



# Media, Communication & Cultural Studies

2014

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 SAGE

## Welcome...

In 1980 we commissioned a small book by the name of Mass Communication Theory – by telegram. Both the media and media studies have changed a lot since then, and that small book is now McQuail's Mass Communication Theory and has sold 120,000 copies worldwide. Denis McQuail hasn't stopped since, and neither have we.

Thirty years later media, communication and cultural studies remain at the heart of what we publish at SAGE. We are proud to have built such a well-respected list of market-leading journals, adventurous new launches, textbooks for all courses and levels and critically acclaimed books from top thinkers in the field. We believe in beautiful books, critical thinking and innovative resources that support research and teaching, and help shape the future of media studies.

We continue to seek out the best in rigorous research and creative pedagogy so if you are interested in writing or editing a project with us or checking out an inspection copy of any of our textbooks, we'd love to hear from you. In the meantime we hope you enjoy reading our books and journals in 2014.

**The SAGE Media, Communication & Cultural Studies Team**

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## Key new titles





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the publisher of the  
social sciences

NEW!

## MEDIA AND SOCIETY

### Production, Content and Participation

**Eric Louw** and **Nicholas Carah** both at *University of Queensland*

This book unpacks the role of the media in social, cultural and political contexts and encourages students to reflect on the power relationships that are formed as a result.

Structured around the three cornerstones of media studies: production; content; and participation, this is an ideal introduction to studies in media, culture and society. The book:

- evaluates recent developments in media production, industries and platforms brought about by the emergence of interactive media technologies
- examines the shifting relationship between media production and consumption instigated by the rise of social and mobile media, recasting consumption as 'participation'
- explores the construction of texts and meanings via media representations, consumer culture and popular culture, as well as the relationship between politics and public relations
- assesses the debates around the creative and cultural labour involved in meaning-making
- includes a companion website featuring exercise and discussion questions, links to relevant blogs and web material, lists of further reading and free access to key journal articles.

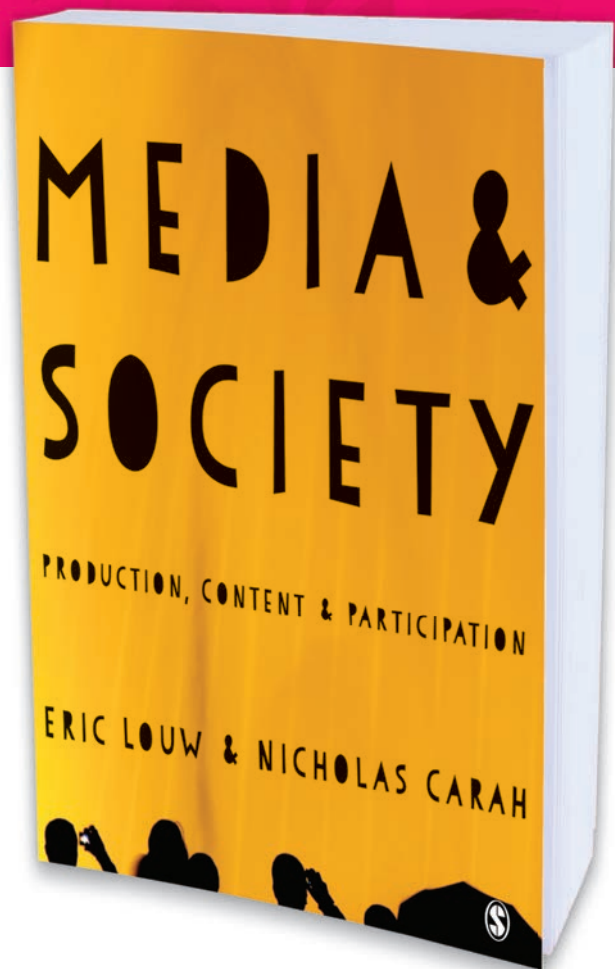
#### CONTENTS

Meaning, Representation and Power / The Industrial Production of Meaning / Power and Media Production / The Global Information Economy / Media and Cultural Professionals / Making News / Reshaping Politics as Public Relations / Producing and Negotiating Identities / Consumer Culture, Branding and Advertising / Popular Culture / Social Media, Interactivity and Participation / Mobile Media, Urban Space and Everyday Life / Constructing and Managing Audiences



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website

December 2014 • 304 pages  
Cloth (978-1-4462-6768-4) • £75.00  
Paper (978-1-4462-6769-1) • £24.99



sample cover

NEW EDITION!

## MEDIA LITERACY

### Seventh Edition

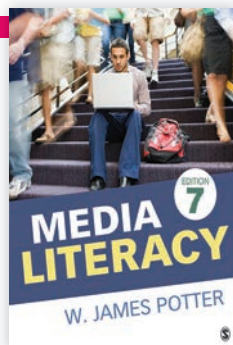
**W James Potter** *University of California, Santa Barbara*

This is the latest edition of the essential student guide to decoding messages in a media-saturated world. Updated with new examples throughout, this captivating book offers a plan of action for gaining a clearer perspective on the borders between the real and the simulated media worlds, helping students to become responsible media consumers.



companion  
website

January 2014 • 536 pages  
Paper (978-1-4462-6769-1) • £48.99



NEW EDITION!

## MEDIA/SOCIETY

### Industries, Images, and Audiences

#### Fifth Edition

**David Croteau** *Virginia Commonwealth University* and  
**William Hoynes** *Vassar College*

Retaining its acclaimed sociological approach, this popular textbook provides a framework to help students understand the relationship between media and society and to develop skills for critically evaluating both conventional wisdom and their own assumptions about the social role of the media.



companion  
website

January 2014 • 424 pages  
Paper (978-1-4522-6837-8) • £47.99



## UNDERSTANDING THE MEDIA

### Third Edition

**Eoin Devereux** *University of Limerick*

Devereux's **Third Edition** of **Understanding the Media** has expanded the possibilities of what a textbook can be. Incisive questions framed through accessible and detailed examples provide a platform for a wealth of different activities that engage readers in the critical study of media

- **Daniel Ashton**, *Bath Spa University*

A lucid and lively introduction to key concepts and developments in media and media studies. The new edition, with updated case studies and a good range of online reading, is a valuable resource for both students and lecturers

- **Chindu Sreedharan**, *Bournemouth University*

**Understanding the Media** is carefully aimed at a new generation of media students. Accessibly written and very well-structured, the book will be one of those you go back to time and time again throughout your studies. In addition, it also offers that much-needed, little-found extra in a textbook: critical engagement with media and society. A joy for those of us teaching the subject

- **Joke Hermes**, *Inholland University and University of Amsterdam*

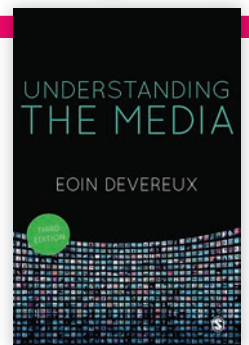
#### CONTENTS

Understanding the Media / Media Histories, Media Power / Media Globalization / Media Ownership: Concentration, Conglomeration and Regulation / Media Professionals and Media Production / Media, Ideology and Discourse / Media 'Re-Presentations' in an Unequal World / Media Audiences and Reception / New Media, Social Media / Conclusion: The 'How' and 'Why' of Media Analysis



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website

December 2013 • 352 pages  
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NEW!

## GLOBAL COMMUNICATION

**Cees J Hamelink** *University of Amsterdam*

Exploring the history, present and future of global communication, this book introduces and explains 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 J 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 in the development of global communication
- teaches students to master the art of asking critical questions
- boosts essay skills with a guided tour of the literature, including helpful comments and recommendations of what to cite.

This book guides students through the complex terrain of global communication, helping them become a critically informed participant in the ever-changing communication landscape.



November 2014 • 240 pages  
Cloth (978-1-84920-423-1) • £65.00  
Paper (978-1-84920-424-8) • £21.99

## MASS COMMUNICATION

*Living in a Media World*

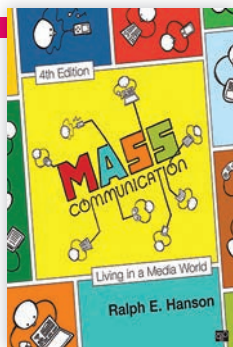
**Fourth Edition**

**Ralph E Hanson** *University of Nebraska, Kearney*

This engaging and compact introduction combines solid content, incisive analysis and conversational writing in a highly readable and informative text. Employing an effective media-literacy perspective, Hanson shows students that media are not something to be feared or demonized, but rather are an essential part of our lives that should be thoughtfully consumed.



April 2013 • 456 pages  
Paper (978-1-4522-0299-0) • £52.00



NEW!

## MEDIA IMPERIALISM

**Oliver Boyd-Barrett** *Bowling Green State University*

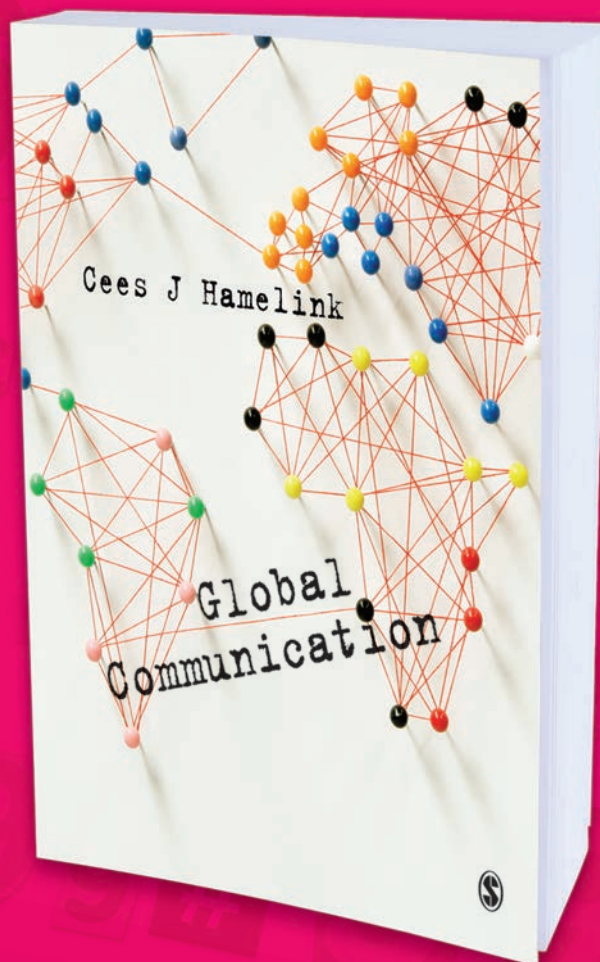
How does control of media resources serve political and economic ends? What is the impact of media concentration and monopoly in the era of technology convergence, with not just traditional and 'new' media but also consumer electronics, telephony and computing industries?

Revisiting the classic idea of media imperialism, the authors present a thorough retake for the 21st century; how structures of power and control still regulate our access to and consumption of the media. It is no longer just Disney and Dallas - it is also now Facebook and Google. Exploring how media corporations and platforms rework economic, business and social questions about the media landscape, the book explains:

- the historical context of the relationship between media and imperialism
- contestation and collaboration among new media empires
- the passion for social justice that inspired the original theories of media and cultural imperialism, and how it has been embraced by a new generation.

Digging deeply into the global landscape and emerging media markets to explore how media power works across transnational boundaries, this book gives a clear and sophisticated argument for why media imperialism still matters.

