

## Reseña

**Toward Defining A Communication Theory For Business and the Professions: A Semiotic Paradigm, Leticia Rodríguez Talavera, Ph.D., Second Edition, May 2001**

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One of the most important components (if not the most important) in the communication process is the audience. Perhaps that is why this book is so interesting. It is prepared considering a specific audience. The author engages in a very thorough yet concrete and concise presentation of the communication theory.

Seven chapters make up this text; let us look at each one. In chapter one the author presents the objective of the text which is to describe an in depth theoretical perspective towards the realization of an innovative communication paradigm by providing a series of arguments about Business Communication and its possible applicability in the phenomenological world. Chapter two presents communication as revolution of thought, as a process of the individual's constant interaction with signs and symbols from the environment. Thus communication is described as a "signification process" in which creative responses and questions emerge, formulating beliefs and reacting to them throughout decision-making, analytical thought processes. Chapter three presents a concise revision of the traditional and progressive language communication theories. Chapter four develops a transition from traditional and progressive language theories leading the reader to a semiotic paradigm that perceives such a paradigm as an innovative communication theory for the professions. Chapters five, six and

seven focus on their possible application in the classroom experience. This theory could be extended to teaching communication in diverse professional scenarios.

Once the stage is set on the communication theory the author, as previously stated, presents a semiotic paradigm. The author first describes business communication as a process of contextual reading and/or meaning. This process comes into being through the different semiotic aspects of signification both on the individual level as well as the inter and intra personal encounter with language. The final product is a process of constant change and evolution as decision-making, syntactic, semantic, and pragmatic meaning are articulated orally and/or in written form. The author identifies the semiotic paradigm as a means to reevaluate, in a theoretical way, the decision-making cognitive processes of business students, and their potential for the unlimited creative power in teaching language for the professions.