

**MEDIA,
COMMUNICATIONS
& CULTURAL STUDIES
JUL 2020 - DEC 2021**


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Cultural Studies



**BOOK COVER
NOT AVAILABLE**



Race, Culture and Media

Anamik Saha

Anamik Saha has taken an integrative approach, combining both cultural studies and political economy perspectives in a cutting-edge book that covers representation and beyond. A wide-ranging exploration of both theory and research, Saha broadens the scope out to also cover postcolonialism, audiences, policy, production and digital race studies.

Mar-21 | 232 Pages | SAGE Publications Ltd

Paperback (9781526419194) | £25.99



Hardcover (9781526419187) | £75.00



**BOOK COVER
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Understanding Games and Game Cultures

Ingrid Richardson and Larissa Hjorth

No longer a marginal media form, the study of digital game industries and 'gameification' more popular than ever. Hjorth and Richardson bring you *Understanding Games and Gaming Culture*; the must-read guide to global games studies. Giving you the tools to conceptually navigate contemporary game studies, this book examines game development, audience and profit in the context of contemporary global debates and media, encapsulating: A broad scope that covers industry, economy and culture. An Interdisciplinary approach; with perspectives from anthropology, design, and human-machine communication, on top of media, communication and cultural studies. An International perspective: Authors use global case studies throughout, with a unique focus on examples from Asia, as so many of the most interesting developments in gaming industries and cultures is taking place outside of the West.

Mar-21 | 232 Pages | SAGE Publications Ltd

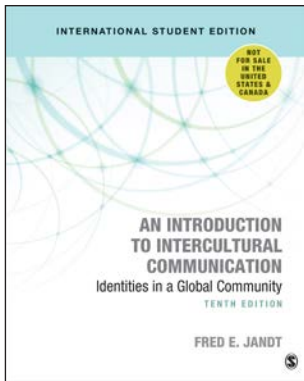
Paperback (9781526498007) | £29.99



Hardcover (9781526498014) | £85.00



Intercultural Communication



An Introduction to Intercultural Communication - International Student Edition

Identities in a Global Community

Tenth Edition

Fred E. Jandt

The Tenth Edition of An Introduction to Intercultural Communication prepares today's readers to successfully navigate our increasingly global community. Fred E. Jandt introduces essential communication skills and concepts that will enable readers to interact successfully with different cultures and ethnic groups. Jandt offers readers unique insights into intercultural communication, at home and abroad, through an emphasis on history, culture, and popular media. Throughout the text, Jandt reinforces the important roles that stories, personal experiences, and self-reflection play in building our intercultural understanding and competence.

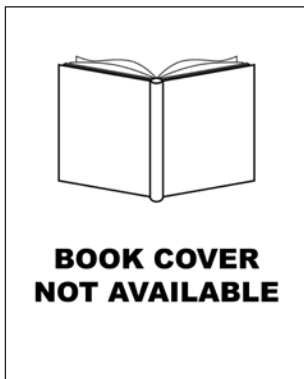


Aug-20 | 520 Pages | SAGE Publications, Inc

Paperback (9781071808498) | £84.00



Journalism



Dynamics of News Reporting and Writing - International Student Edition

Foundational Skills for a Digital Age

Second Edition

Vincent F. Filak

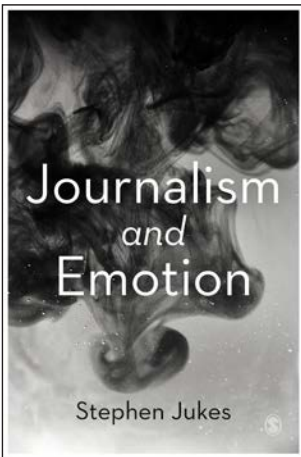
Journalism graduates today will hold a variety of positions throughout their careers that will require a skill set that transcends any one medium. Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age, Second edition shows students how to approach their stories and think on their feet in the evolving media landscape. Vince F. Filak provides guidance on journalistic practices that are the bread-and-butter skills of the industry while weaving in the "how-to's" of producing digital news. By popular demand, the Second Edition includes even more writing and grammar exercises for students, discussions of social media and digital media advancements, and additional career-related examples to help students become successful upon their entry in the field. Recognizing that well-crafted stories are founded on sharp prose, Dynamics of News Reporting and Writing covers more foundational elements of a newswriting textbook, like lead writing, structure, and storytelling while also teaching students how to think critically and determine what matters most to their readers.



Mar-21 | SAGE Publications, Inc

Paperback (9781071840924) | £76.99





Journalism and Emotion

Stephen Jukes

How can we understand the complex relationship between journalism and emotion? In a world of live-streamed terror, polarised political debates and fake news, emotion has become central to our understanding of contemporary journalism. Including interviews with leading journalists throughout, *Journalism and Emotion* critically explores the impact of this new affective media environment, not just on the practice of journalism, but also the lived experience of journalists themselves. Bringing together theory and practice, Stephen Jukes explores: The history of objectivity and emotion in journalism, from pre-internet to digital. The 'emotionalisation' of culture in today's populist media landscape. The blurring of boundaries between journalism and social media content. The professional practices of journalists working with emotive material. The mental health risks to journalists covering traumatic stories. The impact on journalists handling graphic user-generated content. In today's interactive, interconnected and participatory media environment, there is more emotive content being produced and shared than ever before. *Journalism and Emotion* helps you make sense of this, explaining how emotion is mobilised to influence public opinion, and how journalists themselves work with and through emotional material.

Jul-20 | 200 Pages | SAGE Publications Ltd

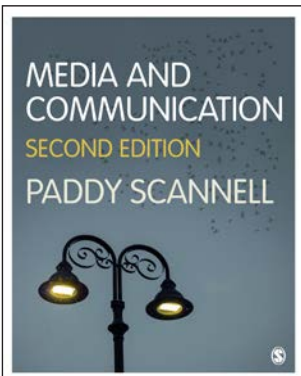
Paperback (9781526497970) | £27.99



Hardcover (9781526497987) | £85.00



Mass Communication / Media Studies



Media and Communication

Second Edition

Paddy Scannell

Media and Communication traces the historical development of media and communication studies in the 20th century. Paddy Scannell explores how the field formed and developed in both North America and in Europe, expertly introducing and explaining a host of essential media thinkers, ideas and concepts along the way. Including a new chapter on media events, this second edition of a classic text provides a comprehensive yet personal – and always accessible – analysis of media and communication theory and history. It is an invaluable resource for students across media and communication studies, cultural studies, and sociology.

