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Our Representatives

Dear Reader,

n this catalogue you will find an overview of Peter Lang titles in Media and Communication: our highlights, our recent titles and selected series.

As a long-established and internationally positioned publishing group, Peter Lang offers a diverse range of high-quality publications in Media and Communication. Highlights include Ewan Kirkland's *Children's Media and Modernity*, which explores the complex intersections between children's culture and modernity (page 6); *Public Relations Case Studies from Around the World*, which takes a significant step toward overcoming the dearth of published case studies in public relations beyond North America (page 10); or John A. McArthur's *Digital Proxemics*, which examines the ways that our uses of physical and digital spaces and our uses of technology are converging (page 11).

Peter Lang offers a broad spectrum of academic research that covers the latest trends and debates within Media and Communication. This is illustrated by series such as: *Global Crises and the Media*, which examines the media's role, representation and responsibility in covering major global crises (page 35); *Studies in Communication and Politics*, a new series that focuses on the changing approaches to democracy and its institutions, political actors, electoral campaigns, as well as citizens' participation in political processes and electoral behavior (page 44); or *Health Communication*, which explores the powerful influences of human and mediated communication in delivering care and promoting health (page 36).

Please visit our website *www.peterlang.com* for a complete overview of our diverse publishing portfolio. Should you have any comments or queries, feel free to contact us at: *marketing@peterlang.com*.

Best regards,

Kelly Shergill, CEO Peter Lang Publishing Group

Ümit Arklan (ed.)

Practice Fields in Public Relations: The Panorama of Turkey

P ublic relations is a wide field of practice that encompasses the communicative processes carried out by the organization's internal and external stakeholders. Due to its multidisciplinary nature, it is in touch with many topics and fields, which necessitates viewing the concept of public relations from a wide and sophisticated perspective as well as handling it through different dimensions. The study focuses on public relations topics and incorporates, within this context, 20 fields of practice, each of which has been detailed in a separate chapter. In addition to handling the general status of the mentioned fields in international literature, it makes efforts to present the panorama of Turkey, making evaluations about Turkey in particular.

Bayram Oğuz Aydin · Emine Şahin (eds.)

Research Methods and Techniques in Public Relations and Advertising

T he authors in this volume present a new point of view related to research methods and techniques in public relations and advertising. The book seeks to provide a research guide that covers topics including selecting and writing a research subject, data collection, and analysis selection for beginner researchers. The articles focus on various methods such as netnographical analysis, experimental study, case analysis, discourse analysis, Delphi method, survey, etc.

Ümit Arklan (ed.)

Practice Fields in Public Relations: The Panorama of Turkey

		PE	TER LANG
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Frankfurt am Main, 2017. 466 pp., 25 b/w ill., 33 b/w tables pb. • ISBN 978-3-631-73067-6 CHF 52.–/ ${\mathbb C}^{\rm D}$ 44.95 / ${\mathbb C}^{\rm A}$ 46.20 /

€ 42.10 / £ 35.- / US-\$ 50.95 eBook (SUL) • ISBN 978-3-631-73068-3 CHF 55.- / e^{D} 49.95 / e^{A} 50.50 / € 42.10 / £ 35.- / US-\$ 50.95



Research Methods and Techniques in Public Relations and Advertising

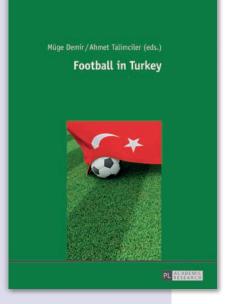


PL ACADEMIC

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

pb. • ISBN 978-3-631-71876-6 CHF 58.- / \in ^D 49.95 / \in ^A 51.40 / € 46.70 / £ 38.- / US-\$ 56.95 eBook (SUL) • ISBN 978-3-631-71877-3 CHF 61.- / \in ^D 55.95 / \in ^A 56.- / € 46.70 / £ 38.- / US-\$ 56.95

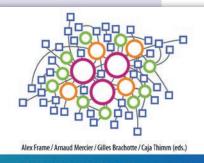
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Frankfurt am Main, 2016. 138 pp., 5 fig., 7 tables pb. • ISBN 978-3-631-71647-2

CHF 47.-/ €^D 39.95 / €^A 41.10 / € 37.40 / £ 31.-/ US-\$ 45.95

eBook (SUL) • ISBN 978-3-631-71774-5 CHF 49.- / €^D 44.95 / €^A 44.90 / € 37.40 / £ 31.- / US-\$ 45.95



Tweets from the Campaign Trail Researching Candidates' Use of Twitter During the European Parliamentary Elections

Bonner Beiträge zur Medienwissenschaft Band 11

PL ACADEMIC

Frankfurt am Main, 2016. 274 pp. Bonner Beiträge zur Medienwissenschaft. Vol. 11

hb. • ISBN 978-3-631-67009-5 CHF 66.- / $€^{D}$ 56.95 / $€^{A}$ 58.60 / € 53.30 / £ 44.- / US-\$ 64.95

eBook (SUL) • ISBN 978-3-653-06168-0 CHF 70.- / €^D 62.95 / €^A 64.- / € 53.30 / £ 44.- / US-\$ 64.95 Müge Demir · Ahmet Talimciler (eds.)

Football in Turkey

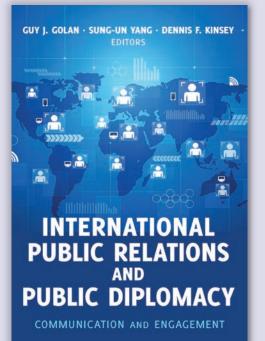
T he book presents a collection of papers on a wide range of football issues. Football is a complex and dynamic phenomenon that needs to be examined in various social and historical contexts. It is influenced by social, economic, political and cultural factors while it also affects social life. As a miniature model of social life, football can almost be regarded as a magical game in the sense that it includes several indicators which provide us with the opportunity to collect information about the events taking place. The methods of analyzing and solving problems experienced on football fields and in social life should broaden the perspective, focusing on all actors of football.

Alex Frame · Arnaud Mercier · Gilles Brachotte · Caja Thimm (eds.)

Tweets from the Campaign Trail

Researching Candidates' Use of Twitter During the European Parliamentary Elections

H ailed by many as a game-changer in political communication, Twitter has made its way into election campaigns all around the world. The European Parliamentary elections, taking place simultaneously in 28 countries, give us a unique comparative vision of the way the tool is used by candidates in different national contexts. This volume is the fruit of a research project bringing together scholars from 6 countries, specialised in communication science, media studies, linguistics and computer science. It seeks to characterise the way Twitter was used during the 2014 European election campaign, providing insights into communication styles and strategies observed in different languages and outlining methodological solutions for collecting and analysing political tweets in an electoral context.



Guy J. Golan · Sung-Un Yang · Dennis F. Kinsey (eds.)

International Public Relations and Public Diplomacy

Communication and Engagement

T his book provides an important discussion of the conceptual and practical interconnections between international public relations and public diplomacy. Written by some of the leading thinkers in both disciplines, the volume provides key lessons regarding global relationship-building and stakeholder engagement. Written from a government, corporate, and not-for-profit perspective, the book deals with such topics as mediated public diplomacy and information subsidies, international broadcasting, nation-branding, diaspora relationships, international exchanges, and soft power. A variety of international conceptual pieces and real-life case studies present an in-depth analysis of the strategic application of public relations tactics in governmental and organizational global relationship management efforts. The book is recommended for students, scholars, and practitioners in the fields of international public relations, public diplomacy, and international relations.

CONTENTS: Guy J. Golan/Sung-Un Yang: Introduction: The Integrated Public Diplomacy Perspective Foundations • Michael D. Schneider: U.S. Public Diplomacy Since 9–11: The Challenges of Integration • Olga Zatepilina-Monacell: Public Diplomacy in NGOs • Sarabdeep K. Kochhar/Juan-Carlos Molleda: The Evolving Links Between International Public Relations and Corporate Diplomacy • Nancy Snow: Public Diplomacy and Public Relations: Will the Twain Ever Meet? • Eyun-Jung Ki: Application of Relationship Management to Public Diplomacy • Jangyul Robert Kim: Application of Issues and Crisis Management to Public Diplomacy • Kelly Vibber/Jeong-Nam Kim: Diplomacy in a Globalized World: Focusing Internally to Build Relationships Externally • Kristi S. Gilmore/Richard D. Waters: Stewardship and the Political Process: Improving the Political Party-Constituent Relationship Through Public Relations • Hua Jiang: Ethical Visions for Public Diplomacy as International Public Relations Nation Brands and Country Reputation • Simon Anholt: Public Diplomacy and Competitive Identity: Where's the Link? • Kineta Hung: Repairing the «Made-in-China» Image in the U.S. and U.K.: Effects of Government-supported Advertising • Colleen Connolly-Ahern/Lian Ma: Taking It to the Streets: The Evolving Use of VNRs as a Public Diplomacy Tool in the Digital Age • Shawn Powers/Tal Samuel-Azran: Conceptualizing International Broadcasting as Information Intervention • Bruce W. Dayton/Dennis F. Kinsey: Contextual Meaning • Vanessa Bravo: The Importance of Diaspora Communities as Key Publics for National Governments Around the World • Aimei Yang: Soft Power, NGOs and Virtual Communication Networks: New Strategies and Directions for Public Diplomacy • Juyan Zhang/Shahira Fahm: Live Tweeting at Work: The Use of Social Media in Public Diplomacy • Jisk a Englebert/Jacob Groshek: Relations of Populism: An International Perspective of Public Diplomacy Trends.

New York, 2015. 458 pp., num. fig. and tables hb. • ISBN 978-1-4331-2688-8 CHF 167.– / \in^{D} 148.10 / \in^{A} 152.20 / \in 138.40 / £ 111.– / US-\$ 179.95 pb. • ISBN 978-1-4331-2687-1 CHF 41.– / \in^{D} 36.20 / \notin^{A} 37.20 / \notin 33.80 / £ 27.– / US-\$ 43.95

GUY J. GOLAN (PhD, University of Florida) is an associate professor at the S.I. Newhouse School of Public Communications at Syracuse University.

SUNG-UN YANG (PhD, University of Maryland) is an associate professor and Director of Research and Grants in the School of Journalism at Indiana University.

DENNIS F. KINSEY (PhD, Stanford University) is a full professor at the S.I. Newhouse School of Public Communications at Syracuse University.

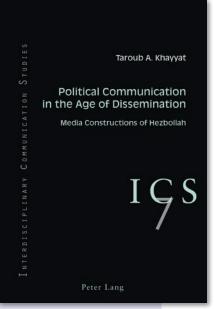
Contexts of the Dark Side

Communication

Eletra S. Gilchrist-Petty & Shawn D. Long

New York, 2016. XIX, 340 pp. Lifespan Communication. Children, Families, and Aging. Vol. 10 hb. • ISBN 978-1-4331-2750-2

 $\begin{array}{l} {\sf CHF} 148.-/ \in^{\sf D} 131.70 / \in^{\sf A} 135.40 \, / \\ \in 123.05 \, / \, \pounds \, 98.-/ \, US \cdot \$ \, 159.95 \\ {\sf pb. \bullet} ISBN \, 978-1-4331-2749-6 \\ {\sf CHF} \, 44.-/ \, \in^{\sf D} \, 38.60 \, / \, \epsilon^{\sf A} \, 39.70 \, / \\ \in 36.10 \, / \, \epsilon \, 29.-/ \, US \cdot \$ \, 46.95 \end{array}$



Oxford, 2016. X, 282 pp. Interdisciplinary Communication Studies. Vol. 7

pb. • ISBN 978-3-0343-2262-1 CHF 67.– / €^D 59.70 / €^A 61.40 / € 55.80 / £ 45.– / US-\$ 72.95

eBook (SUL) • ISBN 978-3-0353-0822-8 CHF 70.60 / €^D 66.40 / €^A 66.96 / € 55.80 / £ 45.− / US-\$ 72.95 Eletra S. Gilchrist-Petty · Shawn D. Long (eds.)

Contexts of the Dark Side of Communication

 ${\bf R}$ esearch on the dark side of communication has typically been studied from a single standpoint confined to a specific context. As an intradisciplinary project, this volume transcends the traditional unilateral perspective and focuses on a wide range of communication topics across a variety of contexts. From interpersonal communication, organizational communication, computer-mediated communication, and health communication, the book presents a collection of essays that merges theory with practical application.

Chapter contributors write candidly and unapologetically about how they and various populations under investigation mitigate a wealth of dark side behaviors spanning sexualization, cyberstalking, bereavement, and various illnesses.

The different perspectives offer a lens through which students and academics can enhance their understanding of how dark side behaviors are experienced and communicated. They enlighten our understanding of the dark side of human communication, initiate thought-provoking conversations, and inspire future studies that will advance the limitless inquisitions of contextual dark side research.

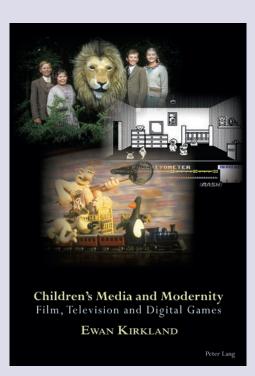
Taroub A. Khayyat

Political Communication in the Age of Dissemination

Media Constructions of Hezbollah

 $T\,$ his book addresses the concept and forms of dissemination in political communication and news media. It studies the new age of dissemination in global communication manifested in a new relationship between political communication and media systems.

The broad aim of this study is to investigate the «media reality» of political communication in this new age. Working within the sphere of political communication and interconnected media systems, the study examines how the information in news source texts and responses to them are recontextualised and disseminated worldwide and fed back again through recursive communication. Specifically, this work also considers the ways in which the aims of the political phenomenon of Hezbollah are disseminated and connected across various news media outlets. In particular, the process of recursive dissemination of communication is analysed in three news media outlets, namely Al-Jazeera, the BBC, and CNN.



