



Using Communication Theory: An Introduction to Planned Communication

Sven Windahl, Benno Signitzer, Jean T Olson

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"There is nothing so practical as a good theory" - Kurt Lewin

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 though all the noise.

The second edition of this best-selling textbook has been updated with the student firmly in mind. With extensive 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
- " Take it further with boxed excerpts from classic texts.

Showing how theories relate directly to the practice and experience of planning effective communication, **Using Communication Theory** 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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