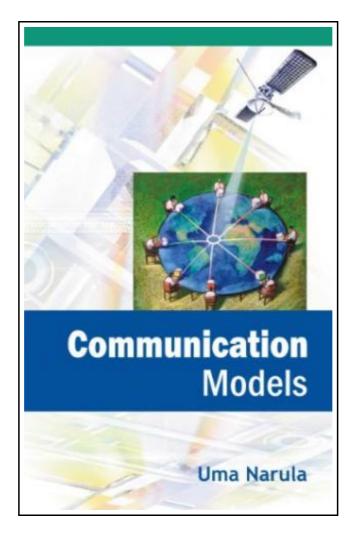
Communication Models



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Atlantic Publishers & Distributors Pvt. Ltd., New Delhi, 2013. Soft cover. Book Condition: New. The book Communication Models presents the evolutionary scenario of communication concepts and strategies, concerns and challenges, and the changes in modalities of communications, both people oriented and technology oriented. The style of presenting these from different perspectives in the form of Models enhances its value for it facilitates quick understanding. New models may occur due to changes in modalities of communications. Along with this, newer needs and demands may turn up. Social attitudes and values may change for newer needs and demands. People become more aware, educated and motivated in these diverse contexts and set up new modalities for both interpersonal and media communication. In order to present and explain the widened scope of different communication perspectives, more and advanced level Communication Models evolve. The present book focuses on Communication Framework, Concept of Communication and Communication Perspective. It presents Communication Models in nine sections highlighting the perspectives from which human communications are practiced, interpreted and analyzed overtime. It makes a detailed study of models vis-.-vis Development Communication Models, International Communication and Globalization Models, Intercultural Models, Technology Models, Communication Management Models, Communication Research Models, Business Communication Models and Models for Communication Strategies and Planning. The book would prove a useful aid in presenting communication in different perspectives to the students, teachers and trainers, researchers, practitioners, professionals, and educators who deal in diverse areas of Communication and focus on the critical issues pertaining to them. The book is cohesive and easily comprehensible. Page Extent: 136.

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