’S HANDBOOK
5th Edition
Tim Harrower, The Oregonian, Portland, Oregon
2002 / Spiral Bound-Comb / 272 pages
Website: www.mhhe.com/harrower

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PUBLIC RELATIONS WITH DVD
2nd Edition
Dan L Lattimore, University of Memphis
Otis W Baskin, Pepperdine University—Los Angeles
Suzette T Heiman, University of Missouri – Columbia
Elizabeth Toth, University of Maryland-College Park
2007
Website: http://www.mhhe.com/lattimore2

Coverage of global markets, new technologies, and multiculturalism throughout make this dynamic text the cutting-edge choice for public relations courses. Accompanied by a unique, free DVD with video interviews of leaders in the public relations field, the text presents and explains in a personal, jargon-free style the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field.

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