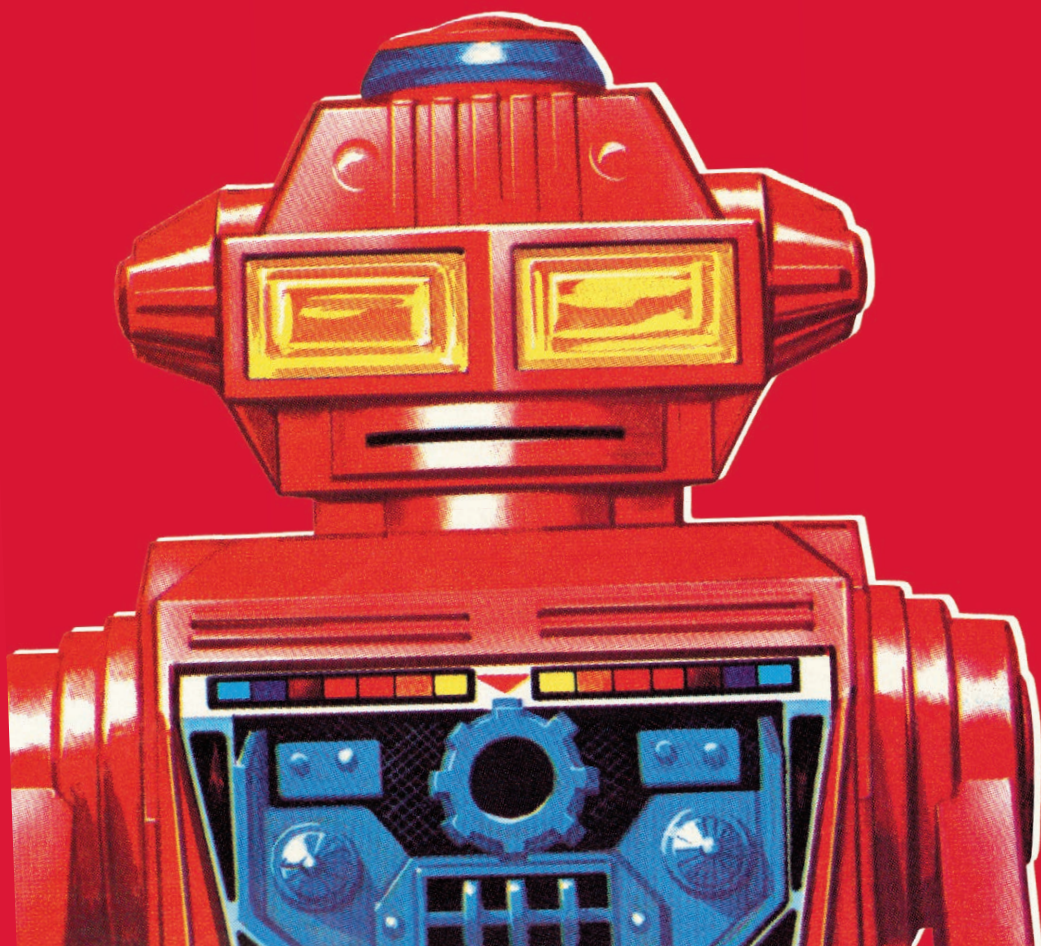


Media, Communication & Cultural Studies 2018

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Publishing

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Wherever you see the online resources or SAGE edge icons, you can access further resources.



Back to the future...

We know, from talking to you over the years, that there is no one way of teaching and researching media and cultural studies and it is a constant challenge to keep pace with the latest trends, technologies and debates.

This is a discipline that has expanded and reconfigured in ways we could not have predicted even a decade ago, with niche topics now becoming mainstream and classic theories now becoming extinct.

Trying to match the diversity and dynamism of the field, we are constantly seeking ways to stay current and produce beautiful books with a critical edge and innovative resources that support your research and teaching and help you shape the future of media and cultural studies.

And so, we are delighted to announce new editions of our bestsellers as well as brand new titles in exciting areas: David Hesmondhalgh, **Cultural Industries, Fourth edition** (p. 7), Liu et al., **Introducing Intercultural Communication, Third edition** (p. 8), Per Ledin and David Machin, **Doing Visual Analysis** (p. 15) and Andrew McStay, **Emotional AI** (p. 3).

If you're interested in writing or editing a project with us, we'd love to hear from you. In the meantime, we hope you enjoy reading our books this year.


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The SAGE Media, Communication & Cultural Studies Team

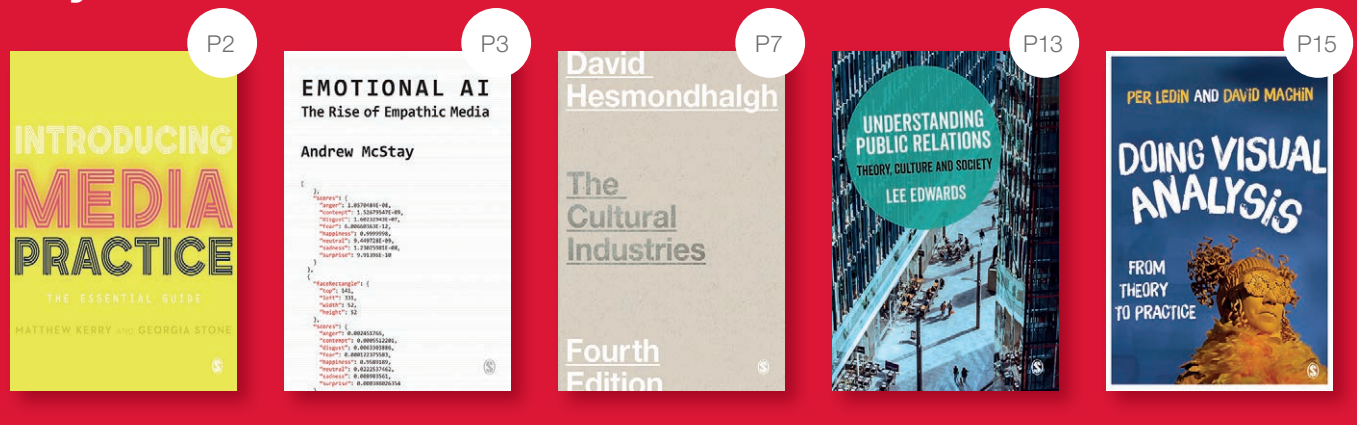
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Key new titles



INTRODUCING MEDIA PRACTICE

The Essential Guide

Matthew Kerry Nottingham Trent University, University of Derby and
Georgia Stone Nottingham Trent University

Taking readers from media students to media professionals, **Introducing Media Practice** brings together the 'why' and the 'how to' of media studies. It explains how adding theory to practice improves students' media projects, and shows them how to develop the kind of project skills they need for a career in the creative and media industries. With a clear, easy-to-follow structure, the book:

- Covers the full range of media practice skills, from building production teams and writing briefs, through audience research and scripting, to production, distribution and evaluation
- Offers a range of exercises for both the classroom and independent learning, helping students put their learning into practice, build their confidence and establish a portfolio
- Includes a glossary of key terms, helping students to get to grips with the concepts they need to know to succeed

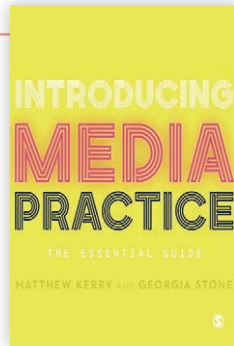
By bridging the gap between theory and practice, this book provides students with a richer understanding of both. It is the ideal guide to succeeding in a media degree, enhancing employability, and preparing students for a career in the creative and media industries.