December 2014 • 224 pages  
Cloth (978-1-4462-6870-4) • £70.00  
Paper (978-1-4462-6871-1) • £23.99



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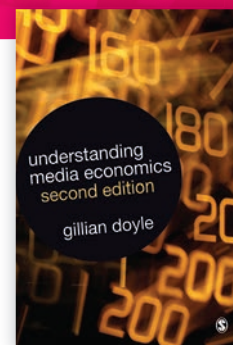
## UNDERSTANDING MEDIA ECONOMICS

**Second Edition**

**Gillian Doyle** *University of Glasgow*

An excellent textbook on media economics, which takes into account the full complexity of the subject matter in the context of structural, technological and creative transformations that characterize digital media at the start of the 21st century

- Milan Todorovic, *London Metropolitan University*



With the rapidly evolving digital media landscape, this **Second Edition** is completely revised and moves beyond a sector-specific approach to media analysis, focusing instead on the issues and imperatives that are now central to how economic forces impact on the media industries.

Exploring innovation, digital multiplatform developments, the economics of networks, copyright, corporate expansion and advertising, this book teaches media students all the pressing questions and issues that are transforming the media industries and markets. Gillian Doyle makes the economics of the media fascinating, compelling and easy to understand. This is essential reading for all students of the media.

### CONTENTS

Convergence and Multiplatform / Corporate Growth and Concentration Strategies / Networks / Demand: Push to Pull / Economics of Content Supply / Copyright / Media and Advertising / Digital Media Economics and Public Policy



April 2013 • 232 pages  
Cloth (978-1-4129-3076-5) • £75.00  
Paper (978-1-4129-3077-2) • £24.99

NEW!

## THE SAGE HANDBOOK OF TELEVISION STUDIES

Edited by **Manuel Alvarado** *University of Luton*, **Milly Buonanno** *La Sapienza University of Rome*, **Herman Gray** *University of California, Santa Cruz* and **Toby Miller** *Cardiff University and Murdoch University*

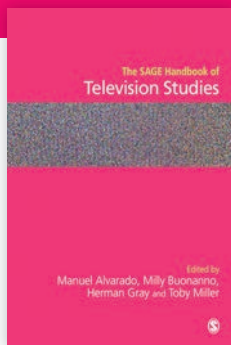
Bringing together an international spread of contributors from across the world, this handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption.

Separate chapters are dedicated to individually examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyzes the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption.

### CONTENTS

PART ONE: OWNERSHIP AND REGULATION / Why Ownership and Regulation Matter / How to Study Ownership and Regulation / United States / The Americas / Africa / Asia / Europe / The Arab World / International Organizations / PART TWO: MAKERS AND MAKING / Why Makers and Making Matter / How to Study Makers and Making / Division of Labour / Journalists / Writers / Cinematography / Producers / Manufacturers and Recyclers / PART THREE: CULTURAL FORMS / Why Cultural Forms Matter / How to Study Cultural Forms / TV as Popular Form / Formats / Sport / Novella and Soap Opera / News and Current Affairs / Music / Reality/Surveillance / Advertising / Drama / PART FOUR: AUDIENCES, RECEPTION, CONSUMPTION / Why Study Audiences, Reception and Consumption / How to Study Audiences, Reception and Consumption / Effects Studies and Cultivation / Consumption / Active Audiences and Uses and Gratifications / Gendered Audiences / Raced Audiences / Classed Audiences

November 2014 • 448 pages  
Cloth (978-0-76194-741-7) • £110.00



## YOUTH AND MEDIA

Andy Ruddock *Monash University, Melbourne*

When societies worry about media effects, why do they focus so much on young people? Is advertising to blame for binge drinking? Do films and video games inspire school shootings? Tackling these kinds of questions, **Youth and Media** explains why young people are at the centre of how we understand the media.

Exploring key issues in politics, technology, celebrity, advertising, gender and globalization, Andy Ruddock offers a fascinating introduction to how media define the identities and social imaginations of young people. The result is a systematic guide to how the notion of media influence 'works' when daily life compels young people to act out their relationships through media content and technologies.

Complete with helpful chapter guides, summaries and lively case studies drawn from a truly global context, **Youth and Media** is an engaging and accessible introduction to how the media shape our lives.

### CONTENTS

Why Youth Media? / Understanding Media Content: Social and Cultural Approaches to Media Effects / Understanding the Influence of Media Technologies: Youth, Dissent, Social Media and Social History / Understanding Global Media Industries: China, Reality Television and Media Governance / Understanding Media Users: Girls, Mobile Phones and Identities / Understanding Media Violence: School Shootings, Media Stories and the Framing of Social Reality / Understanding Advertising and Marketing: Students and Alcohol / Understanding Political Communication: Barack Obama, Media Convergence and Mediated Intimacy / Understanding Celebrity: Bam Margera and the Role of Sport in Media Convergence / Understanding Critical Media Studies: Child Soldiers, Media Business and Media Education



March 2013 • 232 pages  
Cloth (978-1-84860-091-1) • £65.00  
Paper (978-1-84860-092-8) • £22.99



NEW EDITION!

## GENDER, RACE, AND CLASS IN MEDIA

A Critical Reader

Fourth Edition

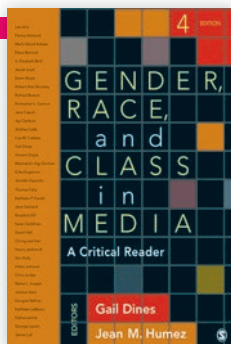
Edited by **Gail Dines** *Wheelock College* and **Jean M Humez** *University of Massachusetts, Boston*

A provocative reader designed to engage students in critical, mass media scholarship. Issues of power related to gender, race, and class are integrated into a wide range of articles examining the economic and cultural implications of mass media as institutions, including the political economy of media production, textual analysis, and media consumption.



companion website

April 2014 • 776 pages  
Paper (978-1-4522-5906-2) • £52.00



## CHILDREN, ADOLESCENTS, AND THE MEDIA

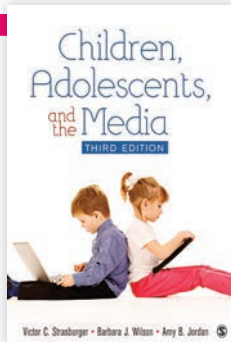
Third Edition

**Victor C Strasburger** *University of New Mexico*, **Barbara J Wilson** *University of Illinois at Urbana-Champaign* and **Amy B Jordan** *University of Pennsylvania*

The updated **Third Edition** of this popular student exploration of the effects of media on young people discusses the latest research on such issues as advertising, violence, video games, sexuality, drugs, body image and eating disorders, music and the internet.



April 2013 • 672 pages  
Paper (978-1-4129-9926-7) • £64.00



NEW!

## UNDERSTANDING MEDIA ETHICS

David Horner *University of Brighton*

Our new media landscape of social networking, blogging and interactivity has forever changed how media content is produced and distributed. Choices about how to gather, evaluate and publish information are ever more complex. This blurring of boundaries between general public values and the values of media professionals has made media ethics an essential issue for media professionals, but also demonstrates how it must be intrinsically part of the wider public conversation. This book teaches students to navigate ethical questions in a digital society and apply ethical concepts and guidelines to their own practice.

Using case studies, judgement call boxes and suggestions for further reading, **Understanding Media Ethics** clarifies the moral concepts in media contexts, and enables students to apply them to practical decision-making through real-life worked examples.

Covering key topics such as: media freedoms; censorship; privacy; standards; taste; regulation; codes of practice and the ethics of representation, this is an essential guide for students in journalism, media, communication and public relations.

### CONTENTS

Relating Media Ethics to Media Studies / Foundations: Methods in Media Ethics / Truth, Representation and Narrative / Solidarity, Sympathy and Neutrality / Valuing Images: Morality in Pictures / Liberty and Censorship: Politics, Religion and Sex / Morality, Taste and Violence / Regulating Media Content / Rights and Persons: The Boundaries of Privacy / Media Institutions: Morality and Markets / Professionalism and Codes of Practice / The New Media Landscape: Digital Media Ethics



December 2014 • 224 pages  
Cloth (978-1-84920-787-4) • £60.00  
Paper (978-1-84920-788-1) • £19.99





## MEDIA ETHICS

Key Principles for Responsible Practice

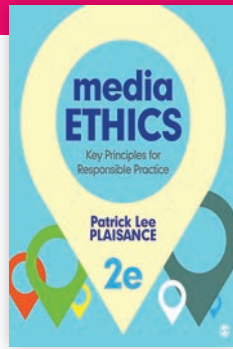
Second Edition

Patrick Lee Plaisance  
Colorado State University

Making ethics accessible and applicable to media practice, this highly acclaimed book explains key ethical principles and their application in print and broadcast journalism, public relations, advertising, marketing and digital media. It sets forth the philosophical underpinnings of key principles and explains how each should guide responsible media behaviour.



December 2013 • 288 pages  
Paper (978-1-4522-5808-9) • £44.99



NEW!

## THE IMPACT OF THE SOCIAL SCIENCES

How Academics and their Research Make a Difference

Simon Bastow, Patrick Dunleavy and Jane Tinkler all at London School of Economics and Political Science

At a time when governments overly concentrate on science and engineering, they fail to understand that without the social sciences many of the physical science/technological advances would have little traction. A must-read for all, particularly decision makers in government and business

- Professor Cary L Cooper, CBE, Chair of the Academy of Social Sciences

Readable, relevant and evidence-based, this book will inspire the research community to deliver greater impact

- Penny Young, Chief Executive of NatCen Social Research

This book is a valuable guide to the importance of social science research, and sets out a systematic approach to thinking about and measuring its different types of impact

- Diane Coyle, Enlightenment Economics and Smith School, University of Oxford



The impact agenda is set to shape the way in which social scientists prioritize the work they choose to pursue, the research methods they use and how they publish their findings over the coming decade, but how much is currently known about how social science research has made a mark on society?

Based on a three-year research project studying the impact of 370 British-based academics on business, government and civil society sectors, this groundbreaking new book undertakes the most thorough analysis yet of how academic research in the social sciences achieves public policy impacts, contributes to economic prosperity and informs public understanding of policy issues as well as economic and social changes.

To find out more about the book and to download or browse a snapshot of the results of the study, visit [www.sagepub.co.uk/impact](http://www.sagepub.co.uk/impact).

For more on the LSE's Impact of Social Science Project, go to [blogs.lse.ac.uk/impactofsocialsciences](http://blogs.lse.ac.uk/impactofsocialsciences).

### CONTENTS

The Social Sciences in Modern Research / PART ONE: HOW ACADEMICS ACHIEVE EXTERNAL IMPACTS / Social Scientists' Pathways to Impacts / Modelling the Determinants of Social Science Impacts / Comparing Individuals' Impact / PART TWO: THE DEMAND FOR SOCIAL SCIENCE RESEARCH / Business and the Corporate Sector / Government and Public Policy-Making / Civil Society Organizations and the Third Sector / The Media and Public Engagement / PART THREE: PATTERNS OF KNOWLEDGE AND IMPACTS / The Dynamic Knowledge Inventory and Research Mediation / Social Science for a Digital Era



January 2014 • 344 pages  
Cloth (978-1-4462-7509-2) • £60.00  
Paper (978-1-4462-7510-8) • £19.99

## UNDERSTANDING SOCIAL MEDIA

Sam Hinton University of Canberra and Larissa Hjorth RMIT University, Melbourne

This critical and timely conceptual toolbox for navigating the evolution and practices of social media takes an interdisciplinary and intercultural approach. It provides a clear and concise explanation of the key concepts but also goes beyond specific brands, sites and practices to show readers how to place social media more critically within the changing media and cultural landscape.

Cutting across the many dimensions of social media, from the political, economic and visual, and with case studies in each chapter providing real-world examples of theory in action, the book explores the industries, ideologies and cultural practices that are increasingly becoming part of global popular culture.