Ewan Kirkland

Children's Media and Modernity

Film, Television and Digital Games

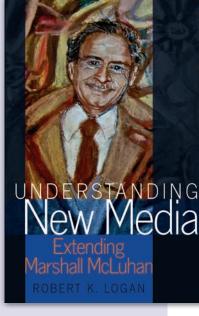
hroughout the modern era the figure of the child has consistently re-T flected adult concerns about industrialisation, urbanisation, technology, consumerism and capitalism. Children represent a symbolic retreat from modern life, culturally aligned with fairy tales, medievalism, animals and nature. Yet children also embody the future and are often identified with the most contemporary forms of popular culture. This book explores how products for children navigate such contradictions by investigating the history and textuality of three major forms of modern media: cinema, television and digital games. Case studies - including Wallace and Gromit, Teletubbies, Horrible Histories, Little Big Planet and Disney Infinity – are used to illustrate the complex intersections between children's culture and modernity. Cinema - so closely associated with the emergence of modernity and mass popular culture - has had to negotiate its relationship with child audiences and depictions of childhood, often concealing its connection with modernity in the process. In contrast, television's incorporation into family home-centred, post-war modernity resulted in children being clearly positioned as the audience for this domestic entertainment. The latter decades of the twentieth century saw the promotion of home computers as educational tools for training future generations, capitalising on positive alignments between children and technologies, while digital games' narrative references, aesthetics and merchandise established the new medium as a form of children's culture.

CONTENTS: Thinking of the Children • History, Childhood and Modernity • Cinema for Children • Television for Children • Digital Games for Children.

Oxford, 2017. VIII, 296 pp. hb. • ISBN 978-3-0343-1991-1 CHF 85.- / \in^{D} 72.95 / \in^{A} 74.70 / \in 67.90 / \pounds 55.- / US-\$ 82.95 eBook (SUL) • ISBN 978-1-78707-410-1 CHF 90.- / \in^{D} 80.95 / \notin^{A} 81.50 / \notin 67.90 / \pounds 55.- / US-\$ 82.95

EWAN KIRKLAND lectures in Film and Screen Studies at the University of Brighton. He has previously published on *The Powerpuff Girls*, the *Twilight* series and horror videogames, and has organised academic conferences on science fiction, zombies in popular culture and the *My Little Pony* franchise. In his work he focuses on issues of representation – particularly dominant identities such as masculinity, whiteness and heterosexuality – and on the construction of childhood through media for children.





New York, 2016. XVIII, 470 pp. **Understanding Media Ecology. Vol. 2** pb. • ISBN 978-1-4331-3147-9 CHF 46.-/ \in ^D 40.30/ \in ^A 41.40/

€ 37.65 / £ 30.- / US-\$ 48.95

Robert K. Logan

Understanding New Media Extending Marshall McLuhan Second Edition

Marshall McLuhan made many predictions in his seminal 1964 publication, Understanding Media: Extensions of Man. Among them were his predictions that the Internet would become a «global village», making us more interconnected than television; the closing of the gap between consumers and producers; the elimination of space and time as barriers to communication; and the melting of national borders. He is also famously remembered for coining the expression «the medium is the message». These predictions form the genesis of this updated volume by Robert K. Logan, a friend and colleague who worked with McLuhan. In this second edition of Understanding New Media Logan expertly updates McLuhan's Understanding Media to analyze the «new media» McLuhan foreshadowed and yet was never able to analyze or experience. The book is designed to reach a new generation of readers as well as appealing to scholars and students who are familiar with Understanding Media.

John A. McArthur

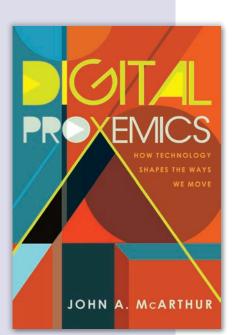
Digital Proxemics

How Technology Shapes the Ways We Move

T he 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.



New York, 2016. XIV, 210 pp. Digital Formations. Vol. 110

hb. • ISBN 978-1-4331-3187-5 CHF 139.- / \in D 123.40 / \in A 126.90 / € 115.35 / £ 92.- / US-\$ 149.95 pb. • ISBN 978-1-4331-3186-8 CHF 38.- / \in D 33.70 / \in A 34.70 / € 31.50 / £ 25.- / US-\$ 40.95



Media, Politics and Governance in a Globalized Public Sphere

New York, 2016. VIII, 187 pp. Global Crises and the Media. Vol. 16 hb. • ISBN 978-1-4331-2421-1

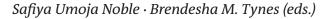
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Brian McNair

Communication and Political Crisis

Media, Politics and Governance in a Globalized Public Sphere

C ommunication and Political Crisis explores the role of the global media in a period of intensifying geopolitical conflict. Through case studies drawn from domestic and international political crises such as the conflicts in the Middle East and Ukraine, leading media scholar Brian McNair argues that the digitized, globalized public sphere now confronted by all political actors has produced new opportunities for social progress and democratic reform, as well as new channels for state propaganda and terrorist spectaculars such as those performed by the Islamic State and Al Qaeda. In this major work, McNair argues that the role of digital communication will be crucial in determining the outcome of pressing global issues such as the future of feminism and gay rights, freedom of speech and media, and democracy itself.



The Intersectional Internet

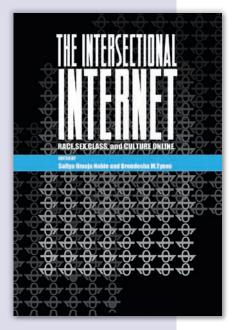
Race, Sex, Class, and Culture Online

 $F\,$ rom 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.

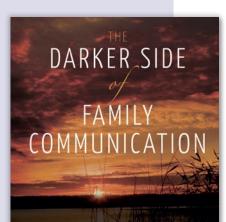
Contributors argue that more research needs to explicitly trace the types of uneven power relations that exist in technological spaces. By looking at both the broader political and economic context and the many digital technology acculturation processes as they are differentiated intersectionally, a 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.



New York, 2016. VI, 278 pp. Digital Formations. Vol. 105

hb. • ISBN 978-1-4331-3001-4 CHF 148.- / €^D 131.70 / €^A 135.40 / € 123.05 / £ 98.- / US-\$ 159.95 pb. • ISBN 978-1-4331-3000-7 CHF 36.- / €^D 32.- / €^A 32.90 / € 29.95 / £ 24.- / US-\$ 38.95



The Harmful, the Morally Suspect, and the Socially Inappropriate Edited by LOREEN N. OLSON & MARK A. FINE

New York, 2016. XVIII, 339 pp. Lifespan Communication. Children, Families, and Aging. Vol. 5

hb. • ISBN 978-1-4331-2538-6 CHF 139.− / €^D 123.40 / €^A 126.90 / € 115.35 / £ 92.− / US-\$ 149.95

pb. • ISBN 978-1-4331-2537-9 CHF 38.− / €^D 33.70 / €^A 34.70 / € 31.50 / £ 25.− / US-\$ 40.95

Loreen N. Olson · Mark A. Fine (eds.)

The Darker Side of Family Communication

The Harmful, the Morally Suspect, and the Socially Inappropriate

T his volume advances theory and research by presenting original, empirical studies as well as theoretical and methodological overviews on dark family communication processes.

Taking an interdisciplinary and international approach, the volume includes contributions from the most respected scholars in their specialty areas. It is the first published work on the dark side of family communication scholarship to include critical theorizing. This makes it an important contribution to family communication research in general and dark side work more specifically. Such chapters examine how gender, race, class, and sexual orientation impact and are impacted by dark family communication. In addition to a micro, interaction-based exploration of how social location and dark family communication processes intersect, some chapters offer more social critiques of dark family communication (and how it is socially constructed) at a macro-level.

The volume is intended for scholars, researchers, and graduate students interested in the dark side of family communication and family dynamics. It is also well suited for advanced undergraduate or graduate courses in family communication, dark side of family communication, family processes, family dynamics, family conflict, and family stress and coping.

Suchitra Shenoy-Packer · Elena Gabor (eds.)

Immigrant Workers and Meanings of Work

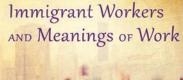
Communicating Life and Career Transitions

T his first-of-its-kind book uniquely captures the meanings of work expressed by immigrants. Their stories – from work histories to life transitions and professional journeys – are conscientiously and rigorously mapped by the academic insights of communication scholars, many of whom are immigrants themselves.

Immigrant workers' narratives of work and its nuances in an adopted country offer many hitherto muted, invisible, and/or purposely silenced perspectives. A variety of new and familiar terms – concepts such as career inheritance, aphorisms, cultural adaptation, acculturation, and cultural distance – and culture-specific terms such as *ganas* and *consejos* are discussed alongside the inherent struggles of identity construction across borders.

While the contributors represent diversity in co-cultural affiliations, national origin, and immigration experiences encountered both personally and professionally, the stories of immigrants represent an even larger number of countries and cultures.

This volume compels the academic community to acknowledge immigrants as workers whose voices matter and whose sense and processes of meaning-making is nuanced, complex, and multi-dimensional. Immigrant workers' voices can contribute significantly to the rich growth of research in organizational communication, meanings of work, career studies, cross-cultural management, psychology of work, and work and society.

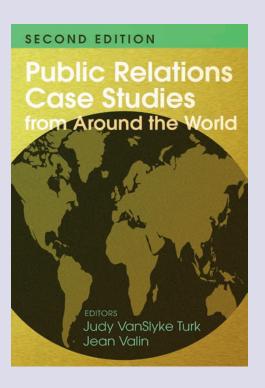




Communicating Life and Career Transitions EDITED BY SUCHITRA SHENOY-PACKER AND ELENA GABOR

New York, 2016. X, 159 pp. hb. • ISBN 978-1-4331-2830-1 CHF 139.– / \in ^D 123.40 / \in ^A 126.90 / \in 115.35 / \pounds 92.– / US-\$ 149.95

pb. • ISBN 978-1-4331-2829-5 CHF 40.- / €^D 35.40 / €^A 36.40 / € 33.05 / £ 26.- / US-\$ 42.95



Judy VanSlyke Turk · Jean Valin (eds.)

Public Relations Case Studies from Around the World

Second Edition

T he case studies in this book, many of which have won national or international awards, represent an impressive scope of public relations practice—from public diplomacy to corporate social responsibility to crisis communications to social justice issues and special events. These chapters take a significant step toward overcoming the dearth of published case studies in public relations beyond North America. Written by established scholars and professionals who had 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.

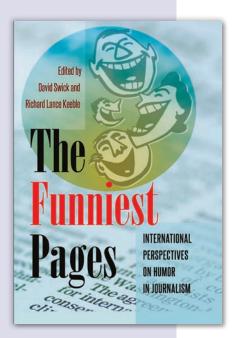
CONTENTS: Gregor Halff: Foreword: What Case Studies Can Teach us in International Public Relations • Larissa Grunig: Preface • Part One: Case Studies in Global Campaigns • 3 Shannon A .Bowen/Don W .Stacks/Donald K . Wright: Volkswagen Emission Scandal: An Example of Bad Public Relations on a Global Scale and the «Defeat Device» that Defeated a Reputation • Juan-Carlos Molleda/Francisco Solanich: Chile Becomes a World Player of the Wine Industry: The Legend of «Casillero del Diablo» • Part Two: Case Studies in Corporate Social Responsibility • Zifei Fay Chen/Don W. Stacks/Yi Grace Ji/Bo Ra Yook: Cargill's Indonesian Palm Oil Sustainability Program • ValentinaMartino/Alessandro Lovari: Sharing «Made in Italy»: Intesa Sanpaolo Bank's Cultural Communication around World Expo 2015 • Part Three: Cases in Public Diplomacy • Koichi Yamamura/Masamichi Shimizu/ Nancy Snow: Japan Is Back: The International Public Relations of the Second Abe Administration • Dariya Orlova/Katerina Tsetsura: «Ukraine: Open for U»: A Promotional Campaign and Nation Re-branding After the Euromaidan • Part Four: Cases in Measurement and Reputation Research of Public Relations • Katie Delahaye Paine: A Real-time Integrated and Actionable Measurement System • Sandra Macleod/John A. McLaren/Kevin Money: The Impact of Corporate Reputation on Behavior: AkzoNobel and Zurich Insurance • Jim Macnamara/Gail Kenning: «Stoner Sloth»: Lessons from Evaluation of Social Media and Virality • Part Five: Cases in Crisis Communications • Swaran Sandhu/Simone Huck-Sandhu: #indeepsorrow: Lufthansa's Agile Crisis Communication Management During and After the Crash of Germanwings Flight 4U9525 • Toluwani C. Oloke/Juan-CarlosMolleda: The African Union Commission's Multinational Ebola Campaign's Localization Strategies • Part Six: Cases Addressing National Opportunities • John Gallagher: It's All in the Name: The Story of the Campaign for Marriage Equality in Ireland • Mariam F. Alkazemi/Fahed Al-Sumait/CristinaNavarro: Communicating Food Safety in the Highly Multicultural Country of Kuwait • Chun-ju Flora Hung-Baesecke/XiaohongChen/Xiaodong Yin • Mead Johnson: Infant Formula to Make a Difference in China • Kiranjit Kaur: The GST Campaign: Convincing Malaysians to Accept a New Taxation System • Paulo Nassar/Terence (Terry) Flynn: Restoring Confidence in a Global Company and Healthcare Brand in Brazil: The Bayer Jovens Youth Education Campaign • Inka Stever/Gaelle Picherit Duthler: Reaching for the Stars: The Launch of the UAE Space Agency • Ingrid Larkin/Robina Xavier: A Taste of Harmony: Awareness and Celebration of Cultural Diversity in Australian Workplaces.