CONTENTS

Introduction: Media Practice, Media Theory and Employability - The Relevance of Media Theory to Practical Projects and the Workplace / Media Practice and Employability - From Project Skills to Real World Skills / Media Production Teams - Team Skills and Life Skills / Media Project Briefs - From Media Student to Media Professional / Reaching Your Audience - Media Practice, Production and Consumption / Scripting Your Projects - Ideas, Forms and Genres / Designing Your Projects - Media Practice and Mise-en-scene / Constructing Your Projects - The Technical Elements of Media Practice / Organising Media Production - Production Roles and Administration / Editing Your Projects - Post-production, Sound Design and Typography / Exhibition and Distribution - Online Platforms, Festivals and Screenings / Evaluating Your Media Projects - Critical Analysis and Reflection on Media Project Work / Employability and Media Practice - Becoming Career Ready! / Glossary of Terms



February 2018 • 224 pages
Cloth (9781473906525) • £85.00
Paper (9781473906518) • £26.99

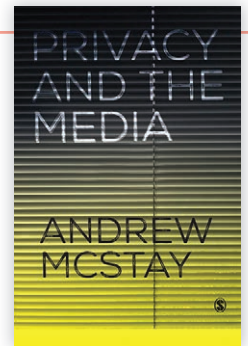


PRIVACY AND THE MEDIA

Andrew McStay Bangor University

'A thoughtful survey of the privacy landscape. McStay reviews the intricate tensions and seeming contradictions to offer an accessible book for anyone curious about the contemporary debates in privacy.'

- **danah boyd**, founder
of *Data & Society*



In an increasingly interconnected world, it's more important than ever to understand how information about ourselves is being collected, transmitted, processed and mediated.

Privacy and the Media provides a comprehensive overview of both the theory and reality of privacy and the media in the 21st century. Providing a rich overview of this crucial and topical relationship, this book:

- Explores the foundational topics of journalism, the Snowden leaks and encryption by companies such as Apple
- Considers commercial applications including behavioural advertising, big data, algorithms and the role of platforms such as Google and Facebook
- Introduces the role of the body with discussions of emotion, wearable media, peer-based privacy and sexting
- Encourages students to put their understanding to work with suggestions for further research

Privacy and the Media is not a polemic on privacy as 'good' or 'bad', but a call to assess the detail and the potential implications of contemporary media technologies and practices. It is essential reading for students and researchers of digital media, social media, digital politics and the creative and cultural industries.

CONTENTS

Introduction / PART I: JOURNALISM, SURVEILLANCE AND POLITICS OF ENCRYPTION / Nothing To Hide, Nothing To Fear: Myth and Western Roots of Privacy / Journalism: A Complex Relationship With Privacy / The Snowden Leaks: A Call For Better Surveillance / Encryption: Simultaneously Public and Private / PART II: COMMERCIAL DIMENSIONS OF PRIVACY AND MEDIA / Behavioural and Programmatic Advertising: Consent, Data Alienation and Problems With Marx / The Right To Be Forgotten: Memory, Deletion and Expression / Big Data: Machine Learning and the Politics of Algorithms / PART III: THE ROLE OF THE BODY / Empathic Media: Towards Ubiquitous Emotional Intelligence / Re-Introducing the Body: Intimate and Wearable Media / Being Young and Social: Inter-Personal Privacy and Debunking Seclusion / Sexting: Exposure, Protocol and Collective Privacy / Conclusion: What Do Media Developments Tell Us About Privacy?

March 2017 • 224 pages
Cloth (9781473924925) • £75.00
Paper (9781473924932) • £24.99

NEW EDITION!

MEDIA/SOCIETY

Industries, Images, and Audiences

Sixth Edition

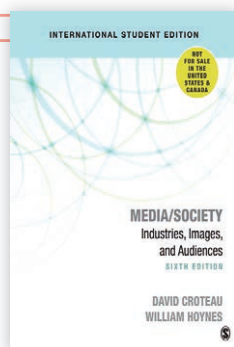
International Student Edition

David R. Croteau Virginia Commonwealth University

Exploring the relationship between media and society, this text helps students develop the skills they need to critically evaluate conventional perspectives and their own assumptions about the social role of media.

The sixth edition features additional discussions of new studies and up-to-date material about the rapidly changing media landscape. This edition significantly expands on discussions of digitization, mobile media, user-generated content, the social impact of new media on society and new media's effect on traditional media outlets.

October 2018 • 426 pages
Paper (9781506390789) • £54.00



Visit our discipline page to see the full listing of all our Media, Communication & Cultural Studies titles online at sagepub.co.uk/communication-media-studies

EMOTIONAL AI

The Rise of Empathic Media

Andrew McStay *Bangor University*

What happens when media technologies are able to interpret our feelings, emotions, moods and intentions? In this cutting edge new text, Andrew McStay explores that very question and argues that these abilities result in a form of technological empathy. Offering a balanced and incisive overview of the issues raised by 'emotional AI', this book:

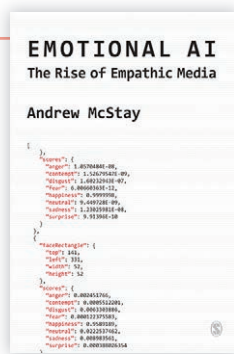
- Provides a clear account of the social benefits and drawbacks of new media technologies
- Demonstrates through empirical research how 'emphatic media' have been developed and introduced by companies such as Amazon, Apple and Facebook
- Helps students understand the potential implications through a range of topical case studies
- Calls for a more critical approach to the roll-out of emotional AI in public and private spheres

Combining established theory with original analysis, this book will change the way people view, use and interact with new technologies. It should be required reading for students and researchers in media, communications and throughout the social sciences.

CONTENTS

Introducing Empathic Media / Situating Empathy / Group Sentimentality / Spectrum of Emotions: Gaming the Body / Leaky Emotions: The Case of Facial Coding / Priming Voice-Based AI: I Hear You / Affective Witnessing: VR 2.0 / Advertising, Retail and Creativity: Capturing the Flâneur / Personal Technologies That Feel: Towards a Novel Form of Intimacy / Empathic Cities / Politics of Feeling Machines: Debating De-Identification and Dignity / Conclusion: Dignity, Ethics, Norms, Policies and Practices / Appendices / References

January 2019 • 248 pages
Cloth (9781473971103) • £75.00
Paper (9781473971110) • £26.99



RACISM AND THE MEDIA

Gavan Titley *National University of Ireland Maynooth*

New media have radically altered our understanding of racism, so that an issue that has too often been assumed to belong to the past has been thrust into the contemporary mainstream. In light of the clear impact of both traditional and new media on Brexit in the UK and the Trump Presidency in the US, it is imperative for students of media and public discourse to examine the role played by the media in the generation, circulation and contestation of racist ideas. In **Racism and the Media**, Gavan Titley:

- Explains why racism is such a complex and contested concept
- Provides a set of theoretical and analytical tools with which to interrogate the empirical world of racism and media
- Demonstrates methods' application through a wide range of case studies, taking in examples from the UK, US, Europe and Australia
- Examines the rise and impact of online and social media racism
- Invites readers to confront tensions in their own experiences of racism and media

This book is an essential companion for students of media, communications, sociology and cultural studies.

CONTENTS

Introduction: Racism, Everywhere and Nowhere? / Racisms In a 'Post-Racial' Era / Analyzing Racism In the Media / Organized Racism Goes Online / Hate Speech and Freedom of Expression / Racialization In a Transnational Media Environment / Social Media and Everyday Racism / Anti-Racisms In Media Institutions and Media Practice

March 2019 • 200 pages
Cloth (9781446298534) • £70.00
Paper (9781446298541) • £23.99

THE SAGE HANDBOOK OF WEB HISTORY

Edited by **Niels Brügger** *Aarhus University*
and **Ian Milligan** *University of Waterloo*

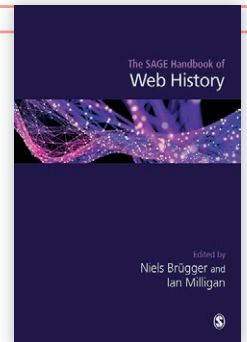
The Web has been with us now for almost 25 years. An integral part of our social, cultural and political lives, 'new media' is simply not that new anymore. Despite the rapidly expanding archives of information at our disposal, and the recent growth of interest in Web history as a field of research, the information available to us still far outstrips our understanding of how to interpret it.

