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By Ronald B. Adler, Russell F. Proctor II

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Review

"The text is engaging and students repeatedly tell me that it is the only--or one of the only textbooks they plan on keeping."

"I REALLY like this chapter [new Chapter 2 Interpersonal Communication and Social Media]. It is by far one of the best and most relevant writings on social media research I have seen and I would be excited about the possibility of including it in my curriculum."

About the Author

Ron Adler is professor emeritus at Santa Barbara City College, where he developed programs in interpersonal communication, business and professional communication, and communication theories. He has co-authored and edited several textbooks that address communication contexts and topics including interpersonal communication, small group communication, public speaking, assertiveness, and social skills. In addition to writing and teaching, he works with professional and business people to improve their communication on the job.

Russell F. Proctor II is a professor at Northern Kentucky University, where he has taught since 1991. He primarily teaches courses in interpersonal communication, interviewing, and communication pedagogy. In 1997 he won the university's Outstanding Professor Award. He is the author of numerous articles and textbooks focusing on interpersonal communication and communication education, with a particular interest in the use of feature films as instructional resources.

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