New York, 2017. XX, 386 pp.

hb. • ISBN 978-1-4331-4554-4 CHF 113.- / €^D 98.95 / €^A 100.80 / € 91.70 / £ 74.- / US-\$ 109.95 pb. • ISBN 978-1-4331-3454-8 CHF 67.- / €^D 57.95 / €^A 59.60 / € 54.20 / £ 44.- / US-\$ 64.95

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.



New York, 2016. XIII, 271 pp. **Mass Communication and Journalism. Vol. 20** hb. • ISBN 978-1-4331-3099-1 CHF $84-/ \in D^{-}74-/ \in A^{-}7610/$

€ 69.20 / £ 55.- / US-\$ 89.95

Christian Walther

Robert Gilbert Eine zeitgeschichtliche Biografie



Frankfurt am Main, 2016. 435 S. geb. • ISBN 978-3-631-67304-1 CHF 96.--/ \in^{D} 84.95 / \in^{A} 87.30 / \in 79.40 / £ 64.--/ US-\$ 103.95

eBook (SUL) • ISBN 978-3-653-06520-6 CHF 101.15 / €^D 94.49 / €^A 95.28 / € 79.40 / £ 64.− / US-\$ 103.95 David Swick · Richard Lance Keeble (eds.)

The Funniest Pages

International Perspectives on Humor in Journalism

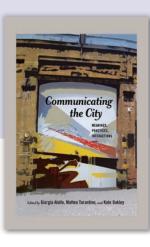
C harles Dickens, celebrated novelist and journalist, believed that his greatest ability as a writer was to make people laugh. Yet, to date, humor has been strangely marginalized in journalism, communication and media studies.

This innovative book draws together the work of seventeen writers to show that, starting in the 1640s during the English Civil War, and continuing through to the present time, humor has indeed been an important ingredient of journalism. Countries studied include Australia, Britain, Canada, Chile and the United States. *The Funniest Pages* is divided into four sections: «Seriously Funny, From Past to Present,» «Unsolemn Columnists,» «This Sporting Life» and a final section, «Have Mouse, Will Laugh,» which looks at humor in online journalism. Chapters examine Joseph Addison, Richard Steele and the birth of social and political satire; Allen Ginsberg, *Mad* magazine, and the culture wars of the 1950s; John Clarke and the power of satire in journalism, and more.

Christian Walther

Robert Gilbert Eine zeitgeschichtliche Biografie

E rstmals wird in dieser Biografie das Leben Robert Gilberts an Hand des Nachlasses und einer Vielzahl weiterer Quellen nachgezeichnet. Sein Werk kennt fast jeder, seine Person fast niemand: Der außergewöhnliche Liedtexter und Lyriker hat mit so gegensätzlichen Komponisten wie Werner Richard Heymann («Das gibt's nur einmal») und Hanns Eisler («Stempellied») gearbeitet. Im Wiener Exil schrieb er als «Tarner Brother», in Paris befreundete er sich mit Hannah Arendt, in New York kämpfte er ums Überleben. Er wandelte sich vom KPD-Sympathisanten zum Antikommunisten. 1949 kehrte er nach Europa zurück und arbeitete mit Erich Kästner für das Münchner Kabarett *Die kleine Freiheit.* Es folgte eine Karriere als Übersetzer amerikanischer Musicals wie *My Fair Lady*.



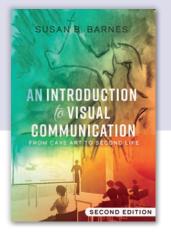
Giorgia Aiello • Matteo Tarantino • Kate Oakley (eds.)

Communicating the City

Meanings, Practices, Interactions

.....

How human meanings, practices and interactions produce and are produced by urban space is the focus of this timely and exciting addition to the study of urban communication. Challenging notions of the 'urban' as physically, economically or technologically determined, this book explores key intersections of discourse, materiality, technology, mobility, identity and inequality in acts of communication across urban and urbanizing contexts. From leisure and media consumption among Chinese migrant workers in a Guangdong village to the diverse networks and communication infrastructures of global cities like London and Los Angeles, this collection combines a range of perspectives to ask fundamental questions about the significance and status of cities in times of intensified mediation and connectivity. With case studies from Italy, Britain, Ireland, Russia, the United States and China, this international collection demonstrates that both empirical and critical knowledge on the relationship between communication and urban life has become vital across the humanities and social sciences. Communicating the City will be essential reading for all scholars and students who desire to gain an in-depth understanding of the multiple roles that media and communication have in lived experiences of the city.



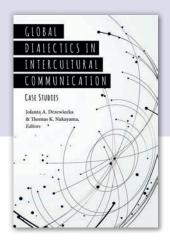
Susan B. Barnes

An Introduction to Visual Communication

From Cave Art to Second Life

Second edition

Technological changes have radically altered the ways in which people use visual images. Since the invention of photography, imagery has increasingly been used for entertainment, journalism, information, medical diagnostics, instruction, branding and communication. These functions move the image beyond aesthetic issues associated with art and into the realm of communication studies. This introductory textbook introduces students to the terminology of visual literacy, methods for analyzing visual media, and theories on the relationship between visual communication and culture. Exploring the meanings associated with visual symbols and the relationship of visual communication to culture, this book provides students with a better understanding of the visually oriented world in which they live. From cave art to virtual reality, all visual media are discussed with methods for evaluation. Student-friendly features such as boxed topics, key terms, web resources, and suggestions for exercises are provided throughout.



Jolanta A. Drzewiecka • Thomas K. Nakayama (eds.)

Global Dialectics in Intercultural Communication

Case Studies

This book is an edited collection of case studies of contemporary issues in culture and communication around the world. Framed around a dialectical approach to intercultural communication, this collection offers a useful framework for thinking about contemporary research in this area. It offers in-depth cultural information about a broad range of specific cases in different places around the world. It is an ideal book to use in advanced undergraduate and graduate courses in culture and communication, global communication and intercultural communication courses. Scholars interested in contemporary work in intercultural communication will find this collection essential in mapping the state of the art in this area.

New York, 2018. XX, 302 pp., 19 b/w ill., 2 coloured ill., 5 tables

Critical Intercultural Communication Studies. Vol. 23		
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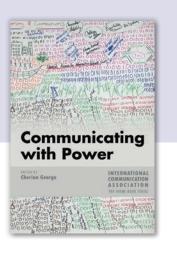
New York, 2017. XXX, 216 pp.

Urban Communication. Vol. 4

hb.	ISBN 978-1-4331-3098-4
CHF 98 / € ^D 84.95 / € ^A 87.10	0 / € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-3097-7
CHF 55 / € ^D 47.95 / € ^A 48.6	0 / € 44.20 / £ 36 / US-\$ 52.95

New York, 2017. XII, 288 pp.

Visual Communication. Vol. 7 pb. ISBN 978-1-4331-4203-1 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95



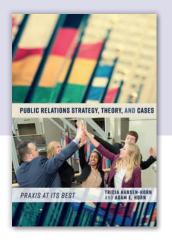
Cherian George (ed.) Communicating with Power

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 analysisfrom 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.

New York, 2017. XX, 280 pp.

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

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pb.	ISBN 978-1-4331-3943-7	
CHF 55.– / ${ { { { \in } ^ { D } }}$ 47.95 / ${ { { { { { € } ^ { A } } }}}$ 48.60 /	/ € 44.20 / £ 36 / US-\$ 52.95	
eBook (SUL)	ISBN 978-1-4331-3945-1	
CHF 47 / ${\rm { \ensuremath{ \in } D}}$ 42.95 / ${\rm { \ensuremath{ \in } A}}$ 43 / ${\rm { \ensuremath{ \in } 35.80}}$ / ${\rm { \ensuremath{ \pm } 29}}$ / US-\$ 42.95		



Tricia Hansen-Horn • Adam E. Horn

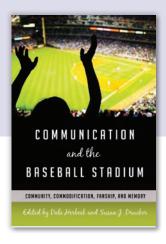
Public Relations Strategy, Theory, and Cases

Praxis at Its Best

Presenting a robust introduction to public relations strategy, this book helps readers explore their perceptions of what strategy is or might be; highlights influencers of strategic decision making such as distinctions among B2B, B2C, and B2G as well as public relations roles and organization types; discusses the education and training value and limitations of the popular case study; and provides a easyto-understand overview of four theories important for every «student» (academic and non-academic) of public relations to understand. Excellence theory, contingency theory, rhetorical theory, and social capital theory are introduced. In the spirit of praxis (the application of theory to practice), the authors provide theory-specific and other relevant «keys» for use as the reader seeks to apply what is read to actual public relations cases. As might be expected, highly structured case studies that clearly distinguish between objectives, strategies and tactics are included for the purposes of education and training. The featured set of case studies includes: March of Dimes Rebrand; Inside Pediatrics Children's Mercy Kansas City; Vanity Fair Women Who Do Lift-TOUR; TouchNet + Heartland; WeatherTech Public Relations Super Bowl Ad Buy; ZF Race Reporter/Fan Reporter: Europe, Japan and the US; Pinnacle Not So Silent Night; Lee Jeans-Influencer Relations; Fight CRC One Million Strong Collection; Tips for Kids-Seventeen Years Later; and Dairy Queen's Fan Food Not Fast Food Campaign: Retrospective Cases Analysis from the Outside.

New York, 2018. XII, 240 pp., 5 b/w ill.

hb. ISBN 978-1-4331-2079-4 CHF 98.- / €^D 84.95 / €^A 87.10 / € 79.20 / £ 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-2080-0 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95



Dale Herbeck · Susan J. Drucker (eds.)

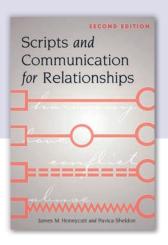
Communication and the Baseball Stadium

Community, Commodification, Fanship, and Memory

Baseball stadia are places of memory, identity, athletic and architectural accomplishment. They are sites capable of arousing passion, sentimentality and a sense of community. The baseball stadium provides a unique lens through which to understand, explore and expand an understanding of communication theories. While baseball has previously been explored by scholars, this volume introduces the stadium as a way of exploring communication and communication theories through an examination of the four discrete themes that frame the organization of this work: community and communication, fandom and communication, memory and communication, and commodification and communication. This volume offers a unique approach to those interested in communication theory, popular culture, sports management, and people environment studies.

New York, 2017. XVIII, 288 pp. Urban Communication. Vol. 2

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hb.	ISBN 978-1-4331-2146-3
CHF 98 / € ^D 84.95 / € ^A 8	7.10 / € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-2145-6
CHF 55 / € ^D 47.95 / € ^A 48	3.60 / € 44.20 / £ 36 / US-\$ 52.95

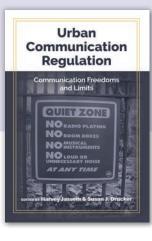


James M. Honeycutt • Pavica Sheldon

Scripts and Communication for Relationships

Second Edition

The book is divided into five parts: (1) Emotions, Imagination, and Physiology of Relationships, (2) Bases of Relational Scripts, (3) Relational Escalation and Deescalation, (4) Relationship Scripts in Context, and (5) Cautions and Recommendations. The authors discuss the basis of relationship scripts, emotions, imagery, and physiology of relationships including romance, friendship, work associates, mentors, and Facebook friends. They argue that people's expectations for relational development influence their communication, faith, and commitment in relationships. Misconstruing sexual or flirtatious intent, for example, is derived from having different scripts about attraction. They discuss abusive relationships including characteristics of abusers, stalking, and verbal and physical aggression. Designed for classes in psychology, communication, sociology, family studies, and social work, this book provides a comprehensive overview of how scripts and communication are used in relationships. Guidelines based on developing and improving verbal and nonverbal communication competence are provided. A downloadable teacher's guide is also available.

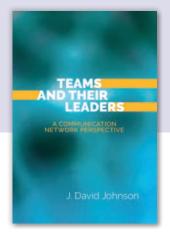


Harvey Jassem · Susan J. Drucker (eds.)

Urban Communication Regulation

Communication Freedoms and Limits

Cities are where the majority of people in the world live. As such, it is critically important to understand cities when seeking to address quality-of-life issues. While the concentration of people in cities presents many complex issues that warrant attention. the focus of this book is on urban communication and human interaction as regulated by municipal governments. Thirteen scholars—whose backgrounds range from community organizing, to law, telecommunication, architecture, city planning, art, policy studies, and urban communication-examine public communication venues and opportunities, all of which are impacted by municipal regulation. Whether it is the selective funding of public art, the establishment of architectural standards for public buildings, the regulation of signage, public assembly, food trucks, or telecommunication access, the authors in Urban Communication Regulation: Communication Freedoms and Limits contend that urban policy and regulation shape communication in cities. Through zoning, funding, «private law,» and a host of other means, the regulation of communication has significant impacts on the quality of life for those who live in cities. The essays in this volume focus on many of these impacts, and suggest both why and how municipal regulation can improve the quality of urban communication.



J. David Johnson **Teams and Their Leaders**

A Communication Network Perspective

This book provides the first truly comprehensive treatment of three topics that have traditionally been treated separately: teamwork, leadership, and communication. Teamwork has become central to the operation of the modern organization. People from diverse backgrounds culturally, professionally, and demographically must work together to develop the well-rounded decision making needed for organizations to survive in our modern economy. Leadership, and relatedly management, have more traditionally been the focus of organizational operations. While it is easy to rule by dicta, it is much more difficult to establish a framework in which true teamwork is possible. Teamwork is a very fragile thing. The minute managers start becoming too directive a slippery slope is started in which one's followers, perhaps better cast as team members, constantly look to them for direction and approval rather than acting on their own best instincts. Communication plays a central role in resolving these tensions. Messaging is central to traditional management functions, while providing a communication network structure that enables action is a more subtle, but longer lasting function of leaders. All three processes, teaming, leading, and communicating, must act in concert for the many benefits of teamwork to be realized.