This handbook marks the first comprehensive review of this subject to date. Its editors emphasise two main different forms of study: the use of the Web as an historical resource, and the Web as an object of study in its own right. Bringing together all the existing knowledge of the field, with an interdisciplinary focus and an international scope, this is an incomparable resource for historians and students alike.

The chapters are organised into six parts:

- **Part One:** Web and Historiography
- **Part Two:** Theoretical and Methodological Reflections
- **Part Three:** Technical and Structural Dimensions of Web History
- **Part Four:** Platforms on the Web
- **Part Five:** Web History and Users, some Case Studies
- **Part Six:** The Roads Ahead

December 2018 • 704 pages
Cloth (9781473980051) • £120.00



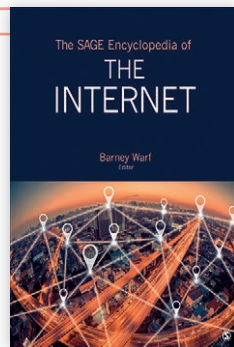
THE SAGE ENCYCLOPEDIA OF THE INTERNET

Three-Volume Set

Edited by **Barney Warf**
University of Kansas

The Internet needs no introduction, and its significance today can hardly be exaggerated. Today, more people are more connected technologically to one another than at any other time in human existence. For a large share of the world's people, the Internet, text messaging, and various other forms of digital social media such as Facebook have become thoroughly woven into the routines and rhythms of daily life. The Internet has transformed how we seek information, communicate, entertain ourselves, find partners and, increasingly, it shapes our notions of identity and community. This encyclopedia provides the most comprehensive collection of authoritative entries on the Internet available, written in a style accessible to academic and non-academic audiences alike.

July 2018 • 1064 pages
Cloth (9781473926615) • £315.00
Special Introductory Price: £250.00



THEORIZING DIGITAL CULTURES

Grant D. Bollmer

The rapid development of digital technologies continues to have far-reaching effects on our daily lives. This book explains how digital media—in providing the material and infrastructure for a host of practices and interactions—affect identities, bodies, social relations, artistic practices and the environment. **Theorizing Digital Cultures:**

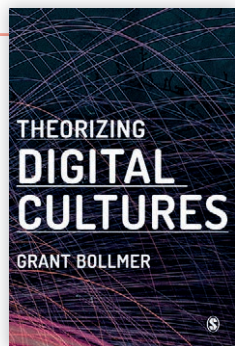
- Shows students the importance of theory for understanding digital cultures and presents key theories in an easy-to-understand way
- Considers the key topics of cybernetics, online identities, aesthetics and ecologies
- Explores the power relations between individuals and groups that are produced by digital technologies
- Enhances understanding through applied examples, including YouTube personalities, Facebook's 'like' button and holographic performers

Clearly structured and written in an accessible style, this is the book students need to get to grips with the key theoretical approaches in the field. It is essential reading for students and researchers of digital culture and digital society throughout the social sciences.

CONTENTS

Introduction: Why Theorize Digital Cultures? / PART I: DEFINING DIGITAL CULTURES / What Are Digital Cultures? / Culture and Technique / Digital and Analog / PART II: HISTORIES, CONCEPTS AND DEBATES / Cybernetics and Posthumanism / Identities and Performances / Bodies and Extensions / Aesthetics and Affects / Forms and Judgments / Infrastructures and Ecologies / Afterword: What Comes after Digital Cultures?

September 2018 • 256 pages
Cloth (9781473966925) • £85.00
Paper (9781473966932) • £26.99



DIGITAL MEDIA AND SOCIETY

Simon Lindgren Professor of Sociology at Umeå University

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.

CONTENTS

PART I: THEORIES / Digital Society / Social Media / Cyber Debates / Interaction and Identity / Communities and Networks / PART II: TOPICS / Digital Visibility and Visibility / Feeling Digital / Digital Citizenship / Digital Power and Exploitation / Digital Activism / Mobile Culture / Software, Algorithms and Data / PART III: TOOLS / Digital Social Research / The Research Process / Digital Ethnography / Mapping and Mining Digital Society / PART IV: CONCLUSION / A Theory of Digital Media and Social Change

May 2017 • 328 pages
Cloth (9781473925007) • £75.00
Paper (9781473925014) • £26.99



NEW EDITION!

UNDERSTANDING NEW MEDIA

Second Edition

Eugenia Siapera Dublin City University (DCU)

'An extremely well constructed, accessible and wide ranging account of the consequences of living in an increasingly networked world.'

- Martin Everett, University of Manchester

New media touch every aspect of our social, political and cultural spheres, but the more familiar they become in our lives, the more difficult they become to grasp critically. It has never been more important to understand and explain the complexity of our digital world.

The new edition:

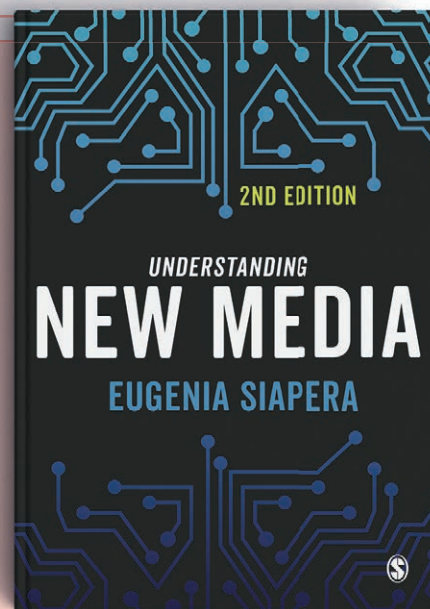
- Outlines the past, present and future of new media, introducing key thinkers and theories along the way
- Engages students with relevant and up-to-date case studies, ranging from Twitter, zombie media, trolling, the iPad and the rise of the selfie
- Gets students started on their projects with guided research activities
- Provides guided further reading, enabling students to extend their studies beyond the classroom

Understanding New Media is a perfect guide for all students to explore new media and digital culture.

CONTENTS

Preface / Understanding New Media / The Political Economy of New Media / Politics and Citizenship / Divides, Participation and Inequality / New Media Uses and Abuses / Security, Surveillance and Safety / New Media and Journalism / Mobile Media and Everyday Life / New Media and Identity / Socialites and Social Media / Games and Gaming / The Future of New Media

December 2017 • 336 pages
Cloth (9781446297094) • £85.00
Paper (9781446297100) • £27.99



TRENDS AND PREDICTIONS WITH EUGENIA SIAPERA

In the last chapter of your book, you talk about the future of new media. Why is that important?

There is a tendency to think of the technological future in terms of innovation and disruption. I think it is more important to see it in terms of how best to serve social needs, beyond the market and profit generation. There is a lot at stake here, as decisions taken today will affect not only the future of technology but also the future of humanity.

Based on current trends, what are your predictions for the future?

	Trends	Predictions
Political economy	Oligopoly, media concentrate in the hands of a few powerful corporations.	More of the same, unless something causes a regulatory paradigm shift.
Surveillance and Security	Generalized surveillance and security concerns.	Difficult to see surveillance subsiding - but regulation and ethical concerns will be tightened.
Journalism	Sustainability of journalism under threat.	Safeguarding the quality of the information environment may translate into a strengthening of professional journalism.
Social cohesion	Fragmentation and echo chambers, misogyny and racist hate speech, but also connective action and activism.	This is less to do with technological and media trends and more with how societies will decide to deal with these issues.
Identity	Networked individualism, the formation of networks of like-minded others. The individuation of sociality.	Algorithmic logic of connectivity will intensify competition for visibility. Economic logic of accumulating social capital, through friends, likes and shares will continue.

NEW EDITION!

UNDERSTANDING SOCIAL MEDIA

Second Edition

Sam Hinton *University of Canberra* and
Larissa Hjorth *RMIT University*

Exploring questions of both exploitation and empowerment, **Understanding Social Media** provides a critical conceptual toolbox for navigating the evolution and practices of social media.