### CONTENTS

Introduction to Social Media / What Is Web 2.0? / Social Network Sites / Participation and User-Created Content / Art and Cultural Production / Social Media Games / Social, Locative and Mobile Media

### UNDERSTANDING CONTEMPORARY CULTURE SERIES



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Paper (978-1-4462-0121-3) • £21.99

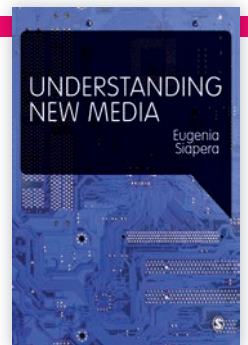


## UNDERSTANDING NEW MEDIA

Eugenia Siapera Dublin City University

An admirably clear-sighted and engaging analysis of contemporary forms of mediation, illuminating the dynamics of new media across social, political and cultural spheres while skilfully avoiding the many traps that abound in this field - of hyperbole, obfuscation, partiality and lack of empirical grounding. She provokes her reader to think afresh about familiar phenomena, to synthesize diverse theoretical positions, and to stretch their imaginations to anticipate what is coming

- Sonia Livingstone, London School of Economics and Political Science



2011 • 288 pages  
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## SOCIAL MEDIA

### A Critical Introduction

Christian Fuchs *University of Westminster*

That rarest of academic creations: a truly, unabashedly critical textbook on a timely and important topic for contemporary media studies. If you want your students to think about issues of power and social justice, if you want to challenge them to re-imagine the world, and if you want an alternative to the anodyne and borderline fan-like writing that has become the stuff of new media texts, this is the book for you

- Mark Andrejevic, *University of Queensland*

Now, more than ever, we need to understand social media - the good as well as the bad. We need critical knowledge that helps us to navigate the controversies and contradictions of this complex digital media landscape. Only then can we make informed judgements about what is happening in our media world, and why.

Showing the reader how to ask the right kinds of questions about social media, Christian Fuchs takes us on a journey across social media, delving deep into case studies on Google, Facebook, Twitter, WikiLeaks and Wikipedia. The result lays bare the structures and power relations at the heart of our media landscape.

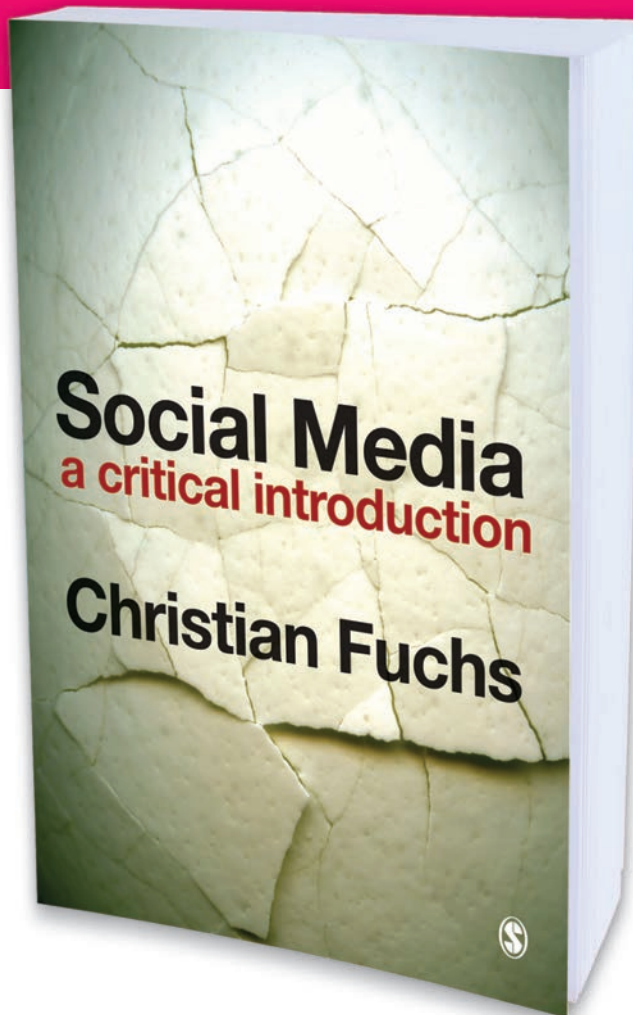
This book is the essential, critical guide for all students of media studies and sociology. Readers will never look at social media the same way again.

#### CONTENTS

What Is a Critical Introduction to Social Media? / PART ONE: FOUNDATIONS / What Is Social Media? / Social Media as Participatory Culture / Social Media and Communication Power / PART TWO: APPLICATIONS / The Power and Political Economy of Social Media / Google: Good or Evil Search Engine? / Facebook: A Surveillance Threat to Privacy? / Twitter: A New Public Sphere? / WikiLeaks: Can We Make Power Transparent? / Wikipedia: New Democratic Form of Production? / PART THREE: FUTURES / Conclusion: Social Media and Its Alternatives - Towards a Truly Social Media



December 2013 • 304 pages  
Cloth (978-1-4462-5730-2) • £70.00  
Paper (978-1-4462-5731-9) • £23.99



## 60 SECONDS WITH CHRISTIAN FUCHS

**If you could have a conversation with any media theorist from the past, who would you choose and what would you ask them?**

I would talk with critical media scholar Dallas Smythe about the role of audience commodification and audience labour in the age of social media, the role and importance of Karl Marx and critical thinking for understanding communications, and the notion of digital labour.

**Which researchers or writers inspire you?**

I find it helpful to engage with critical and philosophical approaches such as Hegel's philosophy, Marx's critique of capitalism and Marcuse's critical theory of society, as starting points for building a critical theory of digital and social media.

One of the works that most influenced my thinking is Marcuse's *Reason and Revolution*. It helped me to really understand Hegel's dialectical philosophy, an approach on which I base my own theory and research. Marcuse stresses the dialectic of potentiality and actuality. So, social media as we know it today are a specific realization of the potentials of the Internet - a realization that features, as I show in my book, the exploitation of digital labour, the logic of personal data as commodity, capital accumulation using targeted advertising and a control model that makes use of mass surveillance.

This dialectic of potentiality and actuality means that what actually exists has the potential to be changed. Dialectical thinking in the end compels us to think about what world we want to live in, what media we want to have and if it's worth engaging in a struggle for realizing and making a difference.

**What advice would you give a first year media and communication studies student in 2014?**

Critical thinking skills are essential. Critical thinking means asking questions about power, control, ownership, political economy and how specific phenomena are connected to each other and to society as a whole. It is important that students learn how to read academic articles, form and express grounded opinions, discuss academic and political issues in the classroom, and develop self-confidence in one's own knowledge to speak in public and make good arguments.

**What was the most enjoyable aspect of writing Social Media?**

It is interesting to think about how to use critical theory for understanding the world of social media. I enjoyed writing the more general parts that focus on what social media, communication power, participation and political economy actually are, as well as the case studies looking at Google, Facebook, Twitter, WikiLeaks and Wikipedia. A good book brings together general theory with the presentation of specific cases.

Christian





## INTRODUCING THE CREATIVE INDUSTRIES

### From Theory to Practice

**Rosamund Davies** and **Gauti Sigthorsson**  
both at *University of Greenwich*

This is a complete guide to studying and succeeding in the creative industries. It takes students through the history, trends, products and markets of the creative industries, showing how success depends on a mix of ideas, tactics and talent.

Because understanding social networks and cultural economy is just as important as hands-on skills or an entrepreneurial spirit, **Introducing the Creative Industries** shows students how to use theories, concepts and practical skills to get ahead in their course and professional life. Creatively imagined and beautifully written, this book:

- interweaves theoretical concepts and professional practice on every page
- uses cultural economy to teach the essential concepts and thinkers
- integrates case studies from fashion and gaming to journalism and music
- teaches strategies for navigating the links between skills, industries, creativity and markets.

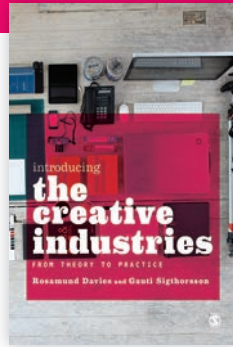
This book shows how to spot opportunities and use knowledge and savvy to kickstart a career in this fast-moving industry. It is an essential guidebook for those studying creativity in media and communication, design, creative industries and business.

#### CONTENTS

What Are the Creative Industries? / Creativity and Commerce / PART ONE: WORKING IN THE CREATIVE INDUSTRIES / Institutions, Ownership and Entrepreneurship / The Business of Creativity / Work Routines and Work Cultures / PART TWO: PRODUCTION AND CIRCULATION OF PRODUCTS / Creative Producers and Products / Research, Development and Production / Circulation: Marketing and Distribution of Creative Products / PART THREE: THE CREATIVE ECONOMY / Institutional Commissioning and Financing Structures / Clients, Funders and Going It Alone / The Changing Economic Landscape



April 2013 • 280 pages  
Cloth (978-1-84920-572-6) • £65.00  
Paper (978-1-84920-573-3) • £22.99



## THE CULTURAL INDUSTRIES

### Third Edition

**David Hesmondhalgh** *University of Leeds*



At once brilliant and accessible, it is without peer when it comes to detailing the big picture and complex nuances of how cultural industries work. Every student of the media should have this book on their shelf

- **Jennifer Holt**, *University of California*

Sometimes provocative, always insightful and refreshingly direct. No-one could study the culture industries without engaging with its vision and argumentation

- **Sonia Livingstone**, *London School of Economics and Political Science*

Comprehensive and critical, authoritative and analytical, this is a wonderful book that will absorb, stimulate and educate students of media and cultural studies for years to come

- **Des Freedman**, *Goldsmiths, University of London*

An exceptional achievement - for its scale, for its comprehensiveness, and for the level-headed intelligence that is the hallmark of Hesmondhalgh's writing

- **Graeme Turner**, *University of Queensland*



Undisputedly a classic, the **Third Edition** of this essential media studies text scrutinizes the changes in creative economy and cultural production in the global media. The new edition offers:

- guided further reading that takes you directly to the must-read research articles and online resources
- brand-new examples covering social media, digital publishing, reality TV and talent shows
- examples spotlighting the emerging markets in China, India, Asia and Africa
- analysis of the economic crisis and its impact on media structures and industries
- insight into new products and the influence on consumer electronics and IT companies, including Apple, Facebook and Google.

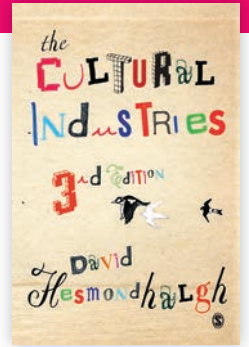
As one of the most read, most studied and most cited media studies texts, this new edition is a must for any student of media and communication studies, the creative industries, cultural studies and the sociology of the media.

#### CONTENTS

Introduction: Change and Continuity, Power and Creativity / PART ONE: ANALYTICAL FRAMEWORKS / Theories of Culture, Theories of Cultural Production / Cultural Industries in the Twentieth Century: The Key Features / Why the Cultural Industries Began to Change in the 1980s / PART TWO: POLICY CHANGE / Marketization in Telecommunications and Broadcasting / Further Changes in Policy: Copyright and the Cult of Creativity / PART THREE: CHANGE AND CONTINUITY IN THE CULTURAL INDUSTRIES, 1980 TO 2012 / Ownership, Structure and Size / Creativity and Commerce, Organization and Labour / Internationalism: Neither Globalization nor Cultural Imperialism / Digitalization and the Internet / The Impact of the Internet and Digitalization on Existing Cultural Industries / Texts: Diversity, Quality and Social Justice / Conclusions: A New Era in Cultural Production?



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...of the book not so thick as to be off-putting

## REPRESENTATION

### Cultural Representations and Signifying Practices

#### Second Edition

Edited by **Stuart Hall** *The Open University and Goldsmiths, University of London*, **Jessica Evans** *The Open University* and **Sean Nixon** *University of Essex*

This is simply a magnificent collection of chapters, laced together under the guiding light of Stuart Hall's outstanding scholarship

- **Angela McRobbie**, *Goldsmiths, University of London*

This is the new edition of one of the most popular and influential books ever written in media and cultural studies. Updated throughout and with a completely new chapter on reality TV and celebrity, this seminal text remains an indispensable and inspirational resource for students and teachers alike.

