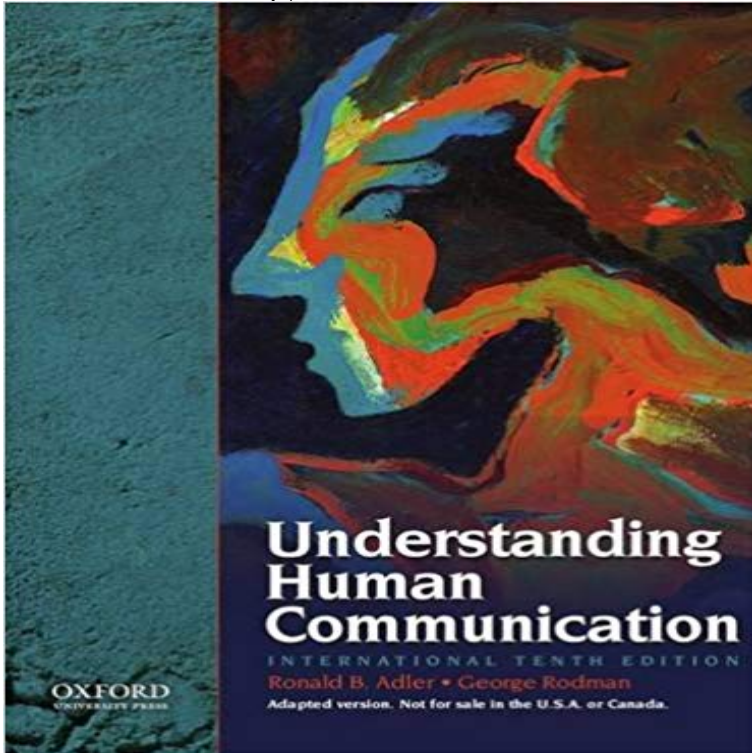


# Understanding Human Communication



Now in its tenth edition, *Understanding Human Communication* continues to build on the widely successful approach--a sophisticated balance of theory and skills--that has captivated more than a half million students and their professors. The best-selling introductory communication book in the field, this classic text has been enriched and streamlined to reflect the latest research developments and to meet the evolving needs of students. It begins with an introduction to the basic elements of communication, providing students with a solid understanding of perception, language, listening, and nonverbal communication. Next, the book guides them through lively sections on interpersonal communication, small group communication, and public address. Esteemed authors Ronald B. Adler and George Rodman speak to students in language that is both engaging and accessible, offering numerous examples that clearly illustrate concepts in real-life scenarios. Throughout, they draw from the latest media, culture, technology, and scholarship to create a distinctive pedagogy that gives students the tools they need to master--and enjoy--this intriguing and relevant subject. With its striking visual presentation, comprehensive classroom supplements, and dedicated student-focused pedagogy, *Understanding Human Communication* continues to enliven classrooms and equip students with effective communication skills that will make a difference in their everyday lives. New to the tenth edition: \* Media Room boxes analyze examples from popular films and television shows, in order to illustrate important communication concepts, from drama (*Greys Anatomy*) to comedy (*Little Miss Sunshine*) to documentary (*An Inconvenient Truth*). \* *Understanding Diversity* and *Understanding Technology* boxes incorporate new, incisive examples that convey key ideas. \* New and updated

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