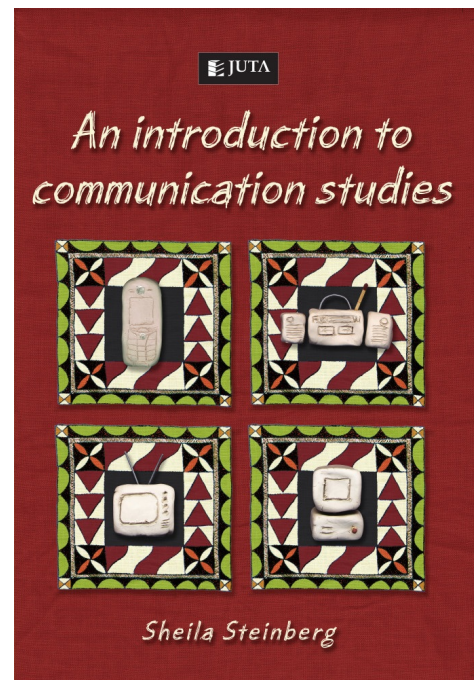


Introduction to Communication Studies, An

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About this Publication:

This edition is for use by UNISA students only

The primary purpose of this text book is to provide a sound foundation in communication theory for undergraduate students at tertiary institutions in South Africa against the background of outcomes-based education. To achieve the learning outcomes related to knowledge, skills, competencies, and attitudes and/or experiences, the book combines the theory and practice of communication. Students are often puzzled by the need for a strong theoretical foundation in a subject as practical as communication.

It is only with hindsight that they realise that the practice of communication is made more efficient by an understanding of the underlying theory. The approach in this book is first to provide knowledge and understanding of communication as a science, and then to relate this knowledge to their everyday experiences.

The intention is to motivate students to learn about communication and to become actively involved in developing their personal and professional communication competence.

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Of Interest and Benefit to:

Beginner students majoring in Communication Studies, as well as those studying towards various degrees or qualifications where communications is a prerequisite, will find this book useful.