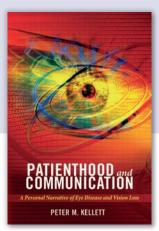
New York, 2018. XIV, 384 pp., 10 b/w ill., 11 tables

pb. ISBN 978-1-4331-4217-8 CHF 67.− / €^D 57.95 / €^A 59.60 / € 54.20 / £ 44.− / US-\$ 64.95 New York, 2018. XX, 256 pp. 8 b/w ill. Urban Communication. Vol. 5

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hb.	ISBN 978-1-4331-4632-9
CHF 98 / € ^D 84.95 /	€ ^A 87.10 / € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-4631-2
CHF 55 / € ^D 47.95 /	€ ^A 48.60 / € 44.20 / £ 36 / US-\$ 52.95
eBook (SUL)	ISBN 978-1-4331-4633-6
CHF 58 / € ^D 52.95 /	€ ^A 53 / € 44.20 / £ 36 / US-\$ 52.95

New York, 2018. XX, 326 pp., 9 b/w ill., 8 tables

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hb.	ISBN 978-1-4331-4789-0	
CHF 98.– / ${\in^{\rm D}}$ 84.95 / ${\in^{\rm A}}$ 87.10 / ${\in}$ 7	79.20 / £ 64 / US-\$ 94.95	
pb.	ISBN 978-1-4331-4794-4	
CHF 55.– / ${\rm CHF}$ 47.95 / ${\rm CHF}$ 48.60 / ${\rm CHF}$	44.20 / £ 36 / US-\$ 52.95	
eBook (SUL)	ISBN 978-1-4331-4795-1	
CHF 58.– / ${\rm {\ensuremath{\mathbb{C}}}}^{\rm D}$ 52.95 / ${\rm {\ensuremath{\mathbb{C}}}}^{\rm A}$ 53.– / ${\rm {\ensuremath{\mathbb{C}}}}$ 44.20 / ${\rm {\ensuremath{\mathbb{E}}}}$ 36.– / US-\$ 52.95		
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Peter M. Kellett Patienthood and Communication

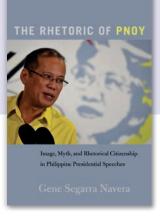
A Personal Narrative of Eye Disease and Vision Loss

Patienthood and Communication is an engagingly personal narrative detailing the author's experience living with, and adapting to, a degenerative and incurable eye disease (MacTel). Beyond the personal, this poignant story more broadly illustrates the ways in which communication enables individuals to adjust to serious health threats. Author and subject Peter Kellett highlights his important interactions with health care providers, family members, friends, colleagues, students, and others that provide shape to his journey. Kellett displays a compelling capacity for self-reflection in his descriptions of the life changes his vision loss imposes upon him, among them changes to his identity, in relationships and life plans. Adaptation and flexibility reveal themselves as central tenets of his learning to become a self-empowered patient. Perhaps the most crucial element to his adjustment is, however, positive communication, which is depicted throughout the book as the driving force in Kellett's journey into patienthood.

New York, 2017. VIII, 296 pp.

Health Communication. Vol. 13

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hb.	ISBN 978-1-4331-3831-7
CHF 98 / € ^D 84.95 / € ^A 87.	10 / € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-3830-0
CHF 55 / € ^D 47.95 / € ^A 48.6	50 / € 44.20 / £ 36 / US-\$ 52.95



Gene Segarra Navera The Rhetoric of PNoy

Image, Myth, and Rhetorical Citizenship in Philippine Presidential Speeches

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Political speeches don't just mirror what transpires in the world; they have the potential to change people's minds, move them into action, reinforce existing assumptions, and reshape cultures. They define public participation and are the 'nexus points' of disparate discourses, both nationally and globally. Because of their power to sustain the status quo or effect change, speeches warrant public attention and careful study. To examine them is to understand how they are crafted, what elements they possess, and how these elements come together to affect their audience. This volume analyzes selected speeches delivered by Benigno 'Noynoy' Simeon C. Aquino III, President of the Republic of the Philippines from 2010 to 2016. They are speeches that have been used to shape public perception, gain support, and build identification between Aquino's presidency and his audience. By mobilizing the concepts of presidential image, myth, metaphors, and rhetorical citizenship, readers are guided through a process of examining the rhetorical trajectory of the Philippine presidency, how a president's discourse has attempted to shape Philippine socio-political reality, and how the evolving milieu the president has found himself in shapes his discourse. The essays in this volume will hopefully generate a discussion not only on the place of President Benigno Aquino's rhetoric in Philippine presidential history, but also of how rhetorical practices in an evolving democratic society in Asia can extend and expand theorizations of presidential rhetoric and political communication at large.

New York, 2018. X, 178 pp. Frontiers in Political Communication. Vol. 32

 hb.
 ISBN 978-1-4331-4829-3

 CHF 93.- / €^D 80.95 / €^A 82.50 / € 75.- / £ 60.- / US-\$ 89.95

 pb.
 ISBN 978-1-4331-4830-9

 CHF 44.- / €^D 38.95 / €^A 39.40 / € 35.80 / £ 29.- / US-\$ 42.95

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Nicole Rosenberger • Ulla Kleinberger (Hrsg.)

Energiediskurs

Perspektiven auf Sprache und Kommunikation im Kontext der Energiewende

Der in der Schweiz und in Deutschland beschlossene Atomausstieg hat die Debatte um Energieversorgung und -verbrauch ins Zentrum der öffentlichen Aufmerksamkeit gerückt. Die Diskussion um die Energieproblematik tangiert Politik, Wirtschaft und Gesellschaft gleichermassen. Für die Umsetzung der Energiewende braucht es die Zusammenarbeit verschiedenster Akteure und deren Austausch über Energiethemen. Dabei stellt sich die Frage, wie Sprache in diesen Diskursen verwendet wird und welchen Einfluss Sprache und Kommunikation auf Meinungsbildung, Akzeptanz und Verhalten haben. Die Beiträge dieses Bandes beleuchten den Energiediskurs in der öffentlichen Kommunikation und gehen neben methodischen Fragestellungen konkreten Problemstellungen aus der Kommunikationspraxis nach: Wie können Energieunternehmen verständlich mit ihren Kundinnen und Kunden kommunizieren? Inwieweit kann die Öffentlichkeit in die Behördenkommunikation eingebunden werden? Wie beeinflussen Sprache und sprachliche Mittel die Energiedebatte? Welcher sprachlichen Einheiten bedient sich die Debatte? Allen Beiträgen gemeinsam ist der Fokus auf das Zusammenspiel von Sprache, Kommunikation und Interaktion sowie das Aufzeigen der Bedeutung angewandter Linguistik für gesellschaftliche Veränderungsprozesse.

Bern, 2017. 270 S., 5 s/w Abb., 11 farb. Abb., 18 s/w Tab., 3 farb. Tab.

Sprache in Kommunikation und Medien. Bd. 10

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br.	ISBN 978-3-0343-2580-6
CHF 77.– / ${\rm C}^{\rm D}$ 65.95 / ${\rm C}^{\rm A}$ 68.20) / € 62 / £ 51 / US-\$ 74.95
eBook (SUL)	ISBN 978-3-0343-2581-3
CHF 91 / € ^D 81.95 / € ^A 83	/ € 69.20 / £ 57 / US-\$ 83.95



Emily D. Ryalls

The Culture of Mean

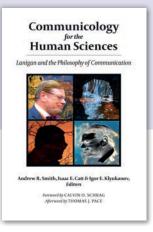
Representing Bullies and Victims in Popular Culture

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The Culture of Mean is the first book-length feminist critical exploration of representations of youth bullying in media. Bringing into conversation scholarship on feminism, media, new communication technologies, surveillance, gender, race, sexuality, and class, Emily D. Ryalls critically examines the explosion of discourse about youth bullying that has occurred in the United States during the last two decades. Countering the monolithic and extreme cultural reaction to narratives about bullying, Ryalls argues that, while it seems common sense to view bullying as always wrong and dangerous, not all aggression is bullying and it is problematic to assume so, because it becomes very difficult to differentiate between healthy conflict and unhealthy (potentially violent) torment. Moreover, since the label «bullying» often does not differentiate between teasing, conflict, sexual harassment, and violence, increasingly the most common way to deal with young people accused of bullying is to criminalize their actions. Through an analysis of books, film, television, and journalistic accounts of bullying, The Culture of Mean shows how constructions of bullying in popular culture create an overly simplistic binary of good and bad people. This process individualizes the problem of bullying and disallows a more complex understanding of the structural issues at work by suggesting that putting an end to bullying simply requires incarcerating those evil teens who are prone to bullying behaviors.

New York, 2018. XII, 184 pp. Mediated Youth. Vol. 30

hb.	ISBN 978-1-4331-4619-0
CHF 93.− / € ^D 80.95 / € ^A 8	2.50 / € 75 / £ 60 / US-\$ 89.95
pb.	ISBN 978-1-4331-4618-3
CHF 44 / € ^D 38.95 / € ^A 39	9.40 / € 35.80 / £ 29 / US-\$ 42.95



Andrew R. Smith • Isaac E. Catt • Igor E. Klyukanov (eds.)

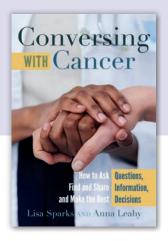
Communicology for the Human Sciences

Lanigan and the Philosophy of Communication

This edited volume develops the philosophy of communication inspired by the scholarship of Richard L. Lanigan, with emphasis on communicology as a human science. Lanigan's syntheses of the philosophies of speech, language and discourse stemming from the works of Edmund Husserl, Maurice Merleau-Ponty, Michel Foucault, Julia Kristeva, Charles Sanders Peirce, Roman Jakobson, Umberto Eco, Pierre Bourdieu, Jurgen Reusch and Gregory Bateson, and many others offers a compelling framework for systematic analysis of human communication in all domains of lived experience. His work defines the theory and method of the human sciences in general and the discipline of communicology in particular. The focus in this collection is on the theoretical and methodological foundations for semiotic phenomenology whereby communication is recognized as constitutive of all human conscious experience and social relationships, involving gestural, nonverbal, discursive, performative, artistic, poetic and mass mediated forms. All chapters are original to this volume, written by leading international scholars in the philosophy of communication who cross several disciplinary boundaries in the human sciences.

New York, 2017. XL, 514 pp., 14 b/w ill., 2 tables

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hb.	ISBN 978-1-4331-4374-8
CHF 113/€ ^D 98.95/€ ^A 100	0.80 / € 91.70 / £ 74/ US-\$ 109.95
pb.	ISBN 978-1-4331-4115-7
CHF 67 / € ^D 57.95 / € ^A 59.	60 / € 54.20 / £ 44 / US-\$ 64.95
eBook (SUL)	ISBN 978-1-4331-4114-0
CHF 71 / € ^D 64.95 / € ^A 65	5 / € 54.20 / £ 44 / US-\$ 64.95
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Lisa Sparks • Anna Leahy Conversing with Cancer

How to Ask Questions, Find and Share Information, and Make the Best Decisions

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With more than 40% of people eventually facing a cancer diagnosis, Conversing with Cancer is a much-needed addition to understanding and improving cancer care through strong communication among providers, patients, and caregivers. Each person whose life is affected by a cancer diagnosis-patient, healthcare provider, caregiver-has information and needs information in order to make the best decisions possible under the circumstances. After studying and writing about the topics of communication and cancer for many years separately, authors Lisa Sparks and Anna Leahy combine their expertise in this new tour de force. Here, they apply principles from the field of health communication to the cancer care experience, drawing from a wide range of scholarship to offer a comprehensive view of cancer care communication and extend existing work into new insights. Engaging chapters cover all phases of the journey through cancer, from prevention to recovery or end-of-life; analyze the roles of the variety of cultural and social identities and relationships; and explore written, verbal, non-verbal, and electronic communication. In addition, this book draws from the real-life stories of cancer patients themselves to enrich the book's unique discussions and to better understand how theory can be put into practice. Conversing with Cancer is ideal for use in health communication classes, medical and nursing programs, and formal caregiver training. In addition, it is useful for cancer patient and caregiver supports groups and for individual providers, patients, and caregivers.

New York, 2018. 268 pp.

Language as Social Action. Vol. 22

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hb.	ISBN 978-1-4331-3354-1
CHF 94 / € ^D 85.90 / € ^A 86	- / € 115.35 / £ 58 / US-\$ 94.95
pb.	ISBN 978-1-4331-3353-4
CHF 36 / € ^D 32 / € ^A 32.90	O / € 29.95 / £ 24 / US-\$ 52.95



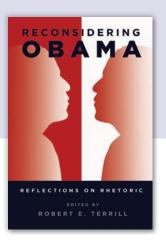
Real World Career Preparation



Douglas J. Swanson Real World Career Preparation

A Guide to Creating a University Student-Run Communications Agency

University student-run communications agencies allow students to work with real clients and get real world experience before they graduate from college and enter the workforce. Student-run agencies are increasing in popularity, but building a successful agency is challenging. With more than ten years of experience supervising a student-run agency, Swanson examines the three critical roles a student agency must fulfill in order to be successful. First, the agency must be an exceptional environment for learning. Second, it must be a successful business—without satisfied clients, the agency will not survive. Third, it must be a supportive partner in both on- and off-campus communities. As the first book to address student-run agencies, Real World Career Preparation offers extensive 'how to' guidance, and is supported by 22 Agency Spotlight best practice examples from student-run agencies across the U.S. The book ends with a comprehensive directory of 158 university studentrun agencies in operation all over the world. Real World Career Preparation is essential reading for any faculty member or administrator who is involved with an agency, or who plans to launch one in the future. This book is also valuable for college students working in an agency who seek 'the big picture' view of how their work for clients has long-lasting impact on the campus and the community.

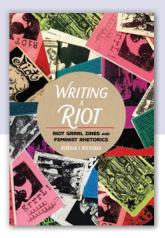


Robert E. Terrill (ed.) Reconsidering Obama

Reflections on Rhetoric

.....

