

# MEDIA AND COMMUNICATION 2019



**PETER LANG**  
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Karrin Vasby Anderson (ed.)

## Women, Feminism, and Pop Politics

From «Bitch» to «Badass» and Beyond

New York, 2018. XII, 358 pp.

**Frontiers in Political Communication. Vol. 31**

hb. • ISBN 978-1-4331-3453-1

CHF 144.– / €<sup>D</sup> 124.95 / €<sup>A</sup> 128.30 / € 116.70 / £ 94.– / US-\$ 139.95

pb. • ISBN 978-1-4331-3452-4

CHF 65.– / €<sup>D</sup> 56.95 / €<sup>A</sup> 57.70 / € 52.50 / £ 42.– / US-\$ 62.95

eBook (SUL) • ISBN 978-1-4331-5315-0

CHF 68.– / €<sup>D</sup> 62.95 / €<sup>A</sup> 63.– / € 52.50 / £ 42.– / US-\$ 62.95

*Women, Feminism, and Pop Politics: From «Bitch» to «Badass» and Beyond* examines the negotiation of feminist politics and gendered political leadership in twenty-first century U.S. popular culture. In a wide-ranging survey of texts—which includes memes and digital discourses, embodied feminist performances, parody and infotainment, and televisual comedy and drama—contributing authors assess the ways in which popular culture discourses both reveal and reshape citizens' understanding of feminist politics and female political figures. Two archetypes of female identity figure prominently in its analysis. «Bitch» is a frame that reflects the twentieth-century anxiety about powerful women as threatening and unfeminine, trapping political women within the double bind between femininity and competence. «Badass» recognizes women's capacity to lead but does so in a way that deflects attention away from the persistence of sexist stereotyping and cultural misogyny. Additionally, as depictions of political women become increasingly complex and varied, fictional characters and actual women are beginning to move beyond the bitch and badass frames, fashioning collaborative and comic modes of leadership suited to the new global milieu. This book will be of interest to students and scholars interested in communication, U.S. political culture, gender and leadership, and women in media.

Ronald C. Arnett • Annette M. Holba • Susan Mancino (eds.)

## An Encyclopedia of Communication Ethics

Goods in Contention

New York, VIII, 582 pp. 1 b/w ill., 7 tables

hb. • ISBN 978-1-4331-5244-3

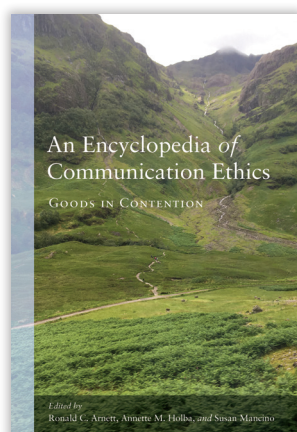
CHF 149.– / €<sup>D</sup> 129.95 / €<sup>A</sup> 132.90 / € 120.80 / £ 97.– / US-\$ 144.95

pb. • ISBN 978-1-4331-5243-6

CHF 73.– / €<sup>D</sup> 63.95 / €<sup>A</sup> 65.10 / € 59.20 / £ 48.– / US-\$ 70.95

eBook (SUL) • ISBN 978-1-4331-5245-0

CHF 77.– / €<sup>D</sup> 70.95 / €<sup>A</sup> 71.– / € 59.20 / £ 48.– / US-\$ 70.95



*An Encyclopedia of Communication Ethics: Goods in Contention* complements existing communication ethics scholarship with an examination of 103 scholars who explicitly and implicitly contributed to our understanding of this crucial subject matter. The purpose of this collection is to give an overview of key figures whose work assists our understanding of the development and influence of communication ethics. We selected voices on communication ethics after considering an individual author's contribution to the following coordinates: (1)

dialectical and dialogical engagement with other scholars and perspectives; (2) the performative praxis of ethics in the interplay of theory and the public domain; and (3) examination of the connection between history and questions with a constitutive ethical theory offering a connecting response. Dialogical and dialectical engagement, performative praxis of ethics, and the intimate relationship between historical moments and ethical reflection provide a background for understanding author selection for this volume.

Susan B. Barnes

## Branding as Communication

New York, 2017. XIV, 204 pp.

**Visual Communication. Vol. 5**

hb. • ISBN 978-1-4331-2804-2

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-2803-5

CHF 69.95 / €<sup>D</sup> 59.95 / €<sup>A</sup> 61.95 / € 55.95 / £ 45.95 / US-\$ 66.95

eBook (SUL) • ISBN 978-1-4539-1791-6

CHF 59.95 / €<sup>D</sup> 54.95 / €<sup>A</sup> 54.95 / € 45.95 / £ 37.95 / US-\$ 54.95



Once only a sign, technologies have helped to transform brands into symbols that we constantly encounter in our natural and mediated environments. Moreover, the branding of culture marks a commercialization of society. Almost everywhere we look, a brand name or logo appears.

By combining a scholarly approach with case studies and examples, this text bridges the worlds of communication and business by providing a single vocabulary in which to discuss branding. It brings these ideas together into a coherent framework to enable discussions on the topic to occur in a variety of disciplines.

A number of perspectives are also provided, including brands as signs and symbols, brand personality, history, communication, cognitive factors, loyalty, personal branding, community, and social issues.

Providing a comprehensive overview of the branding process – from the creation of brands to analysis of their messages – readers will begin to understand the communicative impact of branding.

Gilles Brougère • Sébastien François (éds)

## L'enfance en conception(s)

Comment les industries culturelles s'adressent-elles aux enfants ?

Bruxelles, 2018. 180 p.

**ICCA – Industries culturelles, création, numérique. ICCA. Vol. 4**

br. • ISBN 978-2-8076-0808-5

CHF 47.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.80 / € 38.– / £ 31.– / US-\$ 45.95

eBook (SUL) • ISBN 978-2-8076-0809-2

CHF 47.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 45.60 / € 38.– / £ 31.– / US-\$ 45.95

Cet ouvrage explore les conditions dans lesquelles s'élabore l'adressage aux enfants dans différentes industries culturelles. Il questionne en particulier la façon dont les professionnels impliqués dans la fabrique des produits pour enfants (auteurs, dessinateurs, éditeurs, scénaristes, *game designers*, etc.) abordent le travail de conception avec un certain



nombre de connaissances, d'expériences ou même d'intuitions au sujet des enfants, qui interviennent pour guider ou justifier leurs décisions. De quelle façon tous ces « savoirs » ou « représentations » sur l'enfance – qui demeurent hétérogènes, plus ou bien informés, tout en se révélant parfois en contradiction au sein d'une même entreprise – se construisent-ils et affectent-ils la conception des produits pour enfants ? Quelles logiques (ludiques, éducatives, scolaires, etc.) et quelles images de l'enfant (joueur, membre de famille, élève, etc.) sont ainsi activées par les industries culturelles ? Et qu'en est-il lorsque des enfants, bien réels, sont sollicités et impliqués dans le développement des produits ? À partir d'enquêtes menées sur des terrains variés (littérature, bande dessinée, presse, applications mobiles, dessin animé) et suivant une démarche qui confronte le produit fini à ses différentes étapes de développement, aux chaînes de coopération qui permettent d'y aboutir et aux marchés dans lesquels il s'insère, ce livre offre un regard inédit et documenté sur la fabrication contemporaine des cultures matérielles et médiatiques des enfants et alimente les réflexions sur la figure de l'enfant-consommateur.

Theresa Castor

### Climate Risks as Organizational Problems

#### Constructing Agency and Action

New York, 2018. XIV, 132 pp., 1 table

hb. • ISBN 978-1-4331-5021-0

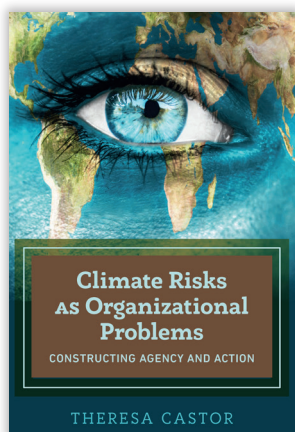
CHF 93.– / €<sup>D</sup> 80.95 / €<sup>A</sup> 82.50 / € 75.– / £ 60.– / US-\$ 89.95

pb. • ISBN 978-1-4331-3335-0

CHF 44.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.40 / € 35.80 / £ 29.– / US-\$ 42.95

eBook (SUL) • ISBN 978-1-4331-5093-7

CHF 44.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 43.– / € 35.80 / £ 29.– / US-\$ 42.95



*Climate Risks as Organizational Problems: Constructing Agency and Action* provides an introduction to the “Communication as Constitutive of Organizations” (CCO) approach by addressing key ideas in organizational communication such as sensemaking, decision-making, problem-formulation, and agency. This text is intended to introduce key ideas of the CCO perspective to undergraduate students, graduate students, and scholars who may be new to this area. Topical chapters feature case studies related to climate crises, the environment, and weather, making this work also relevant for those with

an interest in environmental communication, risk communication, crisis communication, public relations, and public health. Chapters address decision-making during the Hurricane Katrina crisis, how a state in the south-east United States handled a winter snowstorm, heatwaves as creeping crises in Europe, and freshwater policy-making. The case studies provide insight in understanding how governmental agencies “interact” with weather crises and the public. While natural hazards are worthy of study generally because of their impact, they are also worthy of study from an organizational communication perspective. Organizations such as governmental agencies, international organizations, nonprofit organizations, and non-governmental organizations (NGOs), among others, play a role in preparing for or helping people to recover from natural hazards. Given that natural hazards are ongoing yet have a degree of unpredictability, examining how organizations respond to natural hazards provides a fitting circumstance for studying constitutive processes.

Carmen M. Cusack

### Mutated Symbols in Law and Pop Culture

New York, 2018. X, 228 pp., 10 ill.

hb. • ISBN 978-1-4331-5193-4

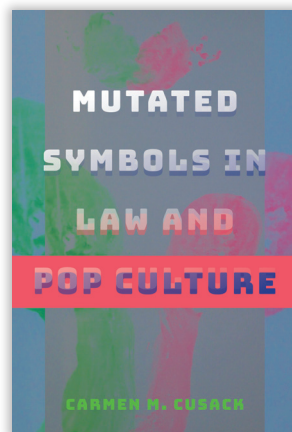
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5197-2

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5194-1

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



*Mutated Symbols in Law and Pop Culture* plays with iconic representations of fusion, liminality, dispossession, and development. Mutations embody life because they illustrate phases and progression. Mutations and mutants fascinate the public. They are depicted by artists, including James Franco, Cary Elwes, Sara Bareilles, The Smashing Pumpkins, Quvenzhané Wallis, Pablo Picasso, Alicia Keys, Katy Perry, Debbie Reynolds, Maddie Ziegler, the Olsen twins, Mark McGrath, and Paul Simon. This book discusses physiological manifestations of mutations, such as beauty and specialness (e.g., white

tigers); aesthetic (e.g., redheads); innovation (e.g., Mormonism); and prowess (e.g., tuxedos). *Mutated Symbols in Law and Pop Culture* focuses on strata that are popularly contemplated in culture and by the law; for example, primordial states (e.g., sleep); supranatural physicality (e.g., bionic); irresistible impulse (e.g., psychopath); queer semantic shift (e.g., “gay”); and class (e.g., Leo). *Mutated Symbols in Law and Pop Culture* interweaves interdisciplinary analyses because mutations exceed defined ranges. For example, symbology and culture evocatively synergize in constitutional law. A symbol becomes legally protected if it is intended to communicate a particularized message that is likely to be understood by observers. This book demonstrates that mutations may not be sufficiently protected as speech. Even though the symbolism of mutations is the subject of study, the meaning of specific symbols may not be understood by the public. Symbols of mutation may identify cultural desires, embrace zeniths, and transform mundane or worn events into fantasies. Perhaps as a means of preserving, defending, and protecting mutations, culture has exhibited and spotlighted them.

Cherian George (ed.)

### Communicating with Power

New York, 2017. XX, 280 pp.

ICA International Communication Association. Annual Conference Theme Book Series. Vol. 4

hb. • ISBN 978-1-4331-3944-4

CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

eBook (SUL) • ISBN 978-1-4331-3945-1

CHF 48.95 / €<sup>D</sup> 44.95 / €<sup>A</sup> 44.95 / € 36.95 / £ 29.95 / US-\$ 44.95

Communication is ubiquitous and information is abundant. Political and economic markets are more open than they have ever been. Yet, there is no escaping the fact that communication continues to flow across fields where power is distributed unevenly. This collection of articles analyzes and responds to asymmetries of power in a diversity of contexts. They are drawn from presentations at the 2016 Annual Conference of the International Communication Association, held in Fukuoka,



Japan. The conference theme presented an opening for scholars from various disciplines and academic traditions to engage with the questions of power at different levels of analysis—from micro sites of power like a doctor's consultation room, to the geopolitical arenas where nations wage war, make peace, and spy on one another. The resulting collection straddles different methodologies and styles, from survey research to essays. Leading scholars and junior researchers have combined to create a volume that reflects the breadth of communication scholarship and its contemporary concerns.

Carlita P. Greene (ed.)

## Foodscapes

### Food, Space, and Place in a Global Society

New York, 2019. VI, 326 pp., 11 b/w ill.

hb. • ISBN 978-1-4331-4288-8

CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

pb. • ISBN 978-1-4331-4287-1

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4289-5

CHF 98.– / €<sup>D</sup> 94.95 / €<sup>A</sup> 95.– / € 79.20 / £ 64.– / US-\$ 94.95



## FOODSCAPES

Food, Space, and Place  
in a Global Society

Edited by  
CARLITA P. GREENE

*Foodscapes* explores the nexus of food, drink, space, and place, both locally and globally. Multi-disciplinary and interdisciplinary in scope, scholars consider the manifold experiences that we have when engaging with food, drink, space, and place. They offer a wide array of theories, methods, and perspectives, which can be used as lenses for analyzing these interconnections, throughout each chapter. Scholars interrogate our practices and behaviors with food within spaces and places, analyze the meanings that we create about these entities, and demonstrate their wider cultural, political, social, economic, and material implications.