Taking an interdisciplinary and intercultural approach, it explores the key themes and concepts, going beyond specific platforms to show students how to place social media more critically within the changing media landscape.

Updated throughout, the second edition of this bestselling text includes new and expanded discussions of:

- Qualitative and quantitative approaches to researching social media
- Datafication and algorithmic cultures
- Surveillance, privacy and intimacy
- The rise of apps and platforms and how they shape our experiences
- Sharing economies and social media publics
- The increasing importance of visual economies
- AR, VR and social media play
- Death and digital legacy

Tying theory to the real world with a range of contemporary case studies throughout, this book is essential reading for students and researchers of social media, digital media, digital culture and the creative and cultural industries.

CONTENTS

Introduction to Social Media / PART I: ECONOMIES AND HISTORIES / Histories of Social Media / Approaches to Social Media / Sharing Economies on Social Media / PART II: CULTURES / Intimate Publics on Social Media / Visualizing Social Media / PART III: PRACTICES / Social Media Play and Mixed Reality / Death, Afterlives and Digital Legacy / Conclusion



December 2018 • 208 pages
Cloth (9781526425959) • £75.00
Paper (9781526425966) • £26.99

NEW EDITION!

SUPERCONNECTED: THE INTERNET, DIGITAL MEDIA, AND TECHNO-SOCIAL LIFE

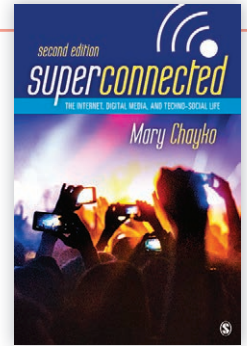
Second Edition

Mary Chayko *Rutgers University*

This book brings together knowledge from the many literatures in which the author has been immersed (sociology, communication, media and technology studies) to examine social life that is mediated by various digital technologies: the Internet, social media and mobile devices.



December 2017 • 288 pages
Paper (9781506394855) • £35.99



THE SAGE HANDBOOK OF SOCIAL MEDIA

Edited by **Jean Burgess** *Queensland University of Technology*, **Alice Marwick** *University of North Carolina at Chapel Hill* and **Thomas Poell** *University of Amsterdam*

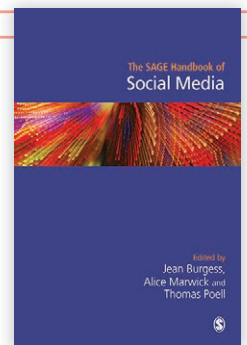
In terms of media and communication history, we are arguably in the midst of a 'social media paradigm'. Well-known platforms like Twitter and Facebook have gone from being viewed as mere sites of teenage distraction to becoming embedded ICT infrastructure in mainstream organisations across society, culture and the economy; such platforms, their uses and their politics are increasingly entangled with everyday life, work and relationships.

For the past decade there has been a burgeoning interest in social media. This highly international handbook addresses the most significant research themes, methodological approaches and debates in this field via substantial chapters specially commissioned from leading scholars coming from a range of disciplinary perspectives extending beyond the social sciences and humanities.

CONTENTS

Introduction / PART I: HISTORIES AND PRE-HISTORIES / Pushing Back: Social Media as an Evolutionary Phenomenon / Early Social Computing: The Rise and Fall of the BBS Scene (1977 – 1995) / Alternative Histories of Social Media in Japan and China / From Hypertext to Hype and Back Again: Exploring the Roots of Social Media in Early Web Culture / PART II: APPROACHES AND METHODS / Digital Methods for Cross-platform Analysis / A Computational Analysis of Social Media Scholarship / Digital Discourse: Locating Language in New/Social Media / Ontology / Analysing Social Media Images / Ethnography / Web History and Social Media / The Incomplete Political Economy of Social Media / PART III: PLATFORMS, TECHNOLOGIES AND BUSINESS MODELS / The Affordances of Social Media Platforms / Governance of and by Platforms / Social Media App Economies / Labor and Social Media: the Exploitation and Emancipation of (Almost) Everyone Online / Silicon Valley and the Social Media Industry / Alternative Social Media: From Critique to Code / PART IV: CULTURES AND PRACTICES / Personal Connection and Relational Maintenance in Social Media Use / Television Viewing and Fan Practice in an Era of Multiple Screens / Trolling, and Other Problematic Social Media Practices / Memes / Self-Representation in Social Media / Sexual Expression in Social Media / Privacy and Surveillance / PART V: SOCIAL AND ECONOMIC DOMAINS / Social Media Marketing / Social Media and Journalism / Social Media and the Cultural and Creative Industries / Politics 2.0: Social Media Campaigning / Social Media and New Protest Movements / Lively Data, Social Fitness and Biovalue: the Intersections of Health and Fitness Self-Tracking and Social Media / Social Media Platforms and Education / Scholarly Communication in Social Media

November 2017 • 662 pages
Cloth (9781412962292) • £120.00



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NEW EDITION!

THE CULTURAL INDUSTRIES

Fourth Edition

David Hesmondhalgh *University of Leeds*

Praise for the third edition:

'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 undisputed classic, the fourth edition of this bestselling media studies text offers an unparalleled analysis of the cultural industries. Tying together a huge range of research, theory and key concepts, David Hesmondhalgh provides an accessible yet critical exploration of cultural production and consumption in the global media landscape. This new edition:

- Analyses the influence of IT and tech companies like Google, Apple, Amazon and Facebook on the cultural industries
- Discusses the impact of digitalisation and digital technology on industries such as music, TV, newspapers, books and digital games
- Explores the effects of digitalisation on culture, discussing critical issues like participation, power, commercialism, surveillance and labour
- Examines the changing conceptions of audiences and the increasing influence of market research, audience tracking and advertising

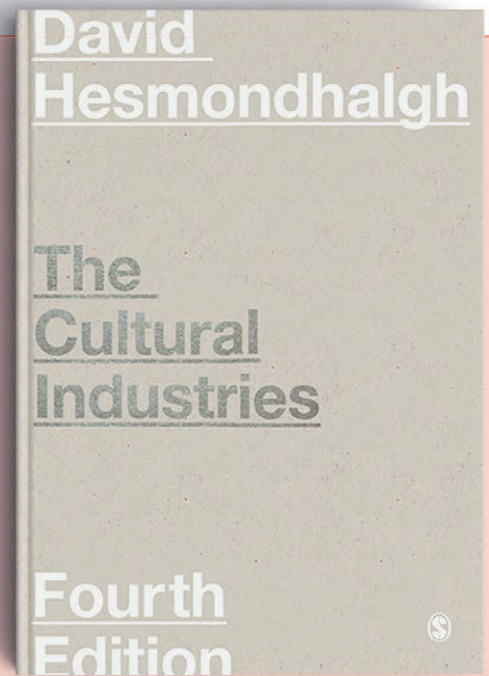
As one of the most read, most studied and most cited books in the field, this fourth edition is an essential resource for students and researchers of media and communication studies, the cultural and creative industries, cultural studies and the sociology of the media.

CONTENTS

PART I: INTRODUCING THE CULTURAL INDUSTRIES / Change and Continuity, Power and Creativity / The Cultural Industries Approach: Distinctive Features of Culture-Producing Businesses / PART II: 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 III: POLICY CHANGE / Policy Change in Media and Telecommunications: Marketisation and Copyright / Cultural Policy: Creative Cities, Creative Industries, Creative Economies / PART IV: CHANGE AND CONTINUITY IN THE CULTURAL INDUSTRIES, 1990 TO 2017 / Ownership (1): Concentration, Conglomeration and Corporate Power, 1980-2010 / Ownership (2): Concentration, Conglomeration and Corporate Power, 2010 onwards / The Effects of Digital Networks (1): Music and Newspapers / The Effects of Digital Networks (2): Television, Books, Games, and a New Digital Culture / Creativity, Commerce and Organisation / Working Conditions and Inequalities in the Cultural Industries / Internationalisation: Neither Globalisation Nor Cultural Imperialism / Diversity, Quality and Social Justice / Conclusions: A New Era in Cultural Production? / Glossary



December 2018 • 544 pages
Cloth (9781526424099) • £85.00
Paper (9781526424105) • £29.99



60 SECONDS WITH DAVID HESMONDHALGH...

What will be the future of the cultural industries as we are becoming more digital?

