

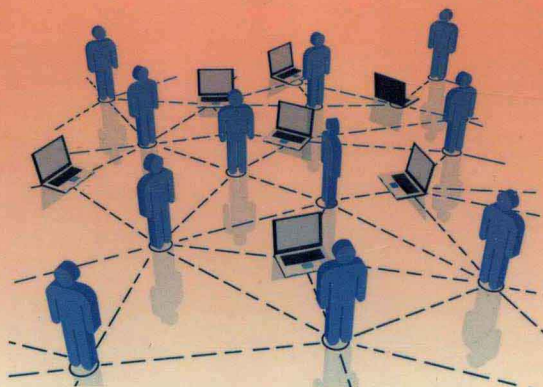
COMMUNICATION WORKS

英文大学人文经典教材

有效传播

[美] 特里·甘布尔 (Teri Kwal Gamble) [美] 迈克尔·甘布尔 (Michael Gamble) / 著
苏政 注释

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Tenth Edition



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(注释版)

Communication Works

TENTH EDITION (第十版)

[美] 特里·甘布尔 (Teri Kwal Gamble) 著
[美] 迈克尔·甘布尔 (Michael Gamble)

苏政 注释



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Communication Works, 10e

Michael Gamble

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**For Matthew Jon and Lindsay Michele, our children, who
grew up with this book and who continue to exert more
influence on its contents than they can imagine. Wonderful
students of life and always there when it matters, they
embody communication at its best.**

**For Martha and Marcel Kwal and Nan and Wesley Gamble,
our parents, who live on in our memories and were
instrumental in helping us learn how and why
communication works.**

About the Authors

Teri Kwal Gamble and Michael W. Gamble both earned PhDs in communication from New York University. They are full professors of communication and award-winning teachers, with Teri at the College of New Rochelle and Michael at the New York Institute of Technology in Manhattan. As co-founders of Interact Training Systems, a communication consulting firm, they have conducted seminars, workshops, and short courses for numerous business and professional organizations across the United States.

The Gambles are co-authors of several textbooks and training systems, including *Public Speaking in the Age of Diversity*; *Interpersonal Communication in Theory, Practice and Context*; and *Literature Alive!* Their trade books include *Sales Scripts That Sell*, *Phone Power*, and *The Answer Book*.

Teri and Michael live in New Jersey and spend much of their time exploring how and why communication works. Their personal favorite communicators are their children—their son, Matthew Jon, who has his doctorate in biochemistry and is now a scientist, and their daughter, Lindsay Michele, who received her MBA in marketing, ran the New York City Marathon, teaches this course, and works in real estate.



Teri and Michael Gamble with son Matthew and daughter Lindsay.

