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Sommario/riassunto

In 50 Ways to Understand Communication, Arthur Asa Berger familiarizes readers with important concepts written by leading communication and cultural theorists, such as Saussure, LZvi-Strauss, de Certeau, McLuhan, Postman, and many others. Organized in fifty short segments, this concise guide covers a wide range of important ideas from psychoanalysis and semiology to humor, 'otherness,' and nonverbal communication. Berger's clear explanations surround this assortment of influential writing. This engaging, accessible book is essential for students of communication and anyone interested in how we