It's hard to predict anything when it comes to the cultural industries, and my book doesn't even attempt it – it's about how things have changed over the last 30 years, and how in some respects they've stayed the same. (Though there's a huge amount in the new edition about "the digital").

What was the most enjoyable aspect of working on the fourth edition of *The Cultural Industries*?

Figuring out what's happened since the 3rd edition was published in 2012. The problem is that so much has happened – and so much has been written about it! I've done my best to capture recent developments, especially the effects of digital networks and the strategies of IT corporations.

What advice would you give a media and communication studies student in 2018?

- ✓ Read as much as you can, including books, and not just blogs and articles; take notes.
- ✓ Don't believe that technology is the key to understanding media and culture.
- ✓ Remember that powerful people and institutions often abuse that power.
- ✓ Remember why the media matter, and why culture matters.

David



STRATEGIC MANAGEMENT IN THE MEDIA

Theory to Practice

Second Edition

Lucy Küng *Reuters Institute for the Study of Journalism, University of Oxford*

With the media industries facing unprecedented change and challenge from top to bottom, it has never been more vital to understand the elements of strategy and how they apply to media organizations. This new edition:

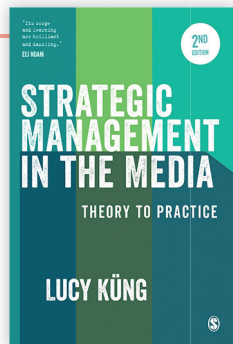
- Shows innovation, disruption and strategic adaptation in action, with a stronger focus on a case-based approach
- Takes readers deep into case studies on BuzzFeed, The Guardian, Netflix, the New York Times and the BBC
- Explains strategic theory and concepts with insight and clarity

CONTENTS

Introduction / The Strategic Context / Strategic Concepts for the Media Industries / Strategic Responses to Technological Change / Creativity and Innovation / Culture, Mindset and Strategy / Organisation Structure and Strategy / Leadership / Conclusions - The End of the Digital Beginning



2016 • 256 pages
Cloth (9781473929494) • £85.00
Paper (9781473929500) • £29.99



POPULAR MUSIC, DIGITAL TECHNOLOGY AND SOCIETY

Nick Prior *University of Edinburgh*

From shifts in format, through the effects on circulation and ownership, to the rise of digitally produced genres, the ways we create, share and listen to music have changed fundamentally. In **Popular Music, Digital Technology and Society**, Nick Prior explores the social, cultural and industrial contexts in which these shifts have taken place. Both accessible and authoritative, the book:

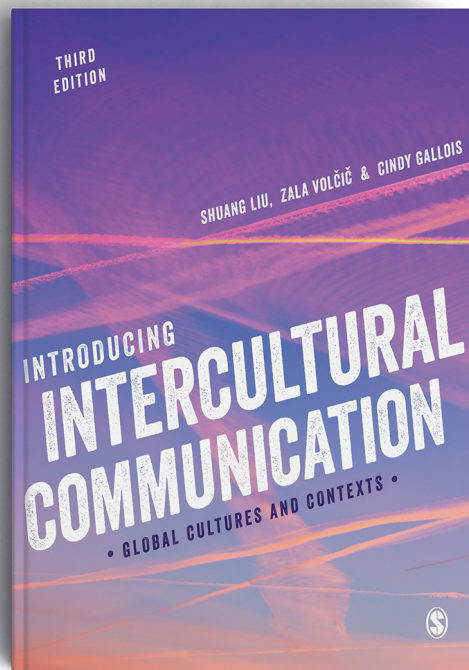
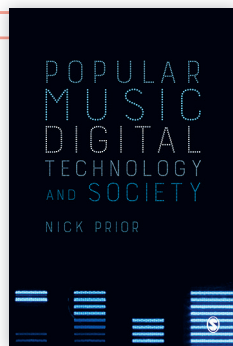
- Clarifies key concepts such as assemblage, affordance, mediation and musicking and defines new concepts such as playsumption and digital vocalities
- Considers the impact of music production technologies such as MIDI, sampling, personal computing and smartphone apps
- Looks at the ways in which the internet shapes musical consumption, from viral marketing to streaming services
- Examines the effects of mobile audio devices on everyday social interactions
- Opens up new ways to think and write about the personal experience of making and performing digital music

This book is an invaluable resource for anyone who wants to understand the place of popular music in contemporary culture and society. It will be fascinating reading for students and researchers across media and communication studies, sociology, cultural studies and the creative industries.

CONTENTS

Introduction: Popular Music, Technology and Society / After the Orgy: The Internet and Popular Music Consumption / Apps, Laps and Infinite Tracks: Digital Music Production / From Iron Cage to Digital Bubble? Mobile Listening Devices and the City / Vox Pop: Exploring Electronic and Digital Vocalities / Playsumption: Music and Games / Afterword: Digitus

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NEW EDITION!

INTRODUCING INTERCULTURAL COMMUNICATION

Global Cultures and Contexts

Third Edition

Shuang Liu, Zala Volčič and Cindy Gallois
all at *University of Queensland*

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'
- Fully updated further reading sections including links to SAGE Video
- A host of online resources to reinforce learning, including multiple choice quizzes, discussion questions and exercises

Introducing Intercultural Communication is the ideal guide for students seeking to become critical consumers of information and effective global citizens. It should be required reading for students in media and communications, business and management, linguistics and beyond.

CONTENTS

Challenges of Living in a Global Society / Understanding Culture / Understanding Communication / Mass Media and Cultural Change / Perception and Culture / Cultural and Value Orientations / Identities and Subgroups / Verbal Communication and Culture / Nonverbal Communication and Culture / Immigration and Acculturation / Developing Relationships with Culturally Different Others / Managing Intercultural Conflicts / Becoming an Effective Intercultural Communicator



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Cultural Production and the Politics of Participation

Kaarina Nikunen *University of Tampere*

Drawing on social theory, political economy and cultural studies, **Media Solidarities** explores the way in which media can both enable and obstruct meaningful bonds of solidarity and positive social change. Written in a highly approachable style, it ties theory to contemporary world events and media discourses through a series of examples and case studies. The book offers an analytical toolkit to critically understand media narratives of representation, participation and production and to challenge our perceptions of ourselves and society.

It will be fascinating reading for students in media and communications, politics, sociology, human geography and cultural studies.

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- Learn how to make the most of their skills with tips and advice from digital and other journalists
- Think through 'what would you do?' in a feature that takes them into the real world of journalism

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PART I: WHAT IS JOURNALISM? / The Who, What, Where, When, Why and How of Journalism / Constraints, Influences and Ethics / What Is News? / Where Does News Come From? / 'The Best Obtainable Version of the Truth': Journalists As Objective Reporters? / 'Be Curious and Skeptical': Journalists As Investigators / 'We Are In the Entertainment Business': Journalists As Entertainers / PART II: HOW TO DO JOURNALISM / Interviewing For Journalism / Writing News / Writing Features / Telling It In Sound and Vision / Style For Journalists / PART III: WHAT NOW FOR JOURNALISM? / An Ethical Approach to Journalism / Engaging With The Audience and Social Media / The Future Is Unwritten: Challenges Facing The Journalists of Tomorrow



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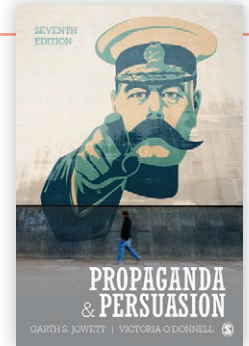
Garth S. Jowett *University of Houston* and **Victoria O'Donnell** *Montana State University*

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offers a comprehensive history of propaganda along with an introduction to the tools and concepts used to analyze it, drawing on examples from ancient times to present day issues such as the impact of social media.

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NEW EDITION!