#### CULTURE, MEDIA AND IDENTITIES SERIES



May 2013 • 440 pages  
Cloth (978-1-84920-547-4) • £75.00  
Paper (978-1-84920-563-4) • £26.99

NEW!

## THE CULTURAL INTERMEDIARIES READER

Edited by **Jennifer Smith Maguire** and **Julian Matthews** both at *University of Leicester*

Cultural intermediaries are the taste makers defining what counts as good taste and cool culture in today's marketplace. Working at the intersection of culture and economy, they perform critical operations in the production and promotion of consumption, constructing legitimacy and adding value through the qualification of goods. Too often, these are processes that remain invisible to the consumer's eye and in scholarly debates about creative industries.

**The Cultural Intermediaries Reader** offers the first, comprehensive introduction to this exciting field of research, providing the conceptual and practical tools needed to analyze these market actors. The book:

- surveys the theoretical terrain through accessible, in-depth primers to key approaches (Pierre Bourdieu, Michel Callon and the new economic sociology)
- equips readers with a practical guide to methodology that highlights the central features and challenges of conducting cultural intermediary research
- challenges stereotypes and narrow views of cultural work through a diverse range of case studies, including creative directors of advertising and branding campaigns, music critics, lifestyle chefs, assistants in book shops and fashion outlets, personal trainers, bartenders, and more
- brings the field to life through a wealth of ethnographic data from research in the United States, United Kingdom and around the world, in original chapters written by some of the leading scholars in the field
- invites readers to engage with proposed new directions for research, and comparative analyses of cultural intermediaries' historical development, material practices, and cultural and economic impacts.

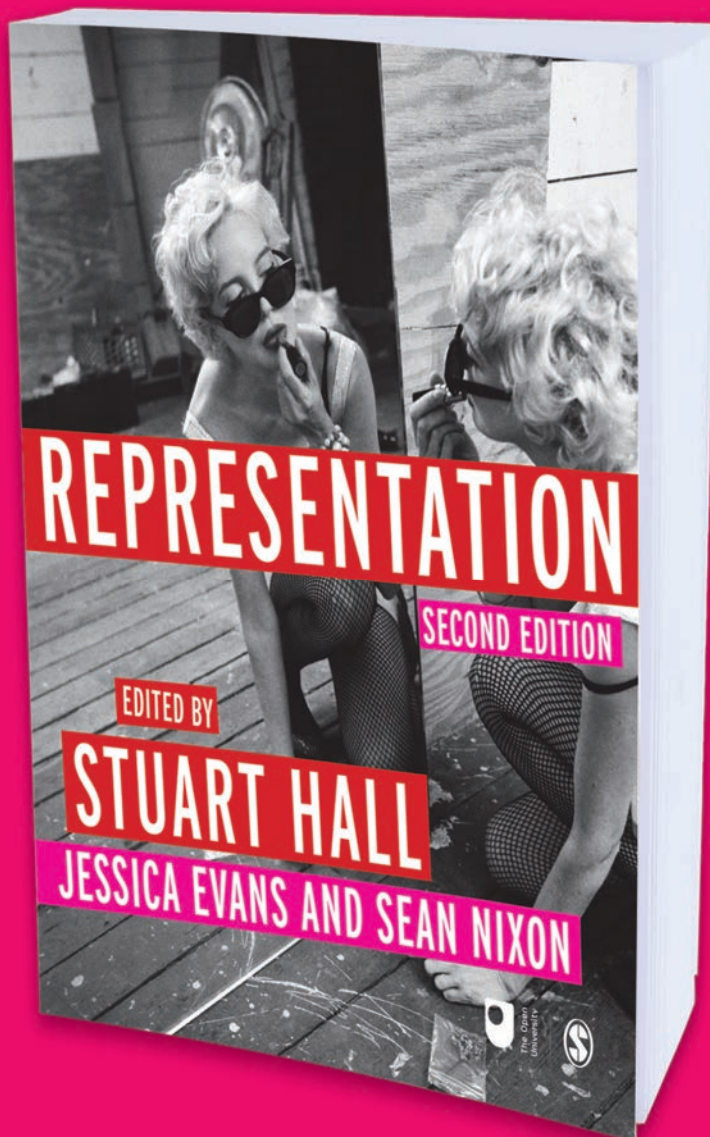
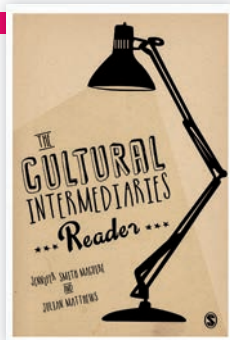
The book will be an essential point of reference for scholars and students in sociology, critical management, cultural studies and media studies with an interest in cultural economy, creative labour, and the past, present and future intersections between production and consumption.

#### CONTENTS

PART ONE: CONCEPTUAL AND METHODOLOGICAL FOUNDATIONS / Bourdieu and Cultural Economy / Cultural Work and Creative Industries / T3. Cultural Intermediaries or Market Device? The Case of Advertising / The Problem of Cultural Intermediaries in the Economy of Qualities / Ethnographic Research and Cultural Intermediaries / PART TWO: CULTURAL INTERMEDIARY CASE STUDIES / Advertising / Branding / Public Relations Practitioners / Arts Promotion / Fashion / Popular Music / Lifestyle Media / Journalism / Fitness / Clothing Retail / Book Retail / Food and Drink



August 2014 • 280 pages  
Cloth (978-1-4462-0132-9) • £75.00  
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## THE CULTURE OF DESIGN

#### Third Edition

**Guy Julier** *University of Brighton, and Victoria and Albert Museum, London*

What is the social impact of design? How do culture and economics shape the objects and spaces we take for granted? How do design objects, designers, producers and consumers interrelate to create experience? How do new networks of communication and technology change the design process?

Thoroughly revised, this latest edition:

- explores the iPhone
- digs deep into the digital with a new chapter on networks and mobile technologies
- provides a new chapter on studying design culture
- explores the relationship of design to management and the creative industries
- supports students with a revamped website and all new exercises.

This is an essential companion for students of design, the creative industries, visual culture, material culture and sociology.

#### CONTENTS

Design Culture / Design and Production / Designers and Design Discourse / The Consumption of Design / High Design / Consumer Goods / Branded Places / Branded Leisure / On-Screen Interactivity / Communications, Management and Participation / Networks and Mobile Technologies / Studying Design Culture



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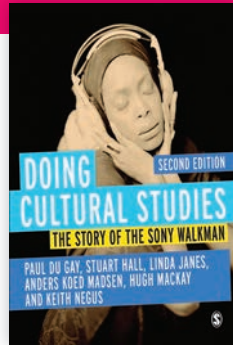


## DOING CULTURAL STUDIES

The Story of the Sony Walkman

Second Edition

**Paul du Gay** *Copenhagen Business School, Stuart Hall* *The Open University and Goldsmiths, University of London*,  
**Linda Janes** *The Open University*,  
**Anders Koed Madsen** *Copenhagen Business School*, **Hugh Mackay** *The Open University* and **Keith Negus** *Goldsmiths, University of London*



Arguably the most famous book in its field.... In theoretical terms, the legacy of **Doing Cultural Studies** confirms that this classic read is not just about the Walkman itself, but represents a series of clear observations about the symbolic meanings of culture

- *LSE Review of Books*

Why think about the Walkman in the 21st century? Can the Walkman help us understand today's media and cultural practices? Through the notion of the 'circuit of culture', this book teaches students to critically examine what culture means, and how and why it is enmeshed with the media texts and objects in their lives.

Students will:

- unpack the key concepts of contemporary culture, such as mobility, materiality, consumption and identity
- learn to think about some of the cultural conundrums of the present and their relation to the past, such as branding culture
- look with fresh eyes at today's media world and the cultural practices it gives rise to
- gain practical experience with the historical-comparative method
- practice their critical skills with up-to-date exercises and activities.

This book takes students on a journey between past and present, giving them the skills do to cultural analysis along the way.

### CONTENTS

Making Sense of the Walkman / The Production of the Sony Walkman / Designing the Walkman: Articulating Production and Consumption / Sony as a Global Firm / Consuming the Walkman / Regulating the Walkman / Selected Readings

### CULTURE, MEDIA AND IDENTITIES SERIES



May 2013 • 208 pages  
Cloth (978-1-84920-549-8) • £70.00  
Paper (978-1-84920-550-4) • £23.99

## THE SIGNATURE OF POWER

Sovereignty, Governmentality and Biopolitics

**Mitchell Dean** *University of Newcastle*

Dean returns, once again, to the writings of Michel Foucault to provide a detailed forensic examination of the various texts in which a notion of power appears in his work. In a thoughtful and measured discussion, he brings analytical order to Foucault's fragmented formulations on the subject of power relations and drawing on the respective works of Carl Schmitt and Giorgio Agamben, in particular, he proceeds to generate an account of sovereignty, governmentality and biopolitics that constitutes a major contribution to the study of power

- *Barry Smart, University of Portsmouth*



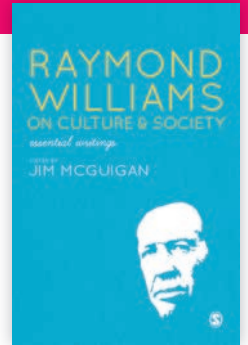
September 2013 • 264 pages  
Cloth (978-1-4462-5699-2) • £75.00  
Paper (978-1-4462-5700-5) • £26.99

NEW!

## RAYMOND WILLIAMS ON CULTURE AND SOCIETY

Essential Writings

Edited by **Jim McGuigan**  
*University of Loughborough*



The most important Marxist cultural theorist after Gramsci, Williams' contributions go well beyond the critical tradition, supplying insights of great significance for cultural sociology today.... I have never read Williams without finding something worthwhile, something subtle, some idea of great importance

- *Jeffrey C Alexander, Yale University*

Celebrating the significant intellectual legacy and enduring influence of Raymond Williams, this exciting collection introduces a whole new generation to his work. Jim McGuigan reasserts and rebalances Williams' reputation within the social sciences by collecting and introducing key pieces of his work. Providing context and clarity he powerfully evokes the major contribution Williams has made to sociology, media and communication and cultural studies.

Powerfully asserting the ongoing relevance of Williams within our contemporary neo-liberal and digital age, the book:

- includes texts which have never been anthologized before
- situates Williams' work both biographically and historically
- provides a comprehensive introduction to Williams' social-scientific work
- demonstrates the enduring relevance of cultural materialism.

### CONTENTS

Introduction: Raymond Williams on Culture and Society / Culture Is Ordinary / Mass, Masses and Mass Communication / Structure of Feeling and Selective Tradition / Advertising: The Magic System / Communication Systems / The Idea of a Common Culture / Social Darwinism / Base and Superstructure in Marxist Cultural Theory / The Technology and the Society / Drama in a Dramatized Society / Communications as Cultural Science / Developments in the Sociology of Culture / Realism and Non-Naturalism / A Lecture on Realism / Means of Communication as Means of Production / 'Industrial' and 'Post-Industrial' Society / The Culture of Nations / Resources for a Journey of Hope / State Culture and beyond / The Future of Cultural Studies

January 2014 • 368 pages  
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## EVENT POWER

How Global Events Manage and Manipulate

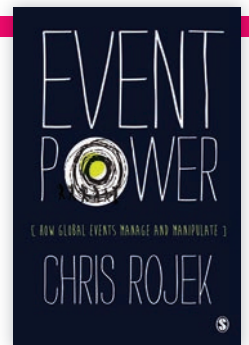
**Chris Rojek** *Brunel University*

Rojek's argument is a psychological one, although his message is political: global events build on people's needs to feel empowered and jointly engaged in the pursuit of a higher purpose; they allow a break from daily routines, provide an illusion of intimacy and social membership, and create a sense of self-validation and personal gratification... At the same time, the real effect of global events seems to be the maintenance of global inequality and social injustice, as well as huge profits for the organizations involved in planning, commercializing and securing these happenings

- *Organization Studies*



February 2013 • 216 pages  
Cloth (978-0-85702-517-3) • £70.00  
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NEW!

