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Understanding Human Communication

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Understanding Human Communication Why Communication Is Important and How to Be Good at It provides readers with an exploration of why effective communication is vital and how it can be mastered The book underscores communication as a critical skill for various social personal and professional scenarios and provides readers with an innovative and narrative approach to better understanding human communication The text addresses the intricacies of communication through various lenses such as the limitations of code models the role of evidence in persuasion the influence of source credibility and emotional appeals in messaging It discusses the diffusion of innovations clarifying how and why new ideas and practices become widespread or remain obscure Complemented by an examination of nonverbal cues the influence of culture and gender on communication and deception in communication the book presents a comprehensive picture of the dynamics involved in relating and communicating with others Understanding Human Communication is ideal for courses in human communication persuasion and interpersonal dynamics Its structure and content support the learning needs of students embarking on their study of communication as a discipline as well as those seeking to enhance their communication skills in varied contexts

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