UNDERSTANDING JOURNALISM

Third Edition

Lynette Sheridan Burns and **Benjamin J Matthews** both at *Western Sydney University*

This bestselling, approachable textbook begins from the assertion that the practice of journalism should be driven by a commitment to service the public interest. With this goal in sight, **Understanding Journalism** explains in a clear and engaging manner both the principles and techniques required to become a successful – and valued – journalist.

This new edition:

- Includes expanded coverage of digital and social media platforms and visual storytelling
- Contains a brand new chapter on data journalism which gives students the knowledge and skills required to navigate, interpret and present data effectively
- Encourages students to confront the everyday decisions involved in journalistic practice through a series of scenarios and discussion questions
- Features a fresh, easy-to-navigate text design to enable easy progress through the book

By presenting the theoretical foundations of the profession alongside practical, step-by-step guidance, this book gives students everything they need to become effective and responsible journalists.

CONTENTS

PART I: FROM KNOWING HOW TO BEING ABLE / Introduction / Who is a Journalist? / Journalism as Decision Making / PART II: JOURNALISM IN ACTION / Finding Stories / Choosing Stories / Researching Stories / Researching Stories: Interviews / Researching Stories: Data / Telling Stories / Editing Stories / Long-form Stories



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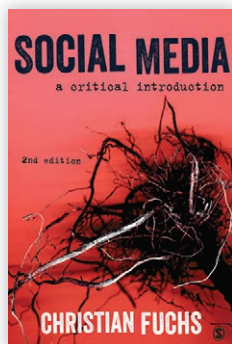
SOCIAL MEDIA

A Critical Introduction

Second Edition

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CULTURAL STUDIES

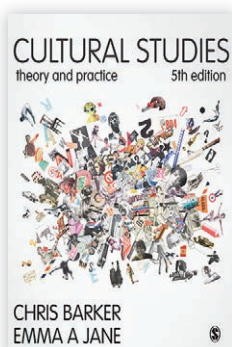
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Cardiff University Wales



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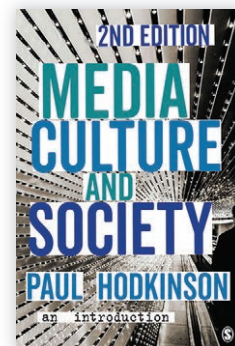
MEDIA, CULTURE AND SOCIETY

An Introduction

Second Edition

Paul Hodkinson *University of Surrey*

'In his beautifully balanced, clear and broad-ranging account of a fast-changing field, Paul Hodkinson has successfully brought together myriad perspectives with which to critically analyse today's media culture and media society.'



– Sonia Livingstone, *Professor of Media & Communication, LSE*



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REPRESENTATION

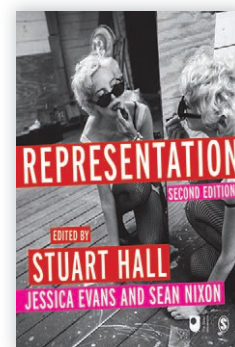
Cultural Representations and Signifying Practices

Second Edition

Edited by Stuart Hall, 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.'

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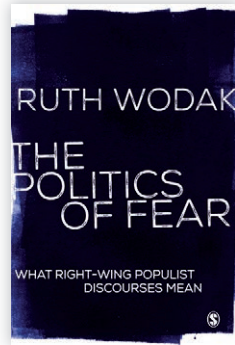
What Right-Wing Populist Discourses Mean

Ruth Wodak *University of Lancaster*

Winner of the Austrian Book Prize for the 2016 German translation, in the category of Humanities and Social Sciences.

Ruth Wodak traces the trajectories of right-wing political parties from the margins of the political landscape to its centre, to understand and explain how they are transforming from fringe voices to persuasive political actors who set the agenda and frame media debates.

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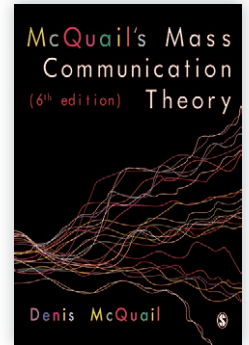
MCQUAIL'S MASS COMMUNICATION THEORY

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Denis McQuail *University of Amsterdam*

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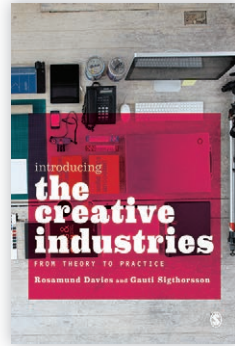
INTRODUCING THE CREATIVE INDUSTRIES

From Theory to Practice

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'Includes the view of the creative industries from the perspective of working in them, then the definitions of what products and producers are involved, and ends with the broader picture of the creative economy and predictions for future trends... an all-round guide to the vast domain that is loosely titled 'the creative industries'

- Angela Birchall, *Salford University*



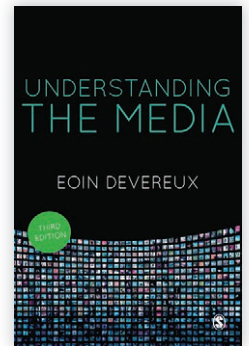
UNDERSTANDING THE MEDIA

Third Edition

Eoin Devereux *University of Limerick*

This book teaches students how to ask critical questions of the media and gives them the analytical tools to answer those questions. By gaining a rich understanding of how the media play a role in society, both in giving pleasures and creating power relationships, students are encouraged to become critical thinkers.

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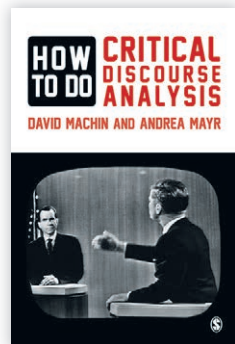
HOW TO DO CRITICAL DISCOURSE ANALYSIS

A Multimodal Introduction

David Machin *Cardiff University* and
Andrea Mayr *Queen's University Belfast*

Written for students without prior knowledge of linguistics, this is a toolkit for doing critical language and image analysis. Using examples from both traditional and new media, it enables students to analyze and understand the relationship between language, discourse and social practices.

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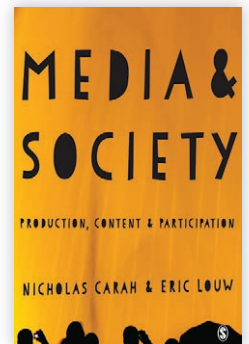
MEDIA AND SOCIETY

Production, Content and Participation

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

A cutting-edge, student focused introduction to the broad field of media, culture and society. Louw and Carah critically explore the emergence of interactive, social and mobile media, alongside established questions of production, content and participation.

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NEW EDITION!

GENDER, RACE, AND CLASS IN MEDIA

A Critical Reader

Fifth Edition

International Student Edition

Edited by **Gail Dines** *Wheelock College*, **Jean McMahon Humez** *University of Massachusetts, Boston*, **Bill Younman** and **Lori Bindig Younman** both at *Sacred Heart University*

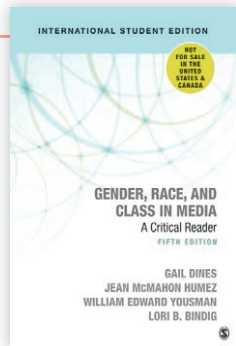
This provocative new edition examines the mass media as economic and cultural institutions that shape our social identities, particularly regarding gender, race and class. A comprehensive introductory section outlines the book's integrated approach to media studies, which incorporates three distinct but related areas of investigation: the political economy of production, textual analysis and audience response. Incisive analyses of mass media – the Internet, television sitcoms, advertising and more – engage students in critical mass media scholarship.

CONTENTS

Part I: A Cultural Studies Approach to Media: Theory / Part II: Representations of Gender, Race, and Class / Part III: Reading Media Texts Critically / Part IV: Advertising and Consumer Culture / Part V: Representing Sexualities / Part VI: Growing Up with Contemporary Media / Part VII: Still Watching Television in the Digital Age / Part VIII: Social Media, Virtual Community and Fandom

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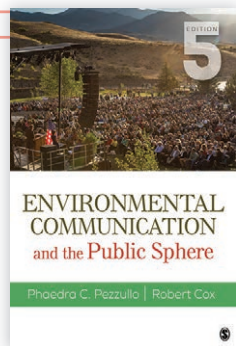
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Phaedra C. Pezzullo *University of Colorado, Boulder* and **Robert Cox** *The University of North Carolina at Chapel Hill*

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NEW EDITION!

