



# Using Communication Theory: An Introduction to Planned Communication

By Sven Windahl, Benno Signitzer, Jean T Olson

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"Using Communication Theory was a rarity in bridging the gap between ideas and practice. It was itself a model of good communication and in its second, revised edition, it is still a most reliable and accessible guide to the lessons that communication theory and research offer to practitioners, especially in planning for change."

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"Using Communication Theory has become a classic in the education of communication. It is the comprehensive and self-evident source for theories and models, forming the base for the study of professions requiring communication planning."

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What does theory have to do with the practice of communication?

Communication planning is used daily by thousands of people: public relations practitioners, technical writers, information campaigners, advertising professionals, organization consultants, educators, health communicators and more. Without a solid understanding of communication theory, practitioners have difficulty getting their messages heard.

The second edition of this best-selling textbook has been updated with the student firmly in mind. With new learning features that directly engage with the practical side of theory, students will:

- Practice what they learn with activities and exercises.
- Apply their own experiences to theory through prompts to reflection.
- Consolidate their learning with highlighted definitions and lists of key terms.
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Showing how theories relate directly to the planning and experience of effective communication, **Using Communication Theory - 2nd Edition** provides indispensable insights into the practical nature of communication theory. In today's landscape of communication overload, this book remains an essential, authoritative guide for both students and practitioners.

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