



Choices & Connections: An Introduction to Communication

Steven McCornack, Joseph Ortiz

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Based on decades of teaching experience combined with the latest in research and communication theory, Steve McCornack and Joseph Ortiz's Choices & Connections helps students to transform their lives and become more adaptive and versatile communicators by revealing the connections that underlie all communication choices—and by showing how the outcomes students experience are rooted in the communication choices they make.

Captivating students from page one, Choices & Connections weaves together a variety of topics into a unified view of communication, highlighted by built-in study tools and a variety of news, pop culture, and real-life examples. Choices & Connections with LaunchPad represents a unique and innovative print and digital learning suite: the How to Communicate video element immerses students in challenging, real-life scenarios that require them to make communication choices and adapt their plan as the situation evolves in unpredictable ways (much like in real life). Additional videos illustrate communication concepts, and the adaptive quizzing program, LearningCurve, creates a personalized learning experience.

Choices & Connections with LaunchPad combines an interactive e-book, integrated videos, and ready-made assessment options curated into easy-to-assign units inside one convenient learning program.

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