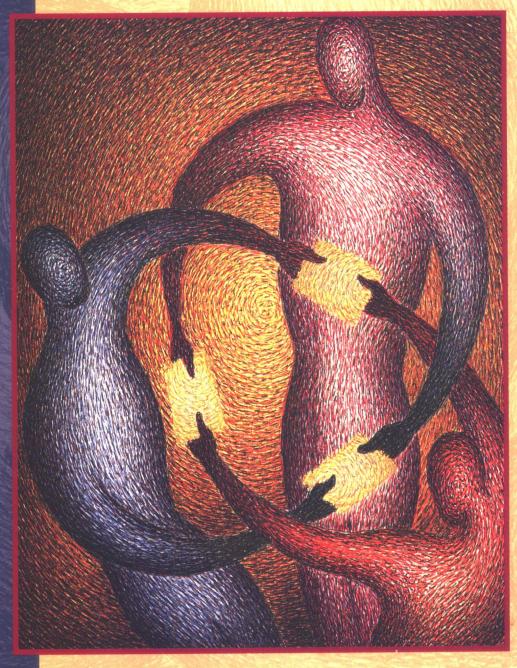
seventh edition

# An Introduction to Human Communication Understanding & Sharing



Judy C. Pearson - Paul E. Nelson

seventh edition

# An Introduction to Human Communication Understanding Sharing

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# Dedicated to the memory of J. D. Foreman



You are beginning a course that could make an important difference in your life. The book is about you. It is about the way you communicate with yourself, with another person, within small groups, and with larger audiences. The ideas you learn in this course can be applied at once in your daily life, and you can keep practicing them for a lifetime.

An Introduction to Human Communication: Understanding and Sharing is now in its seventh edition because so many students like it and so many professors adopt it for their courses. Perhaps they like the book because it instructs in an attractive manner. As one professor who reviewed the text said, "I am really uncomfortable with textbooks which are dominated by 'flash and sizzle,' particularly flash and sizzle for flash and sizzle's sake. The text does a good job of balancing substance and sizzle."

This book is an introduction to speech communication. Intended for beginning students of any age, the text is for majors and nonmajors alike. It does not assume prior knowledge of the field, and it is written in a conversational, easy-to-read style. Above all, this book is practical and applicable. You may never dissect another frog or do another physics experiment, but you will always have to communicate. This book is written to help you learn to do so effectively.

The seventh edition of *An Introduction to Human Communication* includes nineteen chapters and an appendix; the sixth edition had seventeen chapters. Some chapters in this edition combine information that was once in several chapters. For example, the listening chapter now includes active, empathic, and critical listening and thinking. Two chapters on small group communication are in the new edition, as is an entirely new chapter on the importance of mass communication in modern life and a new appendix on family communication.

This edition was written by multiple authors and was reviewed by specialized critics. Most of the chapters were written by Paul Nelson and Judy Pearson, but contributing authors include Margaret A. King, Purdue University, who wrote chapter 9, "Interviewing for Information and Employment"; Dr. Gloria J. Galanes, Southwest Missouri State University, who wrote chapter 10, "The Dynamics of Small Group Discussion," and chapter 11, "Group Leadership and Problem Solving"; and Duncan Brown and Norma Pecora, Ohio University, who wrote chapter 19, "Mass Communication." Cathy Twining, a journalism major, provided current information, "Try This" exercises, and additional readings for many of the chapters in the book. Kimberly Harris, also a journalism major, provided student examples and served as a research assistant.

# WHAT IS NEW IN THE SEVENTH EDITION?

## HOW IS THE BOOK ORGANIZED?

An Introduction to Human Communication includes introductory information about the nature and process of communication and detailed information about four communication contexts: interpersonal, small group, public, and mass communication.