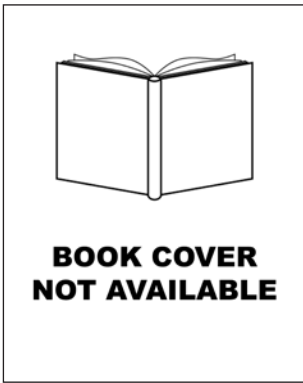
Oct-20 | 360 Pages | SAGE Publications Ltd

Paperback (9781446297087) | £34.99



Hardcover (9781446297070) | £100.00





Media and Society
Power, Platforms, and Participation

Second Edition

Nicholas Carah

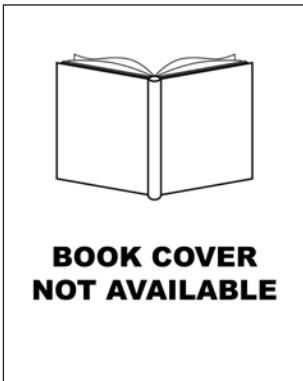
Media & Society introduces the role of the media in social, cultural, political and economic life, unpacking the increasing entanglement of digital media technology with the everyday. It explores the relationship between meaning and power in our age of participatory digital culture and platform media. An age where we both create and consume content, and both give and gain attention. It helps us to understand the central role media play in shaping the social, and how we can become critically informed media citizens ourselves. Professor Nic Carah expertly introduces all the key concepts and ideas you need to know, and then puts theory into practice by tying them to contemporary case studies – from misinformation on Youtube to the reality of internships in the digital media industry. Both critical and approachable, Media & Society is an essential introduction for students exploring media and society.

May-21 | 456 Pages | SAGE Publications Ltd

Paperback (9781529707953) | £29.99



Hardcover (9781529707960) | £85.00



Media Literacy - International Student Edition

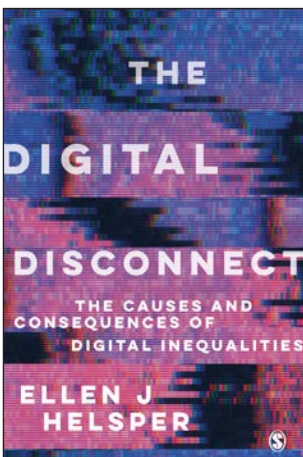
Tenth Edition

W. James Potter

In this media-saturated world, we must learn how to navigate through the overwhelming flood of information so that we can avoid the risks and maximize its potential to help us. Media Literacy shows you how. Drawing from thousands of media research studies, author W. James Potter explores the key components to understanding the fascinating world of mass media. In this thoroughly updated and revised Tenth Edition, Potter presents more discussions of digital media and numerous examples and facts to help you understand how the media operate, how they attract your attention, and how they influence you. Each chapter concludes with a set of exercises to help you apply the chapter material to everyday life and engage in a step-by-step process to increase your own media literacy.

Apr-21 | SAGE Publications, Inc

Paperback (9781071840993) | £64.99



The Digital Disconnect
The Social Causes and Consequences of Digital Inequalities

Ellen Helsper

With the increased digitisation of society comes an increased concern about who is left behind. From societal causes to everyday actions, The Digital Disconnect explores the close and complex relationship between digital and social inequalities, and the lived consequences of digitisation. Ellen Helsper goes beyond questions of digital divides and who's connected or not. She asks why and how social and digital inequalities are linked, and shows the tangible outcomes of socio-digital inequalities to everyday lives. The book: - Introduces the key theories and concepts you need to know to understand both 'traditional' and digital inequalities research. - Investigates a range of socio-digital inequalities, from digital access and skills, to work on civic participation, social engagement, and everyday content creation and consumption. - Brings research to life with a selection of qualitative vignettes, drawing out the personal experiences that lay at the heart of global socio-digital inequalities. The Digital Disconnect is an expert exploration of contemporary theory, research and practice in socio-digital inequalities. It is also an urgent and impassioned call to broaden your horizons, to expand your theoretical and methodological toolkits, and to work collectively to help achieve a fairer digital future for all.

Feb-21 | 232 Pages | SAGE Publications Ltd

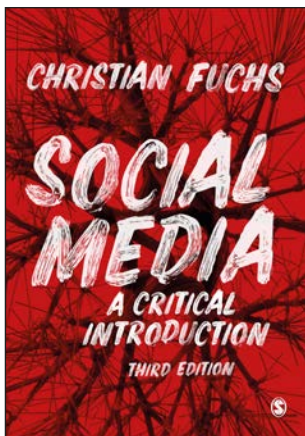
Paperback (9781526463401) | £27.99



Hardcover (9781526463395) | £85.00



New Media & Social Media



Social Media

A Critical Introduction

Third Edition

Christian Fuchs

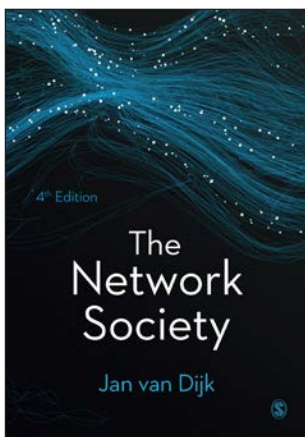
Social media are an integral part of contemporary society; transforming the way we communicate, use information and understand the world, so we must explore critical questions about social media and dig deeper into issues of ownership, power, class and (in)justice. This book does just that, equipping students with a critical understanding of the complexities and contradictions at the heart of social media's relationship with society. The revised and expanded Third Edition: Explores populism, racism and nationalism in a new chapter on right-wing authoritarianism. Introduces the phenomenon of social media influencers and in the age of Instagram, YouTube, and Snapchat. Explains how big data is central to social media in a new chapter on big data capitalism and imperialism. Explores the growing prominence of platforms and platform capitalism. Challenges you to envision and achieve a truly social media that serves the purposes of a just and fair world. There are winners and losers in the age of digital capitalism. This book is an essential guide for anyone who wants to critically understand how we got here, and what we can do to change it.

Mar-21 | 432 Pages | SAGE Publications Ltd

Paperback (9781529752748) | £30.99



Hardcover (9781529752755) | £90.00



The Network Society

Fourth Edition

Jan van Dijk

The Network Society is a clear, engaging guide to the past, consequences and future of digital communication, and forms a comprehensive introduction to how new media functions in contemporary society. Integrating both face-to-face and online communication, the fourth edition explores crucial new issues and challenges in today's digital media ecology, in doing so exploring the centrality of power to understanding life in the network society.

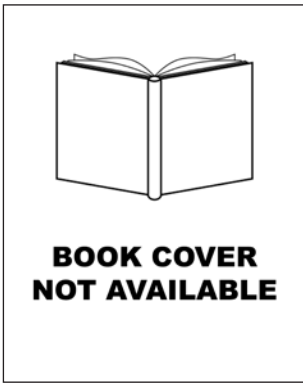
Oct-20 | 384 Pages | SAGE Publications Ltd

Paperback (9781526498182) | £36.99



Hardcover (9781526498199) | £100.00





The Social Media Age

Zoetanya Sujon

Social media are all around us. For many, they are the first things to look at upon waking and the last thing to do before sleeping. Integrated seamlessly into our private and public lives, they entertain, inform, connect (and sometimes disconnect) us. They're more than just social though. In addition to our experiences as everyday users, understanding social media also means asking questions about our society, our culture and our economy. What we find is dense connections between platform infrastructures and our experience of the social, shaped by power, shifting patterns of participation, and a widening ideology of connection. This book introduces and examines the full scope of social media. From the social to the technological, from the everyday to platform industries, from the personal to the political. It brings together the key concepts, theories and research necessary for making sense of the meanings and consequences of social media, both hopefully and critically.