Dale Hample

## Interpersonal Arguing

New York, 2018. XVIII, 306 pp., 13 b/w ill., 24 tables

hb. • ISBN 978-1-4331-4890-3

CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

pb. • ISBN 978-1-4331-3438-8

CHF 55.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.60 / € 44.20 / £ 36.– / US-\$ 52.95

eBook (SUL) • ISBN 978-1-4331-4894-1

CHF 58.– / €<sup>D</sup> 52.95 / €<sup>A</sup> 53.– / € 44.20 / £ 36.– / US-\$ 52.95

*Interpersonal Arguing* is an accessible review of scholarship on key elements of face-to-face arguing, which is the interpersonal exchange of reasons. Topics include frames for understanding the nature of arguing, argument situations, serial arguments, argument dialogues, and international differences in how people understand interpersonal arguing. This is a thorough survey of the leading issues involved in understanding how people argue with one another.

Stephen J. Heidt • Mary E. Stuckey (eds.)

## Reading the Presidency

### Advances in Presidential Rhetoric

New York, 2019. VIII, 348 pp.

**Frontiers in Political Communication. Vol. 43**

hb. • ISBN 978-1-4331-3542-2

CHF 144.– / €<sup>D</sup> 124.95 / €<sup>A</sup> 128.30 / € 116.70 / £ 94.– / US-\$ 139.95

pb. • ISBN 978-1-4331-6606-8

CHF 65.– / €<sup>D</sup> 56.95 / €<sup>A</sup> 57.70 / € 52.50 / £ 42.– / US-\$ 62.95

eBook (SUL) • ISBN 978-1-4331-6053-0

CHF 65.– / €<sup>D</sup> 62.95 / €<sup>A</sup> 63.– / € 52.50 / £ 42.– / US-\$ 62.95

This edited collection explores ways to better understand the rhetorical workings of political executives, especially the United States president. Scholars of the presidency, rhetorical theorists and critics, and various authors examine the ways in which presidents use the institution, the media, and popular culture to instantiate, expand, and wield executive power.

James M. Honeycutt (ed.)

## Promoting Mental Health Through Imagery and Imagined Interactions

New York, 2019. XVI, 200 pp., 1 b/w ill., 16 tables

**Health Communication. Vol. 14**

hb. • ISBN 978-1-4331-5363-1

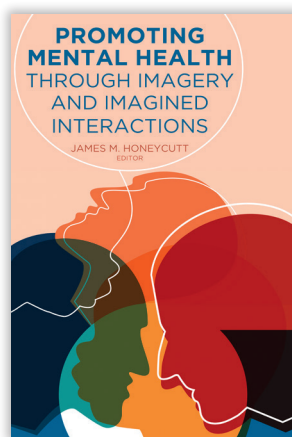
CHF 118.– / €<sup>D</sup> 102.95 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

pb. • ISBN 978-1-4331-5409-6

CHF 42.– / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.60 / € 34.20 / £ 28.– / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4331-5410-2

CHF 42.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.– / € 34.20 / £ 28.– / US-\$ 40.95



Imagined interactions (IIs) can be used as a type of self-therapy when dealing with stress and trauma. We often have IIs in terms of flashbacks as portrayed in movies. It is hoped that this volume will inspire some people to use IIs as a type of self-therapy and to realize that having IIs in everyday life is a normal part of daydreaming and mental imagery. IIs can be used productively as well as dysfunctionally. Hence, it is up to the individual to decide how they use IIs to deal with stress and trauma. Benefits of IIs include helping people rehearse strategies, reduce primary tension (which occurs before or at the

beginning of interactions), and gain others' viewpoints. Even though, you can think positively or negatively, thinking positively may be easier said than done. Human survival and mental health require a balance between optimism and pessimism. Individuals gain more self-understanding by thinking about interactions. It is a process called self-perception that clarifies feelings about people and topics. IIs can improve mood by reducing tensions through the catharsis function. They help us understand our beliefs. The book is divided into three sections. Section 1 discusses how IIs can deal with teasing, bullying, abuse, and conflict. Section 2 covers physical, emotional, and material loss. Section 3 is concerned with policy concerns including hurricane evacuations, environmental concerns, police encounters, and presidential politics.

Alice S. Horning

## Literacy Then and Now

A Study of Modern and Contemporary Literacy Practices

New York, 2018. XIV, 218 pp., 5 b/w ill.

**Studies in Composition and Rhetoric. Vol. 9**

hb. • ISBN 978-1-4331-3948-2

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

eBook (SUL) • ISBN 978-1-4331-3949-9

CHF 129.– / €<sup>D</sup> 123.95 / €<sup>A</sup> 125.– / € 104.20 / £ 84.– / US-\$ 124.95

This book argues that the psycholinguistic nature of literacy is universal and seeks to recuperate late nineteenth and early twentieth century techniques for addressing it. After defining the key terms of this study, the book goes on to survey various types of literacy education in the United States. First, it examines various religious organization and their methods for supporting literacy, focusing on the main religious groups in the United States in the Modern period: Christianity, Judaism and Islam. The book then discusses contributions made by NGOs, demonstrating the importance and limitations of reading groups, literary societies, settlement houses, unions, and corporations. Finally, the book examines government managed educational programs in K-12 schools as well as colleges and universities. Ultimately, this book argues, the psycholinguistic character of reading remains consistent over time, place and delivery system. While sponsors play a key role, self-motivation is a driving force in literacy development. Although literacy education is in an on-going state of transition, the need for critical literacy continues to be an urgent, widespread and essential goal.

Stacey J.T. Hust • Kathleen Boyce Rodgers

## Scripting Adolescent Romance

Adolescents Talk about Romantic Relationships  
and Media's Sexual Scripts

New York, 2018. XIV, 246 pp., 9 b/w ill., 7 col. ill., 2 tbl.

**Mediated Youth. Vol. 24**

hb. • ISBN 978-1-4331-4681-7

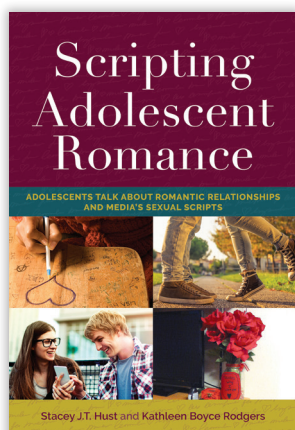
CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

pb. • ISBN 978-1-4331-2488-4

CHF 55.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.60 / € 44.20 / £ 36.– / US-\$ 52.95

eBook (SUL) • ISBN 978-1-4331-4682-4

CHF 58.– / €<sup>D</sup> 52.95 / €<sup>A</sup> 53.– / € 44.20 / £ 36.– / US-\$ 52.95



Adolescents and emerging adults today spend an estimated seven hours daily attending to media. The media teens attend to commonly present relationships between men and women as a “game” or “competition” in which women seduce through their physical appearance and the masculinity of men is defined through sexual conquest. A growing body of research suggests that viewing this sexualized media may contribute to adolescents’ and emerging adults’ understanding of and behaviors around romantic and sexual relationships. Using social cognitive theory of gender development,

scripting theory, and heterosexual script theory as a framework, *Scripting Adolescent Romance* presents methods and analyses of data from in-depth interviews with 16 high school and young college students,

and focus groups with over 100 individuals in this age group. Findings provide a rarely seen view inside youths’ private spaces—their bedrooms and their social media spaces. In often highly-personal conversations, youth provide in-depth information about how they understand and navigate virginity, romantic relationships, sexual situations, and interpersonal violence. Their discussions of “Netflix and chill,” Facebook stalking, and the scorecard script illuminate aspects of romance and sex that may be uniquely characteristic of today’s young people. This book is a must-read for parents of adolescents, and promises to be an enjoyable, insightful text for classes about media effects, adolescent development, gender roles, and sexual health.

Arthur S. Hayes (ed.)

## Communication in the Age of Trump

New York, 2018. X, 354 pp., 7 b/w ill., 16 tables

**Frontiers in Political Communication. Vol. 39**

hb. • ISBN 978-1-4331-5030-2

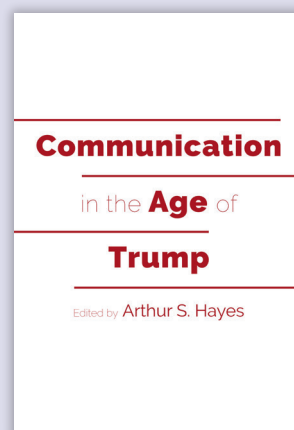
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5031-9

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5032-6

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



Franklin Delano Roosevelt used radio fireside chats to connect with millions of ordinary Americans. The highly articulate and telegenic John F. Kennedy was dubbed the first TV president. Ronald Reagan, the so-called Great Communicator, had a conversational way of speaking to the common man. Bill Clinton left his mark on media industries by championing and signing the landmark Telecommunications Act of 1996 into law.

Barack Obama was the first social media presidential campaigner and president. And now there is President Donald J. Trump. Because so much of what has made Donald Trump’s candidacy and presidency unconventional has been about communication—how he has used Twitter to convey his political messages and how the news media and voters have interpreted and responded to his public words and persona—21 communication and media scholars examine the Trump phenomenon in *Communication in the Age of Trump*. This collection of essays and studies, suitable for communication and political science students and scholars, covers the 2016 presidential campaign and the first year of the Trump presidency.

**ARTHUR S. HAYES** is an associate professor at Fordham University in New York. He holds a J.D. from Quinnipiac University School of Law, and before joining academia, he worked as a journalist for several news outlets, including the *American Lawyer*, the *National Law Journal*, and the *Wall Street Journal*. He is the author of *Press Critics Are the Fifth Estate: Media Watchdogs in America* and *Sympathy for the Cyberbully: How the Crusade to Censor Hostile and Offensive Online Speech Abuses Freedom of Expression*.

Casey Ryan Kelly · Jason Edward Black (eds.)

## Decolonizing Native American Rhetoric

### Communicating Self-Determination

New York, 2018. XVII, 352 pp. 14 b/w ill.

**Frontiers in Political Communication. Vol. 36**

hb. • ISBN 978-1-4331-4798-2

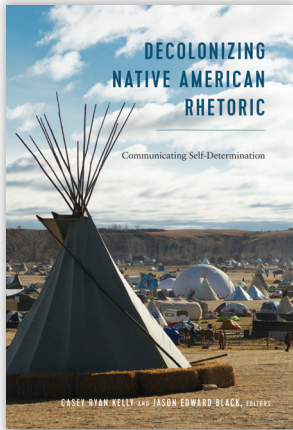
CHF 144.– / €<sup>D</sup> 124.95 / €<sup>A</sup> 128.30 / € 116.70 / £ 94.– / US-\$ 139.95

pb. • ISBN 978-1-4331-4790-6

CHF 65.– / €<sup>D</sup> 56.95 / €<sup>A</sup> 57.70 / € 52.50 / £ 42.– / US-\$ 62.95

eBook (SUL) • ISBN 978-1-4331-4799-9

CHF 68.– / €<sup>D</sup> 62.95 / €<sup>A</sup> 63.– / € 52.50 / £ 42.– / US-\$ 62.95



As survivors of genocide, mnemonicide, colonization, and forced assimilation, American Indians face a unique set of rhetorical exigencies in US public culture. *Decolonizing Native American Rhetoric: Communicating Self-Determination* brings together critical essays on the cultural and political rhetoric of American indigenous communities, including essays on the politics of public memory, culture and identity controversies, stereotypes and caricatures, mascotting, cinematic representations, and resistance movements and environmental justice. This volume brings together recognized

scholars and emerging voices in a series of critical projects that question the intersections of civic identity, including how American indigenous rhetoric is complicated by or made more dynamic when refracted through the lens of gender, race, class, and national identity. The authors assembled in this project employ a variety of rhetorical methods, theories, and texts committed to the larger academic movement toward the decolonization of Western scholarship. This project illustrates the invaluable contributions of American Indian voices and perspectives to the study of rhetoric and political communication.

Yong-Chan Kim · Matthew D. Matsaganis · Holley A. Wilkin · Joo-Young Jung (eds.)

## The Communication Ecology of 21st Century Urban Communities

New York, 2018. XX, 262 pp., 18 ill., 13 tables

**Urban Communication. Vol. 6**

hb. • ISBN 978-1-4331-4658-9

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4659-6

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4660-2

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

*The Communication Ecology of 21st Century Urban Communities* addresses the questions of whether it (still) matters what neighborhood individuals live in and if it is still necessary and possible for city dwellers to build and maintain place-based communities. The book's contributors address how urban communities are formed, reformed, and transformed from a communication infrastructure theory perspective. Through the lens of this theory, communication is defined as a fundamental social process by which cities are sustained and changed over time. The chapters in this book elaborate the theoretical and method-

ological frameworks of the communication infrastructure theory approach; articulate theory-driven and multi-method frameworks for the study of the city; and speak to pressing, contemporary, research- and policy-related challenges (or questions). The broad array of issues addressed within this volume is expected to draw the interest not only of communication researchers and professionals, but also of students, scholars, practitioners, and policymakers from a variety of backgrounds and with an interest in different aspects of life in the city, including: public health, technology, civic engagement, and urban planning and design.

Nicole Maurantonio · David W. Park (eds.)

## Communicating Memory & History

New York, 2019. XII, 282 pp., 11 b/w ill., 1 table

hb. • ISBN 978-1-4331-4556-8

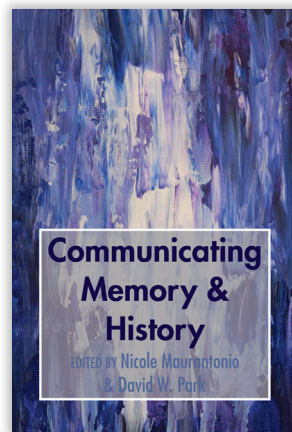
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4555-1

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4557-5

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



*Communicating Memory & History* takes as its mission the job of giving communication history its full due in the study of memory. Taking three keywords—communication, history, and memory—representing related, albeit at times hostile, fields of inquiry as its point of departure, this book asks how the interdisciplinary field of memory studies can be productively expanded through the work of communication historians. Across the chapters of this book, contributors employ methods ranging from textual analysis to reception studies to prompt larger questions about how

the past can be alternately understood, contested, and circulated. *Communicating Memory & History* is ideal for teaching, including case studies that elaborate different ways to approach issues in memory studies. While some foundational knowledge would be useful, it is possible to use the text without extensive knowledge of the literature. This book is of particular interest to professors, graduate students, and advanced undergraduate students of communication and media studies, as well as scholars and students in cultural studies, history, and sociology—disciplines where one finds steady consideration of issues related to communication, communication history, and memory.