Part 1, "The Elements of the Communication Process," has six chapters, including "The Nature of Communication," "Perception: The Process of Understanding," "Self-Awareness and Self-Concept: Understanding Yourself," "Listening and Critical Thinking," "Nonverbal Codes: Sharing with Others," and "Verbal Codes: Sharing with Others."

Part 2, "Interpersonal Communication," includes five chapters: "Interpersonal Relationships: Close Encounters," "Intercultural and Co-cultural Communication," "Interviewing for Information and Employment," "The Dynamics of Small Group Discussion," and "Group Leadership and Problem Solving."

Part 3, "Public Communication," has seven chapters: "Topic Selection and Audience Analysis," "Communication Apprehension and Source Credibility," "Finding Information," "Organizing Your Speech," "Delivery and Visual Aids," "The Informative Speech," and "The Persuasive Speech."

Part 4, "Mass Communication," consists of a single, detailed chapter by two experts in mass communication, who review the history of electronic communication, the role of government regulation, and the effects of mass communication on our society.

The appendix, "Communicating in the Family," explores communication in the contemporary family.

#### TO THE INSTRUCTOR

The full-color student version of An Introduction to Human Communication (0–697–28898–6) includes all the chapters in the text before you—minus the instructor's annotations. However, if you know you won't use all these chapters, you now have another option.

An Introduction to Human Communication can be customized in a black-and-white version to include only the chapters from this text that you cover in your course. You can also choose from the menu of chapters for our other Brown & Benchmark text, Confidence in Public Speaking, sixth edition, as well as add your course syllabus and student exercises. Brown & Benchmark will bind your selections in a paper perfect binding and have it shipped directly to your bookstore. Contact your Brown & Benchmark Sales Representative, or the CourseWorks specialists at 1–800–446–8979, for more information.

## WHAT ACCOMPANIES THE BOOK?

Experienced professors and new teachers alike will find the ancillary materials highly useful. They include

- An annotated instructor's edition, expertly prepared by Lori Byers, a doctoral student at Ohio University, with suggested exercises, additional readings, background information, and applications
- An instructor's manual with a detailed summary of each chapter, semester and quarter schedules, exercises for every chapter, and hundreds of possible essay, true or false, and multiple-choice questions
- Transparencies that illustrate key concepts in the book
- Power Point presentation software contains a visual, chapter-by-chapter outline of the book.
- Videotapes. A special feature of the seventh edition is the series of twenty-four
  professionally produced thirty-minute videotapes of the chapters. They include both
  student and popular speakers, as well as expert commentary on many aspects of
  communication by professionals in the field.

Paul Nelson is the dean of the College of Communication at Ohio University and has coauthored six editions of Confidence in Public Speaking and seven editions of An Introduction to Human Communication. Judy Pearson is the director of the Northern Virginia Graduate Center in Falls Church, Virginia, and she is an associate dean of the Graduate School and a professor at Virginia Polytechnic Institute and State University. She has coauthored the two books mentioned previously, has authored or coauthored six other textbooks, and has authored two trade books.

The authors have been writing basic course texts for twenty years, because the beginning courses are their first love. Both began their careers as basic course directors in large programs at the University of Missouri, Iowa State, and Bradley. They even met at a basic course conference, married, and have been producing children and books ever since.

The authors seek feedback from you about this book. You can let them know what you like or dislike by calling Judy Pearson at 703–698–6006 or by writing to her at this address:

Northern Virginia Graduate Center 2990 Telestar Ct. Falls Church, VA 22042

Her Internet address is JCP@vt.edu.

The authors would like to extend their appreciation to their many colleagues who have reviewed and responded to questionnaires during the previous six editions. They especially want to thank those who reviewed the seventh edition for their keen insights and suggestions.

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# THE ELEMENTS OF THE COMMUNICATION PROCESS

IN THE COMMUNICATION DISCIPLINE and field of study, there are core ideas, basic concepts you need to understand in order to comprehend the more complex ideas. We call them the elements of the communication process—the fundamentals on which our knowledge of communication is built.