Apr-21 | 312 Pages | SAGE Publications Ltd

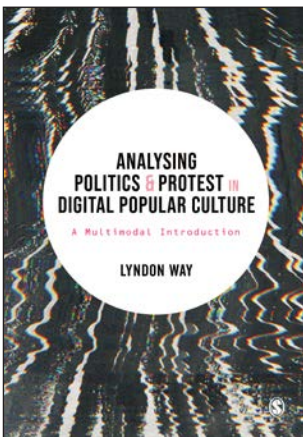
Paperback (9781526436900) | £27.99



Hardcover (9781526436894) | £85.00



Political Communication



Analysing Politics and Protest in Digital Popular Culture

A Multimodal Introduction

Lyndon Way

We now increasingly encounter and do politics not through news or broadcast media, but when we scroll through social media feeds, open apps, compose and like posts, and comment on or share videos. This book explores how to analyse politics and protest in the places we experience it most in our everyday lives – on our phones, tablets and laptops. It provides a hands-on analytical toolkit, showing you how to critically analyse language, image, video and audio in a way that reveals the discourses, ideologies and power that run through digital popular culture. From the authoritarianism of Donald Trump, to the protests of Gezi Park, to the campaigns of Extinction Rebellion, to angst against Brexit, Lyndon Way shows you how to analyse the politics in digital everyday life across media including: Online comments Memes GIFs and mash-ups Music videos Parodies and satire. It is an essential guide for students and researchers across media and communication, politics and discourse studies.

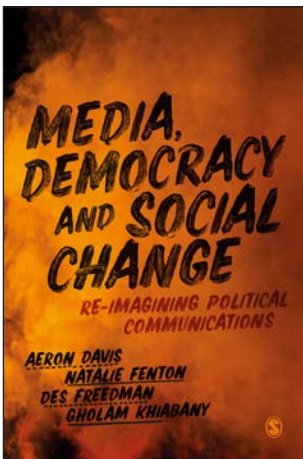
Jan-21 | 224 Pages | SAGE Publications Ltd

Paperback (9781526497956) | £27.99



Hardcover (9781526497963) | £85.00





Media, Democracy and Social Change

Re-imagining Political Communications

Aeron Davis, Natalie Fenton, Des Freedman and Gholam Khiabany

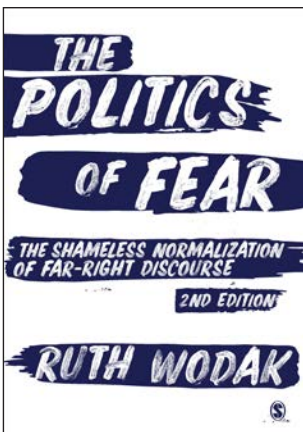
When we are told so regularly that we live in a 'post truth' age and are surrounded by 'fake news', it can be tempting to think of politics as primarily mediated. Discussion and analysis of public affairs is preoccupied with the power and reach of platforms or the passion and rage of social media exchanges. As important as these issues may be, a focus on the communicative risks downgrading the political. Media, Democracy and Social Change puts politics back into political communications. It shows how within a digital media ecology, the wider context of neoliberal capitalism remains essential for understanding what political communications is, and can hope to be. Tackling broad themes of structural inequality, technological change, political realignment and social transformation, the book explores political communications as it relates to debates around the state, infrastructures, elites, populism, political parties, activism, the legacies of colonialism, and more. It is both an expert introduction to the field of political communications, and a critical intervention to help re-imagine what a democratic politics might mean in a digital age. It will be essential reading for students, researchers and activists. Aeron Davis, Natalie Fenton, Des Freedman and Gholam Khiabany all work at the Department of Media and Communication at Goldsmiths, University of London, where they teach together on the MA in Political Communications.

Sep-20 | 208 Pages | SAGE Publications Ltd

Paperback (9781526456960) | £26.99



Hardcover (9781526456953) | £75.00



The Politics of Fear

The Shameless Normalization of Far-Right Discourse

Second Edition

Ruth Wodak

Far-right populist politics have arrived in the mainstream. We are now witnessing the shameless normalization of a political discourse built around nationalism, xenophobia, racism, sexism, antisemitism and Islamophobia. But what does this change mean? What caused it? And how does far-right populist discourse work? The Politics of Fear traces the trajectory of far-right politics from the margins of the political landscape to its very centre. It explores the social and historical mechanisms at play, and expertly ties these to the "micro-politics" of far-right language and discourse. From speeches to cartoons to social media posts, Ruth Wodak systematically analyzes the texts and images used by these groups, laying bare the strategies, rhetoric and half-truths the far-right employ. The revised second edition of this best-selling book includes: A range of vignettes analyzing specific instances of far-right discourse in detail. Expanded discussion of the "normalization" of far-right discourse. A new chapter exploring the challenges to liberal democracy. An updated glossary of far-right parties and movements. More discussion of the impact of social media on the rise of the far-right. Critical, analytical and impassioned, The Politics of Fear is essential reading for anyone looking to understand how far-right and populist politics have moved into the mainstream, and what we can do about it.

Oct-20 | 360 Pages | SAGE Publications Ltd

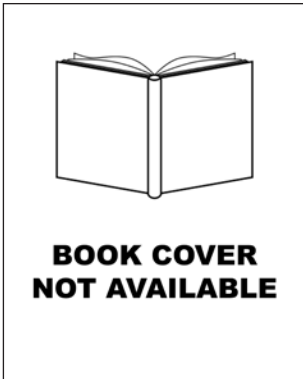
Paperback (9781526499202) | £26.99



Hardcover (9781526499219) | £75.00



Research Methods for Communication & Media Studies



How to Do Media and Cultural Studies

Third Edition

Jane Stokes

A favourite with both students and researchers, *How to Do Media and Cultural Studies* provides you with all the knowledge and practical expertise you need to carry out your project or dissertation. Giving you hands-on guidance on managing the whole process, Jane Stokes: Shows you how to identify a topic and create a research question. Guides you through the research process, from getting started through to writing-up. Explores a range of case studies, showing you how methods have been applied by others to research media audiences, industries and texts. Adds a new chapter exploring the use of mixed methods and research by practice. This best-selling book continues to inspire students and researchers worldwide. It is an indispensable introduction to the theory, methods and practice of media and cultural studies today.