GENDER IN COMMUNICATION

A Critical Introduction

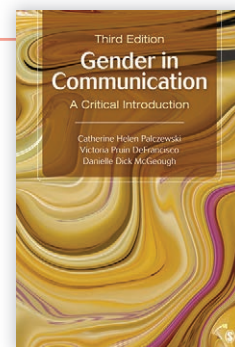
Third Edition

Catherine Helen Palczewski, **Victoria Pruin DeFrancisco** and **Danielle D. McGeough** all at *University of Northern Iowa*

This inclusive book explores how gender influences communication and how communication shapes concepts of gender. The third edition includes current examples, new research and updated chapters on voices, work, education and family, reflecting major shifts in the state of knowledge.

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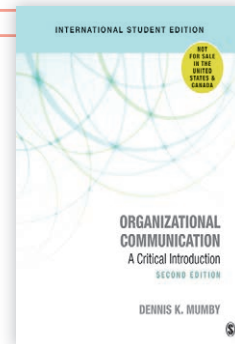
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Dennis K. Mumby *University of North Carolina at Chapel Hill*

Organizational Communication is the first textbook in the field written from a critical perspective, while providing a comprehensive survey of theory and research in organizational communication. It familiarizes students with the field of organizational communication—historically, conceptually, and practically—and challenges them to reconsider their common sense understandings of work and organizations, preparing them for participation in 21st century organizational settings. Linking theory with practice, Mumby explores the significant role played by organizations and corporations in constructing our identities. He provides important ways for students to critically reflect on their own relationships to work, consumption, and organizations. This edition includes the most recent advances in research and theory, and incorporates new contemporary examples and case studies throughout the text.

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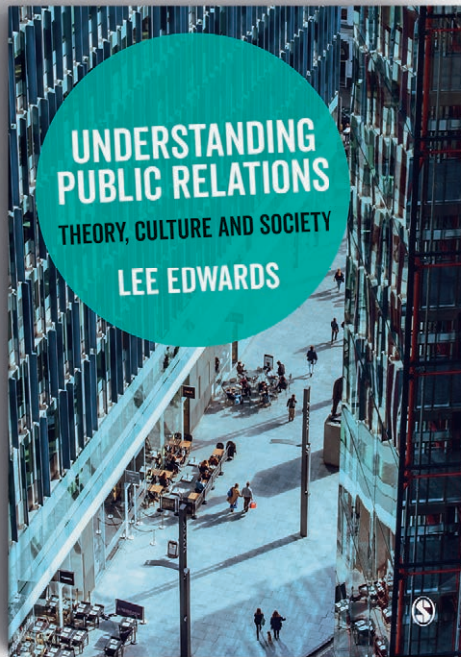


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- Øyvind Ihlen, *University of Oslo*

Understanding Public Relations introduces a socio-cultural approach to public relations as a way of analysing the growing importance of public relations in its social, cultural and political contexts. Encouraging a deeper and more critical understanding of its influence on society, Lee Edwards:

- Explores public relations in relation to contemporary debates around promotional culture, discourse, globalisation, democracy and power
- Considers how public relations frames vital discussions of race, gender, class and ethics
- Brings theory to life with a range of case studies, including YouTube vlogging, the global fair trade movement and the 2016 EU referendum in the UK

Both accessible and provocative, this is an invaluable resource for students and researchers exploring public relations theory, critical public relations, strategic communication and promotional culture.

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Starting Points: Defining Socio-Cultural Research In Public Relations / Public Relations As Promotion: The Production and Circulation of Meaning / Public Relations, Discourse and Power / A Political Economy of Public Relations / Deliberative Democracy and Public Relations / Public Relations and the Public Sphere / Public Relations and Globalisation / Public Relations As An Occupational Field: The Professional Project / Race and Class In/ and PR / Feminist Public Relations: Performativity, Black Feminism, Postfeminism / Ethics, Public Relations and Society / Conclusion: Public Relations Beyond the Organisation



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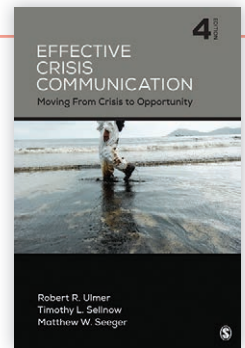
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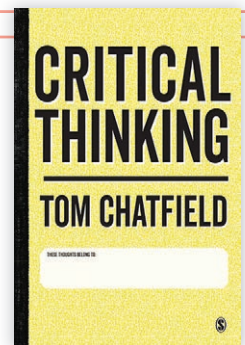
- **10 commandments videos** – life rules to change how students think
- **Smart Study boxes** share practical tips to get their work into shape
- **Quizzes** to test their knowledge
- **Space to scribble** like a workbook so students really engage.

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October 2017 • 328 pages
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EXPLORING MEDIA RESEARCH

Theories, Practice, and Purpose

Andy Ruddock *Monash University*

'In **Exploring Media Research**, Andy Ruddock provides the theoretical, methodological and ethical tools that enable scholars, students and citizens to dissect the cultural power of media, and to apply this understanding to the creation of a more just society. Written in a direct and accessible style, this timely and provocative book firmly establishes Ruddock as one of the premier media scholars of his generation.'

– Elizabeth Bird, *University of South Florida*

In the age of reality television, 24-hour news and personality politics, understanding how media function has become a key aspect of the active citizen's cultural awareness. With this in mind, this book argues for a new form of dialogue between students and scholars of the media and popular audiences. It aims to democratize media studies research and to extend its accessibility and significance beyond the academy to a wider public.

Featuring case studies on cyber-bullying, online mourning, video gaming violence and Donald Trump's Twitter activity, this book:

- Explains how media studies is a form of historical research
- Outlines the key pillars of qualitative research
- Demonstrates how key concepts translate into research methods, which enable analysis of readily available data
- Applies theoretical arguments to up-to-date, recognizable examples in order to aid understanding

With media institutions arguably more powerful than ever before, this book will help readers to navigate the chaotic, complex and compelling world of media influence in the 21st century.

CONTENTS

PART I: RESEARCH PRINCIPLES: MOTIVATION, CAUSATION, ETHICS AND GENERALIZABILITY / Introduction: Communicating Media Research / Making Media Matter / Making Media Matter to You / On Causation: How Do Media 'Do' Things? / Practicing Ethics in Media Research / What is 'Generalisability' in Media Research? / PART II: UNDERSTANDING MEDIA RESEARCH: FRAMING GENERAL QUESTIONS / Researching Media Reality / Researching Media's Role in Social Life / Researching the Synthesis of Media and Interpersonal Communication / PART III: DOING MEDIA RESEARCH: PEOPLE, MARKETS, TEXTS, EVENTS, USERS, AUDIENCES, POLICY / Researching Media People: Journalism, Oral History and Archives / Researching Media Markets: A Cultural Industries View on Pornography / Researching Media Content: Games, Texts and Discourse / Researching Media Events / Big Data: How Can We Use It? / Researching Media Policy / Researching Audiences / Conclusion: Historicising Media Research - and the People Who Do It

IC August 2017 • 320 pages
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NEW EDITION!

HOW TO DO MEDIA AND CULTURAL STUDIES

Third Edition

Jane Stokes *University of East London*

A favourite with both students and lecturers, **How to Do Media and Cultural Studies** provides readers with all the knowledge and practical expertise they need to carry out their project or dissertation. Giving them hands-on guidance on managing the whole process, Jane Stokes:

- Shows students how to identify a topic and create a research question
- Guides them through the research process, from getting started through to writing-up
- Explores a range a case studies, showing how methods have been applied by others

Expanded and updated throughout, this third edition now includes:

- Increased coverage of digital media, social media and internet research
- More practical exercises to help students tie media and cultural theory to their work
- New guidance on understanding research ethics
- New guidance on mixing and combining methods

How to Do Media and Cultural Studies has inspired thousands of students and researchers to understand why studying media texts, industries and audiences is so important. It is an ideal companion for anyone conducting a research project.