Adrienne Shaw • D. Travers Scott (eds.)

## Interventions

### Communication Research and Practice

New York, 2018. XII, 290 pp., 5 b/w ill., 7 tables

ICA International Communication Association. Annual Conference Theme Book Series. Vol. 5

hb. • ISBN 978-1-4331-4816-3

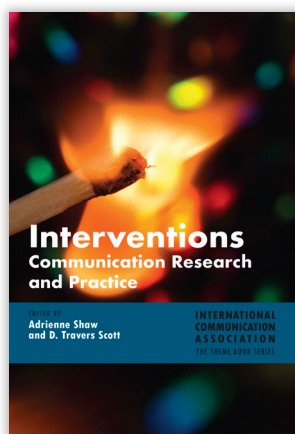
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4815-6

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4817-0

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



This volume brings together a range of papers that fruitfully engage with the theme of the 2017 Annual Conference of the International Communication Association, held in San Diego, California: Interventions. Here “intervention” points to a range of communication practices that engage with a political event, social phenomena, industrial or socio-cultural practice, in order to alter and disrupt events and the norms and practices that contribute to their occurrence. Interventions prohibit events from proceeding in a “normal” course. Interventions approach or critique practices and phenomenon resulting from tensions or absences occurring in: events, structures, (institutional governmental, media industry), discourses, and socio-cultural and subcultural events. Intervention presents the opportunity to explore boundaries, assumptions and strategies that appear to be different or irreconcilable, viewing them instead as possibilities for productive engagements. Communication interventions—in both research and practice—insert insights from diverse voices, marginal positions, emerging organizational practices and digital technologies, to broaden and enrich dialogue. Interventions bring complex reframings to events and phenomenon. Interventions seek to alter a course and effect changed practices in a range of spheres: governmental and social institutions, cultural and nongovernmental groups; industry and organizational life, new media and digital spaces, socio-cultural environments, subcultural groups, health environments, affective and behavioral life, and in everyday life.

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Alexis S. Tan

## Global Communication and Media Research

New York, 2018. XII, 240 pp., 7 tables

AEJMC - Peter Lang Scholarsourcing Series. Vol. 1

hb. • ISBN 978-1-4331-3231-5

CHF 118.– / €<sup>D</sup> 102.95 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

pb. • ISBN 978-1-4331-3230-8

CHF 42.– / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.60 / € 34.20 / £ 28.– / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4331-3876-8

CHF 42.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.– / € 34.20 / £ 28.– / US-\$ 40.95

This book identifies and analyzes priorities, themes, projects and publications in the world's leading communication research institutes, centers and doctoral programs. It also presents an assessment of the state and future of communication research by prominent interna-

tional scholars in communication. Using these data sources, the book provides a comprehensive review of communication and media research outside the United States, a critical gap in the literature. It is a useful reference for U.S. and international communication scholars, and can be a textbook for graduate and undergraduate courses in international communication, global communication and communication theories.

Jennifer H. Waldeck • David R. Seibold (eds.)

## Consulting That Matters

### A Handbook for Scholars and Practitioners, 2nd Edition

New York, 2016. XIII, 370 pp.

hb. • ISBN 978-1-4331-2770-0

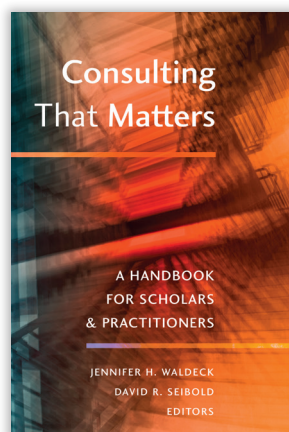
CHF 172.95 / €<sup>D</sup> 152.95 / €<sup>A</sup> 156.95 / € 142.95 / £ 114.95 / US-\$ 185.95

pb. • ISBN 978-1-4331-5125-5

CHF 49.– / €<sup>D</sup> 41.95 / €<sup>A</sup> 43.10 / € 39.20 / £ 32.– / US-\$ 46.95

eBook (SUL) • ISBN 978-1-4539-1718-3

CHF 47.95 / €<sup>D</sup> 44.95 / €<sup>A</sup> 44.95 / € 37.95 / £ 29.95 / US-\$ 48.95



Each year, thousands of consulting contracts are awarded by organizations to experts who help them with challenges involving people, processes, technologies, goals, resource allocation, decision making, problem solving, and more. These experts – consultants – diagnose problems, recommend solutions, facilitate interventions, and evaluate outcomes that are often related to human communication. Some consultants are academicians skilled in both doing and interpreting research for clients; others are practitioners with little use for research and theory. Driving all of

the ideas showcased in *Consulting That Matters: A Handbook for Scholars and Practitioners* is the premise that sound theory and research are critical to consulting success, and should be the blueprints for successful organizational transformation. Thus, this book is for all types of consultants, including the very best who are at the top of their games and those who believe theory and research belong in ivory towers, not business settings. Featuring a «who's who» of preeminent communication scholars/consultants, each author shares frameworks, strategies, and examples from their own diverse experiences, all grounded in rich, substantive theory and research. The volume offers even the most skilled and experienced consultants a range of alternative approaches, paradigms, and competencies to build their credibility and make them more valuable to their clients in a dynamic, ever-evolving business climate.

Rebekah J. Buchanan

## Writing a Riot

Riot Grrrl Zines and Feminist Rhetorics

New York, 2018. XXXVI, 182 pp., 3 b/w ill.

**Mediated Youth. Vol. 31**

hb. • ISBN 978-1-4331-5077-7

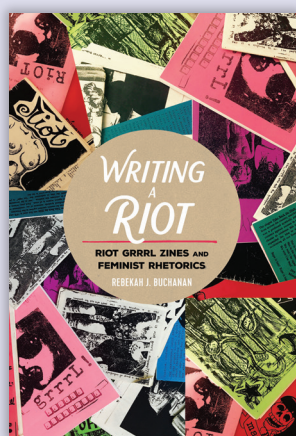
CHF 93.– / €<sup>D</sup> 80.95 / €<sup>A</sup> 82.50 / € 75.– / £ 60.– / US-\$ 89.95

pb. • ISBN 978-1-4331-2391-7

CHF 44.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.40 / € 35.80 / £ 29.– / US-\$ 42.95

eBook (SUL) • ISBN 978-1-4331-5078-4

CHF 47.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 43.– / € 35.80 / £ 29.– / US-\$ 42.95



Riot grrrls, punk feminists best known for their girl power activism and message, used punk ideologies and the literacy practice of zine-ing to create radical feminist sites of resistance. In what ways did zines document feminism and activism of the 1990s? How did riot grrrls use punk ideologies to participate in DIY sites? In *Writing a Riot: Riot Grrl Zines and Feminist Rhetorics*, Buchanan argues that zines are a form of literacy participation used to document personal, social, and political values within punk. She examines zine studies as an academic field, how riot grrrls used zines to promote punk feminism, and the ways riot grrrl zines dealt with social justice issues of rape and race. *Writing a Riot* is the first full-length book that examines riot grrrl zines and their role in documenting feminist history.

**REBEKAH J. BUCHANAN** is Associate Professor of English and Director of English Education at Western Illinois University. Her research interests include out-of-school literacy practices of youth especially in activist music scenes, fandoms, Harry Potter literary tourism and representation of teachers in popular culture.

Andrew Billings • Leigh Moscovitz

## Media and the Coming Out of Gay Male Athletes in American Team Sports

New York, 2018. XII, 228 pp., 10 b/w ill.

**Communication, Sport, and Society. Vol. 1**

hb. • ISBN 978-1-4331-5600-7

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5601-4

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5602-1

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

Never before have we lived in a time in which sport and gay identity are more visible, discussed, debated—and even celebrated. However, in an era in which the sports closet is heralded as the last remaining stronghold of heterosexuality, the terrain for the gay athlete remains contra-

dictory at best. Gay athletes in American team sports are thus living a paradox: told that sport represents the “final closet” in American culture while at the same time feeling ostracized, labeled a “distraction” for teams, dubbed locker room “problems,” and experiencing careers which are halted or cut short altogether. *Media and the Coming Out of Gay Male Athletes in American Team Sports* is the first of its kind, building upon the narratives of athletes and how their coming out experiences are shaped, transmitted and received through pervasive, powerful, albeit imperfect commercial media. Featuring in-depth interviews with out-athletes such as Jason Collins, Dave Kopay, Billy Bean and John Amaechi; media gatekeepers from outlets like ESPN and *USA Today*; and league representatives from Major League Baseball and the National Football League, this book explores one of the starkest juxtapositions in athletics: there are no active out players in the NFL, NBA, MLB, or NHL, yet the number of athletes coming out at virtually every other level of sport is unprecedented. Interviews are fused with qualitative media analysis of coming out stories and informed by decades of literature on the unique intersection of sport, media, and sexual identity.

Haneen Shafeeq Ghabra

## Muslim Women and White Femininity

Reenactment and Resistance

New York, 2018. X, 194 pp. 3 b/w ill.

hb. • ISBN 978-1-4331-5215-3

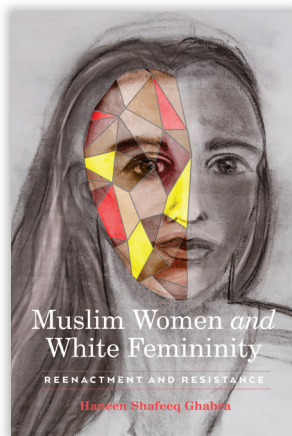
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5216-0

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5212-2

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



*Muslim Women and White Femininity: Reenactment and Resistance* is a much-needed book in a time when Muslim women are speaking out but also embodying White femininity. This book focuses on how Whiteness travels through Muslim women's bodies, who in turn reenact or resist White womanhood, by examining three relevant archetypes: the Oppressed, the Advocate, and the Humanitarian Leader. The author aims to demonstrate the necessity of archetypal criticism as a method that can teach the reader or student how to deconstruct dominant discourses in the media. This book

aims to address intercultural, gender, intersectional and critical communication courses but is also suited for those in the general public who wish to understand the deceptive nature of the media. Thus, at a time where Muslim women are being used as media objects by Western media, this book is crucial in analyzing how readers can begin to uncover dominant ideologies that are carried through and by Muslim women.

Elizabeth McLaughlin

## Women's Voices of Duty and Destiny

Religious Speeches Transcending Gender

New York, 2019. XVI, 156 pp.

**Speaking of Religion. Vol. 1**

hb. • ISBN 978-1-4331-5298-6

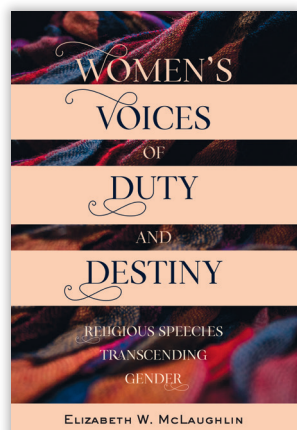
CHF 118.– / €<sup>D</sup> 102.95 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

pb. • ISBN 978-1-4331-5297-9

CHF 42.– / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.60 / € 34.20 / £ 28.– / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4331-5299-3

CHF 42.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.– / € 34.20 / £ 28.– / US-\$ 40.95



This book collection is a celebration of women who speak truth to power in the public square. A perfect fit for undergraduate students of rhetoric, gender, religion and history, *Women's Voices of Duty and Destiny* showcases the speech texts of 14 women addressing societal issues from the values of their religious beliefs and discourse communities. Between the tensions of the duty of gender roles and human destiny, these global voices representing different time periods and religions address the thematic issues of faith, society, education, reform, freedom and peacemaking. Written in

clear, straightforward language, students will directly encounter the words and voices of leaders who strive to make the world better for all in the quest for human dignity. Each speaker seeks to forward the transcendent value of human freedom as reinforced by her explicit references to the divine. This collection is appropriate for 200-400 level undergraduate classes and offers a broad sampling of women who speak in the public square.

Bünyamin Ayhan (ed.)

## Different Aspects of Globalization

Frankfurt am Main, 2017. 372 pp., 6 fig. b/w, 10 tables, 2 graphs

pb. • ISBN 978-3-631-74159-7

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-74160-3

CHF 61.– / €<sup>D</sup> 55.95 / €<sup>A</sup> 56.– / € 46.70 / £ 38.– / US-\$ 56.95



This book presents a collection of papers by researchers from several different institutions on a wide range of globalization issues. Globalization is a phenomenon that affects many areas of life. Global change brings about positive and negative effects in political, cultural and economic fields in Turkey as well. The changes which are deeply affecting social life, exist in various forms.

Maya Bacache • Marc Bourreau • François Moreau

## Les musiciens et la transformation numérique

Un nouvel équilibre ?

Bruxelles, 2018, 150 p., 6 ill. b/w, 91 tab. b/w

**ICCA – Industries culturelles, création, numérique. Vol. 7**

br. • ISBN 978-2-8076-0996-9

CHF 45.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.60 / € 36.– / £ 30.– / US-\$ 43.95

eBook (SUL) • ISBN 978-2-8076-0997-6

CHF 45.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 43.20 / € 36.– / £ 30.– / US-\$ 43.95

Près de vingt années se sont écoulées depuis l'apparition de Napster, souvent considérée comme le point de départ de la transformation numérique de l'industrie musicale. Comment les musiciens se sont-ils adaptés à cette transformation ? C'est la question à laquelle cet ouvrage entend répondre en analysant les résultats d'une enquête menée auprès de plus de mille artistes musiciens professionnels associés à l'Adami (société de gestion collective des droits des artistes interprètes). L'objectif était de comprendre comment la transformation numérique a affecté leur métier dans ses diverses facettes (production, distribution/diffusion, promotion, activité scénique, etc.). Comment a-t-elle modifié les relations au sein de la filière et avec le public ? Quel a été l'impact sur les revenus des musiciens ? Après avoir dressé un portrait des « artistes et musiciens interprètes », l'ouvrage analyse les stratégies et positionnements des artistes musiciens face aux différents modes de diffusion (légale ou illégale) en ligne. L'impact du numérique sur les étapes de création, de financement et de production des œuvres est ensuite étudié pour finir par s'intéresser à la perception qu'ont les artistes musiciens des nouveaux modèles d'affaires numériques (notamment le streaming). L'ouvrage offre également une comparaison avec les résultats d'une enquête similaire menée six années auparavant, en 2008, lorsque certains des nouveaux acteurs clés de l'industrie musicale (YouTube, Spotify, etc.) n'existaient que depuis peu, voire pas encore.