Apr-21 | 408 Pages | SAGE Publications Ltd

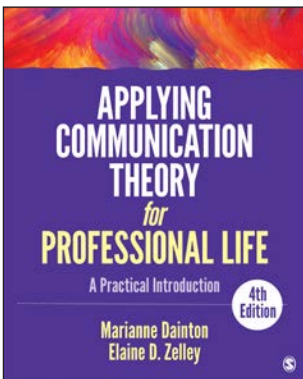
Paperback (9781526427755) | £29.99



Hardcover (9781526427748) | £85.00



Bestsellers in Communication & Media Studies



Applying Communication Theory for Professional Life

A Practical Introduction

Fourth Edition

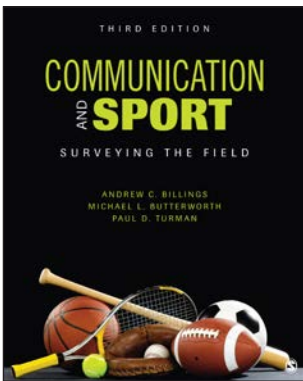
Marianne Dainton and Elaine D. Zelley

Applying Communication Theory for Professional Life is the first communication theory textbook to provide practical material for career-oriented students. Featuring new case studies, updated examples, and the latest research, the Fourth Edition of this bestseller introduces communication theory in a way that helps students understand its importance to careers in communication and business. Real-world case studies within each chapter are designed to illustrate the application of theory in a variety of professional settings.

Feb-18 | 288 Pages | SAGE Publications, Inc

Paperback (9781506315478) | £77.00





Communication and Sport

Surveying the Field

Third Edition

Andrew C. Billings, Michael L. Butterworth and Paul D. Turman

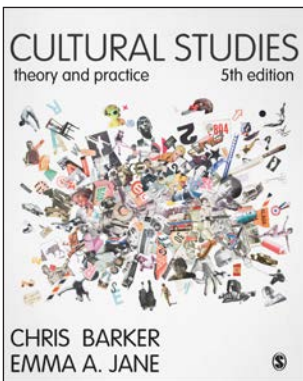
Communication and Sport: Surveying the Field, Third Edition examines a wide array of topics necessary to understand sports media, rhetoric, culture, and organizations from micro- to macro-level issues. All levels of sports are addressed through varied lenses such as mythology, community, and identity. The Third Edition is newly expanded to incorporate the latest topics and perspectives in the field such as fan cultures; racial identity and gender in sports media; politics and nationality in sports; crisis communication in sports organizations and more.

Apr-17 | 384 Pages | SAGE Publications, Inc

Paperback (9781506315553) | £65.00



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Cultural Studies

Theory and Practice

Fifth Edition

Chris Barker and Emma A. Jane

With over 40,000 copies sold, Cultural Studies: Theory and Practice has been the indispensable guide to studying culture for generations of students. Here is everything students need to know, with all the key concepts, theories and thinkers in one comprehensive, authoritative yet accessible resource. Teaching students the foundations of cultural studies - from ideology, representation and discourse to audiences, subcultures and cultural policy - this revised edition: - Fully explores the ubiquity of digital media culture, helping readers analyse issues surrounding social media, surveillance, cyber-activism and more - Introduces students to all the key thinkers they'll encounter, from Stuart Hall and Michel Foucault to Judith Butler and Donna Haraway - Balances the classics with cutting edge theory, including case studies on e-commerce, the self-help industry, the transgender debate, and representations of race - Embraces popular culture in all of its diversity, from drag kings and gaming, to anime fandom and remix cultures - Is re-written throughout with a new co-author, making it a more enjoyable read than ever. Unmatched in coverage and used world-wide, this is the essential companion for all students of cultural studies, culture and society, media and cultural theory, popular culture and cultural sociology.

May-16 | 760 Pages | SAGE Publications Ltd

Paperback (9781473919457) | £39.99



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Hardcover (9781473919440) | £116.00



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Digital Media and Society

First Edition

Simon Lindgren

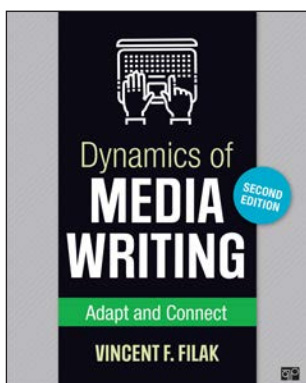
What can flame-throwing squirrels tell us about human emotion? Can social media empower political activism? How has the internet changed the way we form our identities? Do algorithms have a social role? What is digital society? In the early 21st century, digital media and the social have become irreversibly intertwined. In this cutting-edge introduction, author Simon Lindgren explores what it means to live in a digital society. Neatly divided into three sections, *Digital Media and Society* expertly leads students through: - Theories: from social media and cyber-optimism, to online social interaction and social change - Topics: from emotion, participation and the public sphere, to the impact of data, software and mobile technology - Tools: from digital ethnography, social network analysis and text-mining, to guidance on digital ethics and mixing methods. With succinct explanations of key concepts and theories, practical exercises to aid understanding and application, and suggested further reading sections to guide students through the literature and enhance their own research, this is a must-have resource for all students of the digital society. *Digital Media and Society* is essential reading for undergraduate and postgraduate courses exploring digital media, social media, media and society, media sociology, and the Internet.

May-17 | 328 Pages | SAGE Publications Ltd

Paperback (9781473925014) | £29.99



Hardcover (9781473925007) | £87.00



Dynamics of Media Writing

Adapt and Connect

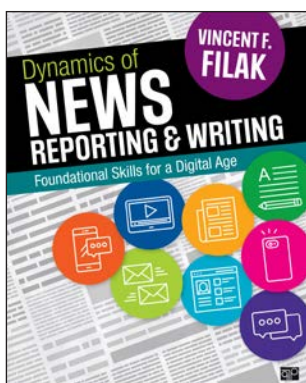
Second Edition

Vincent F. Filak

This fully updated Second Edition of *Dynamics of Media Writing* helps students learn transferable skills that can be applied across all media platforms—from traditional mass media formats like news, public relations and advertising, to digital and social media platforms. Whether writing a story, press release or a tweet, today's media writers must adapt their message to each specific media format in order to successfully connect with their audience.

Aug-18 | 296 Pages | CQ Press

Paperback (9781506381466) | £77.00



Dynamics of News Reporting and Writing

Foundational Skills for a Digital Age

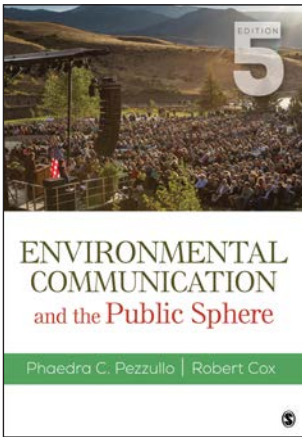
Vincent F. Filak

Journalists in today's media environment require a skill set that can be adapted to a variety of media. *Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age* teaches students the foundational skills they need to successfully report and write the news in an evolving digital landscape. Author Vince F. Filak offers guidance on the essential skills of the industry while weaving in the "how-to's" of writing digital news. Recognizing that well-crafted stories are founded on sharp prose, this new text covers the foundational elements of newswriting, such as lead writing, structure, and storytelling while also teaching students how to think critically and determine what matters most to their readers.