## A SHORT COUNTER REVOLUTION

'Towards 2000' Revisited

Edited by **Jim McGuigan**  
*University of Loughborough*

'Culture,' wrote Raymond Williams, 'is one of the most complicated words in the English language.' Ironically, the most important British writer on culture in the post-war period is also one of the most poorly digested among today's readers.

Originally conceived as the sequel to his 1961 **The Long Revolution**, Williams' 1983 title **Towards 2000** has been unfairly classified as a period piece. With the permission of the Williams Estate, the book has been re-entitled **A Short Counter-Revolution: 'Towards 2000' Revisited**, with noted Williams expert Jim McGuigan adding a chapter that updates the original with a survey of developments since its publication, particularly concerning the impact of neo-liberalism, a phenomenon sighted early by Raymond Williams and named 'Plan X'.

In this new edition, Jim McGuigan makes a totally convincing case to read the book as a contemporary classic. It remains an indispensable guide to:

- power and inequality
- class politics
- post-industrial society
- globalization
- the crisis in democracy.

Thoroughly edited, and imaginatively updated, the book speaks from the grave to illuminate the present in remarkable, decisive ways.

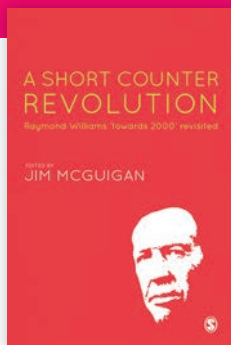
### CONTENTS

Towards 2000 / A Short Counter-Revolution (Jim McGuigan) / The Analysis Reconsidered / The Analysis Extended / Resources for a Journey of Hope

June 2014 • 240 pages

Cloth (978-1-4462-9471-0) • £75.00

Paper (978-1-4462-9472-7) • £24.99



NEW!

## CELEBRITY CULTURES

An Introduction

**Lee Barron** *University of Northumbria*

What is celebrity? How do celebrities influence society? Why do we hang on their every word, tweet or status update?

**Celebrity Cultures** offers a fresh insight into the field of celebrity studies by updating existing debates and exploring recent developments. From the PR campaigns of Alexander the Great and Julius Caesar to the election of Arnold Schwarzenegger as Governor of California, this book critically evaluates a number of diverse celebrity case studies and considers what they reveal about contemporary global society. Taking into account issues such as gender, sexuality, ethnicity, economics, politics and the media, the book draws upon a range of cultural theorists including Theodore Adorno and Jean Baudrillard.

Over the course of 13 richly illustrated chapters, the book:

- draws upon sociology, cultural theory, media analysis and celebrity commentary to explore and re-evaluate the study of celebrity
- examines the international appeal of celebrity including examples from India, China, South Korea and Indonesia
- includes chapter introductions identifying key points, boxed features spotlighting theories and thinkers, and annotated further reading suggestions.

### CONTENTS

PART ONE: HISTORY, THEORY AND CELEBRITY / The Ancient Art of Self-Publicity / Theories of Celebrity / The Uses and Functions of the Famous / PART TWO: CELEBRITY, SOCIETY AND CULTURE / The Business of Celebrity / Celebrity and Politics / Celebrity and Sexuality / Celebrity and Ethnicity / Global Celebrity Cultures / PART THREE: PUBLIC/CELEBRITY INTERFACES / Reporting Celebrity / Reality TV and Social Networks / Celebrity Influence / Fandom and Celebrity / Celebrity and Death



November 2014 • 256 pages

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sample cover

## UNDERSTANDING CELEBRITY

Second Edition

**Graeme Turner** *University of Queensland*

Cements Turner's status as the most important figure in celebrity studies.... Turner's gaze fixes on developments in digital, social and global mediascapes, drawing media and celebrity studies into complex critical, political and cultural debates in his indomitable style

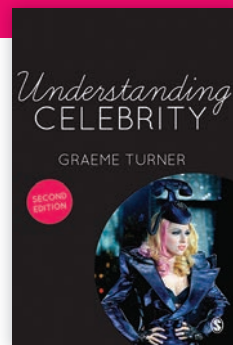
- **James Bennett**, *Royal Holloway, University of London*



October 2013 • 184 pages

Cloth (978-1-4462-5320-5) • £75.00

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NEW EDITION!

## RHETORIC IN POPULAR CULTURE

Fourth Edition

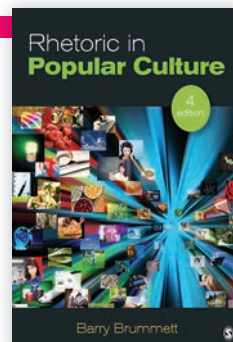
**Barry Brummett** *University of Texas at Austin*

Barry Brummett shows students how to use rhetorical criticism to analyze popular culture texts - everything from movies and magazines to advertisements and social networking sites. Moving from theory to practice, students are first introduced to key rhetorical concepts and then presented with applications of rhetorical criticism to examples of popular culture.



March 2014 • 344 pages

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## STUDYING POPULAR MUSIC CULTURE

Second Edition

**Tim Wall** *Birmingham City University*

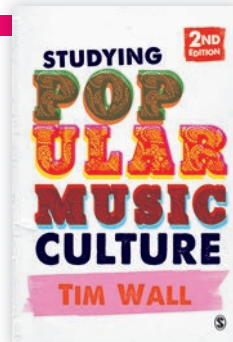
Popular music entertains, inspires and even empowers, but where did it come from, how is it made, what does it mean and how does it eventually reach our ears? Tim Wall guides students through the many ways we can analyze music and the music industries, highlighting crucial skills and useful research tips.



March 2013 • 332 pages

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The chapters gathered in this handbook present the state of the art in scholarship in feminist theory, covering epistemology and marginality, literary, visual and cultural representations, sexuality, the macro and micro-economics of gender, and conflict and peace. The authors bring a shared commitment to the critical appraisal of gender relations, as well as a recognition that to think 'theoretically' is not to detach concerns from lived experience but to extend the possibilities of understanding.

August 2014 • 632 pages  
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NEW!

## THE LIMITS OF NEOLIBERALISM

**Authority, Sovereignty and the Logic of Competition**

**William Davies** *University of Warwick*

Since its intellectual inception in the 1930s and its political emergence in the 1970s, neoliberalism has sought to disenchant politics by replacing it with economics. This agenda-setting text examines the efforts and failures of economic experts to make government and public life amenable to measurement, and to re-model society and state in terms of competition.

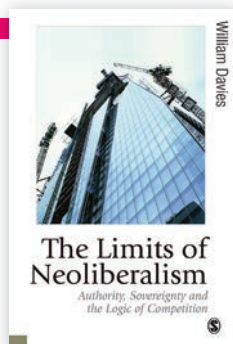
In particular, it explores the practical use of economic techniques and conventions by policymakers, politicians, regulators and judges and how these practices are being adapted to the perceived failings of the neoliberal model. By picking apart the defining contradiction that arises from the conflation of economics and politics, this book asks: to what extent can economics provide government legitimacy?

### CONTENTS

The Disenchantment of Politics: Neoliberalism, Sovereignty and Economics / The Promise and Paradox of Competition: Markets, Competitive Agency and Authority / The Liberal Spirit of Economics: Competition, Anti-Trust and the Chicago Critique of Law / The Violent Threat of Management: Competitiveness, Strategy and the Audit of Political Decision / Contingent Neoliberalism: Financial Crisis and beyond / Afterword: Critique in and of Neoliberalism

**PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY**

May 2014 • 296 pages  
Cloth (978-1-4462-7068-4) • £85.00



NEW!

## UNDERSTANDING THE CHINESE CITY

**Li Shiqiao** *University of Virginia*

This book teaches us to read the contemporary Chinese city. Li Shiqiao deftly crafts a new theory of the Chinese city and the dynamics of urbanization by:

- examining how the Chinese city has been shaped by the figuration of the writing system
- analyzing the continuing importance of the family and its barriers of protection against real and imagined dangers
- exploring the meanings of labour, and the resultant numerical and financial hierarchies
- demonstrating how actual structures bring into visual being the conceptions of numerical distributions, safety networks and aesthetic orders.

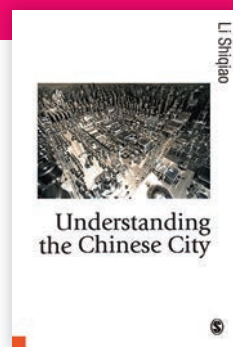
**Understanding the Chinese City** elegantly traces a thread between ancient Chinese city formations and current urban organizations, revealing hidden continuities that show how instrumental the past has been in forming the present.

### CONTENTS

Abundance / Quantity Control / City of Maximum Quantities / City of Labour / Prudence / The Body in Safety and Danger / Degrees of Care / Antisepsis / Figuration / The Empire of Figures / Memory without Location / Colonies of Beauty and Violence

**PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY**

May 2014 • 256 pages  
Cloth (978-1-4462-0882-3) • £75.00  
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NEW!

## SOCIOLOGY OF THE SACRED

**Religion, Embodiment and Social Change**

**Philip A Mellor** *University of Leeds*  
and **Chris Shilling** *University of Kent*

Drawing on classical and contemporary social theory, **Sociology of the Sacred** presents a bold and original account of how interactions between religious and secular forms of the sacred underpin major conflicts in the world today, and illuminate broader patterns of social and cultural change inherent to global modernity.

It demonstrates:

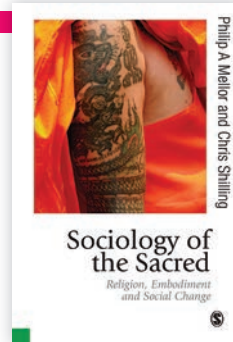
- how the bodily capacities help religions adapt to social change but also facilitate their internal transformation
- that the 'sacred' includes a diverse range of phenomena, with variable implications for questions of social order and change
- how proponents of a 'post-secular' age have failed to grasp the ways in which sacralization can advance secularization
- why the sociology of the sacred needs to be a key part of attempts to make sense of the nature and directionality of social change in global modernity today.

### CONTENTS

Modalities of the Sacred / Other-Worldly and This-Worldly Intoxication / The Bio-Medicalization of Pain / The Aestheticization of Charisma / The Materialization of Eroticism / Instauring the Religious Habitus

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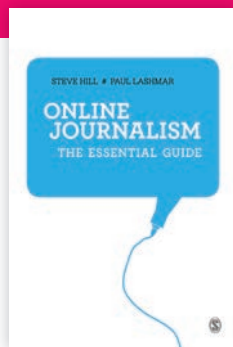
## ONLINE JOURNALISM

### The Essential Guide

**Steve Hill** Southampton Solent University  
and **Paul Lashmar** Brunel University

Online and social media have become indispensable tools for journalists, but you still have to know how to find and tell a great story. To be a journalist today, you must have not only the practical skills to work with new technologies, but also the understanding of how and why journalism has changed.

Combining theory and practice, this book will take you through the classic skills of investigating, writing and reporting as you master the new environments of mobile, on-demand, social, participatory and entrepreneurial journalism. You will also develop must-have skills in app development for smartphones and tablets, as well as techniques in podcast, blog and news website production.



This book provides:

- tips and advice from leading industry experts in their own words
- QR codes throughout the book to take you straight to multimedia links
- a fully up-to-date companion website loaded with teaching resources, detailed careers advice and industry insights
- exercises to help you hone your skills
- top five guided reading list for each topic, so you can take it further.

Perfect for students throughout a journalism course, this is an essential guide.