Perhaps no other presidential candidate or sitting president has attracted as much attention from rhetorical critics as Barack Obama. Much of this work was conceived and written during Obama's initial presidential campaign, or relatively early in his two terms in office. This book provides rhetorical critics an opportunity to revisit their published work on Obama in light of events that have occurred since its publication. In each chapter, these eminent critics begin by summarizing the analysis and conclusions in their original essays on Obama, and then reflect on their previous conclusions, revising or extending them in response to developments since the publication of the original work. The chapters provide a glimpse into the inventional strategies of practicing critics and into some of the ways that that critical insights may evolve over time. Scholars rarely have an opportunity to publish essays that reflect on their own previous work, even though few resources can be of greater use to both beginning critics and to established scholars seeking to continue to hone and reflect on their critical practice. This book, then, makes an important contribution not only to the existing literature on the 44th president of the United States, but also and perhaps most significantly to the study of the art and craft of rhetorical criticism.



Rebekah J. Buchanan Writing a Riot

Riot Grrrl Zines and Feminist Rhetorics

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 fulllength book that examines riot grrrl zines and their role in documenting feminist history.

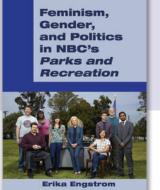
New York, 2017. XVI, 298 pp.

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hb.	ISBN 978-1-4331-3175-2
CHF 98 / € ^D 84.95 / € ^A 87.10) / € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-3174-5
CHF 55 / € ^D 47.95 / € ^A 48.60) / € 44.20 / £ 36 / US-\$ 52.95

New York, 2017. XX, 192 pp. Frontiers in Political Communication. Vol. 34

hb. ISBN 978-1-4331-3472-2 CHF 98.- / €^D 84.95 / €^A 87.10 / € 79.20 / £ 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-3471-5 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95 New York, 2018. XXXVI, 182 pp., 3 b/w ill. Mediated Youth. Vol. 31

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hb.	ISBN 978-1-4331-5077-7
CHF 93.– / ${ { { { \in } } ^ { D } }}$ 80.95 / ${ { { { { { e } } ^ { A } } }}$	82.50 / € 75 / £ 60 / US-\$ 89.95
pb.	ISBN 978-1-4331-2391-7
CHF 44.– / ${\rm {\ensuremath{\mathbb C}^{D}}}$ 38.95 / ${\rm {\ensuremath{\mathbb C}^{A}}}$	39.40 / € 35.80 / £ 29 / US-\$ 42.95



Erika Engstrom

Feminism, Gender, and Politics in NBC's «Parks and Recreation»

Widely hailed as one of the best feminist-oriented series on television, NBC's Parks and Recreation (2009–2015) presents a multifaceted text for examining the incorporation of feminist ideology into its storylines. This book analyzes the various ways the series presented feminism as a positive force, such as the satirical portrayal of patriarchy; alternative depictions of masculinity; the feminist ideology and political career of main character Leslie Knope; the inclusion of actual political figures; and depictions of love and romance as related to feminist thinking. A much-needed treatment that adds to the literature on feminism in media and popular culture, this book serves as an ideal resource for instructors and scholars of gender and mass media, women's studies, and media criticism by investigating Parks and Recreation's place in the continuum of other feminist-leaning television programs.



Bünyamin Ayhan (ed.) Digitalization and Society

This book presents a collection of papers by researchers from several different institutions on a wide range of digital issues. Digitalization describes the phenomenon of how knowledge is processed and the processed knowledge provides social transformations beyond digitization, interaction, annihilation of time and space, the phenomenon of usage in multimedia. Transformed is not only the society but also its mentality. Digitalization reveals a sui generis digimodern process by processing modern structures with the help of compulsory tools. This process is a reconstruction of social structures and institutions on the basis of the digitalization perspective. Each social institution adapts this process and provides a contribution to the digitalization of society.



Jaime Banks (ed.)

Avatar, Assembled

The Social and Technical Anatomy of Digital Bodies

Avatar, Assembled is a curated volume that unpacks videogame and virtual world avatarsnot as a monolithic phenomenon (as they are usually framed) but as sociotechnical assemblages, pieced together from social (humanlike) features like voice and gesture to technical (machine-like) features like graphics and glitches. Each chapter accounts for the empirical, theoretical, technical, and popular understandings of these avatar «components»-60 in total—altogether offering a nuanced explication of avatars-as-assemblages as they matter in contemporary society and in individual experience. The volume is a «crossover» piece in that, while it delves into complex ideas, it is written in a way that will be accessible and interesting to students, researchers, designers, and practitioners alike.

New York, 2017. VIII, 146 pp.

hb. ISBN 978-1-4331-3356-5 CHF 93.– / \in^{D} 80.95 / \in^{A} 82.50 / \notin 75.– / \pounds 60.– / US-\$ 89.95 pb. ISBN 978-1-4331-3355-8 CHF 44.– / \in^{D} 38.95 / \notin^{A} 39.40 / \notin 35.80 / \pounds 29.– / US-\$ 42.95

Frankfurt am Main, 2017. 210 pp., 4 ill., 3 tables

pb. ISBN 978-3-631-67884-8 CHF 58.- / €^D 49.95 / €^A 51.40 / € 46.70 / £ 38.- / US-\$ 56.95 eBook (SUL) ISBN 978-3-653-07022-4 CHF 61.- / €^D 55.95 / €^A 56.- / € 46.70 / £ 38.- / US-\$ 56.95 New York, 2018. 16 pp., 7 b/w ill. Digital Formations. Vol. 106

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hb.	ISBN 978-1-4331-3828-7
CHF 98 / € ^D 84.95 / € ^A 87.10 / € 79	9.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-3560-6
CHF 55 / € ^D 47.95 / € ^A 48.60 / € 4	4.20 / £ 36 / US-\$ 52.95
eBook (SUL)	ISBN 978-1-4331-3829-4
CHF 58 / € ^D 52.95 / € ^A 53 / € 44	1.20 / £ 36 / US-\$ 52.95
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the First 25 Years of the World Wide Web

Niels Brügger (ed.)

Web 25

Histories from the First 25 Years of the World Wide Web

Web 25: Histories from the First 25 Years of the World Wide Web celebrates the 25th anniversary of the Web. Since the beginning of the 1990s, the Web has played an important role in the development of the Internet as well as in the development of most societies at large, from its early grey and blue webpages introducing the hyperlink for a wider public, to today's multifacted uses of the Web as an integrated part of our daily lives. This is the first book to look back at 25 years of Web evolution, and it tells some of the histories about how the Web was born and has developed. It takes the reader on an exciting time travel journey to learn more about the prehistory of the hyperlink, the birth of the Web, the spread of the early Web, and the Web's introduction to the general public in mainstream media. Furthermore, case studies of blogs, literature, and traditional media going online are presented alongside methodological reflections on how the past Web can be studied, as well as accounts of how one of the most important source types of our time is provided, namely the archived Web. Web 25: Histories from the First 25 Years of the World Wide Web is a must-read for anyone interested in how our online present has been shaped by the past.



Rhiannon Bury Television 2.0

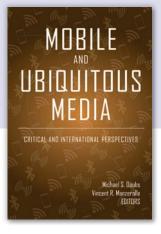
Viewer and Fan Engagement with Digital TV

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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.

New York, 2018. XII, 148 pp. Digital Formations. Vol. 102

hb. ISBN 978-1-4331-5313-6 CHF 129.-/ $\in^{\rm D}$ 111.95 / $\in^{\rm A}$ 114.60 / \in 104.20 / \pounds 84.- / US-\$ 124.95 pb. ISBN 978-1-4331-3852-2 CHF 50.- / $\in^{\rm D}$ 42.95 / $\in^{\rm A}$ 44.- / \notin 40.- / \pounds 32.- / US-\$ 47.95



Michael S. Daubs • Vincent R. Manzerolle (eds.)

Mobile and Ubiquitous Media

Critical and International Perspectives

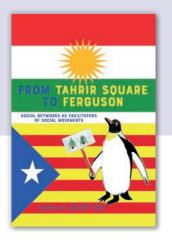
What does the phrase «ubiquitous media» actually mean? Individual definitions are just as varied and ubiquitous as the media to which they refer. As a result, there is to date no largescale theoretical framework through which we can understand the term. The goal of this volume is to provide a diverse set of critical, theoretical, and international approaches useful to those looking for a more diverse and nuanced understanding of what ubiquitous media means analytically. In contrast to other existing texts on mobile media, these contributions on mobile media are contextualised within a larger discussion on the nature and history of ubiquitous media. Other sections of this edited volume are dedicated to historical perspectives on ubiquitous media, ubiquitous media and visual culture, the role of ubiquitous media in surveillance, the political economy of ubiquitous media, and the way a ubiquitous media environment affects communities, spaces, and places throughout the world.

New York, 2018. X, 312 pp., 10 b/w ill., 2 tables Digital Formations. Vol. 116

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hb.	ISBN 978-1-4331-4841-5
CHF 98 / € ^D 84.95 / € ^A 87.10	/ € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-4636-7
CHF 55 / € ^D 47.95 / € ^A 48.60	/ € 44.20 / £ 36 / US-\$ 52.95

New York, 2017. XXVI, 258 pp., num. ill. Digital Formations. Vol. 112

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hb.	ISBN 978-1-4331-3270-4
CHF 98 / € ^D 84.95 / € ^A 8	87.10 / € 79.20 / £ 64.– / US-\$ 94.95
pb.	ISBN 978-1-4331-3269-8
CHF 55 / € ^D 47.95 / € ^A 4	8.60 / € 44.20 / £ 36 / US-\$ 52.95

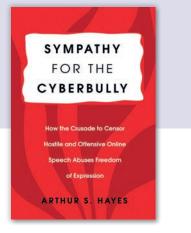


Juliet Dee (ed.) From Tahrir Square to Ferguson

Social Networks as Facilitators of Social Movements

The last several years have seen mass uprisings and dynamic social movements across the globe, from the onset of the Arab Spring in 2011, to the Black Lives Matter movement

following Michael Brown's death in Ferguson, Missouri in 2014. There is no doubt that social media platforms such as Facebook and Twitter accelerated and facilitated these uprisings, providing a way for people to organize and express themselves despite government repression. From Tahrir Square to Ferguson: Social Networks as Facilitators of Social Movements attempts to answer the question of whether these movements could have succeeded before the advent of the Internet age. From political protest to regime change, social movements have become increasingly digital. Taking on the current political climate from an international perspective, From Tahrir Square to Ferguson: Social Networks as Facilitators of Social Movements attempts to address the issues of a growing social media audience facing a wide variety of social and political issues.



Arthur S. Hayes Sympathy for the Cyberbully

How the Crusade to Censor Hostile and Offensive Online Speech Abuses Freedom of Expression

.....

In the first systematic account of judicial rulings striking down cyberbullying laws in the United States and Canada, Sympathy for the Cyberbully offers an unapologetic defense of online acid-tongued disparagers and youthful and adult sexters. In the first decade of the 21st century, legitimate concerns about the harmful effects of cyberbullying degenerated into a moral panic. The most troubling aspect of the panic has been a spate of censorshipthe enactment of laws which breach longstanding constitutional principles, by authorizing police to arrest and juries to convict, and schools to suspend, individuals for engaging in online expression that would be constitutionally protected had it been communicated offline. These hastily drawn statutes victimize harsh critics of elected officials, scholars, school officials and faculty, distributors of constitutionally protected pornography, adolescents «talking smack,» and teens who engage in the consensual exchange of nude images, even in states where teens of a certain age enjoy the right to engage in sexual relations. The victims' stories are told here. Sympathy for the Cyberbully is suitable for undergraduate, graduate and law school courses in media law, First Amendment law and free expression.



Edward Lee Lamoureux Privacy, Surveillance, and the New Media You

Very little in the American way of life functions adequately under surveillance. Democracy itself may be at mortal risk due to the loss of privacy and the increase in surveillance. Examining challenges in a wide range of contexts, this book investigates and critically examines our systems of data management, including the ways that data are collected, exchanged, analyzed, and re-purposed. The volume calls for re-establishing personal privacy as a societal norm and priority, requiring action on the part of everyone at personal, societal, business, and governmental levels. Because new media products and services are professionally designed and implemented to be frictionless and highly rewarding, change is difficult and solutions are not easy. This volume provides insight into challenges and recommended solutions.

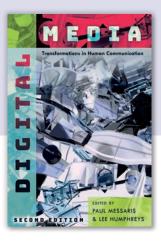
New York, 2018. XIV, 442 pp., 10 b/w iil., 18 tables Communication Law. Vol. 5

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hb.	ISBN 978-1-4331-2940-7
CHF 108.− / $€^{D}$ 93.95 / $€^{A}$ 96.20 / $€^{A}$	£ 87.50 / £ 70 / US-\$ 104.95
pb.	ISBN 978-1-4331-2939-1
CHF 67.– / ${ { { \e C} }^{ \mathrm{D} }}$ 57.95 / ${ { \e A }}$ 59.60 / ${ { \e C} }$	54.20 / £ 44 / US-\$ 64.95
eBook (SUL)	ISBN 978-1-4539-1757-2
CHF 71.– / ${{\mathbb C}}^{\rm D}$ 64.95 / ${{\mathbb C}}^{\rm A}$ 65.– / ${{\mathbb C}}$	54.20 / £ 44 / US-\$ 64.95

New York, 2017. XVIII, 252 pp. Communication Law. Vol. 6

hb. ISBN 978-1-4331-3212-4 CHF 98.- / $\in^{\mathbb{D}}$ 84.95 / $\in^{\mathbb{A}}$ 87.10 / \notin 79.20 / \pounds 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-3211-7 CHF 55.- / $\notin^{\mathbb{D}}$ 47.95 / $\notin^{\mathbb{A}}$ 48.60 / \notin 44.20 / \pounds 36.- / US-\$ 52.95 New York, 2016. XL, 248 pp. Digital Formations. Vol. 96

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Paul Messaris · Lee Humphreys (eds.)