Paul Booth · Amber Davisson · Aaron Hess · Ashley Hinck

## Poaching Politics

Online Communication During the 2016 US Presidential Election

New York, 2018. XIV, 184 pp., 3 b/w ill.

Frontiers in Political Communication. Vol. 40

hb. • ISBN 978-1-4331-5671-7

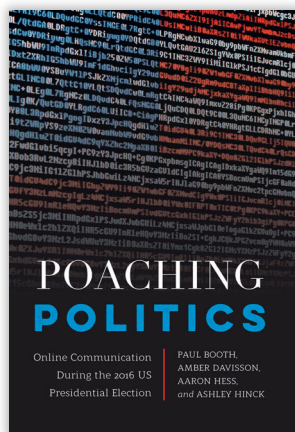
CHF 118.– / €<sup>D</sup> 102.95 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

pb. • ISBN 978-1-4331-5672-4

CHF 42.– / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.60 / € 34.20 / £ 28.– / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4331-5673-1

CHF 42.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.– / € 34.20 / £ 28.– / US-\$ 40.95



The 2016 US election was ugly, divisive, maddening, and influential. In this provocative new book, Paul Booth, Amber Davisson, Aaron Hess, and Ashley Hinck explore the effect that everyday people had on the political process. From viewing candidates as celebrities, to finding fan communities within the political spectrum, to joining others online in spreading (mis) information, the true influence in 2016 was the online participant. *Poaching Politics* brings together research and scholars from media studies, political communication, and rhetoric to provide an interdisciplinary perspective

on the role of participatory cultures in shaping the 2016 US presidential election. *Poaching Politics* heralds a new way of creating and understanding shifts in the nature of political communication in the digital age.

Philippe Bouquillion · François Moreau (eds.)

## Digital Platforms and Cultural Industries

Bruxelles, 2018, 186 p., 11 ill. b/w, 7 tab. b/w

ICCA – Cultural industries, artistic creation, digital technology. Vol. 6

pb. • ISBN 978-2-8076-0919-8

CHF 45.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.60 / € 36.– / £ 30.– / US-\$ 43.95

eBook (SUL) • ISBN 978-2-8076-0920-4

CHF 45.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 43.20 / € 36.– / £ 30.– / US-\$ 43.95

The assessment of the challenges of digital platforms for cultural industries raises many different issues. How platforms choices in content pricing affect the overall value of cultural markets, especially in the case where content just aim at favoring devices' sales? How are revenues shared between platforms and content right holders? Do creators and artists all benefit from the growth of digital platforms? How usual business models of cultural industries have to adapt to the digital paradigm? Should we observe rather a reinforcement of the star system or the emergence of a long tail? What is the impact on market concentration? Could we expect an increase or a decrease in cultural diversity? What is the role played by recommender systems, playlists and algorithms in influencing consumers' choices? How to implement efficient public policies given the transnational dimension of digital platforms? The various papers gathered in this book contribute further to these different topics with a focus on empirical issues. The first part gathers the contributions dealing with the analysis of the impact that digital platforms have on the incumbent or legacy players of the original value

chain of content industries: content providers, live entertainment producers, consumers, etc. The second part opens the black box of the ecosystem of digital platforms by studying competition among them and among the business models they adopt, as well as the conditions for the emergence of new players.

Scott E. Caplan

## The Changing Face of Problematic Internet Use

An Interpersonal Approach

New York, 2018. X, 250 pp.

hb. • ISBN 978-1-4331-5099-9

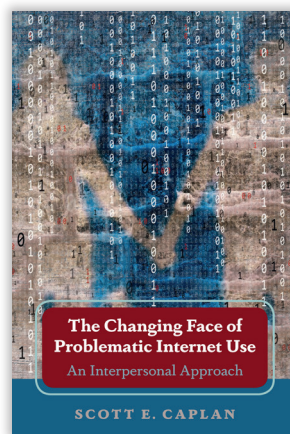
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-3050-2

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5100-2

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



Since the advent of the Internet and increasingly mobile devices, we have witnessed dramatic changes in computer-mediated technologies and their roles in our lives. In the late 1990s, researchers began to identify problematic forms of Internet use, such as difficulty controlling the amount of time spent online. Today, people live in a perpetually digital and permanently connected world that presents many serious types of problematic Internet use besides deficient self-regulation. Thousands of studies have been published on interpersonal problems such as cyberbullying, cyberstalking, relationship

conflicts about online behavior, and the increasingly problematic use of mobile devices during in-person interactions. *The Changing Face of Problematic Internet Use: An Interpersonal Approach* also examines future trends, including the recent development of being constantly connected to mobile devices and social networks. Research in these areas is fraught with controversy, inconsistencies, and findings that are difficult to compare and summarize. This book offers students and researchers an organized, theory-based, synthesis of research on these problems and explains how interpersonal theory and research help us better understand the problems that online behavior plays in our personal lives and social interactions.

Maria José Corvo Sánchez · Benigno Fernández Salgado (eds.)

## To the Next Station

Papers on Culture and Digital Communication

Berlin, 2018. 241 pp., 55 fig. b/w, 15 tables

hb. • ISBN 978-3-631-71352-5

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-72166-7

CHF 61.– / €<sup>D</sup> 55.95 / €<sup>A</sup> 56.– / € 46.70 / £ 38.– / US-\$ 56.95

Internet has radically transformed our ways to communicate in an increasingly globalised world. From an interdisciplinary perspective, this book aims to explore the consequences of technological revolution in Communication. This collection of articles discusses social and eco-

conomic dynamics of digital and technological upheaval. Each contributor approaches the issue from a different frame of reference: translation, advertising, big data and memory, new uses and practices in mass media, effects on journalism, education and free time.

Jannette L. Dates • Mia Moody Ramirez

## From Blackface to Black Twitter

Reflections on Black Humor, Race, Politics, & Gender

New York, 2018. XVIII, 200 pp., 3 b/w ill.

hb. • ISBN 978-1-4331-5454-6

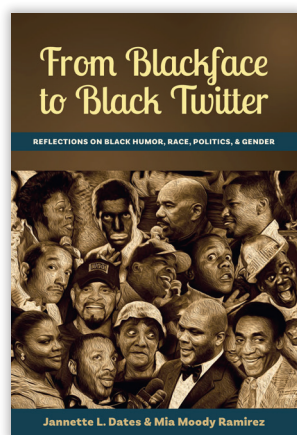
CHF 118.– / €<sup>D</sup> 102.95 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

pb. • ISBN 978-1-4331-5455-3

CHF 42.– / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.60 / € 34.20 / £ 28.– / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4331-5456-0

CHF 42.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.– / € 34.20 / £ 28.– / US-\$ 40.95



*From Blackface to Black Twitter: Reflections on Black Humor, Race, Politics, & Gender* traces the roots and fruits of comedy over the centuries to analyze and offer insights into the intersections of race, gender, and politics in humor that is by, for, and/or about black people.

Bei Guo

## Regulating Social Media in China

Foucauldian Governmentality and the Public Sphere

New York, 2018. X, 198 pp.

hb. • ISBN 978-1-4331-5271-9

CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

eBook (SUL) • ISBN 978-1-4331-5708-0

CHF 103.– / €<sup>D</sup> 94.95 / €<sup>A</sup> 95.– / € 79.20 / £ 64.– / US-\$ 94.95

*Regulating Social Media in China: Foucauldian Governmentality and the Public Sphere* is the first in-depth study to apply the Foucauldian notion of governmentality to China's field of social media. This book provokes readers to contemplate the democratizing potential of social media in China. By deploying Foucault's theory of governmentality as an explanatory framework, author Bei Guo explores the seemingly paradoxical relationship of the Chinese party-state to the expansion of social media platforms. Guo argues that the Chinese government has several interests in promoting community participation and engagement through the internet platform Weibo, including extending the presence of its own agencies on Weibo while simultaneously controlling the discourse in many important ways. This book provides an important corrective to overly sanguine accounts that social media promotes a Habermasian public sphere along liberal democratic lines. It demonstrates how China, as an authoritarian country, responds to its citizens' voracious hunger for information and regulates this by carefully adopting both liberal and authoritarian techniques.

Andrea L. Guzman (ed.)

## Human-Machine Communication

Rethinking Communication, Technology, and Ourselves

New York, 2018. XX, 274 pp., 8 b/w ill., 5 tables

**Digital Formations. Vol. 117**

hb. • ISBN 978-1-4331-4251-2

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4250-5

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4252-9

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

From virtual assistants to social robots, people are increasingly interacting with intelligent and highly communicative technologies throughout their daily lives. This shift from communicating with people to communicating with people and machines challenges how scholars have theorized and studied communication. *Human-Machine Communication: Rethinking Communication, Technology, and Ourselves* addresses this transition in how people communicate and who, or what, they communicate with and the implications of this evolution for communication research. Geared toward scholars interested in people's interactions with technology, this book serves as an introduction to human-machine communication (HMC) as a specific area of study within communication (encompassing human-computer interaction, human-robot interaction, and human-agent interaction) and to the research possibilities of HMC. This collection includes papers presented as part of a scholarly conference on HMC, along with invited works from noted researchers. Topics include defining HMC, theoretical approaches to HMC, applications of HMC, and the larger implications of HMC for self and society. The research presented here focuses on people's interactions with multiple technologies (artificial intelligence, algorithms, and robots) used within different contexts (home, workplace, education, journalism, and healthcare) from a variety of epistemological and methodological approaches (empirical, rhetorical, and critical/cultural). Overall, *Human-Machine Communication* provides readers with an understanding of HMC in a way that supports and promotes further scholarly inquiry in a growing area of communication research.

Jeremy Hunsinger • Andrew Schrock (eds.)

## Making Our World

The Hacker and Maker Movements in Context

New York, 2019. XIV, 318 pp., 3 b/w ill.

**Digital Formations. Vol. 120**

hb. • ISBN 978-1-4331-6001-1

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-6000-4

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-6002-8

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

*Making Our World: The Hacker and Maker Movements in Context* describes and situates the political, historical, national, and organizational elements of hacking and making. Hackers and makers are often mythologized, leading to people misunderstanding them as folk heroes for the modern age. In response, this book describes and critiques these movements from a variety of interdisciplinary perspectives to help readers appreciate their worldwide scope and highly localized interpretations. *Making Our World* is essential reading for students and scholars of technology and society, particularly those interested in social movements and DIY cultures.

Sefer Kalamán • Bilal Süslü (eds.)

## Media and Digital Modernism

New Communication Environments

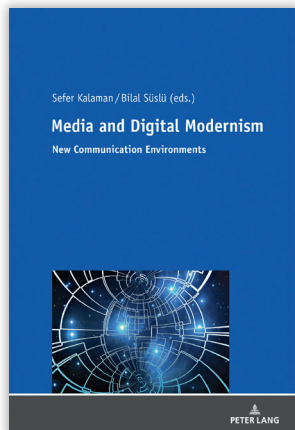
Berlin, 2018. 212 pp., 23 fig. b/w, 19 tables

pb. • ISBN 978-3-631-76485-5

CHF 70.– / €<sup>D</sup> 59.95 / €<sup>A</sup> 61.60 / € 56.10 / £ 46.– / US-\$ 67.95

eBook (SUL) • ISBN 978-3-631-76495-4

CHF 70.– / €<sup>D</sup> 66.95 / €<sup>A</sup> 67.30 / € 56.10 / £ 46.– / US-\$ 67.95



New technologies have brought about radical changes in almost all areas of life. The best concept to describe this period is «digimodernism» in which there occur many transformations, from shopping to information, socialization to banking, education to communication. People, who become increasingly dependent on technology, computer and internet, are forced to attach themselves to the new social structure in a society that changes in parallel with digitalization. The Digimodern period has substantially affected the media as almost every point of life and caused great transformations.

At this point, the main theme of the book is to reveal the structure of the media in the digital period.

Divya McMillin • Joost de Bruin • Jo Smith (eds.)

## Place, Power, Media

Mediated Responses to Globalization

New York, 2018. VIII, 232 pp., 10 b/w ill.

hb. • ISBN 978-1-4331-5472-0

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5550-5

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5551-2

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

*Place, Power, Media: Mediated Responses to Globalization* is a compelling, interdisciplinary exploration of how media practices and communication rituals are connected to larger economic, social, and political processes in a globalizing world. Through a rich variety of media texts, authors examine how daily, mundane, and interpersonal processes help shape 'our' place in the world, a placement that is integrally connected to social relations at the global level. Denoting a sense of geography as well as demarcating diverse social positionings, place is understood as the result of historical and contemporary discourses occurring on a range of scales and within different cultural, aesthetic, and political contexts. The authors argue that the construction, restoration, configuration, and representation of place is an important project at multiple levels; what meanings are derived from it, what meanings are infused, who the key players are, what power struggles are inherent—these issues offer rich areas of study for global media scholars interested in the place-making powers of media.

John A. McArthur

## Digital Proxemics

How Technology Shapes the Ways We Move

New York, 2016. XIV, 210 pp.

**Digital Formations. Vol. 110**

hb. • ISBN 978-1-4331-3187-5

CHF 143.95 / €<sup>D</sup> 127.95 / €<sup>A</sup> 130.95 / € 118.95 / £ 94.95 / US-\$ 154.95

pb. • ISBN 978-1-4331-3186-8

CHF 39.95 / €<sup>D</sup> 34.95 / €<sup>A</sup> 35.95 / € 32.95 / £ 25.95 / US-\$ 42.95

eBook (SUL) • ISBN 978-1-4539-1724-4

CHF 41.95 / €<sup>D</sup> 38.95 / €<sup>A</sup> 38.95 / € 32.95 / £ 25.95 / US-\$ 42.95



The study of proxemics – the human use of space – is reimagined for the digital age in this book, a compelling examination of the future of the ways we move. Whereas much writing on the subject focuses on what digital technology might do for us, this book explores what the same technology might do to us.

