



# A First Look at Communication Theory

*Em Griffin, Andrew Ledbetter, Glenn Grayson Sparks*

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The ninth edition of *A First Look at Communication Theory* justifies again the program's enduring popularity. Em Griffin, now joined by colleagues Andrew Ledbetter and Glenn Sparks, encourages students who are encountering the field for the first time to tackle theories without fear. The authors introduce 32 diverse theories that are a mix of foundational and recent scholarship and, with the benefit of numerous examples and connections to pop culture, help students apply them to their own lives. This program ensures that students have a solid foundation with which to begin understanding the relationships between theories.

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## A First Look at Communication Theory Details

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## **From Reader Review A First Look at Communication Theory for online ebook**

### **Jenny says**

This book is revolutionary. I might be biased because I actually had Em as a Communication Theory professor, but who better to teach the theories than the author of the book? He definitely ensured that Communication Theory was not a blow-off, fluff course, and that the students took away life-long lessons.

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### **Kathryn says**

For my communication nerdiness.  
Loved this book.

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### **Riham Ibrahim says**

It's a must read book for anyone who wants to know about communication theory and how this discipline functions.

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### **Seth Pierce says**

Great introductory textbook. A lot to digest reading it straight through, but I found it very helpful and stimulating. Well written, punctuated by cartoons from The New Yorker, and full of additional multimedia resources, I highly recommend this for anyone stepping into the communications discipline. Though I must admit one of the feminist theories bothered me--I suppose because I'm a man ;)

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### **Gholam Reza Azari , Ph.D. says**

This text presents 34 communication theories, from classic to new work, based on one chapter per theory. Extended examples are used to explain each theory, which should help students understand theories by applying their explanations and predictions to real-life situations. Ethics are covered in a special chapter and throughout the text, helping students to focus on the ethical implications of communication theories. Each chapter concludes with a critique of the theory, summarizing its strengths and weaknesses and raising critical questions to encourage analysis and give students an appreciation of the on-going process of communication research. Cartoons are also included to illustrate important concepts. Chapter One provides criteria for determining what makes a communication theory good, encouraging critical thinking from the start. This edition features a new chapter on the history of the communication discipline and a chapter that explains and illustrates two different approaches to communication research and theory: social scientific and humanistic.

Totally new sections on intercultural communication and gender communication are also included. Ten new theories are presented, including William Gudykunst's anxiety/uncertainty management theory, Stella Ting-Toomey's face-negotiation theory and Deborah Tannen's genderlect styles.

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### **Zakaria Bziker says**

If you are a communication studies student, then you can do without this book. Does not encompasses all theories out there in the field of communication but captures the prominent ones. An easy to read book that goes from simple to complex thoughts. I feel though there are other theories that are neglected by this book that have an equal weight to the theories enclosed in the book.

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### **Emma says**

There were moments that were difficult to follow but that could just be the individual theories themselves. Overall I think Griffin did a fantastic job writing about the various theories. His examples and the way he incorporated films really added to my understanding. I would recommend this book to anyone who wants to learn the basics of some of the more popular communication theories.

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### **Emily says**

This book manages to make communication theories very interesting, even for people like me that come into this book thinking they will be bored.

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### **Alejandro Teruel says**

A wonderful, clear and witty introduction to Communication Theory.

Griffin cleverly provides a scientific or humanist perspective continuum on which he proceeds to place different approaches to communication theory.

He also manages to include a very apt and usually very funny cartoon to illustrate a major point of each theory.

The book covers a lot of ground including theories about communication and verbal messages, nonverbal messages, cognitive processing, relationship development, relationship maintenance, group decision making, organizational communication, public rhetoric, media and culture, media effects, intercultural communications and gender.

I read the third edition of the book (published in 1997) and am looking forward to reading the new eighth edition (published in 2012).

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**Kali Yuga says**

the book we used back in college. i would never admit this before but i really enjoyed that class, Communication Theories, not a lot people share the same sentiment. it enabled and tolerated my OCD and analytical tendencies.

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**Monica says**

An incredible look into communication theory. Clear, precise, practical. An excellent read for anyone interested in communication and its function in our lives.

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**Dr. Dena says**

Excellent + trusted primer for a survey of comm theories.

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**Leah Jones says**

This was the textbook for my Communication perspectives course. I thought it was very well written and did a good job of explaining the different theories in a clear and concise manner.

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**Mia Claire says**

Griffin explains the theories in simple language with helpful examples. Good for learning the basic communication theories of organizational communication, mass communication, interpersonal communication, and small-group communication.

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**Caitlin Simm says**

I just read parts of it for research for Interpersonal Communication at University. I had a group presentation and we had to research Communication Accommodation Theory

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