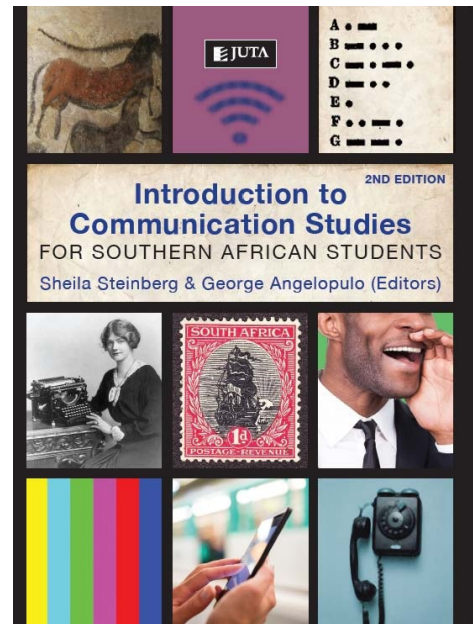


Introduction to Communication Studies

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About this Publication:

Introduction to Communication Studies for Southern African Students is an introductory textbook on the theories of and approaches to communication studies for first-year students.

Building on the framework of the first edition it reflects the dynamic evolution of communication studies in the recent past, introducing new insights and approaches to communication media and digital communication.

Acknowledging the unique requirements of the African communication environment, the text is illuminated with a range of uniquely South and southern African examples to contextualise the theory, with chapters written by leading academic authors from East and Southern Africa.

UNISA students to purchase the first edition of *Introduction to Communication Studies*, as prescribed in their course material. To purchase the first edition please follow this link: <http://juta.co.za/products/introduction-to-communication-studies-an/>

Key Features

- Overviews
- Learning objectives
- Scenarios
- Summaries
- 'Test yourself' questions

Contents Include:

- **Part 1: Foundations of communication studies**
- Chapter 1: A brief introduction to human communication
- Chapter 2: Conceptualising communication: theory and method
- Chapter 3: Conceptualising communication: theory in practice
- Chapter 4: Sensing and sense making
- Chapter 5: Nonverbal communication
- Chapter 6: Language and communication
- **Part 2: Contexts of communication studies**
- Chapter 7: Intrapersonal communication
- Chapter 8: Interpersonal communication
- Chapter 9: Small group communication
- Chapter 10: Mass communication
- Chapter 11: Digital communication
- **Part 3: So you want to work in the field of communication?**
- Chapter 12: Some specialisation areas in communication studies

Of Interest and Benefit to:

Southern African Students is an introductory textbook on the theories of and approaches to communication studies for first-year students