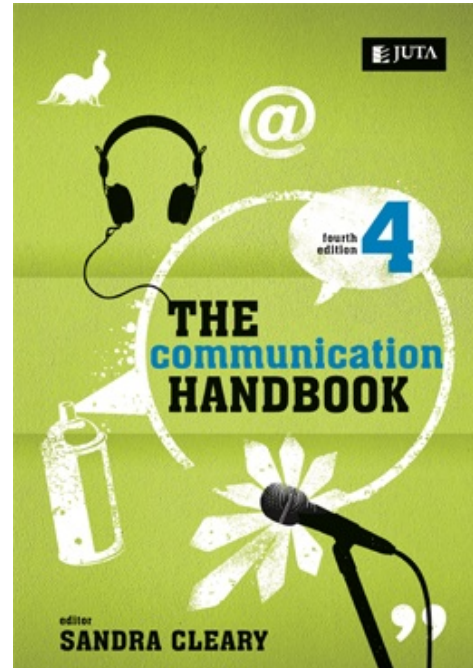


# Communication Handbook, The

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## About this Publication:

The advent of globalisation, and the rise of entrepreneurialism and the virtual office, make the ability to communicate independently and effectively increasingly valuable. Against a background of technological innovation, this fourth edition of The Communication Handbook sets out the principles underlying effective communication today and then focuses on their application, enabling students in all fields of study to develop and refine their reading, listening, speaking and writing practices

### Key Features/ benefits

- Interactive online student support material
- Exercises and templates to reinforce theories and techniques taught in class and covered in the book and that are set within and inclusive real of experience of the student audience, located within the South African context
- A chapter devoted to some of the more difficult areas of English grammar specifically for the second-language English speaker
- Learning outcomes for students to judge how successfully they have learnt and engaged with the topics covered in the different chapters

### New editions only: Main updates

- A new chapter based on the self/ sender and issues such as assertiveness, emotional intelligence and mindfulness with a focus on the self as communicator
- A new chapter on Communicating for Diversity

**Contents Include:**

- Chapter 1: Communication Theory
- Chapter 2: Self and sender
- Chapter 3: Intercultural Communication
- Chapter 4: Small-group Communication
- Chapter 5: Reading and Note-taking
- Chapter 6: Listening
- Chapter 7: Audience and Purpose
- Chapter 8: Oral Communication
- Chapter 9: Written Communication
- Chapter 10: Business Correspondence
- Chapter 11: Shorter Business Messages
- Chapter 12: Digital MediaChapter 13: Academic Writing
- Chapter 14: Articles
- Chapter 15: Report Writing
- Chapter 16: Meetings
- Chapter 17: Grammar in Use

**Of Interest and Benefit to:**

- Undergraduate students at university and university of technology who wish to gain a grounded understanding of the communication process in the workplace.