



FIFTH EDITION

# IN THE COMPANY of OTHERS

An Introduction to Communication

J. DAN ROTHWELL



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# **In the Company of Others**



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**J. DAN ROTHWELL**

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*To my family,*  
**MARCY, HILARY, GEOFF, BARRETT, AND CLARE**

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# Preface

There are many good human communication textbooks available. If you compare just their Table of Contents (TOCs), it might seem that barely a whit of difference exists among the lot. What sets the fifth edition of *In the Company of Others* apart? Certainly not the TOC. Aside from the unique chapter on power and the two appendices (interviewing and special occasion speeches), it must appear to the casual observer that this fifth edition covers the same general topics as most other texts and is just a standard textbook. Surface appearances, however, can be deceiving.

Recognizing that students rarely read the preface because it is marginally relevant to them, I am specifically addressing instructors who might consider addressing *In the Company of Others* in their courses. It is unrealistic to expect you to peruse the cornucopia of competing communication texts and compare them to this new edition as though you have nothing better to do with your precious time. So let me highlight distinguishing features that make this textbook unique as a complete package.

---

## Distinguishing Features

---

*In the Company of Others* covers in depth the standard topics found in every human communication textbook. Its special features, however, separate it from the crowd.

### **Unique Topic Selection or Coverage: Beyond the Standards**

Every author wrestles with what to include and exclude from a textbook that covers a subject as broad as human communication. *In the Company of Others* provides substantial coverage of

a multitude of topics that are excluded or given only cursory treatment by other authors:

1. Channel changing impact
2. Hindsight bias: answering the “only common sense” view of communication
3. Four types of communication noise (physical, physiological, semantic, and psychological)
4. Five elements of ethical communication (honesty, respect, fairness, choice, and responsibility) with applications
5. Hypercompetitiveness and communication climate
6. Ethics of hypercompetitiveness
7. Sensory limitations and sensation/perception subjectivity
8. Inattentional blindness and social media blunders
9. Excessive self-esteem
10. Contingencies of self-worth
11. Benevolent versus hostile sexism
12. Culture and gender linkages
13. Self-humbling and self-enhancement cultural differences
14. Power-distance and cultures
15. Ethnocentrism and cultural relativism versus multiculturalism
16. Acculturation strategies and intercultural communication
17. Gender similarities versus gender differences hypotheses
18. Female *and* male body image issues
19. The “beauty bias”
20. First impressions, accuracy and inaccuracy
21. Elements of language (structure, productivity, displacement, and self-reflexiveness)