Digital Media

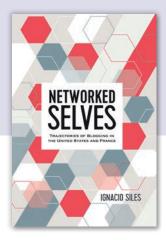
Transformations in Human Communication

Second Edition

The age of digital media has given rise to a new social world. It is a world in which the transmission of information from the few to the many is steadily being supplanted by the multidirectional flow of facts, lies, and ideas. It is a world in which hundreds of millions of people are voluntarily depositing large amounts of personal details in publicly accessible databases. It is a world in which interpersonal relationships are increasingly being conducted in the virtual sphere. Above all, this is a world that seems to be veering off in unpredictable ways from the trends of the immediate past. This book is a probing examination of that world, and of the changes that it has ushered into our lives. In more than thirty essays by a wide range of scholars, this must-have second edition examines the impact of digital media in six areas – information, persuasion, community, gender and sexuality, surveillance and privacy, and cross-cultural communication – and offers an invaluable guide for students and scholars alike. With one exception, all essays are completely new or revised for this volume.

New York, 2017. XIV, 380 pp.

pb. ISBN 978-1-4331-3286-5 CHF 67.− / €^D 57.95 / €^A 59.60 / € 54.20 / £ 44.− / US-\$ 64.95



Ignacio Siles

Networked Selves

Trajectories of Blogging in the United States and France

Networked Selves is an original analysis of one of the most defining cultural features of our time: how people turn to the Web to construct a public self. It examines the trajectory of a practice that embodies this sociocultural shift in fundamental ways: blogging. The book traces the evolution of the Web as a means to publicly perform a self through an analysis of the emergence, development, and transformation of blogging from the mid-1990s to the early years of the 2010s. It discusses processes that have shaped practices of subjectivity on the Web over two decades in two countries: the United States and France. Through this comparative analysis, the book shows that the cultural identity of blogging as a practice of subjectivity in these countries is neither inevitable nor neutral. Instead, it demonstrates that the development of the Web required the forging of various articulations between specific conceptions of self, publicness, and technology. These articulations were responses to both transformations in the daily life of actors and larger economic, political, and cultural processes—notably neoliberalization. The book also explains how the cultural imaginary around blogs came into being in the United States and how it has also functioned as a model for actors in other countries, such as France. Networked Selves discusses how and why actors in the technology field in France have gradually abandoned traditional makers of exceptionalism that were key in the development of the country's national identity and favored notions that characterize the United States instead.

New York, 2017. XIV, 222 pp. Digital Formations. Vol. 111

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THE AMERICAN JOURNALIST IN THE DIGITAL AGE Market D

Lars Willnat • David H. Weaver • G. Cleveland Wilhoit

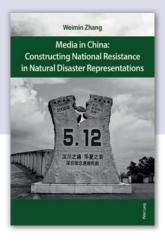
The American Journalist in the Digital Age

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A Half-Century Perspective

More than a decade has passed since the last comprehensive survey of U.S. journalists was carried out in 2002 by scholars at Indiana University—and the news and the journalists who produce it have undergone dramatic changes and challenges. The American Journalist in the Digital Age is based on interviews with a national probability sample of nearly 1,100 U.S. journalists in the fall of 2013 to document the tremendous changes that have occurred in U.S. journalism in the past decade, many of them due to the rise of new communication technologies and social media. This survey of journalists updates the findings from previous studies and asks new questions about the impact of new technologies and social media in the newsroom, and it includes more nontraditional online journalists than the previous studies.

New York, 2017. XXVIII, 444 pp., 117 b/w ill. **Mass Communication and Journalism. Vol. 17** hb. ISBN 978-1-4331-2828-8 CHF 98.- / €^D 84.95 / €^A 87.10 / € 79.20 / £ 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-2827-1 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95



Weimin Zhang

Media in China: Constructing National Resistance in Natural Disaster Representations

This book examines how media can be used in facilitating crisis control following natural disasters. Set in the context of the contemporary Chinese nationalistic culture this book dissects how Chinese media enhances disaster relief by constructing the meaning of it. It takes a historical overview of the negotiations between discursive power and media coverage of natural disasters in Chinese media. It then conducts a case study of the 2008 Wenchuan earthquake to analyze how Chinese media enhance crisis control in engaging with contemporary Chinese nationalism. In examining the mediated disaster relief closely relevant to this study within a global context this book briefly analyzes the Australian media's representation of the 2013 Tasmanian Bushfire. In a penetrating investigation of the research question a systematic theoretic framework is structured consisting of the theories of representation, discourse and power, cultural identity, media framing and narratives.



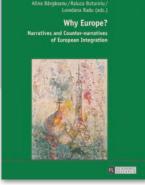
Michael Zimmer • Katharina Kinder-Kurlanda (eds.)

Internet Research Ethics for the Social Age

New Challenges, Cases, and Contexts

The continuous evolution of internet and related social media technologies and platforms have opened up vast new means for communication, socialization, expression, and collaboration. They also have provided new resources for researchers seeking to explore, observe, and measure human opinions, activities, and interactions. However, those using the internet and social media for research and those tasked with facilitating and monitoring ethical research such as ethical review boards - are confronted with a continuously expanding set of ethical dilemmas. Internet Research Ethics for the Social Age: New Challenges, Cases, and Contexts directly engages with these discussions and debates, and stimulates new ways to think about - and work towards resolving - the novel ethical dilemmas we face as internet and social media-based research continues to evolve. The chapters in this book - from an esteemed collection of global scholars and researchers - offer extensive reflection about current internet research ethics and suggest some important reframings of well-known concepts such as justice, privacy, consent, and research validity, as well as providing concrete case studies and emerging research contexts to learn from.

Media Studies



Alina Bârgăoanu • Raluca Buturoiu • Loredana Radu (eds.)

Why Europe?

Narratives and Counter-narratives of European Integration

This publication tackles strategies for bridging the widening gap between the EU and its citizens. It focuses on new theoretical and empirical frameworks about EU media frames and narratives, political discourse and citizens' perceptions in order to promote a critical, yet constructive approach to the role of communication in the process of European integration. It has been acknowledged that the least problem the EU has is a communication problem. Communication is largely ineffective against a rising sentiment of injustice and inequality among increasingly diverse national, social and political groupings across the EU. Therefore, the authors underline how EU communication and EU public sphere can shape common representations of what can unite us as Europeans.

Bern, 2017. 214 pp., 15 b/w tables

 pb.
 ISBN 978-3-0343-2369-7

 CHF 70.- / €^D 59.95 / €^A 61.60 / € 56.- / £ 46.- / US-\$ 67.95

 eBook (SUL)
 ISBN 978-3-0343-2366-6

 CHF 73.- / €^D 66.95 / €^A 67.20 / € 56.- / £ 46.- / US-\$ 67.95

New York, 2017. XXXIV, 312 pp. Digital Formations. Vol. 108

hb. ISBN 978-1-4331-4267-3 CHF 98.- / €^D 84.95 / €^A 87.10 / € 79.20 / £ 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-4266-6 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95 Frankfurt am Main, 2017. 296 pp., 18 b/w ill., 18 tables

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eBook (SUL)	ISBN 978-3-653-07138-2
CHF 70 / € ^D 62.95 / € ^A 6	53.80 / € 53.20 / £ 44 / US-\$ 64.95
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Peter Berglez • Ulrika Olausson • Mart Ots (eds.)

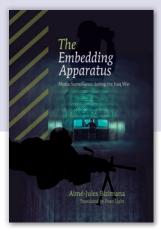
What Is Sustainable Journalism?

Integrating the Environmental, Social, and Economic Challenges of Journalism

This edited volume, which elaborates on the idea and concept of sustainable journalism, is the result of a perceived lack of integral research approaches to journalism and sustainable development. Thirty years ago, in 1987, the Brundtland Report pointed out economic growth, social equality and environmental protection as the three main pillars of a sustainable development. These pillars are intertwined, interdependent, and need to be reconciled. However, usually, scholars interested in the business crisis of the media industry tend to leave the social and environmental dimensions of journalism aside, and vice versa. What Is Sustainable Journalism? is the first book that discusses and examines the economic, social and environmental challenges of professional journalism simultaneously. This unique book and fresh contribution to the discussion of the future of journalism assembles international expertise in all three fields, arguing for the necessity of integral research perspectives and for sustainable journalism as the key to long-term survival of professional journalism. The book is relevant for scholars and master's students in media economy, media and communication, and environmental communication.

New York, 2017. XXXIV, 374 pp.

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hb.	ISBN 978-1-4331-3441-8
CHF 113/€ ^D 98.95	/ $€^{A}$ 100.80 / $€$ 91.70 / £ 74.– / US-\$ 109.95
pb.	ISBN 978-1-4331-3440-1
CHF 67 / € ^D 57.95	/ € ^A 59.60 / € 54.20 / £ 44.– / US-\$ 64.95



Aimé-Jules Bizimana The Embedding Apparatus

Media Surveillance during the Iraq War

When the war in Iraq began in 2003, the issue of the special status accorded to journalists covering the military operations arose quite naturally. Promising innovation, the Pentagon's announcement that they would integrate hundreds of journalists into combat units-what has been known as embedding-attracted the attention of the international media and other observers. How would this be different from previous interactions between the military and the media? The Embedding Apparatus explains the functioning of the informational control apparatus at work during the Iraq War and the relationships between embedded journalists and the military in the American army's area of operations. The concept of the apparatus guides this case study, one that brings together the experiences of almost forty participants, journalists and military personnel. The study borrows Michel Foucault's modern surveillance mechanisms of the disciplinary apparatus and the panoptic apparatus, bringing embedded journalism into close contact with the ubiquitous and flexible surveillance that characterizes the «control society.» The author exposes a new embedding apparatus where the power relations between journalists and the military are at play, an apparatus operating within a circumscribed space where all of a journalist's movements, reporting, behavior and communications are surveilled. This book offers a fresh insight into this important issue and will certainly be of interest worldwide to scholars and students as well as media and military practitioners interested in this topic. Embedded journalism is studied from a new angle, one related to the broader context of surveillance in contemporary society.

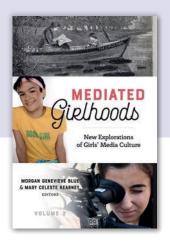
New York, 2017. XXVI, 180 pp. America and Global Affairs. Vol. 1

 hb.
 ISBN 978-1-4331-3532-3

 CHF 93.- / €^D 80.95 / €^A 82.50 / € 75.- / £ 60.- / US-\$ 89.95

 eBook (SUL)
 ISBN 978-1-4539-1910-1

 CHF 98.- / €^D 89.95 / €^A 90.- / € 75.- / £ 60.- / US-\$ 89.95



Morgan Genevieve Blue • Mary Celeste Kearney (eds.)

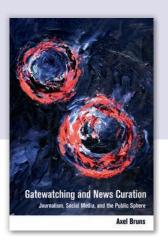
Mediated Girlhoods

New Explorations of Girls' Media Culture, Volume 2

Mediated Girlhoods, Volume 2 is an anthology devoted to scholarship on girls' media culture. Taking a cultural studies approach, it includes studies of girls' media representations, girls' media consumption, and girls' media production. In an attempt to push research on girls' media culture in new directions, it responds to criticisms of previous research in this field by including studies of girls who are not white, middle-class, heterosexual, cisgender, or Western. Approaching girlhood, media, and methodology broadly, Mediated Girlhoods includes studies of such previously unexplored topics as girls' mimetic communication via Tumblr, the girlyboy in independent Filipino cinema, Qatari girls' film production, trans girlhood in advertising, Canadian girls' feminist activism, and the new girl subject imagined in Disney's Cinderella (2015). Mediated Girlhoods, Volume 2 is appropriate for undergraduateand graduate-level courses, particularly graduate seminars exploring girlhood, media, and culture; youth media; youth cultures; and gender and media; and undergraduate courses housed within the following departments: media studies, communication studies, cultural studies, women's and gender studies, sociology, literature, history, education, and psychology.

New York, 2018. X, 246 pp., 14 b/w ill. Mediated Youth. Vol. 26

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CHF 98.– / ${\rm CHF}$ 84.95 / ${\rm C}^{\rm A}$ 87.10 /	€ 79.20 / £ 64/ US-\$ 94.95
pb.	ISBN 978-1-4331-3213-1
CHF 55 / € ^D 47.95 / € ^A 48.60 /	′€ 44.20 / £ 36 / US-\$ 52.95



Axel Bruns Gatewatching and News Curation

Journalism, Social Media, and the Public Sphere

.....

Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere documents an emerging news media environment that is characterised by an increasingly networked and social structure. In this environment, professional journalists and non-professional news users alike are increasingly cast in the role of gatewatcher and news curator, and sometimes accept these roles with considerable enthusiasm. A growing part of their everyday activities takes place within the spaces operated by the major social media providers, where platform features outside of their control affect how they can post, find, access, share, curate, and otherwise engage with news, rumours, analysis, comments, opinion, and related forms of information. If in the current social media environment the majority of users are engaged in sharing news; if the networked structure of these platforms means that users observe and learn from each other's sharing practices; if these practices result in the potential for widespread serendipitous news discovery; and if such news discovery is now overtaking search engines as the major driver of traffic to news sites-then gatewatching and news curation are no longer practiced only by citizen journalists, and it becomes important to fully understand the typical motivations, practices, and consequences of habitual news sharing through social media platforms. Professional journalism and news media have yet to fully come to terms with these changes. The first wave of citizen media was normalised into professional journalistic practices - but this book argues that what we are observing in the present context instead is the normalisation of professional journalism into social media.