Combining dynamic stories, cutting-edge research, and deep reflection on the role of space in our lives, *Digital Proxemics* examines the ways that

our uses of physical and digital spaces and our uses of technology are converging. It investigates the role of digital communication in proxemics, offering explorations of the ways digital technology shapes our personal bodily movement, our interpersonal negotiation of social space, and our navigation of public spaces and places. Through the lens of information and user-experience design, it adds forbidden spaces, ubicomp, augmented reality, digital surveillance, and virtual reality to the growing lexicon surrounding proxemics. The result is a spatial turn in the study of digital technology and a digital turn in the study of proxemics.

As our culture changes, our ability to make choices about how to move will be called into question, as will our expectations for what roles technology will play in our lives. As we navigate this intersection, *Digital Proxemics* is at once a valuable lens through which we can view our shifting culture, a cautionary tale through which we might envision problematic outcomes, and an optimistic projection of possibility for the future of human communication and technology interaction.

**JOHN A. MCARTHUR** (PhD, Clemson University) is Associate Professor in the James L. Knight School of Communication at Queens University of Charlotte. He is a researcher, author, and speaker on the role of space, technology, and user-experience in human communication.



Safiya Umoja Noble • Brendesha M. Tynes (eds.)

## The Intersectional Internet

Race, Sex, Class, and Culture Online

New York, 2016. VI, 278 pp.

Digital Formations. Vol. 105

hb. • ISBN 978-1-4331-3001-4

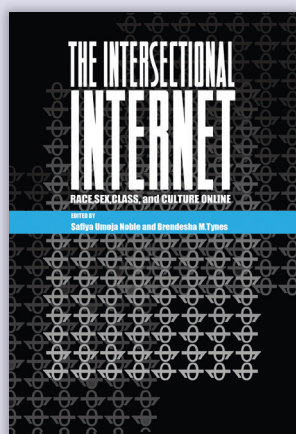
CHF 152.95 / €<sup>D</sup> 135.95 / €<sup>A</sup> 139.95 / £ 126.95 / £ 100.95 / US-\$ 164.95

pb. • ISBN 978-1-4331-3000-7

CHF 37.95 / €<sup>D</sup> 32.95 / €<sup>A</sup> 33.95 / £ 30.95 / £ 24.95 / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4539-1717-6

CHF 39.95 / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.95 / £ 30.95 / £ 24.95 / US-\$ 40.95



From race, sex, class, and culture, the multidisciplinary field of Internet studies needs theoretical and methodological approaches that allow us to question the organization of social relations that are embedded in digital technologies, and that foster a clearer understanding of how power relations are organized through technologies.

Representing a scholarly dialogue among established and emerging critical media and information studies scholars,

this volume provides a means of foregrounding new questions, methods, and theories which can be applied to digital media, platforms, and infrastructures. These inquiries include, among others, how representation to hardware, software, computer code, and infrastructures might be implicated in global economic, political, and social systems of control.

Contributors argue that more research needs to explicitly trace the types of uneven power relations that exist in technological spaces. By looking at both the broader political and economic context and the many digital technology acculturation processes as they are differentiated intersectionally, a clearer picture emerges of how under-acknowledging culturally situated and gendered information technologies are impacting the possibility of participation with (or purposeful abstinence from) the Internet.

This book is ideal for undergraduate and graduate courses in Internet studies, library and information studies, communication, sociology, and psychology. It is also ideal for researchers with varying expertise and will help to advance theoretical and methodological approaches to Internet research.

**SAFIYA UMOJA NOBLE** (PhD, University of Illinois at Urbana-Champaign) is an assistant professor in the Department of Information Studies in the Graduate School of Education and Information Studies at UCLA. She is co-editor of *Emotions, Technology, and Design* (2016) and an editorial board member of the *Journal of Critical Library and Information Studies*.

**BRENDESHA M. TYNES** (PhD, UCLA) is Associate Professor of Education and Psychology at the University of Southern California. She is the recipient of the American Educational Research Association Early Career Award and the Spencer Foundation Midcareer Award.

Grażyna Piechota

## Cultural Differences in Network Communication

How Polish, German and Ukrainian Netizens Use Social Media

Berlin, 2018, 161 pp., 4 fig. b/w, 16 tables

hb. • ISBN 978-3-631-74862-6

CHF 47.– / €<sup>D</sup> 39.95 / €<sup>A</sup> 41.10 / £ 37.40 / £ 31.– / US-\$ 45.95

eBook (SUL) • ISBN 978-3-631-76059-8

CHF 47.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 44.90 / £ 37.40 / £ 31.– / US-\$ 45.95

This book tries to answer the question how the identity and cultural values of individuals are being modified by the Internet and its global culture. It is based on unique research projects focusing on foreign students and their way of communicating in the new media. The aim is to explore the relationship between the cultural affiliation of young Internet users from Poland, Germany and Ukraine and their attitudes as well as communication behaviour in Internet interactions. The author presents an in-depth analysis of network communication and its influence on possible changes of cultural identity. Creating an alternative platform for discussions, network communication becomes a place for a new type of identification – a cosmopolitan one. It is also the frame in which self-reflection and modification of cultural identity take place. According to the author, the social media thus might also be perceived as a tool for building tolerance with respect to the cultural differentiation of the world.

Paula M. Poindexter

## Millennials, News, and Social Media

Is News Engagement a Thing of the Past? Revised and Updated 2nd Edition

New York, 2018. XX, 216 pp., 5 b/w ill., 29 tables

pb. • ISBN 978-1-4331-5003-6

CHF 44.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.40 / £ 35.80 / £ 29.– / US-\$ 42.95

eBook (SUL) • ISBN 978-1-4331-5005-0

CHF 47.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 43.– / £ 35.80 / £ 29.– / US-\$ 42.95



Five years after the first edition of *Millennials, News, and Social Media: Is News Engagement a Thing of the Past?* was published, a focus on the Millennial generation's relationship with news is more important than ever. This revised and updated book reports the results of a new survey that reveals changes in news consumption habits and attitudes while painting a detailed portrait of Millennials in a news media landscape now dominated by social media and mobile devices. Generational, racial, ethnic, and gender differences in news engagement and social media use are examined and so

is the historic presidential election that the oldest and youngest Millennials experienced. How Millennials voted, the issues that mattered, and the relationship between their political identity and news is also explored. The spread of fake news, attacks on the press, and the need for news literacy are also discussed. Since the publication of the book's first edition, Snapchat and digital subscriptions have emerged and social media sites have become popular platforms for news. How Millennials have responded to these changes in the media landscape is also examined. Finally, recommendations for further improvement of news

coverage of Millennials are proposed. Plus, the book underscores how all segments of society, including news organizations, journalism schools, and tech companies, can work toward a more informed and news literate society, a requirement for viable democracies. This revised and updated book will appeal to students, scholars, journalists, and everyone who cares about informed and civically engaged citizens and a strong democracy.

*D. Travers Scott*

## Pathology and Technology

### Killer Apps and Sick Users

New York, 2018. XVI, 288 pp., 15 b/w ill.

hb. • ISBN 978-1-4331-4846-0

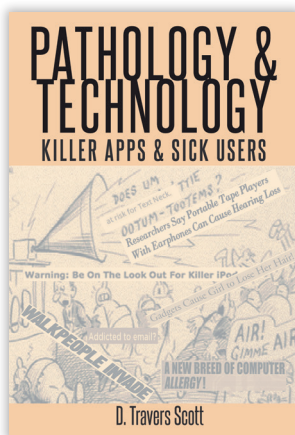
CHF 113.– / €<sup>D</sup> 98.95 / €<sup>A</sup> 100.80 / € 91.70 / £ 74.– / US-\$ 109.95

pb. • ISBN 978-1-4331-4845-3

CHF 67.– / €<sup>D</sup> 57.95 / €<sup>A</sup> 59.60 / € 54.20 / £ 44.– / US-\$ 64.95

eBook (SUL) • ISBN 978-1-4331-4847-7

CHF 71.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 65.– / € 54.20 / £ 44.– / US-\$ 64.95



*Pathology & Technology* is the first comprehensive look at “technopathologies.” Since the days of the telegraph, electric communication technologies have been associated with causing or worsening mental and physical illnesses. Today, news reports warn of Pokémon Go deaths and women made vulnerable to sexual assault from wearing headphones. Drawing on an archive of hundreds of cases found across news, entertainment, and other sources over 150 years, this book investigates the intersection of technology and disease through original cultural historiography, focus groups, and discourse

analysis, documenting a previously unexplored phenomenon in communication and media. Technopathologies occur with new *and* old media, the book argues, and are ultimately about people—not machines. They help define users as normal or abnormal, in ways that often align with existing social stereotypes. Courses on technological history, medical humanities, science and technology studies, and medical history will find much here to debate, in a style written to appeal to scholarly as well as popular readers.

*George Sylvie*

## Reshaping the News

### Community, Engagement, and Editors

New York, 2018. XXIV, 188 pp. 8 b/w ills.

pb. • ISBN 978-1-4331-4340-3

CHF 55.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.60 / € 44.20 / £ 36.– / US-\$ 52.95

eBook (SUL) • ISBN 978-1-4331-4341-0

CHF 55.– / €<sup>D</sup> 52.95 / €<sup>A</sup> 53.– / € 44.20 / £ 36.– / US-\$ 52.95

*Reshaping the News: Community, Engagement, and Editors* is the culmination of a six-year search for an economic resolution to the digital business conundrum facing the newspaper industry. Today’s media tend to generate journalism with a low immediate newsroom impact, allowing journalists to continue reporting without considering the au-

dience’s increasingly dominant role in a story’s longevity. This renders newsrooms as managed rather than led, and turns editors into facilitators—managing project-driven journalism, attempting to match publishers’ expectations of diversified income streams, and providing reporters with increased autonomy. In fact, newsrooms require a new kind of leadership, one that rethinks its relationship with the audience. *Reshaping the News* argues for that alternative, deconstructing the reporting and editing relationship and illustrating the ideal version of editorial oversight. Author George Sylvie dissects reporter communities and culture, as well as the connection between journalism and geographic space/management. The book also examines whether journalists have developed the appropriate infrastructure to assure credibility and avoid potential mishaps, misconduct, and misrepresentation. Though the innovative, non-traditional approach to audience engagement outlined within challenges journalistic boundaries, *Reshaping the News* posits its new model as necessary and of potential lasting value to the field of journalism.

*H.Okan Tansu*

## Digitcrimination – Those are the Good Times

### A New Type of Discrimination That Came with Digitization

Berlin, 2018. 149 pp., 10 fig. b/w

pb. • ISBN 978-3-631-73508-4

CHF 41.– / €<sup>D</sup> 34.95 / €<sup>A</sup> 35.90 / € 32.70 / £ 27.– / US-\$ 39.95

eBook (SUL) • ISBN 978-3-631-73509-1

CHF 43.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.20 / € 32.70 / £ 27.– / US-\$ 39.95



Our society is highly effected by the digital revolution. This book describes with examples and new concepts the discrimination created by the Digital World at different layers of the society. The author analyzes the new technological ecosystem with components like the Digital Ghetto and describes the measures which need to be taken in the future. He evaluates this new digital world focusing on several aspects of social relations and lifestyles.

The book also analyzes the mistakes made while entering the Information Age. Furthermore, the author answers the question if human society is ready for the amenities of services like Social Media, e-learning, energy and self-driving cars or if they actually make our lives more difficult and complicated.

**OKAN TANSU** studied Political Sciences and Communication at the Institut D’Etudes Politiques Istanbul Filiale. He received his doctoral degree by his thesis on 21st century conflict areas and informatics, and after lecturing at Istanbul Bilgi University for more than 15 years in different fields of communication like Media, Sports, Technology and Political Economy, he moved to Germany in 2015. Since then, he has been lecturing at different universities in Hamburg.

Susan Wiesinger · Ralph Beliveau

## Digital Literacy

A Primer on Media, Identity, and the Evolution of Technology

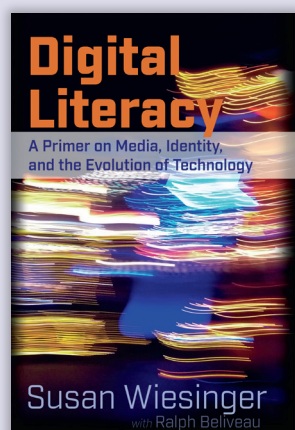
New York, 2016. VII, 179 pp., num. ill.

pb. • ISBN 978-1-4331-2821-9

CHF 45.95 / €<sup>D</sup> 39.95 / €<sup>A</sup> 40.95 / € 37.95 / £ 29.95 / US-\$ 48.95

eBook (SUL) • ISBN 978-1-4539-1764-0

CHF 47.95 / €<sup>D</sup> 44.95 / €<sup>A</sup> 44.95 / € 37.95 / £ 29.95 / US-\$ 48.95



The Internet, World Wide Web, and digital devices have fundamentally changed the way people communicate, affecting everything from business, to school, to family, to religion, to democracy. This textbook takes a well-rounded view of the evolution from media literacy to digital literacy to help students better understand the digitally filtered world in which they live.

The text explores digital literacy through three lenses:

- Historical: reviews snapshots

of time and space to delineate how things were in order to lend context to how they are;

- Cultural: explores how values and ideals are constructed and conveyed within a given cultural context – how humans absorb and share the informal rules and norms that make up a society;
- Critical: illuminates how social changes – particularly rapid ones – can put certain people at a disadvantage.

All three angles are helpful for better understanding the myriad ways in which our identities and relationships are being altered by technology, and what it means to be a citizen in a society that has become individualized and is in constant flux.

Written in a conversational and approachable style, the text is easy to navigate, with short chapters, short paragraphs, and bullet points. Comics and images illustrate complex topics and add visual interest.

The text is ideal for media literacy, digital information literacy, and technology courses that seek to integrate human impact into the mix. It is also a good starting point for anyone wanting to know more about the impact of communication technologies on our lives.

**SUSAN WIESINGER** (PhD, Purdue University) is a professor of Journalism & Public Relations at California State University, Chico. She is the co-author of *Media Smackdown: Deconstructing the News and the Future of Journalism* (Peter Lang, 2013).

