



# Introducing Communication Research: Paths of Inquiry

By Donald F. Treadwell

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#### Review

“I like Treadwell’s book because its layout, language, topics, chapter lengths and its emphasis on predominantly quantitative social scientific methods. I also like the supplementary readings, recommended Web resources, references, and study sites at the end of each chapter.”

(Kenneth Yang 2012-12-14)

#### About the Author

Donald Treadwell earned his master’s degree in communication from Cornell University and his PhD in communication and rhetoric from Rensselaer Polytechnic Institute.

He developed and taught communication research classes in classroom and online settings as well as teaching courses in organizational communication, public relations and public relations writing.

He has published and presented research on organizational image, consumer response to college names, health professionals’ images of AIDS, faculty perceptions of the communication discipline, and employers’ expectations of newly-hired communication graduates. His research appears in *Communication Monographs*, *Journal of Technical Writing and Communication*, *Public Relations Review*, *Journal of Human Subjectivity*, and *Criminal Justice Ethics*.

He is professor emeritus, Westfield State University, and has international consulting experience in agricultural extension and health communication.

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