Preface

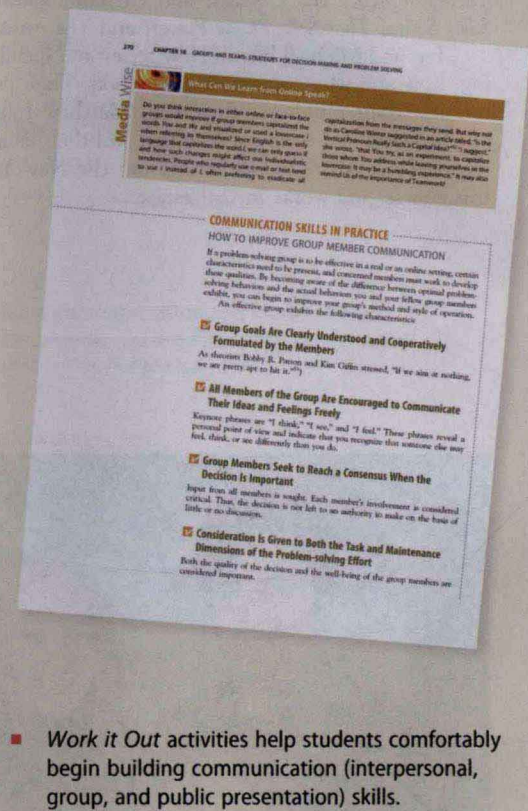
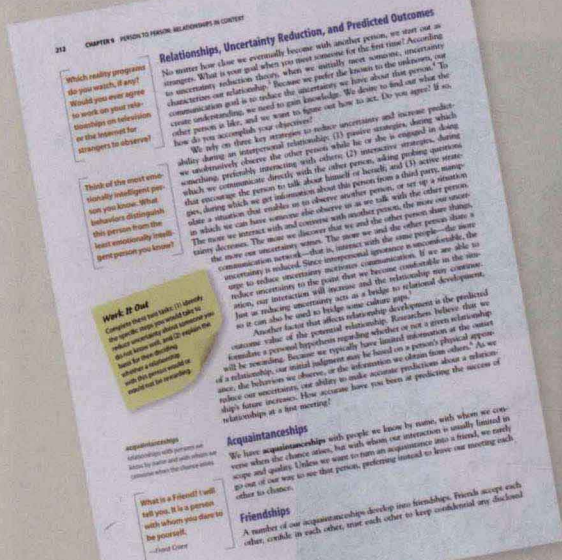
In this new edition, we continue to dedicate ourselves to exploring how communication works and why we benefit from becoming more skillful communicators.

We retained and revised the text's signature interactive approach, and updated the discussions on technology, media, and popular culture. Our objective remains to help students observe, think ethically and critically about communication, and assess which means of communication work best in their lives. We also reveal more precisely how technological advances are altering both the nature of our communication experiences and the ways we approach communication challenges.

NEW TO THIS EDITION

- Skills section in each chapter: *Communication Skills in Practice* provides guidelines for developing communication skills for personal and professional success.

signature interactive approach:
信号互动的方法



- All new student speech examples cover topics such as health/wellness, climate change, diversity, immigration, and ethics.
- Interviewing and Developing Professional Relationships Appendix focuses on the job applicant and the job interview.
- Coverage of intergenerational communication includes the relationship between age and self-concept.
- The Toulmin model is discussed in the persuasion chapter.

SIGNATURE FEATURES AND THEMES

All the features in the book are designed to create a pedagogical environment that compels students to ask questions and become involved in individual or group assignments and class discussions.

Skill Builders:

We continue to offer a wide selection of Skill Builders—learning activities for use in or out of class. These activities encourage students to observe and consider communication, to assess its effects, and to experience the insights and practice they need to become effective communicators.

Exploring Diversity; Ethics and Communication; Thinking Critically:

To reflect the needs of an increasingly diverse student audience, and to encourage critical inquiry, we continue to pay significant attention to the influence of culture, the importance of communication ethics, and critical thinking in these feature boxes.



pedagogical: 教育学的, 教学法的



Media Wise and Resources for Further Inquiry and Reflection:

Because of the myriad ways in which communication and technology are linked, we have retained and updated the *Media Wise* boxes. Content for the end-of-chapter feature, *Listen to Me, View Me, Read Me, and Tell Me*, has been updated. This resource section encourages students to demonstrate and apply their understanding of chapter content to popular media, such as music, movies, and books.

Service Learning activities in the text's sidebars and *Idioms in Translation*, found in the end-of-chapter sections, bridge text and real-world applications. In addition, *Culture Cues* which accompany *Idioms in Translation* add a nonverbal/cultural dimension to ESL students' understanding of communication codes.

Online Unit: Mass Communication and Media Literacy

We enhanced our coverage of cyber relationships to include how social networking media and online venues for self-expression are altering the communication mix.

COMMUNICATION WORKS ONLINE LEARNING CENTER:

The Online Learning Center at www.mhhe.com/gamble10e, an integral part of the book, was produced to appeal to a variety of learning styles. Margin icons, throughout the book and in the end-of-chapter sections, prompt readers to view relevant video clips and interacting learning tools. Features include chapter quizzes with feedback, key terminology flash cards, Communication Concepts videos, Power Point tutorial, and outline tutor.