**RALPH BELIVEAU** is an associate professor in The Gaylord College of Journalism & Mass Communication at The University of Oklahoma. He holds a PhD from the University of Iowa and a bachelor's degree from Northwestern University.

Heather Suzanne Woods · Leslie A. Hahner

## Make America Meme Again

The Rhetoric of the Alt-Right

New York, 2019. XIV, 258 pp., 9 b/w ill.

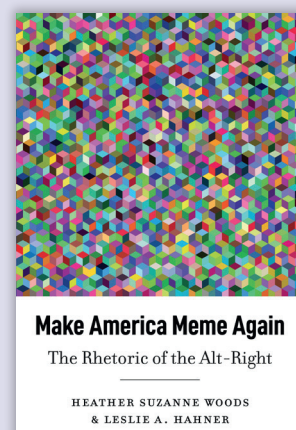
**Frontiers in Political Communication. Vol. 45**

hb. • ISBN 978-1-4331-5974-9

CHF 93.– / €<sup>D</sup> 80.95 / €<sup>A</sup> 82.50 / € 75.– / £ 60.– / US-\$ 89.95

eBook (SUL) • ISBN 978-1-4331-5975-6

CHF 93.– / €<sup>D</sup> 89.95 / €<sup>A</sup> 90.– / € 75.– / £ 60.– / US-\$ 89.95



As demonstrated by the 2016 presidential election, memes have become the suasive tactic par excellence for the promotional and recruitment efforts of the Alt-right. Memes are not simply humorous shorthands or pithy assertions, but play a significant role in the machinations of politics and how the public comes to understand and respond to their government and compatriots. Using the tools of rhetorical criticism, the authors detail how memetic persuasion operates, with a particular focus on the 2016 election of Donald J. Trump. *Make America Meme Again* reveals the rhetorical principles used to design Alt-right memes, outlining the myriad ways memes lure mainstream audiences to a number of extremist claims. In particular, this book argues that Alt-right memes impact the culture of digital boards and broader public culture by stultifying discourse, thereby shaping how publics congeal. The authors demonstrate that memes are a mechanism that proliferate white nationalism and exclusionary politics by spreading algorithmically through network cultures in ways that are often difficult to discern. Alt-right memes thus present a significant threat to democratic praxis, one that can begin to be combatted through a rigorous rhetorical analysis of their power and influence. *Make America Meme Again* illuminates the function of networked persuasion for scholars and practitioners of rhetoric, media, and communication; political theorists; digital humanists; and anyone who has ever seen, crafted, or proliferated a meme.

*Make America Meme Again* reveals the rhetorical principles used to design Alt-right memes, outlining the myriad ways memes lure mainstream audiences to a number of extremist claims. In particular, this book argues that Alt-right memes impact the culture of digital boards and broader public culture by stultifying discourse, thereby shaping how publics congeal. The authors demonstrate that memes are a mechanism that proliferate white nationalism and exclusionary politics by spreading algorithmically through network cultures in ways that are often difficult to discern. Alt-right memes thus present a significant threat to democratic praxis, one that can begin to be combatted through a rigorous rhetorical analysis of their power and influence. *Make America Meme Again* illuminates the function of networked persuasion for scholars and practitioners of rhetoric, media, and communication; political theorists; digital humanists; and anyone who has ever seen, crafted, or proliferated a meme.

**HEATHER SUZANNE WOODS** is Assistant Professor of Rhetoric and Technology at Kansas State University. Her research centers on rhetorics of futurity and innovation. She is published in *Critical Studies in Media Communication*, *Feminist Media Studies*, *Present Tense*, and *Teaching Media Quarterly*.

**LESLIE A. HAHNER** is Associate Professor of Communication at Baylor University. Her work explores how the visual shapes public culture. She is the author of *To Become an American*. Her work appears in the *Quarterly Journal of Speech*, *Communication and Critical/Cultural Studies*, and other outlets.



Mehmet Umut Tuncer (ed.)

## International Public Relations

### Practices and Approaches

Berlin, 2018. 278 pp., 6 fig. b/w, 4 tables

hb. • ISBN 978-3-631-76091-8

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-76401-5

CHF 58.– / €<sup>D</sup> 55.95 / €<sup>A</sup> 56.– / € 46.70 / £ 38.– / US-\$ 56.95

Today, globalisation has reached its peak not only due to economic integration, but also by the multiplier effect stemmed from digital communication technologies. The concept of «global village», mentioned nearly half a century ago by Marshall McLuhan, confronts us as actual reality. Of course, this approach creates radical impact on all management practices. Public relations is one of the management instruments which is affected most by the emergent change in approach within this context. In this volume, the authors define public relations through an international perspective within the context of both theory and practice. Consisting of fifteen sections, the book describes what intra- and extra-organisational public relation theories and practices correspond to in the present day.

Bastiaan Vanacker • Don Heider (eds.)

## Ethics for a Digital Age, Vol. II

New York, 2018. X, 224 pp.

Digital Formations. Vol. 118

hb. • ISBN 978-1-4331-5180-4

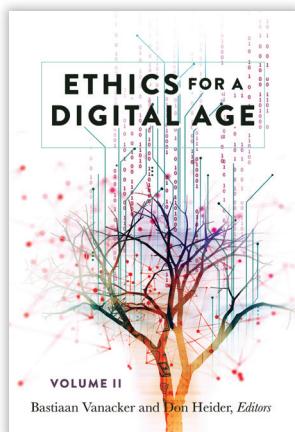
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5179-8

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5181-1

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



The second volume of *Ethics for a Digital Age* contains a selection of research presented at the fifth and sixth Annual International Symposia on Digital Ethics hosted by the Center for Digital Ethics and Policy at Loyola University Chicago's School of Communication. Thematically organized around the most pressing ethical issues of the digital age from a professional (parts one and two) and a philosophical perspective (part three), the chapters of this volume offer the reader a window into some of the hot-button ethical issues facing a society where digital has become the new normal.

Just as was the case in the first volume, this collection attempts to bridge applied and theoretical approaches to digital ethics. The case studies in this work are grounded in theory and the theoretical pieces are linked back to specific cases, reflecting the multi-methodological and multi-disciplinarian approach espoused by Loyola's Center of Digital Ethics and Policy during its eight years of existence. With contributions by experts from a variety of academic disciplines, this work will appeal to philosophers, communication scientists, and moral philosophers alike.

Ceren Yegen • Nurettin Güz (eds.)

## Media with its news, approaches and fractions in the new media age

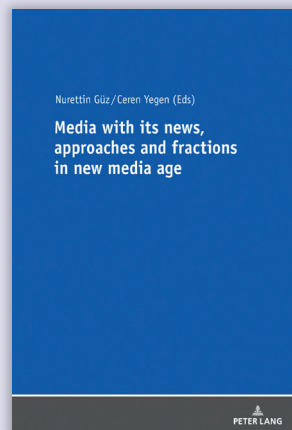
Berlin, 2018. 238 pp., 15 fig. b/w, 11 tables, 4 graphs

pb. • ISBN 978-3-631-76004-8

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-76724-5

CHF 58.– / €<sup>D</sup> 55.95 / €<sup>A</sup> 56.– / € 46.70 / £ 38.– / US-\$ 56.95



The digital era we are in is presenting a series of innovations every day. Today, technology is becoming a decisive factor in everyday life as well as in professional life. Every day, new media, which develop at a fast pace, influence many areas from everyday relations to professions and transform media. For example, the traditional media today has to adapt to new communication technologies and new media-based platforms. However, new forms of journalism and

their tendencies are the ones that have a negative effect on the traditional media. Therefore, it is important to understand the situation of the traditional media in the new media age. This book will serve as a guide to understanding the new media – which stand as a great power against the traditional media today – as well as the structure of its environments and its potentialities.

**NURETTIN GÜZ** is a professor at the Department of Journalism at the Communication Faculty of Hacı Bayram Veli University in Ankara. He worked at Gazi University and Selcuk University. He also served as the Press and Public Relations Adviser of the Ministry of National Education. His research interests include political communication, Ottoman and Turkish press as well as traditional and new media approaches.

**CEREN YEGEN** graduated from the Department of Communication of Girne American University, TRNC. She was awarded her master's degree and doctorate from the Journalism Department of the Social Sciences Institute, Gazi University. She is Assistant Professor and Assistant Dean of the Faculty of Communication at Muş Alparslan University. Her research and publications revolve around new media, journalism, political communication and nationalism.

Lee B. Becker · Tudor Vlad

## The Changing Education for Journalism and the Communication Occupations

The Impact of Labor Markets

New York, 2018. XXII, 264 pp., 48 b/w ill., 33 tables

**Mass Communication and Journalism. Vol. 22**

hb. • ISBN 978-1-4331-4148-5

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4147-8

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4149-2

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

This book provides a unique perspective on journalism and communication education, drawing on extensive, detailed data across time to examine the evolution of education for journalism and related communication occupations such as public relations and advertising. It demonstrates how journalism and communication education adapted to forces within the university as well as forces from outside the university. Particular attention is given to the impact of the labor markets to which journalism and communication education is linked. The analysis shows dramatically how dependent employers are on journalism and communication education, how educational institutions have changed to accommodate female and minority students, and how the labor market has responded to the graduates produced. Part history, part sociological analysis, this book will change the reader's understanding of education for journalism, public relations, advertising and the related occupations. It also offers insights about what the future of education in these fields holds.

Kate Wright

## Who's Reporting Africa Now?

Non-Governmental Organizations, Journalists, and Multimedia

New York, 2018. XVI, 280 pp., 6 coloured ill.

hb. • ISBN 978-1-4331-5104-0

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5103-3

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5105-7

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



As news organizations cut correspondent posts and foreign bureaux, non-governmental organizations (NGOs) have begun to expand into news reporting. Why and how do journalists use the photographs, video, and audio that NGOs produce? What effects does this have on the kinds of stories told about Africa? And how have these developments changed the nature of journalism and NGO-work? *Who's Reporting Africa Now?: Non-Governmental Organizations, Journalists, and Multimedia* is the first book to address these questions—using frank interviews and internal documents to shed light on the workings of major news organizations and NGOs, collaborating with one another in specific news production processes. These contrasting case studies are used to illuminate the complex moral and political economies underpinning such journalism, involving not only NGO press officers and journalists but also field workers, freelancers, private foundations, social media participants, businesspeople, and advertising executives.

Camelia Beciu · Mălina Ciocea · Irina Diana Mădroane · Alexandru I. Cărlan (eds.)

## Debating Migration as a Public Problem

National Publics and Transnational Fields

New York, 2018. VIII, 276 pp. 5 b/w ills., 2 tables

**Global Crises and the Media. Vol. 24**

hb. • ISBN 978-1-4331-5534-5

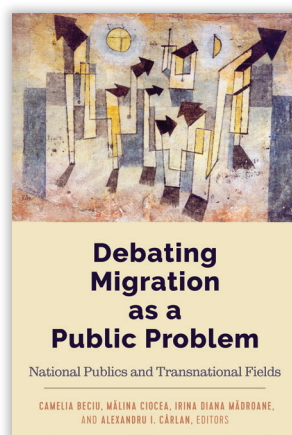
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5548-2

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-5554-3

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



This volume identifies empirical sites and methodological frames for approaching the construction of migration as a public problem. Starting from the premise that transnationalism becomes structural in setting the public agenda, the authors explore topics and arguments on migration in media and political discourses, as well as the ways migrants and non-migrants recontextualize these discourses in the process of making sense of migration, as a matter of citizenship and policy action.

Benedetta Brevini · Justin Lewis (eds.)

## Climate Change and the Media

Volume 2

New York, 2018. X, 190 pp., 7 b/w ill., 11 tables

**Global Crises and the Media. Vol. 27**

hb. • ISBN 978-1-4331-5395-2

CHF 118.– / €<sup>D</sup> 102.95 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

pb. • ISBN 978-1-4331-5133-0

CHF 42.– / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.60 / € 34.20 / £ 28.– / US-\$ 40.95

eBook (SUL) • ISBN 978-1-4331-5436-2

CHF 42.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.– / € 34.20 / £ 28.– / US-\$ 40.95

It is now more than a quarter of a century since the Intergovernmental Panel on Climate Change published their first comprehensive report on the dangers posed by anthropogenic global warming. Over the last twenty-five years the weight of evidence about the causes and consequences of climate change has become compelling. The solutions are fairly simple—we must switch to more sustainable and efficient forms of energy production. And yet they remain elusive—globally we produce significantly more greenhouse gases now than we did back in 1990. The sad truth is that this inaction has made climate change inevitable—the only question that remains is whether we can prevent it spiraling out of control. How do we explain this colossal global failure? The problem is political rather than scientific: we know the risks and we know how to address them, but we lack the political will to do so. The media are pivotal in this equation: they have the power to set the public and the political agenda. *Climate Change and the Media, Volume 2* gathers contributions from a range of international scholars to explore the media's role in our understanding of the problem and our willingness to take action. Combined, these chapters explain how and why media coverage has, to date, fallen short in communicating both the science and the politics of climate change. They also offer guidance about how the media might shift from being the problem to becoming part of the solution.

Rhiannon Bury

## Television 2.0

### Viewer and Fan Engagement with Digital TV

New York, 2018. XII, 148 pp.

**Digital Formations. Vol. 102**

hb. • ISBN 978-1-4331-5313-6

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-3852-2

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-3870-6

CHF 50.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



*Television 2.0* sets out to document and interrogate shifting patterns of engagement with digital television. Television content has not only been decoupled from the broadcast schedule through the use of digital video recorders (DVRs) but from broadcasting itself through streaming platforms such as Netflix, Vimeo and YouTube as well as downloading platforms such as iTunes and The Pirate Bay. Moreover, television content has been decoupled from the television screen itself as a result of digital convergence and divergence, leading to the proliferation of computer and mobile

screens. *Television 2.0* is the first book to provide an in-depth empirical investigation into these technological affordances and the implications for viewing and fan participation. It provides a historical overview of television's central role as a broadcast medium in the household as well as its linkages to participatory culture. Drawing on survey and interview data, *Television 2.0* offers critical insights into the ways in which the meanings and uses of contemporary television are shaped not just by digitalization but by domestic relations as well as one's affective relationship to particular television texts. Finally it rethinks what it means to be a participatory fan, and examines the ways in which established practices such as information seeking and community making are altered and new practices are created through the use of social media. *Television 2.0* will be of interest to anyone teaching or studying media and communications.

