



# Comunicación en un mundo cambiante (Spanish Edition)

*Bethami Dobkin*

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## **Comunicación en un mundo cambiante (Spanish Edition)** Bethami Dobkin

Comunicación en un mundo cambiante se distingue de otros textos introductorios por su énfasis en la ética y el civismo en la comunicación; por su enfoque original, comprensivo e integrado de la comunicación mediada por computadora; y por sus auténticos y atractivos ejemplos, obtenidos con frecuencia, de la cultura popular. Comunicación en un mundo cambiante considera que la comunicación es integral para el desarrollo de los estudiantes como ciudadanos responsables en un mundo diverso. Presenta una Guía rápida para preparar un primer discurso enfocado en la audiencia, e incluye temas sobre comunicación responsable. Además de lo anterior, y considerando que la entrevista es uno de los formatos más relevantes de comunicación interpersonal, se incluye un apéndice acerca de cómo planear y realizar una entrevista, considerando elementos de definición de negociaciones. El análisis incluido de comunicación y tecnología incluye citas en línea y grupos de chateo. Las investigaciones sobre género, comunicación no verbal, ética y efectos de los medios, y muchas otras áreas, tienen el mayor nivel de actualidad. Los ejercicios de fin de capítulo incluyen los cambios en el ambiente de la red global. Los ejemplos que se incluyen a todo lo largo del texto están tomados del entorno vigente para que reflejen el mundo cambiante y diverso de nuestros estudiantes. Todos estos elementos se incorporaron a la luz de nuestro compromiso por incluir información estándar y esperada en el texto, pero también, enfoques y conceptos frescos y nuevos.

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