



Communication: Making Connections (7th Edition)

William J. Seiler, Melissa L. Beall

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This popular, comprehensive introduction to speech communication skillfully blends theory, current research and skills, while emphasizing the connections between communication and our daily lives.

Unique in its integrated “connections” theme and streamlined pedagogy, this book introduces the basic principles of public speaking, interpersonal communication and group communication. The constant application of a solid theoretical foundation to everyday communication through relevant examples, thought-provoking questions and boxed features stress Communication Competence.

New and strengthened pedagogy highlights and reinforces the “connections” theme throughout the book, demonstrating how communication connects us to each other in a variety of contexts: the workplace, family, friends, community, school, public communication settings, the Internet and across cultures.

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