



Communication Studies: An Introduction

By S. Steinberg

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The author has drawn on three of her previous publications used at the University of South Africa (Unisa) to compile *An Introduction to Communication Studies*. Although the theory is based on material used in the USA and other overseas universities, South African students will be able to identify with the local comments and examples, TV programmes and other mass media, political and social experiences referred to in this book.

Beginner students majoring in Communication Studies as well as those who are studying towards various degrees or qualifications where communication is a prerequisite, will find this book useful. In addition to interpersonal, group and mass communication, there is an extensive chapter on public speaking which takes into account that many professionals today have to address their colleagues and business associates in order to succeed in their profession. Public speaking in this sense is a skill required by most graduates in any job or profession and the chapter is pitched at these requirements as well as at speaking to larger audiences.

The book is divided into two parts. The first part provides students with a strong foundation of communication, while the second focuses on the areas of specialisation within Communication Studies. In addition, each chapter starts with the learning outcomes and a short overview of the chapter. Students may monitor their learning with the summary and 'test yourself' questions at the end of every chapter, and the definitions highlighted in the text assist students in their navigation of the terminology. Scenarios provide examples of how the theory can be applied in practice. This makes for a learner-friendly and accessible book which will indeed prove useful to students and professionals alike.

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