Feb-18 | 344 Pages | CQ Press

Paperback (9781506344744) | £77.00





Environmental Communication and the Public Sphere

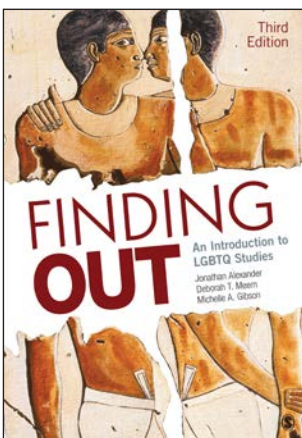
Fifth Edition

Phaedra C. Pezullo and Robert Cox

The Fifth Edition of the award-winning *Environmental Communication and the Public Sphere* remains the most comprehensive introductory text in the growing field of environmental communication. This groundbreaking book focuses on the role that human communication plays in influencing the ways we perceive the environment. It also examines how we define what constitutes an environmental problem and how we decide what actions to take concerning the natural world.

Jan-18 | 448 Pages | SAGE Publications, Inc

Paperback (9781506363592) | £77.00



Finding Out

An Introduction to LGBTQ Studies

Third Edition

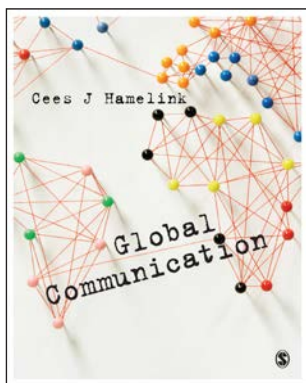
Jonathan Alexander, Deborah T. Meem and Michelle A. Gibson

The new Third Edition of *Finding Out: An Introduction to LGBTQ Studies* provides readers with an accessible and riveting introduction to LGBTQ (lesbian-gay-bisexual-transgender-queer) studies. Designed as a combination of introductory text and reader, *Finding Out* helps students understand the growth and development of LGBTQ identities and the interdisciplinary nature of sexuality studies. The book combines comprehensive introductory and explanatory material with primary source readings. The authors provide context (from history, literature and the arts, media, politics, and more) to form a coherent framework for understanding the included debates and readings. Going beyond simply providing a historical account, this easy-to-follow text offers an in-depth examination of LGBTQ culture and society—making LGBTQ studies a central part of your course coverage.

Mar-17 | 464 Pages | SAGE Publications, Inc

Paperback (9781506337401) | £65.00





Global Communication

Cees J Hamelink

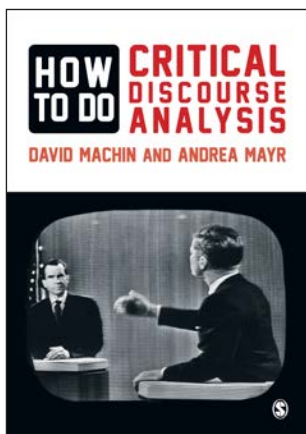
Global Communication explores the history, present and future of global communication, introducing and explaining the theories, stories and flows of information and media that affect us all. Based on his experience teaching generations of students to critically examine the world of communication around them, Cees Hamelink helps readers understand the thinkers, concepts and questions in this changing landscape. This book: Explores the cultural, economic, political and social dimensions and consequences of global communication Introduces the key thinkers who have been inspirational to the field Teaches you to master the art of asking critical questions Takes you through concrete cases from UN summits to hot lines and cyber-surveillance Boosts your essay skills with a guided tour of the literature, including helpful comments and recommendations of what to cite Brings you directly into the classroom with a series of video lectures This book guides students through the complex terrain of global communication, helping you become a critically informed participant in the ever-changing communication landscape. It is essential reading for students of communication and media studies.

Dec-14 | 296 Pages | SAGE Publications Ltd

Paperback (9781849204248) | £28.99



Hardcover (9781849204231) | £90.00



How to Do Critical Discourse Analysis

A Multimodal Introduction

David Machin and Andrea Mayr

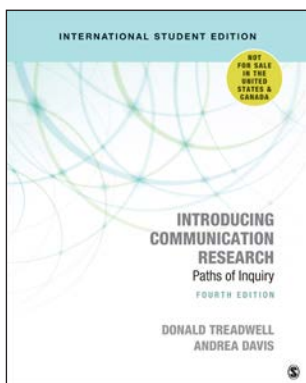
How do media texts manipulate and persuade us? How do language and images play out the ideas, values and identities? This book shows readers exactly how language, power and ideology are negotiated in media texts, from magazine and advertising, to YouTube and music videos. Presenting a systematic toolkit of theories, concepts and techniques for doing language and image analysis, students learn how to dig deep into discourses and the media landscape. With case studies and examples from a range of traditional and new media content, the book equips students to understand the relationship between language, discourse and social practices.

Mar-12 | 240 Pages | SAGE Publications Ltd

Paperback (9780857028921) | £30.99



Hardcover (9780857028914) | £92.00



Introducing Communication Research - International Student Edition

Paths of Inquiry

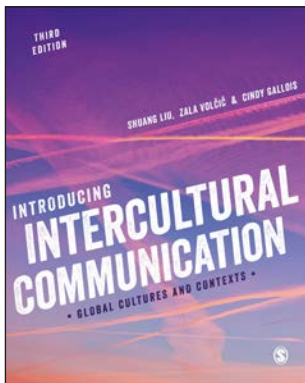
Fourth Edition

Introducing Communication Research: Paths of Inquiry teaches students the basics of communication research in an accessible manner by using interesting real-world examples, engaging application exercises, and up-to-date resources. Best-selling author Donald Treadwell and new co-author Andrea Davis guide readers through the process of conducting communication research and presenting findings for scholarly, professional, news/media, and web audiences.

Aug-19 | SAGE Publications, Inc

Paperback (9781544372167) | £69.00





Introducing Intercultural Communication

Global Cultures and Contexts

Third Edition

Shuang Liu, Zala Volcic and Cindy Gallois

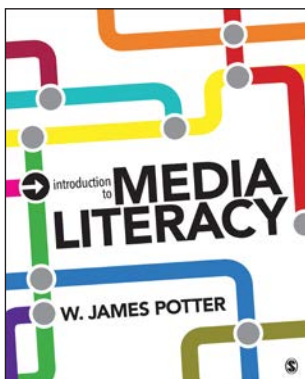
Taking a truly global perspective, this textbook presents concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style. Covering all the essential topics, from immigration to intercultural conflict to the impact of mass media and technology, this cutting edge new edition features: A student-friendly structure with enhanced signposting to guide students through the book. Expanded coverage of ethics, digital communication and social media. A brand new set of international case studies to tie theory to real-world practices, including the European refugee crisis, Chinese food culture and Barbie dolls and beauty. A suite of student-friendly learning features, including 'Do it!' activity boxes, chapter summaries and applications of key theories in 'Theory Corner'. Links to further reading and SAGE Video to help understanding. A host of online resources to reinforce students' learning, including multiple choice quizzes, discussion questions and exercises. Introducing Intercultural Communication is the ideal guide to becoming a critical consumer of information and an effective global citizen. It should be required reading for students in media and communications, business and management, linguistics and beyond.

