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A first look at communication theory / Griffin, Emory A. 2006
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Advertising strategy: A communication theory approach / Larry Percy, John R. Rossiter. 1980
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Basic readings in communication theory / C. David Mortensen. 1979
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Communication--Encyclopedias. Encyclopedia of communication and information / edited by Jorge Reina Schement. 2002 Call Number: R 302.2 En19s (v.1-3)

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Human communication theory / Sarah Trenholm. 1986 Call Number: 001.51 T723h

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