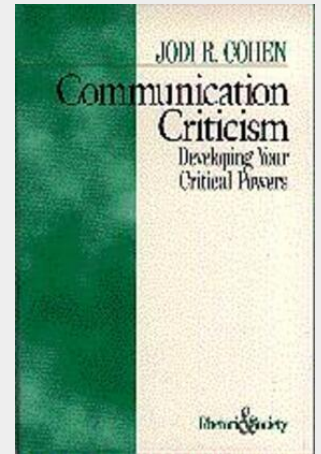


Cohen

Communication Criticism

Developing Your Critical Powers

Designed specifically for noncommunication scholars, Communication Criticism is an informally written, practical guide about how to think, how to communicate effectively, and how to filter meaning out of the swarm of communication that seeks our attention daily. Undergraduates will learn how understanding the fundamental principles of communication helps them judge the potential effectiveness, effects, truths, and ethics of all types of communication from classical "soapbox speeches" to reading a magazine, talking to a boy/girlfriend, watching court proceedings, or watching the TV news. In a format similar to most public speaking courses, author Jodi R. Cohen introduces classical theories of rhetoric at the beginning of each chapter, then expands the discussion with contemporary postmodern theories, touching on concerns with aesthetics and cultural bias as well. Question-and-answer sections in each chapter and many specific, down-to-earth examples will attract and encourage students to harness the power of communication that shapes who we are, what we know, and what we do. A highly practical resource, Communication Criticism is the ideal for professionals in popular culture, media studies, mass communication, and film studies.



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