Yoel Cohen (ed.)

## Spiritual News

### Reporting Religion Around the World

New York, 2018. VIII, 418 pp., 15 b/w ill., 32 tables

hb. • ISBN 978-1-4331-2863-9

CHF 113.– / €<sup>D</sup> 98.95 / €<sup>A</sup> 100.80 / € 91.70 / £ 74.– / US-\$ 109.95

pb. • ISBN 978-1-4331-2862-2

CHF 67.– / €<sup>D</sup> 57.95 / €<sup>A</sup> 59.60 / € 54.20 / £ 44.– / US-\$ 64.95

eBook (SUL) • ISBN 978-1-4331-4533-9

CHF 71.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 65.– / € 54.20 / £ 44.– / US-\$ 64.95

The media's coverage of religion is an important question for academic researchers, given the central role which news media play in ensuring that people are up-to-date with religion news developments. Not only is there a lack of treatment of the subject in other countries, but there is also the absence of comparative study on news and religion. A key question is how the media, the political system, the religions them-

selves, the culture, and the economy influence how religion is reported in different countries. *Spiritual News: Reporting Religion Around the World* is intended to fill this gap. The book is divided into six parts: an introductory section; the newsgathering process; religion reporting in different regions; media events concerning religion; political and social change and the role of religion news; future trends.

Christiaan De Beukelaer

## Développer les industries culturelles

### Leçons du palimpseste de la pratique

Bruxelles, 186 p., 2 ill. b/w, 1 tab. b/w

**ICCA – Industries culturelles, création, numérique. Vol. 8**

br. • ISBN 978-2-8076-1005-7

CHF 47.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.80 / € 38.– / £ 31.– / US-\$ 45.95

eBook (SUL) • ISBN 978-2-8076-1006-4

CHF 47.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 45.60 / € 38.– / £ 31.– / US-\$ 45.95

Le discours de l'économie créative est devenu de plus en plus mondial. Pratiquement tous les pays du monde utilisent le concept (ou l'une de ses variantes) dans le débat politique, l'intervention publique, les recommandations et la pratique. L'objectif de cet ouvrage est de rendre compte de l'adoption de ce discours dans le contexte du Burkina Faso et du Ghana. Dans ces pays, l'utilisation du « discours de l'économie créative » est assez récente et reste en contradiction avec les réalités vécues par de nombreuses parties prenantes du secteur culturel. À travers un engagement empiriquement fondé au sein de ce débat, ce livre montre comment le recours à la catégorie des « industries culturelles et créatives » dans les politiques publiques reconfigure les limites des politiques culturelles.

Spring-Serenity Duvall (ed.)

## Celebrity and Youth

### Mediated Audiences, Fame Aspirations, and Identity Formation

New York, 2019. VIII, 236 pp., 1 table

**Mediated Youth. Vol. 29**

hb. • ISBN 978-1-4331-4310-6

CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

pb. • ISBN 978-1-4331-4309-0

CHF 55.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.60 / € 44.20 / £ 36.– / US-\$ 52.95

eBook (SUL) • ISBN 978-1-4331-4311-3

CHF 98.– / €<sup>D</sup> 94.95 / €<sup>A</sup> 95.– / € 79.20 / £ 64.– / US-\$ 94.95

*Celebrity and Youth: Mediated Audiences, Fame Aspirations, and Identity Formation* makes an examination of contemporary celebrity culture with an emphasis on how young celebrities are manufactured, how fan communities are cultivated, and how young audiences consume and aspire to fame. This book foregrounds considerations of diversity within celebrity and fan cultures, and takes an international perspective on the production of stardom. Chapters include interviews with professional athletes in the United States about their experiences with stardom after coming out as gay, and interviews with young people in Europe about their consumption of celebrity and aspirations of achieving fame via social media. Other chapters include interviews with young Canadian women that illuminate the potential influence of famous feminists on audience political engagement, and critical analysis of media narratives about race, happiness, cultural appropriation, and popular feminisms. The current anthology brings together scholarship



from Canada, the United States, Spain, and Portugal to demonstrate the pervasive reach of global celebrity, as well as the commonality of youth experiences with celebrity in diverse cultural settings.

Steve Hallock

## A History of the American Civil Rights Movement Through Newspaper Coverage

The Race Agenda, Volume 1

New York, 2018. XX, 352 pp.

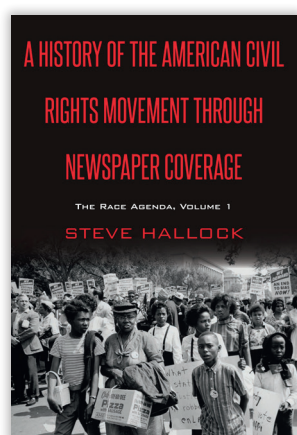
**Mediating American History. Vol. 15**

hb. • ISBN 978-1-4331-4692-3

CHF 113.– / €<sup>D</sup> 98.95 / €<sup>A</sup> 100.80 / € 91.70 / £ 74.– / US-\$ 109.95

eBook (SUL) • ISBN 978-1-4331-4694-7

CHF 113.– / €<sup>D</sup> 109.95 / €<sup>A</sup> 110.– / € 91.70 / £ 74.– / US-\$ 109.95



From the cardinal *Brown v. Board of Education* Supreme Court ruling that desegregated U.S. public education to the demonstrations, marches, and violence of the civil rights movement, *A History of the American Civil Rights Movement Through Newspaper Coverage: The Race Agenda, Volume 1* traces the crusade for justice through the lens of major newspaper coverage to reveal the combating sectional press attitudes of the era. The book details attempts, blatant and subtle, to frame the major events of the movement in themes that have resonated from before, during, and since the Civil War.

States' rights versus constitutional guarantees of freedom and equality, nullification versus federal authority, and regional social and cultural mores that buttressed the prejudices and political arguments of segregation and desegregation across the nation are some of the issues covered. This analysis of the press coverage of events and issues of that tumultuous period of U.S. history—by newspapers in the North, South, Midwest, and West—exposes perspectives and press routines that remain ingrained and thus relevant today, when journalistic treatment of political debate, ranging from traditional newspapers and broadcast platforms to those of cable, social media, and the Internet, continues to set an often volatile and oppositional political agenda.

Paul Messaris • David W. Park (eds.)

## The Inclusive Vision

Essays in Honor of Larry Gross

New York, 2018. XII, 274 pp., 1 b/w ill., 7 coloured ill.

**A Critical Introduction to Media and Communication Theory. Vol. 12**

hb. • ISBN 978-1-4331-4663-3

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4664-0

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4665-7

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95

Larry Gross is one of the most influential figures in the history of media studies. In this collection of original essays, his former students reflect on his groundbreaking contributions to three major developments:

the emergence of visual studies as a distinct field of media theory and research; the analysis of media fiction as a symbol of power structures and a perpetuator of social inequalities; and the growing scholarly attention to the relationships between mass media and sexual minorities.

Debra L. Merskin

## Seeing Species

Re-presentations of Animals in Media & Popular Culture

New York, 2018. XXVI, 266 pp., 13 b/w ill., 10 coloured ill., 9 tables

hb. • ISBN 978-1-4331-5359-4

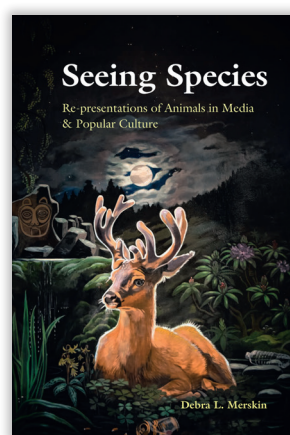
CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-4756-2

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

eBook (SUL) • ISBN 978-1-4331-4757-9

CHF 52.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.– / € 40.– / £ 32.– / US-\$ 47.95



Animals are everywhere. They inhabit our forests, our fields, our imaginations, our dreams, and our stories. Making appearances in advertisements, television programs, movies, books, Internet memes, and art, symbolic animals do tremendous work for us selling goods, services, and ideas, as well as acting as stand-ins for our interests and ideas. Yet, does knowing animals only symbolically impact their lived experiences? *Seeing Species: Re-presentations of Animals in Media & Popular Culture* examines the use of animals in media, tracking species from appearances in rock art and

picture books to contemporary portrayals in television programs and movies. Primary questions explored include: Where does thinking of other beings in a detached, impersonal, and objectified way come from? Do the mass media contribute to this distancing? When did humans first think about animals as other others? Main themes include examining the persistence of the human-animal divide, parallels in the treatment of otherized human beings and animals, and the role of media in either liberating or limiting real animals. This book brings together sociological, psychological, historical, cultural, and environmental ways of thinking about nonhuman animals and our relationships with them. In particular, ecopsychological thinking locates and identifies the connections between how we re-present animals and the impact on their lived experiences in terms of distancing, generating a false sense of intimacy, and stereotyping. Re-presentations of animals are discussed in terms of the role the media do or do not play in perpetuating status quo beliefs about them and their relationship with humans. This includes theories and methods such as phenomenology, semiotics, textual analysis, and pragmatism, with the goal of unpacking re-presentations of animals in order to learn not only what they say about human beings but also how we regard members of other species.

Maxine Newlands

**Environmental Activism and the Media****The Politics of Protest**

New York, 2018. XVIII, 236 pp. 7 b/w ill.

hb. • ISBN 978-1-4331-3118-9

CHF 129.– / €<sup>D</sup> 111.95 / €<sup>A</sup> 114.60 / € 104.20 / £ 84.– / US-\$ 124.95

pb. • ISBN 978-1-4331-5010-4

CHF 50.– / €<sup>D</sup> 42.95 / €<sup>A</sup> 44.– / € 40.– / £ 32.– / US-\$ 47.95

For more than 40 years politicians, activists, advocates, and individuals have been seeking ways to solve the problem of climate change. Governments and the United Nations have taken an economic path, while others seek solutions in the equality of climate justice. Taking the step from green consumer to the streets at climate summits and protest camps, as well as taking direct action recasts activists as everything from tree huggers, to domestic extremists, to ecoterrorists. Political policing and new legislation increasingly criminalizes environmental activism, supported by media

reporting that recasts environmental activism as actions to be feared. Why this has happened and how activists have learned to circumvent the media's recasting is the story of *Environmental Activism and the Media: The Politics of Protest*. Through media movements to persuade the moveable middle, high court challenges, and gatekeeping, activists have found ways to challenge media and political discourse. This book identifies four key areas to tie together diverse sets of green governmentality, traditional media discourse, and activism: (1) environmental governance and green governmentality; (2) historical media discourse; (3) alternative communication infrastructures; and (4) local to the global. Using data from 50 interviews, archival research, and non-participatory observation from environmental activists from the UK, USA, and Australia, this text will show why protest is important in democratic political participation. From activists to slacktivists, *Environmental Activism and the Media: The Politics of Protest* is for those with an interest in cultural, social, and political studies; democratic processes; climate and social justice; governmentality; and/or the study of environmental politics, human geography, communication, and sustainability.

Anna Roosvall • Matthew Tegelberg

**Media and Transnational Climate Justice****Indigenous Activism and Climate Politics**

New York, 2018. XX, 214 pp., 1 b/w ill., 5 color ill., 8 tables

**Global Crises and the Media. Vol. 22**

hb. • ISBN 978-1-4331-3488-3

CHF 98.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.10 / € 79.20 / £ 64.– / US-\$ 94.95

pb. • ISBN 978-1-4331-3487-6

CHF 55.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 48.60 / € 44.20 / £ 36.– / US-\$ 52.95

eBook (SUL) • ISBN 978-1-4331-4599-5

CHF 58.– / €<sup>D</sup> 52.95 / €<sup>A</sup> 53.– / € 44.20 / £ 36.– / US-\$ 52.95

*Media and Transnational Climate Justice* captures the intriguing nexus of globalization, crisis, justice, activism and news communication, at a time when radical measures are increasingly demanded to address one

of the most pressing global issues: climate change. Anna Roosvall and Matthew Tegelberg take a unique approach to climate justice by focusing on transnational rather than international aspects, thereby contributing to the development of theories of justice for a global age, as well as in relation to media studies. The book specifically explores the roles, situations and activism of indigenous peoples who do not have full representation at UN climate summits despite being among those most exposed to injustices pertaining to climate change, as well as to injustices relating to politics and media coverage. This book thus scrutinizes political and ideological dimensions of the global phenomenon of climate change through interviews and observations with indigenous activists at UN climate summits, in combination with extensive empirical research conducted on legacy and social media coverage of climate change and indigenous peoples. The authors conclude by discussing transnational solidarity and suggest a solidaristic mode of communication as a response to both the global crisis of climate change and the broader issues of injustice faced by indigenous peoples regarding redistribution, recognition and political representation.

Firat Tufan

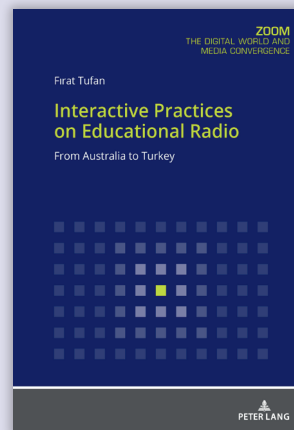
**Interactive Practices on Educational Radio****From Australia to Turkey**

Berlin, 2018. 90 S.

pb. • ISBN 978-3-631-75963-9

CHF 24.– / €<sup>D</sup> 19.95 / €<sup>A</sup> 20.50 / € 18.70 / £ 16.– / US-\$ 22.95

eBook (SUL) • ISBN 978-3-631-75964-6

CHF 24.– / €<sup>D</sup> 21.95 / €<sup>A</sup> 22.40 / € 18.70 / £ 16.– / US-\$ 22.95

The main objective of this book is to propose a new interactive educational radio model for Turkey. Thus, six educational, community and university-based radio stations in Australia were researched. In terms of representing the entire country and all educational radio broadcasting practices, samples were selected from different structures and cities of Australia. After obtaining required data in the participant observation process, in-depth interviews with

radio representatives were carried out. It was questioned, what the basic factors of effective educational radio stations are, how today's broadcasting technologies affect the relationship between radio and its audience and how interpersonal communication process reflects new radio broadcasting practices.