CONTENTS

PART I: THINKING: THEORY AND HISTORY / Addressing Epistemology: How Do We Know Anything About Anything? / Why Do We Do Media and Cultural Studies? / PART II: PRACTICALITIES: MANAGING YOUR RESEARCH / Getting Started / Managing the Processes of Research / Getting Finished / PART III: METHODS AND APPROACHES TO RESEARCH / Researching Texts / Researching Industries / Researching Audiences / Research In Context / Conclusion

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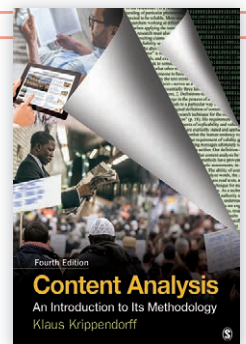
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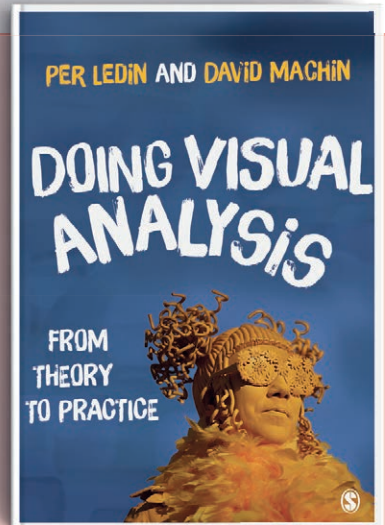
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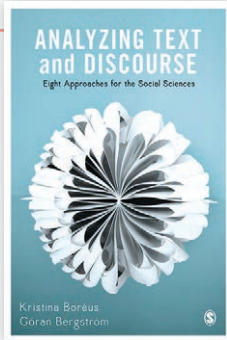


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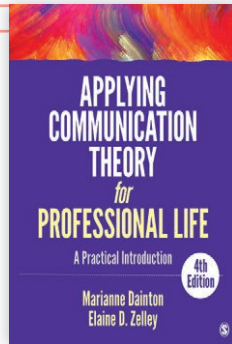
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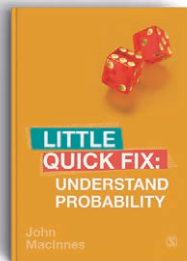
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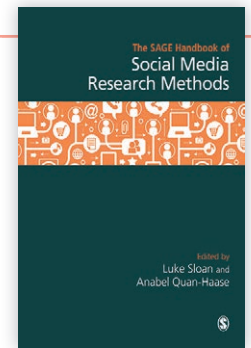
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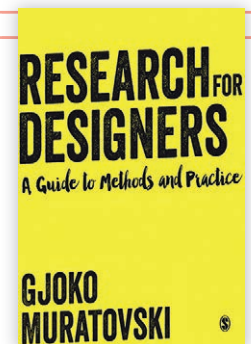
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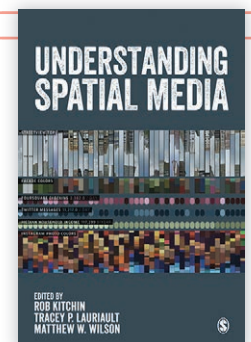
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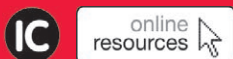
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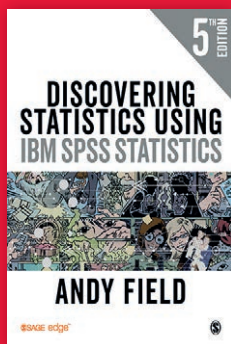
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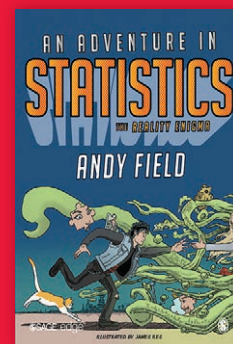
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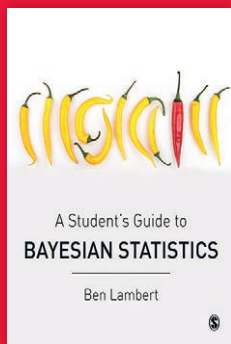


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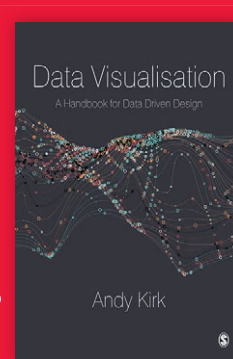
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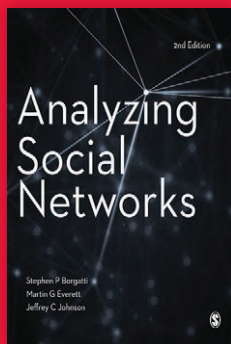
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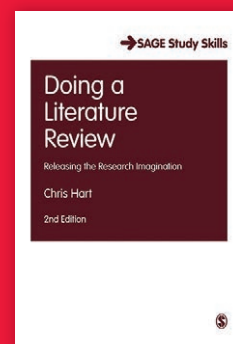
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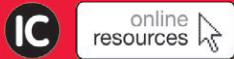
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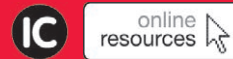


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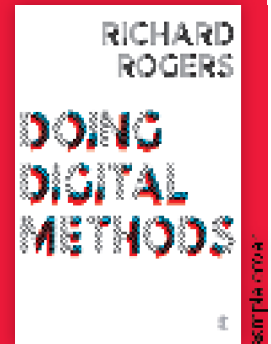


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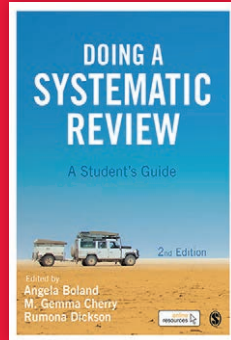
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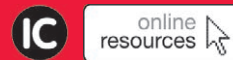


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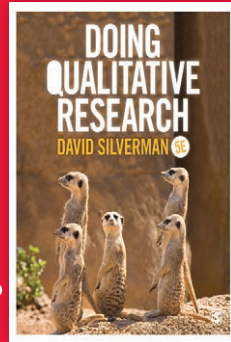
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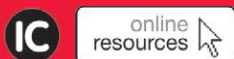
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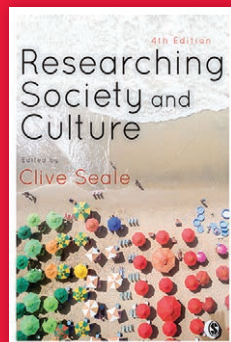
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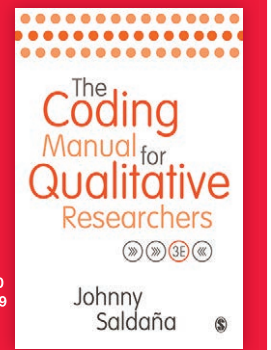
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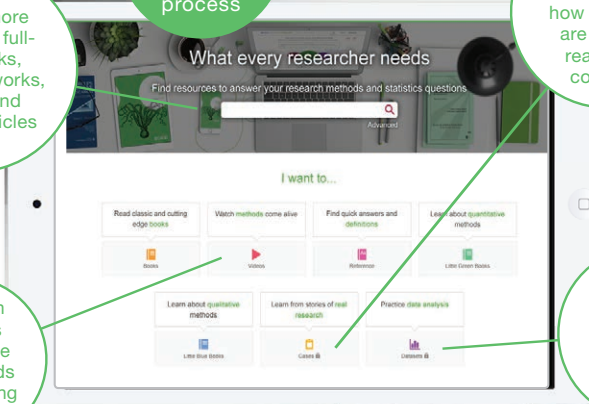


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