Dec-18 | 408 Pages | SAGE Publications Ltd

Paperback (9781526431707) | £36.99



Hardcover (9781526431691) | £116.00



Introduction to Media Literacy

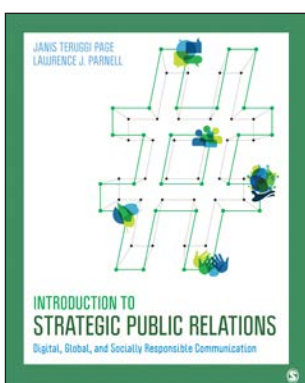
First Edition

W. James Potter

Introduction to Media Literacy builds students' media literacy step-by-step to make them more knowledgeable and engaged producers and consumers of media. In nine streamlined chapters, students learn how the mass media operate and how to use the media in better ways to achieve their own personal goals. All of the essential media topics are covered—from understanding media audiences, industries, and effects to confronting controversies like media ownership, privacy, and violence—in a concise format that keeps students focused on effectively improving their media literacy skills.

Oct-15 | 296 Pages | SAGE Publications, Inc

Paperback (9781483379586) | £65.00



Introduction to Strategic Public Relations

Digital, Global, and Socially Responsible Communication

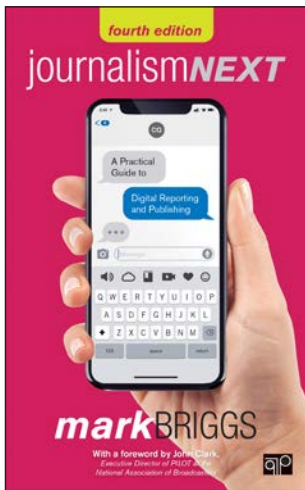
Janis Teruggi Page and Lawrence J. Parnell

Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication prepares students for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that students must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message.

Feb-18 | 496 Pages | SAGE Publications, Inc

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Journalism Next

A Practical Guide to Digital Reporting and Publishing

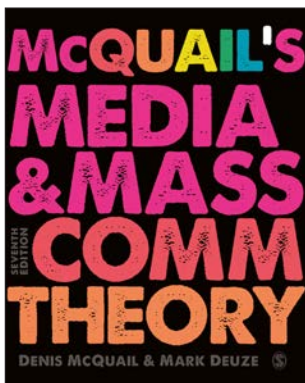
Fourth Edition

Mark Briggs

The fourth edition of Journalism Next is updated with the latest technological innovations and media industry transformations, ensuring that Mark Briggs' proven guide for leveraging digital technology to do better journalism keeps pace with ongoing changes in the media landscape. To keep ahead and abreast of these ever-evolving tools and techniques, Briggs offers practical and timely guidance for both the seasoned professional looking to get up to speed and the digital native looking to root their tech know-how in real journalistic principles.

Oct-19 | 344 Pages | SAGE Publications, Inc

Paperback (9781544309446) | £34.99



McQuail's Media and Mass Communication Theory

Seventh Edition

Denis McQuail and Mark Deuze

Now in its seventh edition, this landmark text continues to define the field of media and mass communication theory and research, offering a uniquely comprehensive and balanced guide. It maintains the narrative of earlier editions into the world of pervasive, ubiquitous, mobile, social and always-online media that we live in today. New to this edition: - An increased focus on conceptualizing 'mass' media and communication and media theory in an age of big data, algorithmic culture, AI, platform governance, streaming services, and mass self-communication. - Further discussion of the ethics of media and mass communication in all chapters. - Inclusion of a diverse and global range of voices, histories and examples from across the field. - More detailed attention to the way media industries work and what it is like to make all kinds of media, including but not limited to: journalism, advertising, film, television, and digital games. - New and revised material, including a new chapter "A Canon of Media Effects", bringing together Social-Cultural Effects & News, Public Opinion and Political Communication, helping the reader to rethink and reframe the whole idea of media effects and influence. A vitally important resource for all students of Media and Mass Communication in the 21st century.

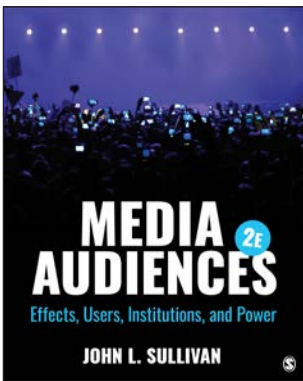
Apr-20 | 688 Pages | SAGE Publications Ltd

Paperback (9781473902510) | £38.99



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Media Audiences

Effects, Users, Institutions, and Power

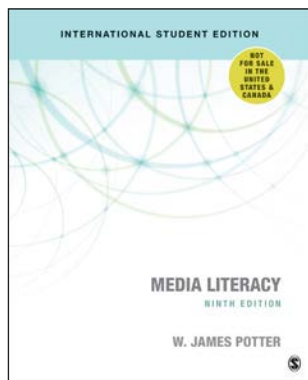
Second Edition

John L. Sullivan

Whether we are watching TV, surfing the Internet, listening to our iPods, or reading a novel, we all engage with media as an audience. . Despite the widespread use of this term in our popular culture, the meaning of “audience” is complex, and it has undergone significant historical shifts as new forms of mediated communication have developed from print, telegraphy, and radio to film, television, and the Internet. Media Audiences: Effects, Users, Institutions, and Power 2nd Edition explores the concept of media audiences from four broad perspectives: as “victims” of mass media, as market constructions and commodities, as users of media, and as producers and subcultures of mass media. The goal of the text is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to institutional media producers.