#### CONTENTS

PART ONE: FOUNDATIONS OF ONLINE JOURNALISM / What Are the Essential Skills? / Understanding Your Users / PART TWO: SKILLS FOR THE MULTIMEDIA JOURNALIST / Writing for the Web / Telling the Story with Images / Using Audio and Podcasts / Working with Video / Doing Investigative Reporting / PART THREE: BUILDING COMMUNITIES, INTERACTION AND ENTREPRENEURSHIP / Social Media and Building Online Communities / Blogging and Participatory Journalism / Freelancing and Entrepreneurial Journalism / Outputting for Web, Mobile and Tablet / PART FOUR: BECOMING A THINKING JOURNALIST / Ethics and Good Practice / Law and Regulation / How the Internet Transformed Journalism



December 2013 • 304 pages  
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## 60 SECONDS WITH THE AUTHORS

### What do you think will be the biggest development in journalism over the next 10 years?

**PL:** Targeted news will be the major development. The audience will get more sophisticated about selecting what news they want. Apps will be set with news preferences as part of this revolution. Push technology will deliver more news on the basis of your geographical position and deliver it in innovative ways, your news provider will recognise your interests and where you live and work and what you do and 'push' appropriate news to you. What I worry about is that the public will only select sport and entertainment stories and, on the basis of their own sanity, ignore the serious and troubling news stories.

But having said that, there is a core of the public that is recognizing that investigative journalism is important, and while the mainstream media no longer provides the resources to support this form of journalism, they are prepared to help new forms of funding that will allow journalists to monitor the State, the powerful and the corrupt.

**SH:** At the moment, I'm most positive about the rise in mobile technology. Smartphones and tablet computers are set to become the primary way people access journalism content. They are also becoming significant tools for online journalism production. Mobile devices are also showing growth in emerging markets like India. New, always-on, wearable devices will become particularly significant.

### What advice would you give a journalism graduate trying to get their first job?

**PL:** Find stories, write stories, build a portfolio, talk to journalists, build up contacts and apply for jobs. Journalism is a life not a job. If you intend to make your way up the UK mainstream journalism career path then you should get the industry standard NCTJ diploma.

**SH:** Build a loyal list of followers who enjoy your journalism. The best way of doing this is to blog. Your articles don't have to be long, but it is important to post regularly to keep the search engines interested. Obviously, students looking to get into TV need to be all over YouTube like a rash. They should also Tweet when they publish their articles online.

Journalist students at Solent have worked together to set up their own independent news sites. This really impresses potential employers as it shows determination and an understanding of the media business, technology and marketing.

### What was the most enjoyable aspect of writing Online Journalism?

**PL:** It might sound odd but it enabled me to put down in one place a lot of information, including decades of experience as a journalist, that I was carrying around in my head and also in a bundle of handouts and electronic documents. The book form imposed discipline and enabled me to consolidate my knowledge and teaching. Now if a student asks me any details I say "Buy my book, it's all in there". It was cathartic. I now feel I can start afresh and adapt to changes in journalism and carry that into my teaching much more easily.

**SH:** Paul, my co-author, is a truly inspiring journalist and academic and his experience was invaluable. A lot of students and colleagues at Solent contributed in ways they probably don't realise yet. It's also been great to hear the positive responses from academic peers from universities in the UK and all corners of the world.

### And the hardest part?

**PL:** I was shocked how much time it took to write and get it right. The interviews alone took up a lot of time to organize, do and transcribe. Trying to write half a book, while teaching, researching, writing academic papers, undertaking a PhD and trying occasionally to do some journalism was tough. But it was worth it and I am proud of what Steve and I have achieved.

**SH:** I have written books before and it invariably involves many long nights in front of the computer screen. The book was constantly changing in structure. We increased the emphasis on mobile technology as it became clearly more significant over time. We also worked hard to balance theory with practice, which was tricky to say the least!

Paul →



Steve →



## SOCIAL MEDIA FOR JOURNALISTS

### Principles and Practice

**Megan Knight and Clare Cook** both at *University of Central Lancashire*

Untangles the jargon and sets out the route-map for how the social network can enable us to become major contributors to the multiplatform digital age. The right message, the right time - this is the right book for taking advantage of it all

- **Jon Snow, Channel 4 News**

The essential guide to understanding and harnessing the tools of journalism today, Megan Knight and Clare Cook show you how to master the enduring rules of good practice and the new techniques of social media. The book gives a thorough guide to principles and practice, including:

- how to find, write and break stories with social media
- an online journalism toolkit to get you started
- using crowdsourcing to find and follow stories
- getting on top of user-generated content
- the ins and outs of copyright and ethics
- building your brand and making money
- the new economy of journalism and how to get ahead.

More than a simple 'how-to' guide, this book takes you to the next level with its integration of theory and practice, making it a one-stop guide for students and practitioners of journalism.

#### CONTENTS

Introduction: Networked Journalism / PART ONE: THE NETWORKED JOURNALISTS' TOOLKIT / Finding the Story / Producing Content in a Social Landscape / Data Journalism and Crowdsourcing / Distributing the Story / PART TWO: THE NETWORKED ECOLOGY / Citizen Journalism and the Public Sphere / Collaborative Journalism and User-Generated Content / PART THREE: THE NEW RULES OF ENGAGEMENT / Ethics and the Code of Conduct / Truth and Verification / Journalism and the Law / PART FOUR: THE NEW ECONOMICS OF JOURNALISM / Freelancing and Building Your Brand / Becoming a Media Entrepreneur / The Business of Networked Journalism / Conclusion: News in a New Media Ecology



May 2013 • 288 pages  
Cloth (978-1-4462-1112-0) • £70.00  
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## THE NEW ETHICS OF JOURNALISM

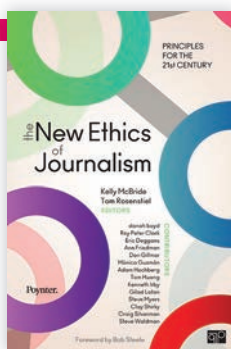
### Principles for the 21st Century

Edited by **Kelly McBride Poynter** *Institute* and **Tom Rosenstiel**

A practical book on the Poynter Institute's 'green light' process in ethical decision-making for journalists and journalism students. With case studies throughout, it includes chapters on the roles and responsibilities of journalists, on the landscape of journalism today, and pressure points faced by journalists such as accuracy, conflicts of interest, bias and coverage of vulnerable people.



September 2013 • 256 pages  
Paper (978-1-60426-561-3) • £24.99



## JOURNALISM AND SOCIETY

**Denis McQuail** *University of Amsterdam*

Every serious student of journalism should read this book. Combining sophisticated analysis with an accessible writing style, Denis McQuail has succeeded in producing a work of scholarship that shows what journalists do and what they should do

- **Stephen Coleman, University of Leeds**

For a half century we have spoken earnestly of journalism's responsibility to society instead of to business and government. Now this concept is given sophistication unmatched, by the best scholar of media theory of his generation

- **Clifford Christians, University of Illinois**

Journalism, as a profession, evolves, becoming increasingly complex and diverse. Especially now we need to be reminded where it came from, how it works, and where it stands in society. Denis McQuail provides the indispensable gateway

- **Mark Deuze, University of Amsterdam**

I cannot think of a better staple food for students of journalism at all levels

- **Kaarle Nordenstreng, University of Tampere**

In *Journalism and Society*, Denis McQuail is at his best. He presents a very insightful revision of the sociological reflection on journalism and society, discussing the important implications of the new communication technologies for journalism of the 21st century... A must-read book for students, academics and journalists

- **Gianpietro Mazzoleni, University of Milan**

#### CONTENTS

PART ONE: WHAT IS JOURNALISM? HOW IS IT LINKED TO SOCIETY? / PART TWO: JOURNALISTIC RESPONSIBILITY TO SOCIETY / PART THREE: PRINCIPLES OF JOURNALISTIC PERFORMANCE / PART FOUR: TOWARDS A FRAMEWORK OF ANALYSIS FOR JOURNALISM / PART FIVE: THE CENTRAL ROLE OF MONITOR AND MESSENGER / PART SIX: MEDIA STRUCTURE, PERFORMANCE AND THE 'POWER OF THE PRESS' / PART SEVEN: ACCOUNTABILITY OF JOURNALISM TO SOCIETY / PART EIGHT: CHANGING MEDIA TECHNOLOGY: CONSEQUENCES FOR JOURNALISM, PRESS INSTITUTION AND ITS RELATIONS WITH SOCIETY / PART NINE: IN CONCLUSION: STRIKING A NORMATIVE BALANCE



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## INTERNATIONAL JOURNALISM

**Kevin Williams** *University of Wales, Swansea*

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## NEWS WRITING

Second Edition

Anna McKane City University, London

Deserves to be on every journalism student's reading list and every tutor's bookshelf. It is clear, straightforward and scholarly in a very accessible way... bursting with good advice and insight which should benefit all who read it

- Kate Jenner, University of Central Lancashire

A first-class, no-nonsense guide to news writing.... Anna McKane's wealth of experience both as a journalist and a lecturer in journalism gives **News Writing** the edge over similar tomes

- Kate Shanahan, Dublin Institute of Technology

The ability to hone and craft an eye-catching news story is fundamental to good journalism. It is an essential skill that young journalists of today must carry with them. The growth of online journalism and the use of social media has meant that the skills required in news writing are evolving, opening up fresh challenges and exciting new possibilities.

Anna McKane's **News Writing** takes you step by step through the key aspects of writing news on both print and online platforms, equipping you with all that you need to become an articulate, accurate and engaging journalist.

Crucially, the book will show you how to:

- create an attention-grabbing introduction or first paragraph
- structure the content of your story effectively
- use the appropriate language.

Fully updated to account for the role of online journalism, this **Second Edition** guides you through the essentials of website presentation, from headlines and standfirsts to the use of smartphone images and links. An all-new chapter shows how to use Twitter and online blogs to piece together a winning story, and up-to-date examples and exercises throughout encourage you to pick apart and analyze the techniques used in a variety of recent news stories across a range of platforms.

### CONTENTS

What Makes News? / Gathering the News / The Effective Intro / The Inverted Pyramid / News as a Conversation / Make It a News Story, not a Narrative / Presentation and Headlines / Other Ways into the Story / Accuracy and Getting It Right / Choosing the Right Words / Writing for Clarity / Grammar and Punctuation / More News Models



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A Practical Introduction

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Phil Andrews Sheffield Hallam University

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**Sports Journalism** will give students the skills they need to navigate these new platforms, whilst also teaching them the basics of interviewing, reporting, feature-writing for print and commentary for radio and television. This new edition now includes:

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- a new chapter on sports public relations
- expanded coverage of radio and television sports journalism, with more emphasis on commentary and multiplatform working
- quotes from working journalists, offering valuable insights into the industry.

This book provides a complete guide to the practice of sports journalism across all platforms.

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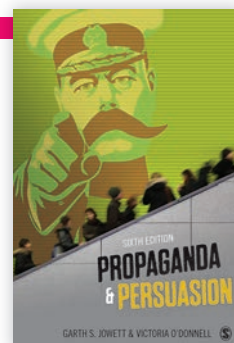
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Garth S Jowett University of Houston and Victoria O'Donnell Montana State University

The only book of its kind to comprehensively cover the history of propaganda and offer insightful definitions and methods to analyze it, this volume includes fascinating examples, from ancient times to the present day, to facilitate a solid understanding of what propaganda is. The book contains current research in propaganda and persuasion, discusses the use of propaganda in psychological warfare, and offers students a systematic approach to analyzing the propaganda and persuasion they will encounter in everyday life.



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Stephen Cushion University of Cardiff

Despite the democratic promise of new media, television journalism remains the most viewed, valued and trusted source of information in many countries around the world. This book provides an historic and contextualizing look at television journalism, examining contemporary trends and future directions of the medium.

