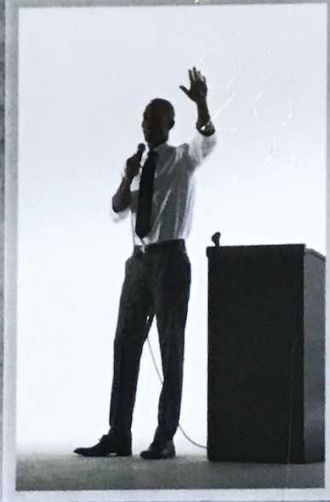


HUMAN COMMUNICATION

FOURTH EDITION



**Make it Smart.
Keep it Real.**



PEARSON • NELSON • HENSWORTH • HARTER

Human Communication

FOURTH EDITION

Judy C. Pearson

North Dakota State University

Paul E. Nelson

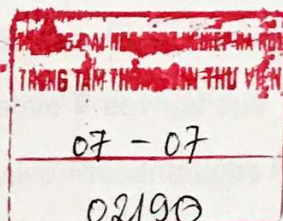
North Dakota State University

Scott Titsworth

Ohio University

Lynn Harter

Ohio University





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Preface

Human Communication is an introductory college textbook designed to make communication studies immediate and relevant to students. This textbook embraces the field's rich rhetorical traditions and practices and presents the results of current research to enlighten students about how communication works in personal relationships, interviews, work teams, and public speaking. Rooted in current scholarship with an eye on practical, everyday communication scenarios, its focus has been to "Make it Smart, Keep it Real." As teachers we know that this is a time challenged course and we developed this focus to help instructors with their course goals—to help students understand the foundations and latest research/theories of communication as a discipline and to apply them outside the classroom.

Make it Smart; Keep it Real

Our writing mantra—"Make it Smart; Keep it Real"—reflects our goal of producing a text that strikes a practical balance of definitive content and everyday application. To "make it smart," we read hundreds of articles from communication journals. To "keep it real," we show readers how research findings can be applied to a variety of communication



contexts in their everyday lives and provide tools to help them develop the skills to do so effectively.

Make it Smart

Some highlights of our coverage of recent communication research include the following studies published in 2009 on topics that highlight gender differences, technology and communication, workplace communication skills, language development and MTV.

- A study of which shows that men with tattoos are viewed as more dominant than non-tattooed men while women with tattoos are seen as less healthy than women with them (chapter 4).
- A study linking language development with working memory efficiency that underscores the importance of helping children develop language skills at an early age (chapter 5). Studies that suggest that personal electronics (iPods, Smart Phones, etc.) are potentially diminishing the development of listening and face-to-face communication skills (chapter 5). A study based on recent controversies surrounding the financial crisis of 2009 which shows "honesty" as a key workplace communication skill (chapter 8). A study that describes how MTV's *Real World* is serving as a model for corporations trying to develop interdependence among corporate team members (chapter 9).

Keep it Real

To keep it real, our text helps students to apply what they learn to everyday communication contexts. It provides tools that encourage students to think intelligently, actively, and critically about communication concepts, findings, and theories and to share their ideas and experiences in class. Every chapter features skill-building and critical thinking activities and 21st century examples that are relevant to students.

Get Involved, a new feature, guides students in making connections between basic communication concepts and what is happening in their communities so that they may develop a better understanding