Apr-20 | 368 Pages | SAGE Publications, Inc

Paperback (9781506397405) | £65.00



Media Literacy

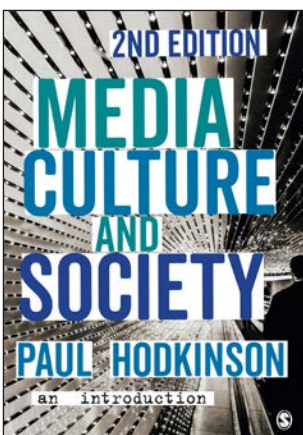
Ninth Edition (International Student Edition)

W. James Potter

Media Literacy teaches students how to navigate through the overwhelming flood of information found in today's media-saturated world. Drawing from thousands of media research studies, author W. James Potter explores the key components to understanding the fascinating world of mass media. Potter presents numerous examples and facts to help students understand how the media operate, how they attract attention, and how they influence the public. The Ninth Edition has been thoroughly updated to evolve with the ever-changing media landscape and features a new chapter on fake news, debating what we as news consumers can do to recognize fake news in order to avoid its influence. Each chapter concludes with a set of exercises to help readers apply the chapter material to everyday life and engage in a step-by-step process to increase their own media literacy

Jul-20 | SAGE Publications, Inc

Paperback (9781544328706) | £58.00



Media, Culture and Society

An Introduction

Second Edition

Paul Hodkinson

Paul Hodkinson's bestseller is back, once again exploring the concepts and complexities of the media in an accessible, balanced and engaging style. Additions to the Second Edition include: - A new chapter on advertising and sponsorship - Extensive revision and updating throughout all chapters - New material on technologies, censorship, online news, fan cultures and representations of poverty - Greater emphasis on and examples of digital, interactive and mobile media throughout - Fully reworked chapter on media, community and difference - Up-to-date examples covering everything from social media, contemporary advertising, news events and mobile technologies, to representations of class, ethnicity and gender. Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this Second Edition cements its reputation as the must-have text for any undergraduate student studying media, culture and society.

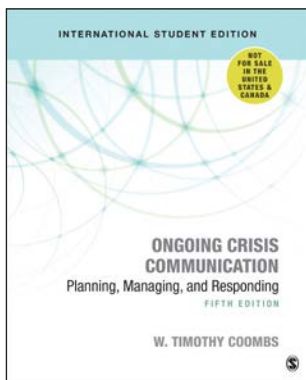
Dec-16 | 344 Pages | SAGE Publications Ltd

Paperback (9781473902367) | £30.99



Hardcover (9781473902350) | £98.00





Ongoing Crisis Communication

Planning, Managing, and Responding

Fifth Edition (International Student Edition)

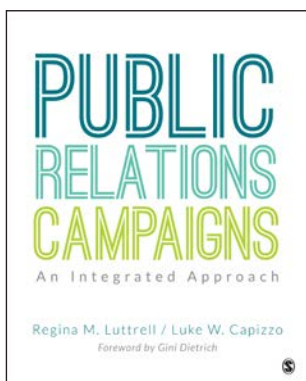
William Timothy Coombs

Providing an integrated approach to crisis communication that spans various disciplines and the entire crisis management process, the fifth edition of Ongoing Crisis Communication uses a three-stage approach to crisis management – pre-crisis, crisis and post-crisis. W. Timothy Coombs draws on first-hand experience in the field, explaining how crisis management can prevent or reduce the threats of a crisis and providing guidelines for how best to act and react in an emergency situation. The fifth edition includes new coverage of social media, social networking sites and terrorist threats and draws upon recent work from management, public relations, organizational psychology, marketing, organizational communication, and computer-mediated communication research.

Jan-19 | SAGE Publications, Inc



Paperback (9781544328690) | £66.00



Public Relations Campaigns

An Integrated Approach

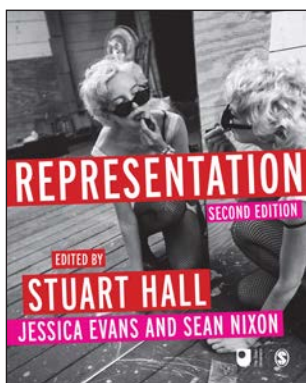
Regina M. Luttrell and Luke W. Capizzo

Public Relations Campaigns: An Integrated Approach introduces students to the process of creating public relations campaigns using a hands-on approach that emphasizes the tools students will need when working in the industry. Authors Regina M. Luttrell and Luke W. Capizzo present real examples and current case studies to help students develop practical skills for creating more effective PR campaigns. Students are given multiple opportunities to practice and build their skills throughout the book by learning how to incorporate the PESO model—Paid media, Earned media, Social media, and Owned media. The PESO model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing.

Apr-18 | 304 Pages | SAGE Publications, Inc



Paperback (9781506332512) | £77.00



Representation

Cultural Representations and Signifying Practices

Second Edition

Edited by Stuart Hall, Jessica Evans and Sean Nixon

Culture, Media and Identities series

Since 1997 Representation has been the go-to textbook for students learning the tools to question and critically analyze institutional and media texts and images. This long-awaited second edition: - updates and refreshes the approaches to representation, signalling key developments in the field - addresses the emergence of new technologies, media formats, politics and theories - includes an entirely new chapter on celebrity culture and reality TV - offers new exercises, readings, images and examples for a new generation of students This book once again provides an indispensable resource for students and teachers in cultural and media studies.

May-13 | 440 Pages | SAGE Publications Ltd

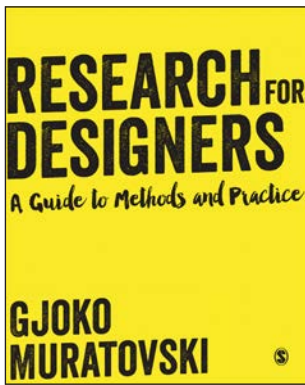


Paperback (9781849205634) | £36.99



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Research for Designers

A Guide to Methods and Practice

Gjoko Muratovski

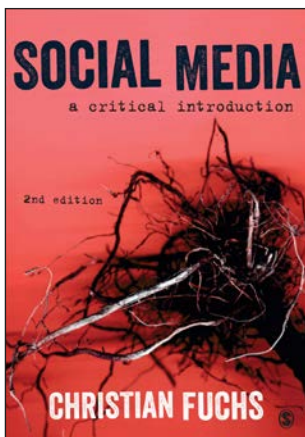
Design is everywhere: it influences how we live, what we wear, how we communicate, what we buy, and how we behave. In order for designers to design for the real world, defining strategies rather than just implementing them, they need to learn how to understand and solve complex, intricate and often unexpected problems. This book is a guide to this new creative process. With this book in hand, students of design will: - understand and apply the vocabulary and strategies of research methods - learn how to adapt themselves to unfamiliar situations - develop techniques for collaborating with non-designers - find and use facts from diverse sources in order to prove or disprove their ideas - make informed decisions in a systematic and insightful way - use research tools to find new and unexpected design solutions. Research for Designers is an essential toolkit for a design education and a must-have for every design student who is getting ready to tackle their own research.

Dec-15 | 280 Pages | SAGE Publications Ltd

Paperback (9781446275146) | £27.99



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Social Media

A Critical Introduction

Second Edition

Christian Fuchs

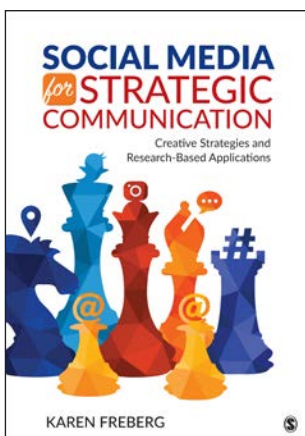
With social media changing how we use and understand everything from communication and the news to transport, more than ever it is essential to ask the right kinds of questions about the business and politics of social media. This book equips students with the critical thinking they need to understand the complexities and contradictions and make informed judgements. This Second Edition: - Lays bare the structures and power relations at the heart of our media landscape - Explores the sharing economy of Uber and Airbnb in a brand new chapter - Takes us into the politics and economy of social media in China Puts forward powerful arguments for how to achieve a social media that serves the purposes of a just and fair world This book is the essential, critical guide for all students of media studies and sociology. Readers will never look at social media the same way again.