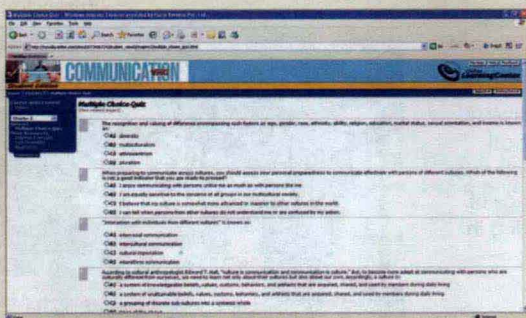
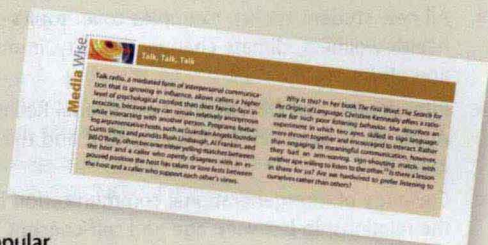
myriad: 无数的

bridge text:
缩写本, 简写本

dimension:
维度, 尺度

cyber relationship:
网络关系

key terminology:
关键词语



TEGRITY CAMPUS

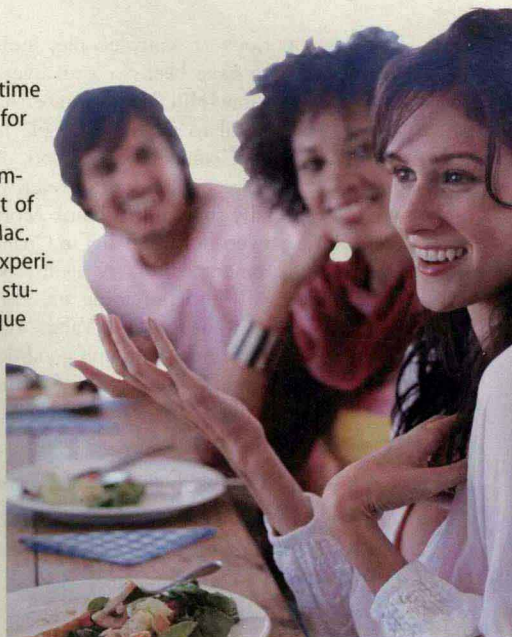


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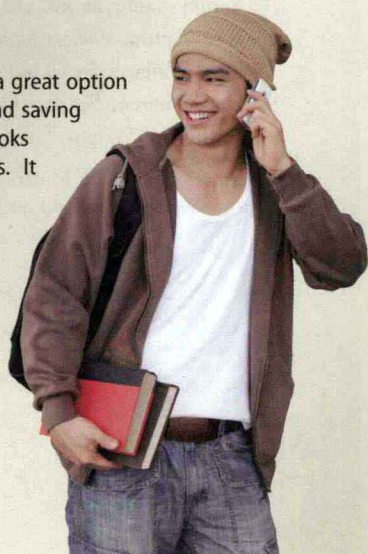


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We want to recognize the extremely talented editing team at McGraw-Hill. We are especially thankful to Frank Mortimer for his vision and business acumen, Katie Stevens for her belief in *Communication Works*, Jennie Katsaros, our tireless development editor, for again taking this book under her artful wing, understanding it, and providing friendship as well as keen insight into the market. We also want to thank Valerie Raymond for her close reading, wonderful ideas, organizational flair, and good decisions; Leslie LaDow, the text's production editor; and Ashley Bedell for the text's fresh design.

We especially thank our reviewers for their insightful advice that has resulted in this edition's improvements:

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Finally, we thank Matthew and Lindsay, our children, for their insights and support. When all is said and done, they are our reasons for loving life.

Teri Kwal Gamble

Michael W. Gamble

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