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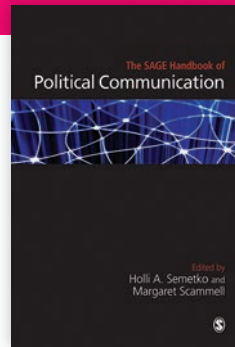


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## THE SAGE HANDBOOK OF POLITICAL COMMUNICATION

Edited by **Holli A Semetko** *Emory University* and **Margaret Scammell** *London School of Economics and Political Science*



A much-needed, wide-ranging selection of articles edited by two renowned researchers in the field, Holli A Semetko and Margaret Scammell, and an ace group of contributors. I was particularly impressed with the global "feel" of the handbook, which provides insights into the field from among other areas, the emerging economic and political powerhouses of China, India, Russia and Latin America. This book is a *tour de force* - a must-read for students, researchers and practitioners of political communication

- **Paul Baines**, *Cranfield School of Management and Managing Editor, Europe, Journal of Political Marketing*

This survey of political communication draws together a team of the world's leading scholars to provide a state-of-the-art review that sets the agenda for future study.

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**Jacquie L'Etang**  
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This book:

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- explores the connection between strategy and communication, as they apply to sport and PR
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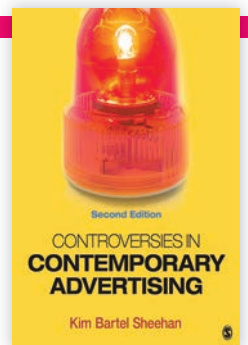
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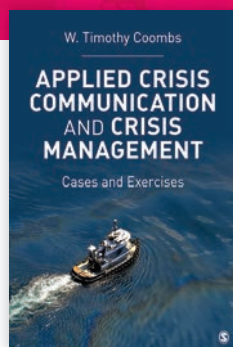
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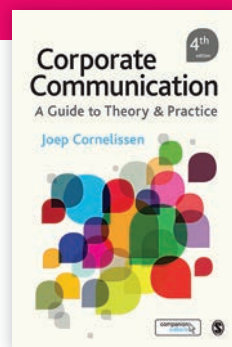
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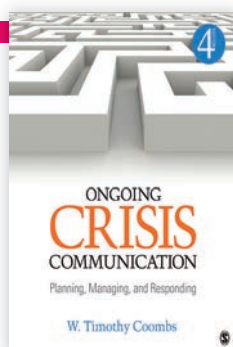
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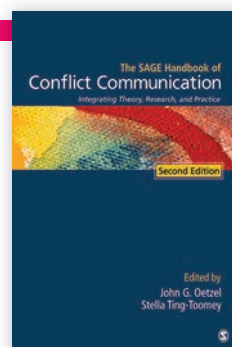
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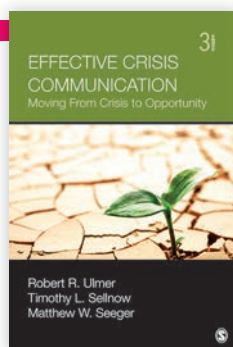
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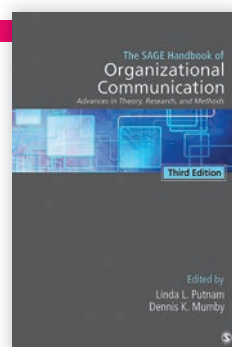
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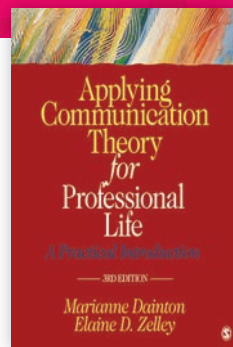
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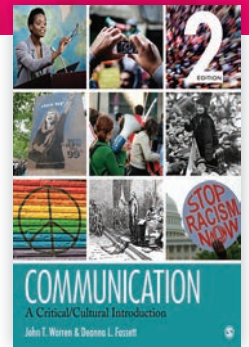
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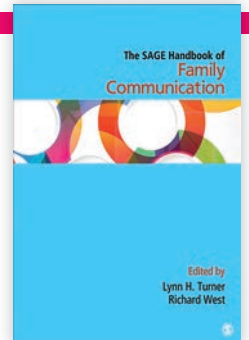
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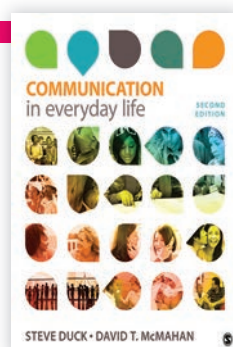
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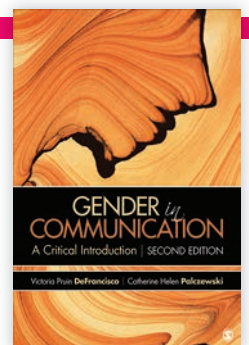
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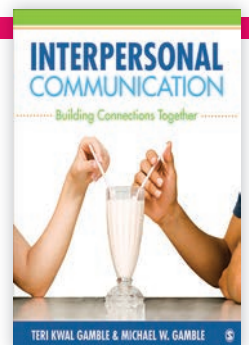
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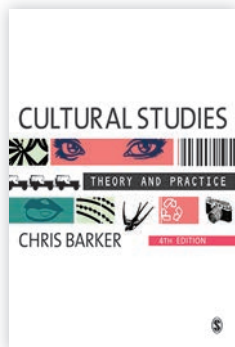
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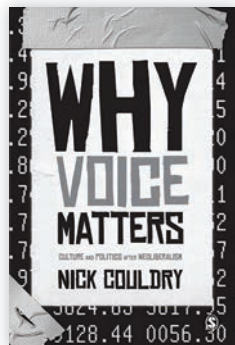
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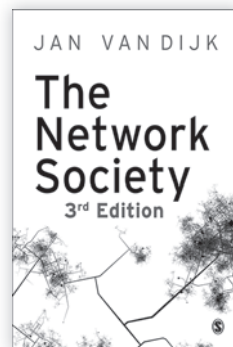
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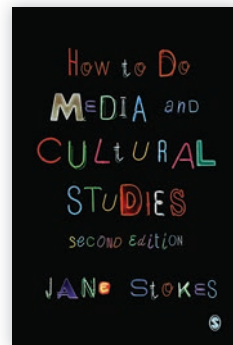
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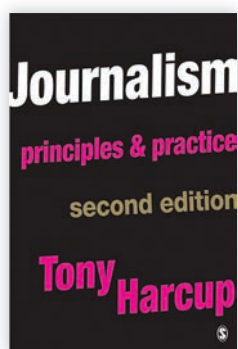
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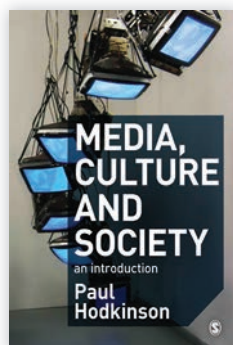
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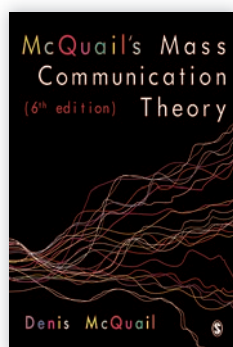
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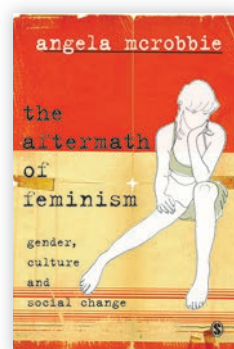
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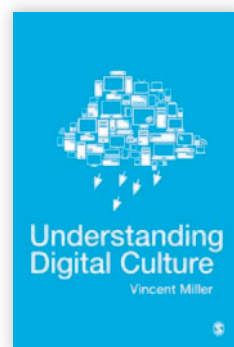


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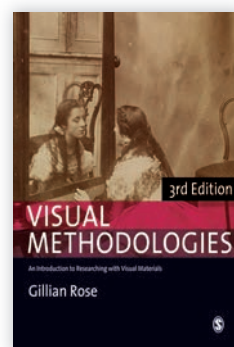
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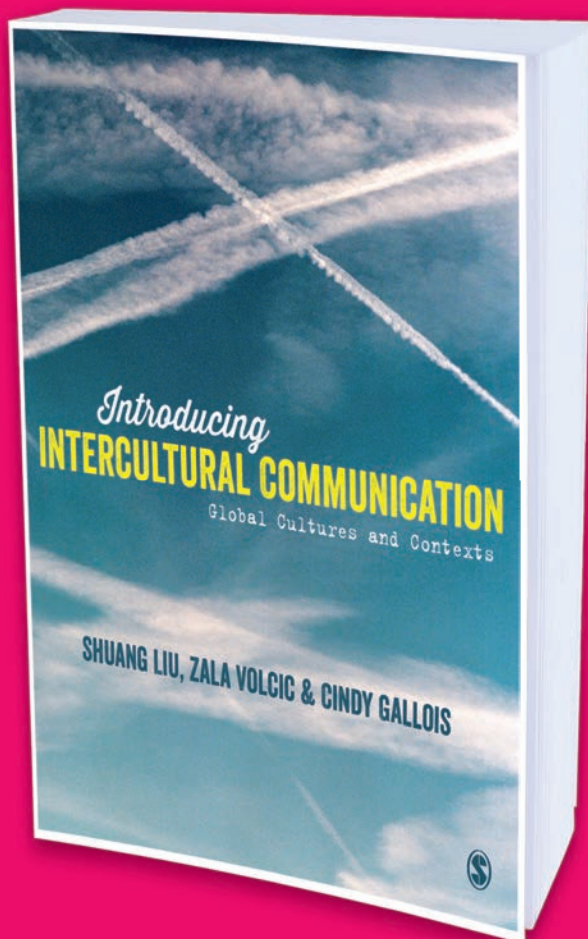
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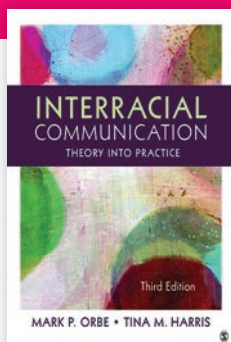
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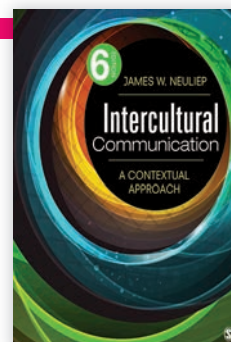
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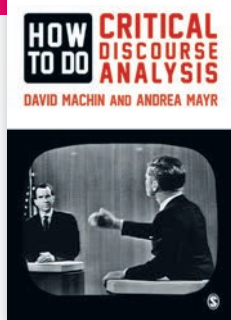