New York, 2018. XII, 394 pp. Digital Formations. Vol. 113

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hb.	ISBN 978-1-4331-3321-3
CHF 113.− / € ^D 98.95 / € ^A 100.8	80 / € 91.70 / £ 74/ US-\$ 109.95
pb.	ISBN 978-1-4331-3320-6
CHF 67 / € ^D 57.95 / € ^A 59.60) / € 54.20 / £ 44 / US-\$ 64.95



Nico Carpentier

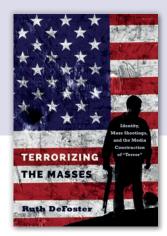
The Discursive-Material Knot

Cyprus in Conflict and Community Media Participation

The theoretical framework of the discursivematerial knot consists out of a non-hierarchical ontology of the interactions of the discursive and the material, articulating the assemblages that are driven by this ontological setting as restless and contingent, sometimes incessantly changing shapes and sometimes being deeply sedimented. This book acknowledges the importance of discourse studies, in having produced a better understanding of the socio-political role of frameworks of intelligibility, and of materialism theory in highlighting the importance of the agentic role of materials. Still, the combination of the discursive and the material requires our attention in a much more fundamental way; that is where this book's first platform aims to provide a contribution. These ontological-theoretical reflections are not produced in a void, but they are put to work in this book, first in platform two, which consists of a discursivematerial re-reading of three theoretical fields, dealing with practices that are all highly relevant in contemporary democracies: participation, community media and conflict (transformation). Finally, in the third platform, this book turns its attention to a particular social reality, analyzing the logic of the discursivematerial knot in the particular context of the Cyprus Problem. This case study fills a gap by bringing community media and conflict transformation together, through the analysis of the role of the Cyprus Community Media Centre (CCMC), and its webradio MYCYradio, in contributing to the transformation of antagonism into agonism.

New York, 2017. XVIII, 472 pp.

hb. ISBN 978-1-4331-2885-1 CHF 113.- / €^D 98.95 / €^A 100.80 / € 91.70 / £ 74.- / US-\$ 109.95 pb. ISBN 978-1-4331-3753-2 CHF 67.- / €^D 57.95 / €^A 59.60 / € 54.20 / £ 44.- / US-\$ 64.95



Ruth DeFoster Terrorizing the Masses

Identity, Mass Shootings, and the Media Construction of «Terror»

Why are some crimes identified as acts of terrorism, while others are not? How are critical terms like «terrorism» and «mass shooting» defined and understood in the 21st century? What are some of the causes of the unique American epidemic of mass shootings and gun violence? Terrorizing the Masses considers the invisible role that the media play in shaping the way we think about terrorism, gun violence, fear, and identity. This book explores media coverage of five mass shootings over a 20-year period, examining the role that race, religion, and gender play in framing some of the most high-profile crimes of American society. The results of this research show that the use of «terrorism» is uneven and inconsistent. Indeed, on a practical level, «terrorism» is an almost meaningless word - it is slippery and ephemeral, and its utility is largely in propaganda. This book succinctly analyzes what «terror» means in the 21st century, how news media use the term, and how journalists can cover tragedy without falling prey to the pitfalls of sensationalism, fear, and contagion. This book is a useful text for courses on media ethics, crime and public policy, political science, terrorism studies, and communication studies.

New York, 2017. XVI, 232 pp. Frontiers in Political Communication. Vol. 33

hb. ISBN 978-1-4331-4271-0 CHF 98.- / €^D 84.95 / €^A 87.10 / € 79.20 / £ 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-3903-1 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95



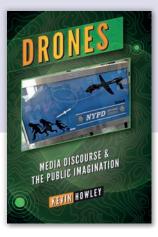
Sallyanne Duncan · Jackie Newton

Reporting Bad News

Negotiating the Boundaries Between Intrusion and Fair Representation in Media Coverage of Death

.....

Reporting Bad News addresses a gap in the literature concerning death reporting and stories of personal tragedy. Much has been written about disasters and large-scale tragedies, but this research concentrates on individual loss and the relationship between journalist and vulnerable interviewee. While much discussion in this area is negative, focusing on the ethics of intrusion and journalists who act insensitively under pressure, the authors' aim is to turn this focus around by looking at best practice in encounters between reporters and the bereaved, survivors and the vulnerable. It is hoped that by examining contemporary death reporting, explaining its public service role, proposing a new model of ethical participation and offering a structure for sensitive interviewing, the most harmful aspects of the process can be reduced for both the journalist and, more importantly, the grieving and the victims. The work is based on years of research by the authors, on interviews with journalists, journalism educators, bereaved families and support groups and is supplemented with a detailed analysis of the reporting of death across academic disciplines and perspectives.



Kevin Howley

Drones

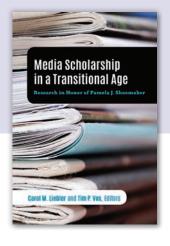
Media Discourse and the Public Imagination

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Drones: Media Discourse and the Public Imaqination starts with a basic premise: technology shapes and is shaped by the stories we tell about it. Stories about drones—at once anxious and hopeful, fearful and awe-inspired are emblematic of the profound ambivalence that frequently accompanies the introduction of new technologies. Through critical analysis of a variety of cultural forms-from newspaper headlines, nightly newscasts, and documentary films, to advertising, entertainment media, and graphic arts-this book demonstrates the prevalence of drones in global battlefields and domestic airspace, public discourse, and the popular imagination. Written in a lively, engaging, and accessible style, Kevin Howley argues that media discourse plays a decisive role in shaping these new technologies, understanding their application in various spheres of human activity, and integrating them into everyday life. In doing so, Howley highlights the relationship between discursive and material practice in the social construction of technology.

New York, 2018. XXXII, 284 pp., 10 b/w ill.

hb. ISBN 978-1-4331-4741-8 CHF 98.- / $\in^{\mathbb{D}}$ 84.95 / $\in^{\mathbb{A}}$ 87.10 / \notin 79.20 / \pounds 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-2640-6 CHF 55.- / $\notin^{\mathbb{D}}$ 47.95 / $\notin^{\mathbb{A}}$ 48.60 / \notin 44.20 / \pounds 36.- / US-\$ 52.95



Carol M. Liebler • Tim P. Vos (eds.)

Media Scholarship in a Transitional Age

Research in Honor of Pamela J. Shoemaker

.....

Media Scholarship in a Transitional Age honors the significant and lasting contribution that Pamela J. Shoemaker has made to mass communications research. Her body of work, spanning four decades, has included groundbreaking conceptual and methodological advances, particularly in the areas of gatekeeping, survey research and content analysis. The chapters in this collection build upon her legacy in both theory and method, and particularly in the area of news research. At the heart of the book are chapters that apply concepts found in Shoemaker's earliest work, such as deviance and newsworthiness, and extend theories such as gatekeeping and agenda-setting into the digital era. Empirical analyses on topics such as international and political news provide insights into journalism in these transitional times. Additional chapters explore digital media and the «mediated method.» The closing section, Reflections on the Transitional Age, includes two chapters that pay homage to Shoemaker's contributions through discussion of the importance of theory and research from a personal perspective. The final chapter challenges academics to consider the implications of the digital era for scholarly creativity. A collection with wide appeal to all media scholars, Media Scholarship in a Transitional Age is particularly well-suited to graduate student seminars on mass communications theory, media sociology and news scholarship.

New York, 2018. XVIII, 338 pp., 18 b/w ill., 26 tables Mass Communication and Journalism. Vol. 25

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hb.	ISBN 978-1-4331-4772-2
CHF 98/€ ^D 84.95/€ ^A 87.10/	/€79.20/£64/US-\$94.95
pb.	ISBN 978-1-4331-4777-7
CHF 55.– / ${\in^{\rm D}}$ 47.95 / ${\in^{\rm A}}$ 48.60 ,	/ € 44.20 / £ 36 / US-\$ 52.95
eBook (SUL)	ISBN 978-1-4331-4778-4
CHF 58.– / ${ { \ensuremath{ \in } }^{ D}}$ 52.95 / ${ { \ensuremath{ \in } }^{ A}}$ 53.– / ${ \ensuremath{ \in } }$ 44.20 / £ 36.– / US-\$ 52.95	
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New York, 2017. XII, 224 pp., 1 b/w ill. Mass Communication and Journalism. Vol. 16

hb. ISBN 978-1-4331-2564-5 CHF 98.- / \in^{D} 84.95 / \in^{A} 87.10 / \in 79.20 / \pounds 64.- / US-\$ 94.95 pb. ISBN 978-1-4331-2563-8 CHF 55.- / \in^{D} 47.95 / \in^{A} 48.60 / \in 44.20 / \pounds 36.- / US-\$ 52.95



Tim Markham • Scott Rodgers (eds.)

Conditions of Mediation

Phenomenological Perspectives on Media

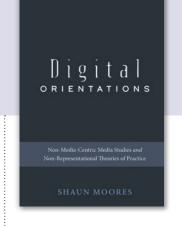
Phenomenology has become one of the most important philosophical traditions underpinning recent theory and research on new media, whether or not the word is used explicitly. Conditions of Mediation brings together, for the first time in a single publication, the diversity of phenomenological media research—from social platforms and wearable media to diasporic identity formation and the ethics of consumer technologies. The new orthodoxy in media studies emphasizes the experience of media—whether as forms, texts, technics or protocols—marking a departure from traditional approaches preoccupied with media content or its structural contexts. But phenomenologically informed approaches go beyond merely asking what people do with media. They ask a more profound question: what constitutes the conditions of mediated experience in the first place? Beginning with an accessible introduction, this book invites readers to explore a wide range of phenomenological perspectives on media via two critical dialogues involving key thinkers alongside a series of theoretically sophisticated and empirically grounded chapters. In so doing, interdisciplinary media studies is brought into conversation with the work of philosophers such as Edmund Husserl, Martin Heidegger and Maurice Merleau-Ponty, as well as phenomenologically-inspired thinkers such as Erving Goffman, Pierre Bourdieu, Tim Ingold, Henri Lefebvre, Friedrich Kittler, Marshall McLuhan and Bernard Stiegler.



Seda Mengü • Pınar Aslan • Derya Gül Ünlü (eds.)

Storytelling in all Aspects

The main objective of this book is to highlight the most effective use of storytelling in several areas related to communication and the media. Thus, gender studies, political communication, digital media, advertising, crisis communication and PR activities as well as corporate social responsibility have been surveyed with regard to storytelling. The topics covered are: the use of storytelling techniques in advertisements from a gender perspective, storytelling in global advertising, storytelling in corporate social responsibility campaigns through social media, storytelling in Public Relations, storytelling in crisis communication, 'storytelling' in the construction of political power: Image creation for political leaders in Turkey.



Shaun Moores Digital Orientations

Non-Media-Centric Media Studies and Non-Representational Theories of Practice

Might it be possible to rearticulate the term *digital* in digital media, so that it refers at least as much to the deft movements or orientations of hands and fingers (of digits) as it does to the new media technologies themselves? What if digital media are understood as manual media? Has the academic field of media studies tended to focus too much on media, and not enough on the practices and experiences of daily living that help to give media their meaningfulness? What if media researchers were to pay more attention to knowledgein-movement or to matters of orientation and habitation, and rather less to those of symbolic representation and cognitive interpretation? Digital Orientations is a bold call for non-media-centric media studies (and ultimately for everyday-life studies) with a nonrepresentational theoretical emphasis. The author engages here with a broad range of work from across the humanities and social sciences, drawing on Merleau-Ponty's phenomenological philosophy, Ingold's anthropology, the geographies of Massey, Seamon and Thrift, and the sociologies of Bourdieu, Sudnow and Urry.

New York, 2017. X, 258 pp.

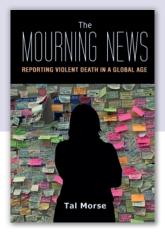
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hb.	ISBN 978-1-4331-3470-8
CHF 98 / € ^D 84.95 / € ^A 87.10 /	′€ 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-3469-2
CHF 55 / € ^D 47.95 / € ^A 48.60 /	′ € 44.20 / £ 36 / US-\$ 52.95

Frankfurt am Main, 2017. 96 pp., 4 tables, 1 fig.

pb. ISBN 978-3-631-68105-3 CHF 47.- / €^D 39.95 / €^A 41.- / € 37.30 / £ 31.- / US-\$ 44.95 eBook (SUL) ISBN 978-3-653-07220-4 CHF 49.- / €^D 43.95 / €^A 44.80 / € 37.30 / £ 31.- / US-\$ 44.95

New York, 2018. XVI, 194 pp. Digital Formations. Vol. 101

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hb.	ISBN 978-1-4331-4566-7
CHF 98.– / ${ \mathbb{C} }^{\mathrm{D}}$ 84.95 / ${ \mathbb{C} }^{\!$	^A 87.10 / € 79.20 / £ 64.– / US-\$ 94.95
pb.	ISBN 978-1-4331-4564-3
CHF 55 / € ^D 47.95 / € ^A	48.60 / € 44.20 / £ 36 / US-\$ 52.95



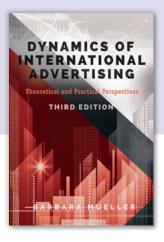
Tal Morse The Mourning News

Reporting Violent Death in a Global Age

A conventional wisdom in media studies is that «when it bleeds it leads». The media love violence and from the newsroom perspective, negative news is good news. Violent death often makes it to the headlines, and mass violent death events often become media events that receive immediate continuous attention worldwide. However, reporting violent death is not only about sending information, but also about the maintenance of society. News about violent death functions as media rituals which elicit grief and inform a sense of care and belonging. Accordingly, this book takes a broader sociological and anthropological approach to considering the role of death and the media in organising social life in a global age. Based on literature on solidarity and social cohesion, death rituals, media rituals, and journalism studies, this book examines whether and how the performance of the media at the occurrence of mass violent death events informs solidarity and interconnectedness on a cosmopolitan level. The book develops the analytics of grievability as an analytical framework that unpacks the ways in which news about death constructs grievable death and articulates relational ties between spectators and sufferers. The book employs the analytics of grievability in a comparative manner and analyses the coverage of three different case studies (terror attack, war and natural disaster) by two transnational news networks (BBC World News and Al-Jazeera English). This comparative analysis showcases the centrality of news media in selectively cultivating a sense of cosmopolitan solidarity in a global age.