**FIRAT TUFAN** is Assistant Professor at the Department of Interpersonal Communication, Istanbul University. He holds a PhD from Istanbul University and conducted his postdoc research at the University of Technology Sydney. His studies focus on radio broadcasting, new media and distance education.

Bayram Aydin · Emine Sahin (eds.)

## Research Methods and Techniques in Public Relations and Advertising

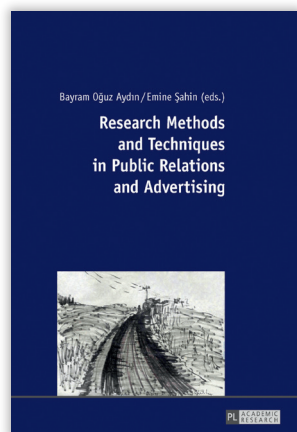
Frankfurt am Main, 2017. 224 pp., 15 tabl., 20 ill., 5 fig.

pb. • ISBN 978-3-631-71876-6

CHF 59.95 / €<sup>D</sup> 51.95 / €<sup>A</sup> 52.95 / € 48.95 / £ 39.95 / US-\$ 58.95

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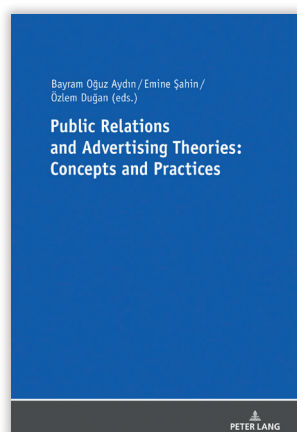
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The main goal of this book is to draw attention to possible applications of public relations and advertising theories. The authors aim to present a new perspective for public relations and advertising research, claiming that it is worth looking at what theories are used in public relations and advertising space. This book provides an overview of key studies and contributions to the theories, as well as explores how the theoretical concepts can be applied in public relations. The practical solutions set out in this book focus on various public and private sectors. The studies analysed and the

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Judy VanSlyke Turk · Jean Valin (eds.)

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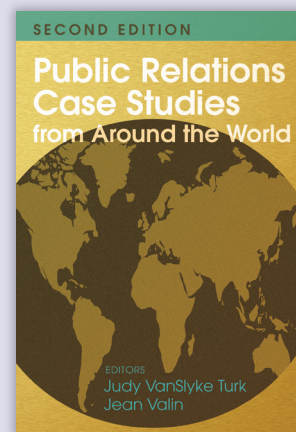
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access to some of the world's most intriguing and influential cases of organizational communication, these studies will be of tremendous interest to all who teach, study, and practice public relations around the world.

**JUDY VANSLYKE TURK** is a professor emerita in the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University. She received the Pathfinder Award in 2005 from the Institute of Public Relations in recognition of lifetime research and publications, the Educator Mentorship Award from the Plank Center for Public Relations Leadership in 2013, and was named Educator of the Year by the Public Relations Society of America (PRSA) in 1992.

**JEAN VALIN**, APR, Fellow CPRS, Honorary Fellow CIPR, is Principal at Valin Strategic Communications in Chelsea, Canada, and a founding member of the Global Alliance for Public Relations and Communication Management. He has received several awards, among them the David Ferguson Award for Outstanding Contributions to Public Relations Education from the Educators Academy of the Public Relations Society of America (PRSA) and the President's medal from the Chartered Institute of Public Relations in the United Kingdom. In 2013–2014 he was co-chair of the Commission on Public Relations Education. He has led several global projects that resulted in the adoption of global standards for public relations.



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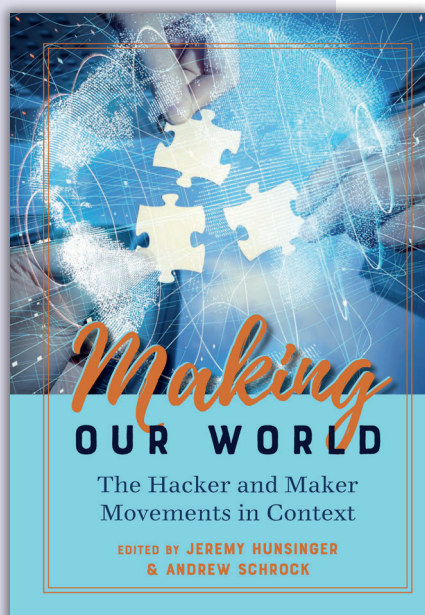
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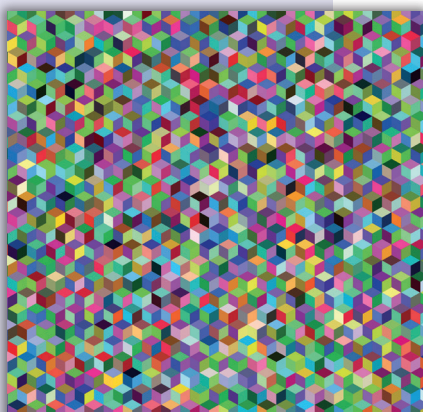
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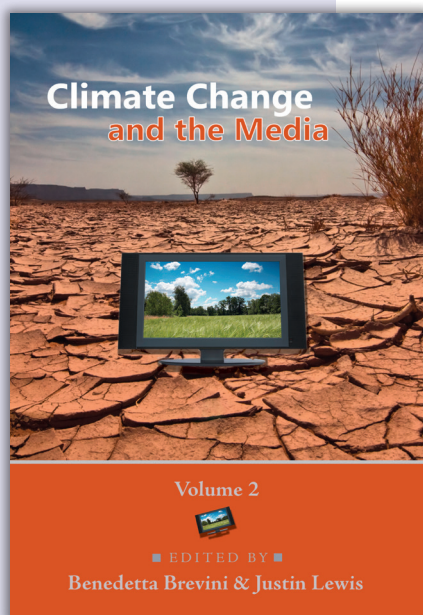
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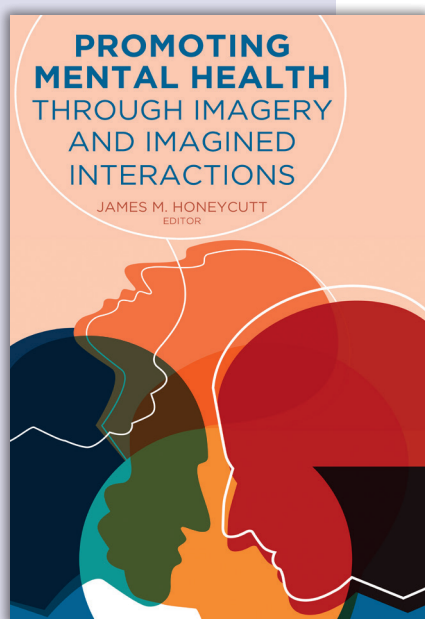
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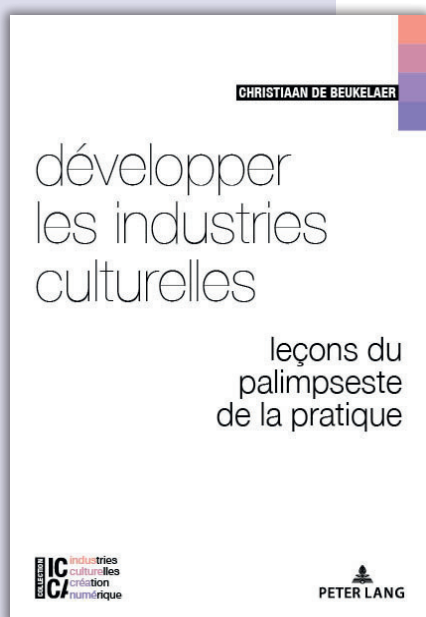
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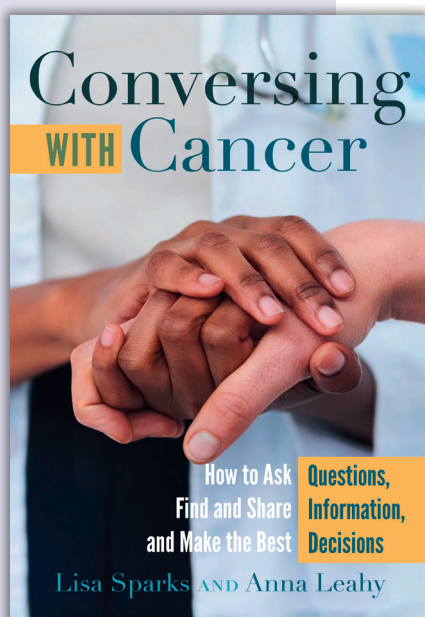
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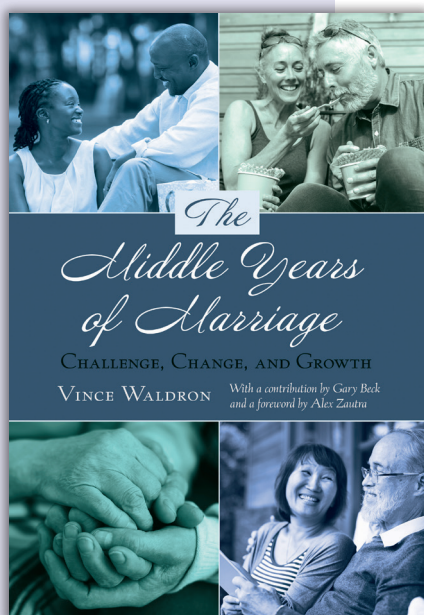
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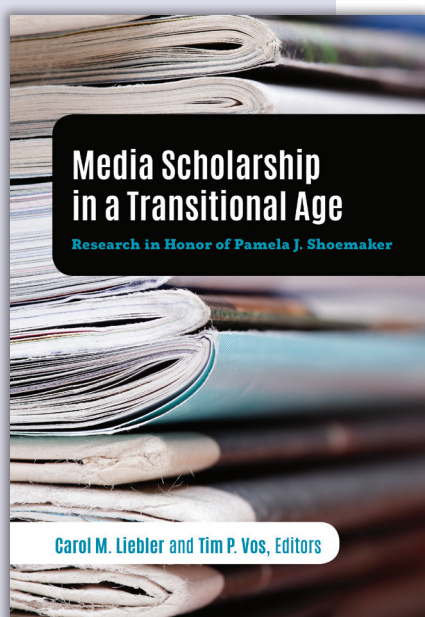
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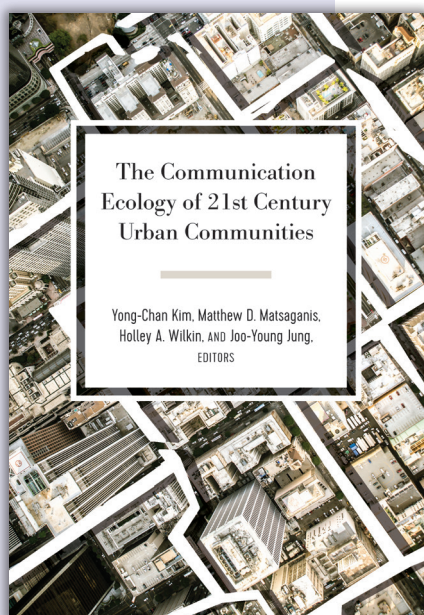
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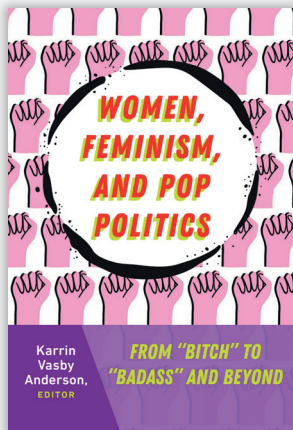
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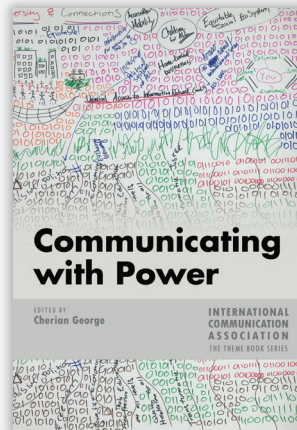
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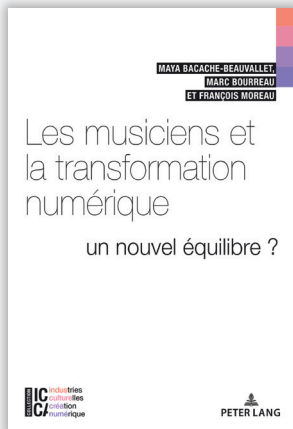
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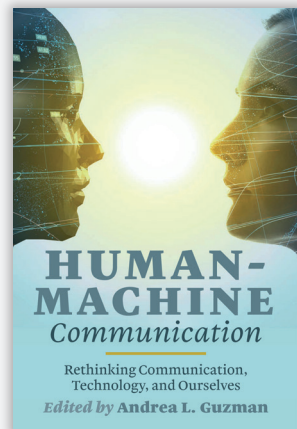
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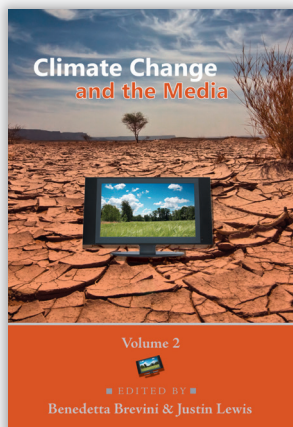
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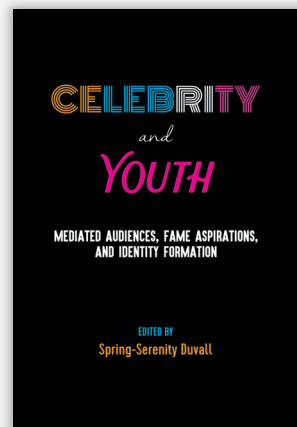
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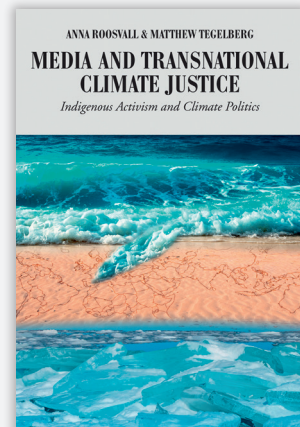
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