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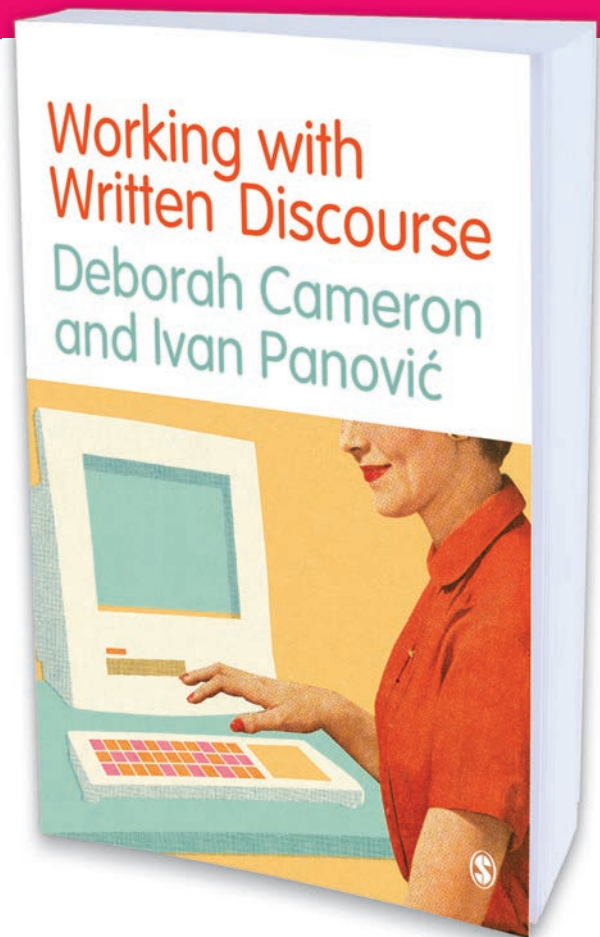
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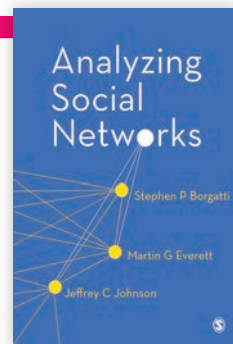
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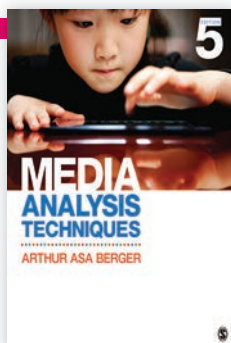
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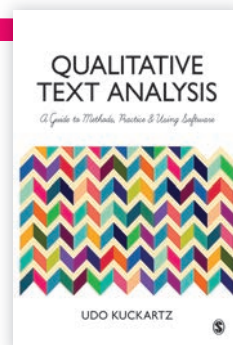
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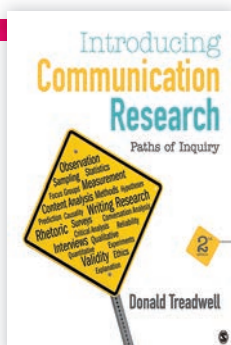
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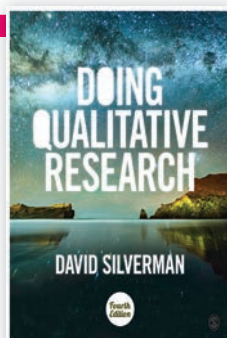
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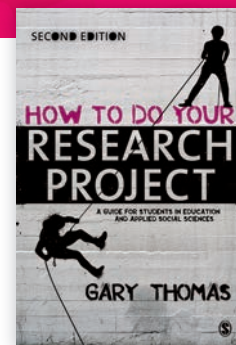
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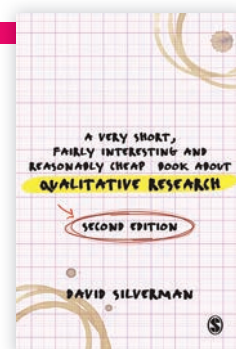
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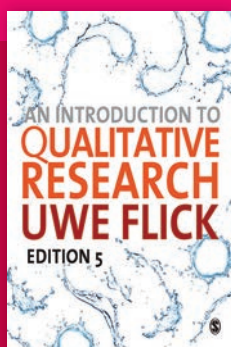
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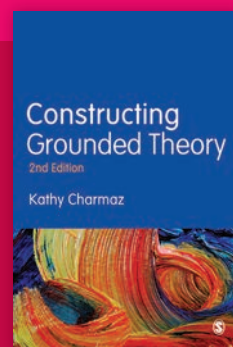
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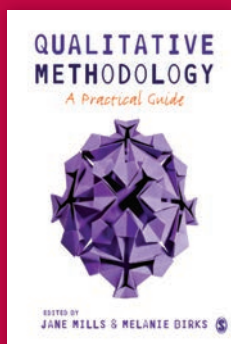
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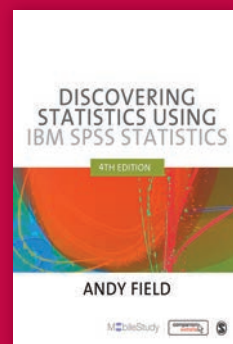
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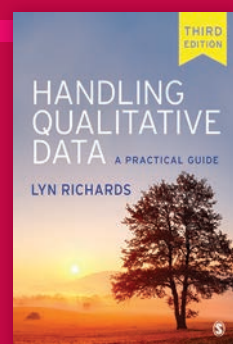
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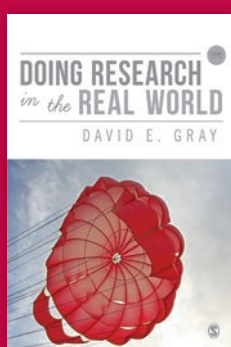
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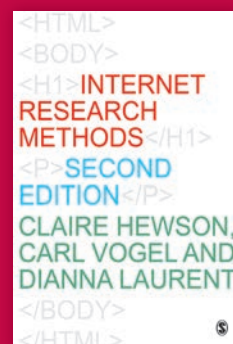


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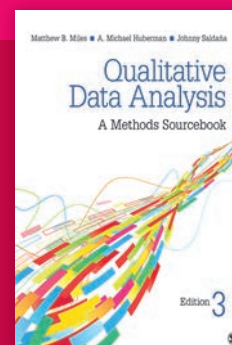
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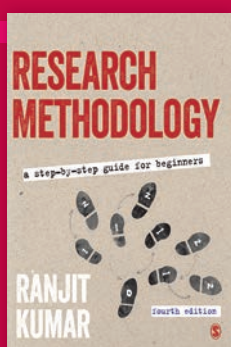
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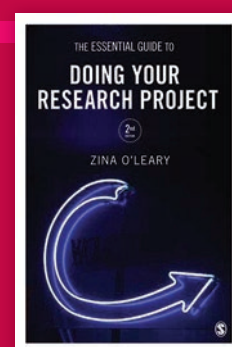
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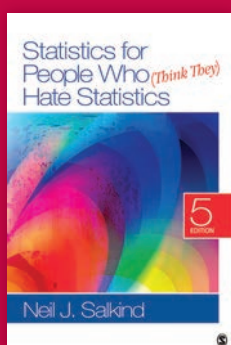
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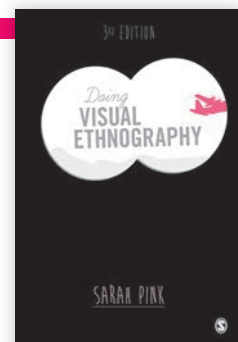
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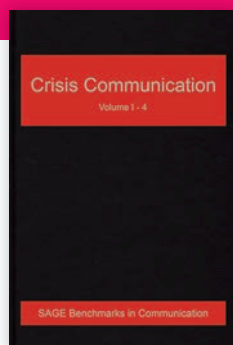
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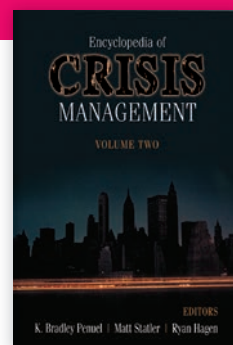
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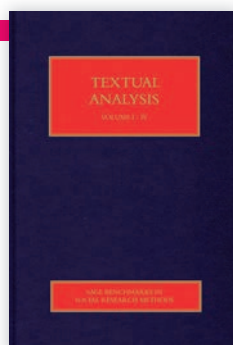
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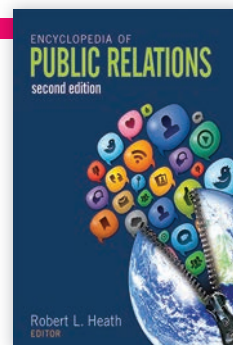
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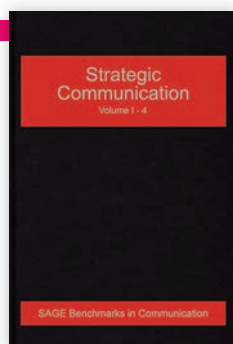
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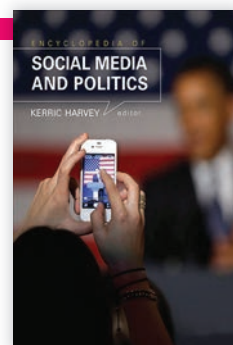
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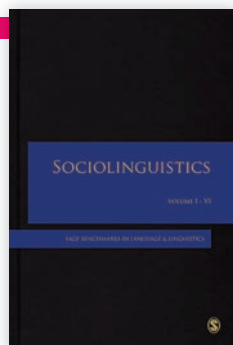
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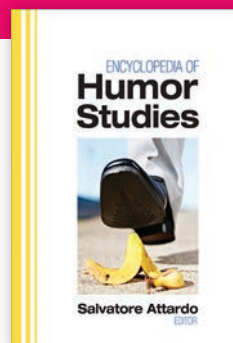
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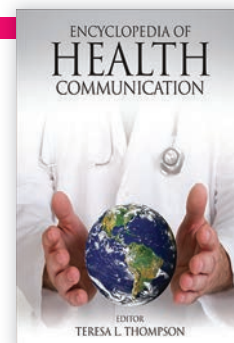
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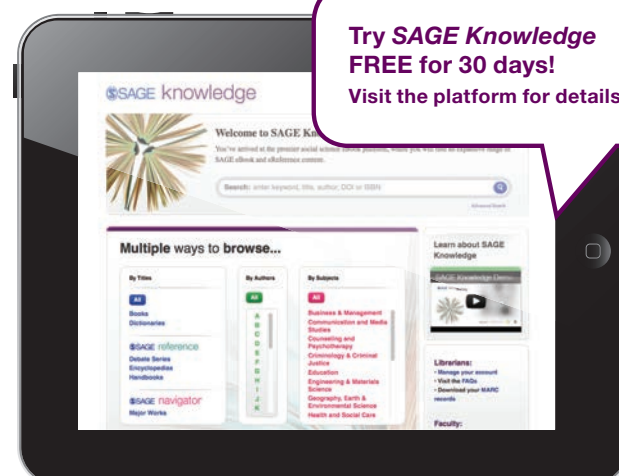
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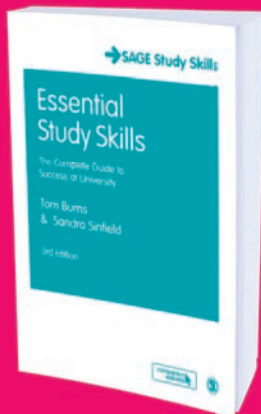
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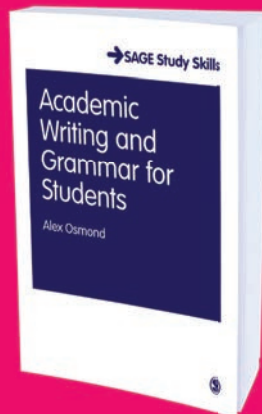
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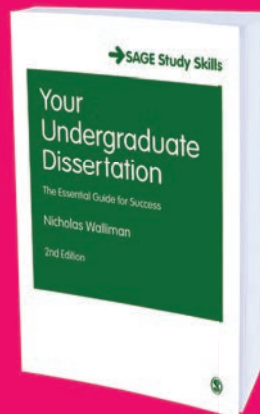
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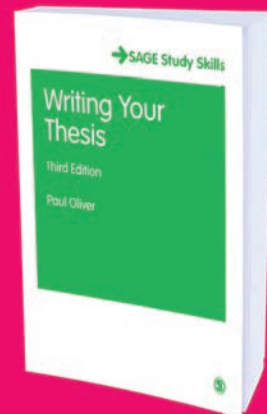
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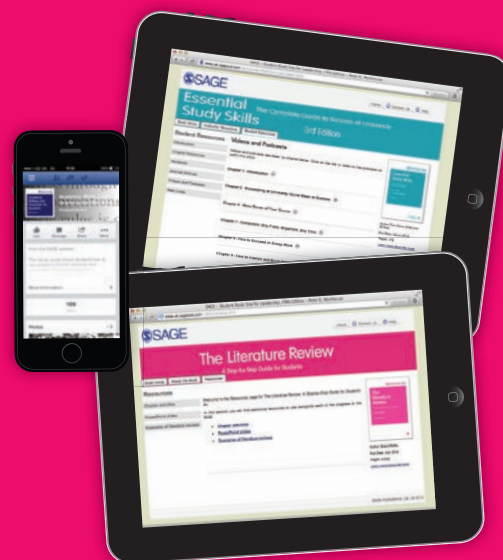


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