New York, 2018. XVII, 268 pp., 8 b/w ill., 1 table Global Crises and the Media. Vol. 23

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hb.	ISBN 978-1-4331-4464-6
CHF 98.– / ${ \mathbb{C} }^{\mathrm{D}}$ 84.95 / ${ \mathbb{C} }^{\mathrm{A}}$ 87.10	/ € 79.20 / £ 64 / US-\$ 94.95
pb.	ISBN 978-1-4331-4463-9
CHF 55 / € ^D 47.95 / € ^A 48.60	/ € 44.20 / £ 36 / US-\$ 52.95



Barbara Mueller Dynamics of International Advertising

Theoretical and Practical Perspectives

Third Edition

Now in its third edition, Dynamics of International Advertising highlights the unique challenges marketers face in developing and implementing successful international advertising campaigns. With a balance of theoretical and practical perspectives, this edition takes the reader inside the dynamics of advertising as it functions within the international marketing mix. Updated with the most recent statistical information as well as current examples and case studies, the text addresses the key issues that advertisers must keep in mind when creating effective communication programs for foreign markets: cultural norms and values, political and legal environments, economic policies, social contexts and more. Both the process and product of international advertising are addressed, from research and strategy development to creative execution and media planning. Ethical concerns are highlighted as well. Dynamics of International Advertising is a comprehensive text for upperdivision undergraduate or graduate level courses dealing with international advertising. It can also serve as a supplemental text for courses in international marketing as well as for introductory advertising, marketing or mass communication courses seeking to expand coverage of the international dimension.

PEACE THROUGH MEDIA

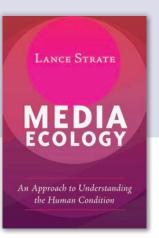
Leara D. Rhodes
Peace Through Media

This book equips students and practicing journalists with information on why and how to implement a course of action for Peace Journalism. Secondary literature and primary examples are used within all chapters to offer a personal examination of the importance of applying concepts of Peace Journalism in the field as journalists cover conflict. Peace Through Media also identifies how journalism and political science are merging in areas related to conflict resolution. By understanding how both the journalists and the political scientists think about Peace Journalism, collaboration may follow and the benefits of finding peaceful resolutions to conflicts may be a possibility.

New York, 2017. XII, 354 pp.

pb. ISBN 978-1-4331-2759-5 CHF 67.- / ${\mathbb C}^{\rm D}$ 57.95 / ${\mathbb C}^{\rm A}$ 59.60 / ${\mathbb C}$ 54.20 / £ 44.- / US-\$ 64.95 New York, 2018. XII, 202 pp.

pb. ISBN 978-1-4331-3024-3 CHF 44.− / €^D 38.95 / €^A 39.40 / € 35.80 / £ 29.− / US-\$ 42.95



Lance Strate

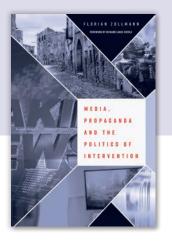
Media Ecology

An Approach to Understanding the Human Condition

Media Ecology: An Approach to Understanding the Human Condition provides a long-awaited and much anticipated introduction to media ecology, a field of inquiry defined as the study of media as environments. Lance Strate presents a clear and concise explanation of an intellectual tradition concerned with much more than understanding media, but rather with understanding the conditions that shape us as human beings, drive human history, and determine the prospects for our survival as a species. Much more than a summary, this book represents a new synthesis that moves the field forward in a manner that is both unique and unprecedented, and simultaneously grounded in an unparalleled grasp of media ecology's intellectual foundations and its relation to other disciplines. Taking as its subject matter «life, the universe, and everything,» Strate describes the field as interdisciplinary and communication-centered, provides a detailed explication of McLuhan's famous aphorism, «the medium is the message,» and explains that the human condition can only be understood in the context of our biophysical, technological, and symbolic environments. Strate provides an in-depth examination of media ecology's four key terms: medium, which is defined in much broader terms than in other fields; bias, which refers to tendencies inherent in materials and methods; effects, which are best understood via the Aristotelian notion of formal causality and contemporary systems theory; and environment, which includes the distinctions between the oral, chirographic, typographic, and electronic media environments. A chapter on tools serves as a guide to further media ecological research and scholarship.

New York, 2017. XVI, 258 pp., 8 b/w fig. Understanding Media Ecology. Vol. 1

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Florian Zollmann

Media, Propaganda and the Politics of Intervention

Prominent media scholars have argued that the dissemination of propaganda is an important function of the news media. Yet, despite public controversies about 'fake news' and 'misinformation', there has been very little discussion on techniques of propaganda. Building on critical theory, most notably Herman and Chomsky's Propaganda Model, Florian Zollmann's pioneering study brings propaganda back to the forefront of the debate. On the basis of a forensic examination of 1,911 newspaper articles, Zollmann investigates US, UK and German media reporting of the military operations in Kosovo, Iraq, Libya, Syria and Egypt. The book demonstrates how 'humanitarian intervention' and 'R2P' are only evoked in the news media if so called 'enemy' countries of Western states are the perpetrators of human rights violations. Zollmann's work evidences that the news media plays a crucial propaganda role in facilitating a selective process of shaming during the build-up towards military interventions. This process has led to an erosion of internationally agreed norms of non-intervention, as enshrined in the UN Charter.

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Herausgegeben von Caja Thimm

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ARTHUR S. HAYES

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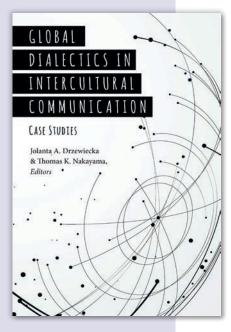
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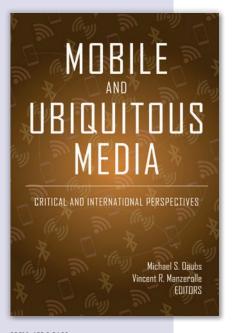
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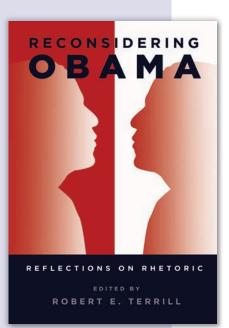
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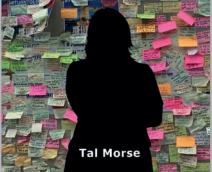
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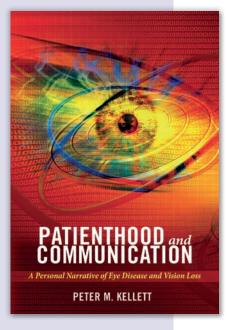
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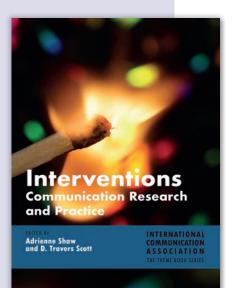
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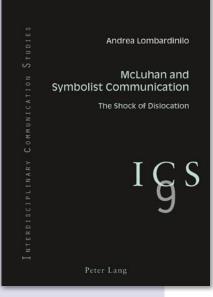
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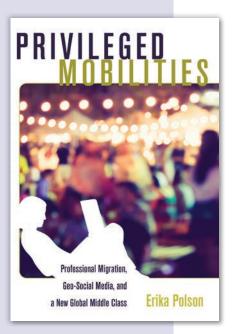
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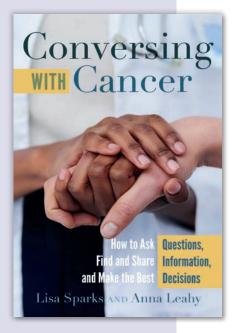
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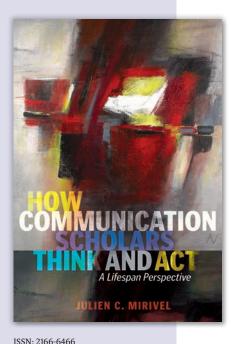
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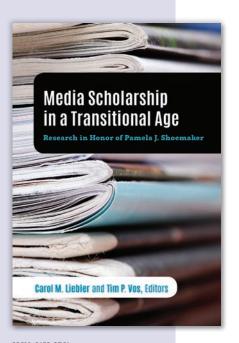
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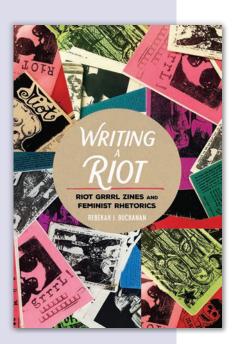
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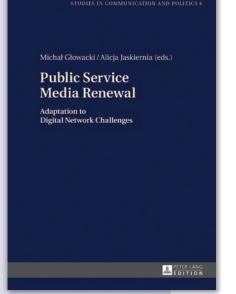
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Volume 25

Spring-Serenity Duvall · Leigh Moscowitz

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Studies in Communication and Politics

Edited by Bogusława Dobek-Ostrowska and Michał Głowacki

In Studies in Communication and Politics the editors are particularly interested in changing approaches to democracy, communication, political participation and media. By publishing collaborative works and monographs they aim at supporting and promoting interdisciplinary research, offering comparative approach and/or examining national factors for communication and politics development. Hence, the emphasis here is being put on the changing approaches to democracy and its institutions, political actors, electoral campaigns, as well as citizens' participation in political processes, electoral behavior, and so on. Having in mind the changing media landscape and the rise of media ecologies we also aim at investigating emerging communication and media policies, evolution of journalism culture, changing patterns of users' behavior and media innovations in the digital and multiplatform scenario. All of this when taking into account interrelations between communication and as well as the role of media in contemporary politics.

The editors believe that the topic presented here will stimulate international and interdisciplinary research changes and challenges facing communication and politics today. We also hope that the wide range of approaches presented in each collection will be of interest for researchers, academic experts as well as policy makers and media professionals who might be particularly interested in taking a part in the debate on emerging theories and practices.

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Michał Głowacki · Alicja Jaskiernia (eds.)

Public Service Media Renewal

Adaptation to Digital Network Challenges

Volume 5

Beata Ociepka

Poland's New Ways of Public Diplomacy

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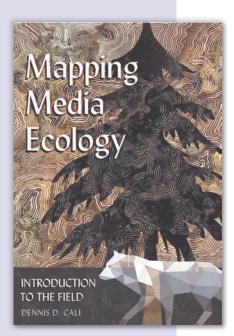
Democracy and Media in Central and Eastern Europe 25 Years On

Volume 3

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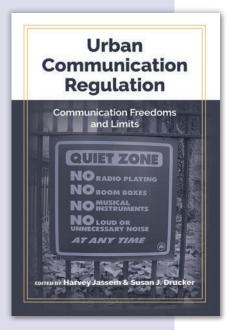
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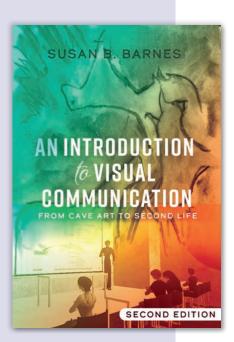
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	Mannheim, Germany 9–11 May 2018
May 2018	International Communication Association (ICA)
	Prague, Czech Republic 24–28 May 2018
June 2018	Conference of the International Association for Media and Communication Research (IAMCR)
	Eugene, OR, USA 20–24 June 2018
	20-24 Julie 2018
July 2018	Australia and New Zealand Communication Association (ANZCA) conference
,, =010	Auckland, New Zealand
	4–6 July 2018
August 2018	Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference
	Washington, DC, USA 6–9 August 2018
November 2018	National Communication Association (NCA) conference
	Salt Lake City, UT, USA 8–11 November 2018

Should you have any queries, please contact Franziska Suter (f. suter@peterlang.com), Book Fair & Conference Executive.

For a concise overview of all conferences and fairs Peter Lang will be attending, please visit www.peterlang.com

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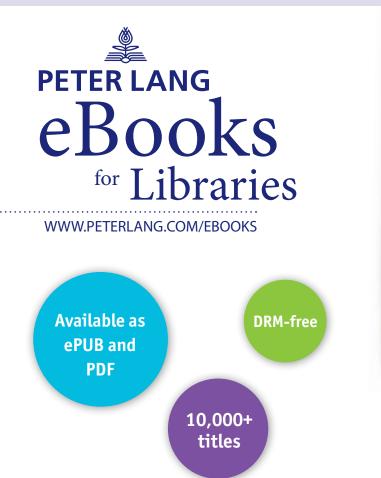
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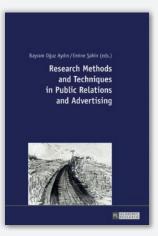


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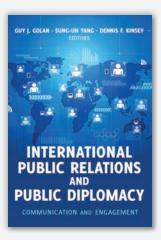
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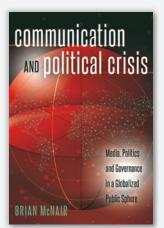
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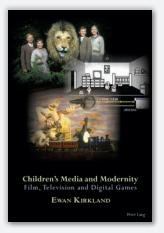
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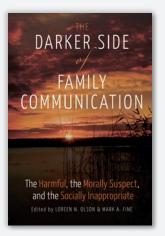
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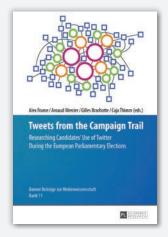
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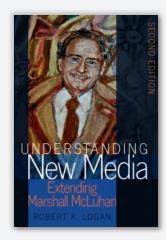
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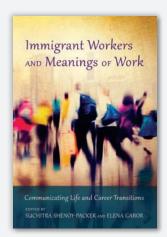
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