Feb-17 | 400 Pages | SAGE Publications Ltd

Paperback (9781473966833) | £29.99



Hardcover (9781473966826) | £93.00



Social Media for Strategic Communication

Creative Strategies and Research-Based Applications

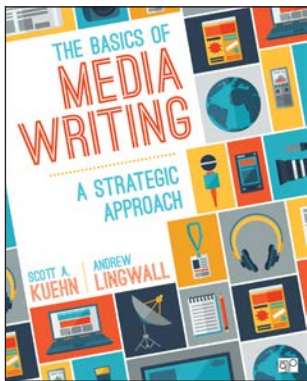
Karen Freberg

Social Media for Strategic Communication: Creative Strategies and Research-Based Applications teaches students the skills and principles needed to use social media in persuasive communication campaigns. The book combines cutting-edge research with practical, on-the-ground instruction to prepare students for the real-world challenges they'll face in the workplace. The text addresses the influence of social media technologies, strategies, actions, and the strategic mindset needed by social media professionals today. By focusing on strategic thinking and awareness, it gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future. A broad focus on strategic communication—from PR, advertising, and marketing, to non-profit advocacy—gives students a broad base of knowledge that will serve them wherever their careers may lead.

Aug-18 | 336 Pages | SAGE Publications, Inc

Paperback (9781506387109) | £65.00





The Basics of Media Writing

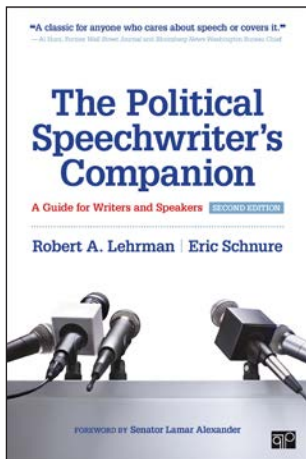
A Strategic Approach

Scott A. Kuehn and Andrew Lingwall

The Basics of Media Writing: A Strategic Approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st-century media careers. This research-driven, strategy-based media writing textbook digs deeply into how media professionals think and write in journalism, public relations, advertising, and other forms of strategic communication. Authors Scott A. Kuehn and Andrew Lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them “starting points” to begin writing. The Professional Strategy Triangle model shows students how to think critically about the audience, the situation, and the message before starting a news story or persuasive piece and the FAJA four-point model asks students a series of questions about their story type (Fact, Analysis, Judgment, or Action) to guide them to the right angle or organizational structure for their message. Rooted in classical rhetorical methods, this step-by-step technique enables readers to strategically approach each writing task, no matter the format.

Feb-17 | 568 Pages | CQ Press

Paperback (9781506308104) | £65.00



The Political Speechwriter's Companion

A Guide for Writers and Speakers

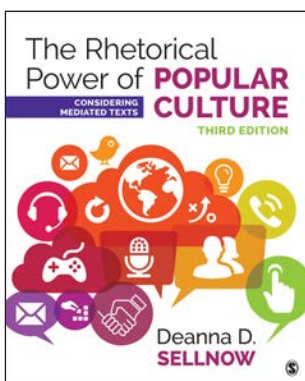
Second Edition

Robert A. Lehrman and Eric Schnure

The Political Speechwriter's Companion guides students through a systematic “LAWS” approach (language, anecdote, wit, and support) that politicians can use to persuade their audiences into taking action. In the highly anticipated Second Edition, esteemed speechwriter and author Robert A. Lehrman has teamed up with one of the “go-to-guys” for political humor, Eric Schnure, to offer students an entertaining yet practical introduction to political speechwriting. This how-to guide explains how speakers can deliver: language the audience will understand and remember, anecdotes that make listeners laugh and cry, wit that pokes fun at opponents but also shows their own lighter side, and support in the way of statistics, examples, and testimony. Packed with annotated speeches from the most recent elections, technology tips, and interviews from speechwriting luminaries, this edition offers the most practical advice and strategies for a career in political communication.

Sep-19 | 536 Pages | CQ Press

Paperback (9781506387741) | £45.99



The Rhetorical Power of Popular Culture

Considering Mediated Texts

Third Edition

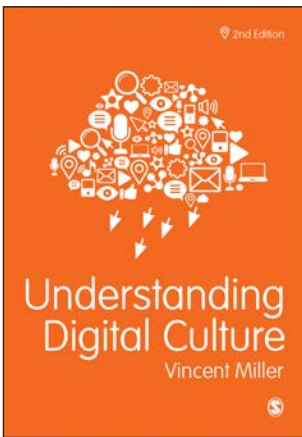
Deanna D. Sellnow

The Third Edition of The Rhetorical Power of Popular Culture offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work.

Apr-17 | 344 Pages | SAGE Publications, Inc

Paperback (9781506315218) | £65.00





Understanding Digital Culture

Second Edition

Vincent Miller

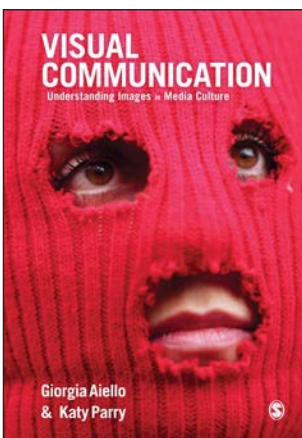
This is not simply a book about 'internet studies', but a book that considers many wider forms of digital culture, including mobile technologies, surveillance, algorithms, ambient intelligence, gaming, big data and technological bodies (to name a few) in order to explore how digital technology in a broad sense is used within the wider contexts of everyday life.

Mar-20 | 344 Pages | SAGE Publications Ltd

Paperback (9781473993877) | £28.99



Hardcover (9781473993860) | £85.00



Visual Communication

Understanding Images in Media Culture

Giorgia Aiello and Katy Parry

In today's digital media environment we are creating and consuming more images than ever before. From the importance of image in politics, to the ubiquity of the 'selfie' across social media platforms, visual communication is increasingly central to our everyday mediated lives. It is more important than ever to examine the social and cultural implications of mediated images – but how can we really interrogate the work that images do? *Visual Communication: Understanding Images in Media Culture* provides a theoretical and empirical toolkit to do just that. It explores a range of approaches to visual analysis, while also providing a hands-on guide to applying a diverse range of methods to your own work.

Nov-19 | 312 Pages | SAGE Publications Ltd

Paperback (9781412962247) | £30.99



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