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Autore	Beebe Steven A. <1950->
Titolo	Communication : principles for a lifetime // Steven A. Beebe, Susan J. Beebe, Diana K. Ivy
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Descrizione fisica	1 online resource (473 pages) : illustrations (some color)
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Disciplina	302.2
Soggetti	Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Nota di bibliografia	Includes bibliographical references (pages 399-430) and index.
Nota di contenuto	Cover -- Title Page -- Copyright Page -- Brief Contents -- Contents -- Preface -- Acknowledgments -- 1. Identifying Foundations of Human Communication -- Why Study Communication? -- To Improve Your Employability -- To Improve Your Relationships -- To Improve Your Health -- The Communication Process -- Communication Defined -- Communication Characteristics -- Communication Models -- Communication as Action: Message Transfer -- Communication as Interaction: Message Exchange -- Communication as Transaction: Message Creation -- Communication Competence -- The Message Should Be Understood -- The Message Should Achieve Its Intended Effect -- The Message Should Be Ethical -- Communication & ETHICS: Is There a Universal Ethical Code? -- Communication in the 21st Century -- Communication & TECHNOLOGY: Got Facebook? How We Connect on Facebook -- Communication Contexts -- Interpersonal Communication -- Group Communication -- Presentational Communication -- Applying Communication in Organizational and Health Contexts -- Communication Principles for a Lifetime -- Communication & DIVERSITY: Communication Principles for a Lifetime: Principles for All Cultures? -- Principle One: Be Aware of Your Communication with Yourself and Others -- Principle Two: Effectively Use and Interpret Verbal Messages -- Principle Three: Effectively Use and Interpret Nonverbal Messages -- Principle Four: Listen and Respond Thoughtfully to Others -- Principle Five: Appropriately Adapt

Remembering -- Communication & TECHNOLOGY: The Vanishing Art of Listening to Voice Messages -- Responding -- Listening Styles -- Relational Listening Style -- Analytical Listening Style -- Critical Listening Style -- Task-Oriented Listening Style -- The Benefits of Understanding Your Listening Style -- Listening Barriers -- Self Barriers -- Information-Processing Barriers -- Communication & DIVERSITY: Does Gender Influence Listening Skill? -- Context Barriers -- Improving Your Listening Skills -- Stop: Turn Off Competing Messages -- Look: Listen with Your Eyes.

Listen: Understand Both Details and Major Ideas -- Improving Your Responding Skills -- Responding to Clarify and Confirm Understanding -- Responding to Empathize with Others -- Communication & ETHICS: Paraphrase Properly -- Responding to Provide Social Support -- STUDY GUIDE -- 6. Adapting to Others: Diversity and Communication -- Understanding Diversity -- Sex and Gender -- Sexual Orientation -- Age -- Ethnicity -- Culture and Communication -- Communication & DIVERSITY: Diversity Almanac -- Defining Culture -- Communication & TECHNOLOGY: Adapting to Differences When Making E-Connections -- Cultural Contexts -- Cultural Values -- Barriers to Bridging Differences and Adapting to Others -- Assuming Superiority -- Assuming Similarity -- Assuming Differences -- Stereotyping and Prejudice -- Communication & ETHICS: Can Stereotyping Others Ever Be a Good Idea? -- Adapting to Others Who Are Different from You -- Aim for Intercultural Communication Competence -- Seek Information -- Ask Questions and Listen -- Tolerate Ambiguity -- Develop Mindfulness -- Become Other Oriented -- Ethically Adapt to Others -- STUDY GUIDE --

7. Understanding Interpersonal Communication -- What Is Interpersonal Communication? -- Initiating Relationships -- Interpersonal Attraction: Why We Like Whom We Like -- Communication & DIVERSITY: Straight Women and Gay Men: What's Up with the Friendship? -- Communicating Our Attraction -- Getting That First Conversation Going -- Maintaining Relationships -- Self-Disclosure: Revealing Yourself to Others -- Properties of Self-Disclosure -- Two Models of Self-Disclosure -- Communication & TECHNOLOGY: Do You Need a Boyfriend/Girlfriend That Badly? -- Expressing Emotions -- Communication & ETHICS: Are You a Blurter? -- STUDY GUIDE -- 8. Enhancing Relationships -- The Importance of Relationships: Friends, Family, and Colleagues.

Friendship Matters -- Family Matters -- Communication & TECHNOLOGY: The Joys (and Woes) of the Video Chat -- Colleagues Matter -- Stages of Relationship Development -- Relational Escalation -- Relational De-Escalation -- Communication & ETHICS: Infidelity in Cyberspace: Is It Cheating If You Don't Actually Touch? -- Relationship Dissolution (a.k.a. the Breakup) -- Best Practices in Breaking Up -- After the Breakup: Communicating with an Ex -- Tensions in Relationships: The Dialectical Perspective -- Managing Interpersonal Conflict -- Types of Conflict -- Communication & DIVERSITY: Coping with Conflict across Cultures -- Properties of Conflict -- Styles of Managing Conflict -- Conflict Management Skills -- STUDY GUIDE -- 9. Understanding Group and Team Performance -- Groups and Teams Defined -- Communicating in Small Groups -- Communication & TECHNOLOGY: Virtues (and Vices) of Virtual Groups -- Communicating in Teams -- Communication & ETHICS: How Far Would You Go to Achieve a Team Goal? -- When Not to Collaborate in Groups and Teams -- Working in Real Groups and Teams -- Group and Team Dynamics -- Roles -- Rules -- Norms -- Status -- Power -- Cohesiveness -- Group and Team Development -- Orientation -- Conflict -- Emergence -- Reinforcement -- Communication & DIVERSITY: The Impact of

Individualism and Collectivism on Groups and Teams -- The Process Nature of Group Phases -- STUDY GUIDE -- 10. Enhancing Group and Team Performance -- What Effective Group and Team Members Do -- Identify a Clear, Elevating Goal -- Develop a Results-Driven Structure -- Gather and Share Appropriate Information -- Develop Options -- Evaluate Ideas -- Develop Sensitivity Toward Others -- Develop a Positive Personal Style -- Structuring Group and Team Problem Solving -- Step 1: Identify and Define the Problem -- Step 2: Analyze the Problem.
Step 3: Generate Creative Solutions.

Sommario/riassunto

For courses in Introduction to Communication that take a mainstream rather than a survey approach A five-principles approach that helps students build practical communication skills Communication: Principles for a Lifetime was designed to address the biggest challenge when teaching Introduction to Communication: how to present the variety of fundamental theory and skills without overwhelming learners. By organizing the text around five key principles of communication, authors Steven Beebe, Susan Beebe, and Diana Ivy help students to see the interplay among communication concepts, skills, and contexts. The sixth edition retains this successful five-principles framework, and adds updated content and a new learning architecture that better helps students build, and use, strong communication skills-in the course and beyond.
