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Introduction to Communication Studies for Southern African Students is an introductory textbook on the theories of and approaches to communication studies for first-year students. Building on the framework of the first edition it reflects the dynamic evolution of communication studies in the recent past, introducing new insights and approaches to communication media and digital communication.

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Communication in the Real World: An Introduction to Communication Studies overviews the time-tested conceptual foundations of the field, while incorporating the latest research and cutting-edge applications of these basics. Each chapter will include timely, concrete, and real-life examples of communication concepts in action.

Communication in the Real World: An Introduction to

I read Fiske's Introduction into Communication Studies while attending a University survey course on Media Theory. The book is actually mostly an introduction into semiotics and Structuralism. Fiske's strength is his ability to explain quite complex theories in a readable way.

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