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Dear Reader,

In this catalogue you will find an overview of Peter Lang publications 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 Andrew David Jackson and Colette Balmain’s *Korean Screen Cultures: Interrogating Cinema, TV, Music and Online Games*, a vital addition to existing scholarship on Korean popular culture, offering a unique view by providing an imaginary unification of the two Koreas negotiated through local and transnational popular culture flows (page 3); Jim Macnamara’s *Organizational Listening: The Missing Essential in Public Communication*, a landmark study that proposes and describes how organizations need to create an architecture of listening to regain trust and re-engage people whose voices are unheard or ignored (page 7); or Erika Polson’s *Privileged Mobilities: Professional Migration, Geo-Social Media, and a New Global Middle Class*, which opens up a much-needed new field of study, one which pays more attention to middle class mobility while questioning the privileging of mobility more generally (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 *Critical Intercultural Communication Studies*, which interrogates – from a critical perspective – the role of communication in intercultural contact, in both domestic and international contexts (page 30); the highly topical *Global Crises and the Media*, which examines the media’s role, representation and responsibility in covering major global crises (page 33); or *Mediated Youth*, publishing cutting-edge new research on the cultures, artifacts, and media of children, tweens, teens, and college-aged youth, going beyond the dominant paradigm of traditional studies of the effects of media/culture on youth (page 37).

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Best regards,

Dr. Bianca Matzek
Publishing Director Bern

Simon Reber
Global Marketing Manager
Alec Charles

Political Animals

News of the Natural World

Newspapers have long been enthralled by accounts of cute, cuddly, strange, dangerous and endangered beasts, and by extraordinary and sometimes apocryphal narratives of natural phenomena. This study explores the incidence of several such stories in the British press: from reports of the «ethnic» conflicts between different species of squirrel to the tragedy of Cecil the slaughtered Zimbabwean lion. It takes in, along the way, the celebrity of Knut the polar bear, the Tamworth Two and the Exmoor Emperor. It surveys the media representation of the natural landscape from the crocodile-infested reaches of the River Thames out as far as the bleak wastes of the former planet Pluto. In doing so, and in conversation with reporters and players in these tales, it investigates the political subtexts and social meanings of such stories, and seeks thereby to reveal the real value of such soft, sentimental and sometimes silly news.

Cara Courage · Nicola Headlam · Peter Matthews (eds.)

The Archers in Fact and Fiction

Academic Analyses of Life in Rural Borsetshire

If you have ever wondered about the ethical implications of Dr Richard Locke’s affair with Shula Hebden Lloyd, or whether the ergonomic design of tractor seats could have prevented Tony Archer from getting a bad back, then this book is for you. Leading academics from across the United Kingdom use storylines from BBC Radio 4’s The Archers to examine life in rural Borsetshire, bringing their academic research to new audiences. Is Lynda Snell a middleclass warrior? Can Rob Titchener be compared to Iago? The irreverent but thought-provoking contributions will have you laughing and thinking.
The «Korean Wave», or Hallyu phenomenon, has brought South Korean popular culture to the global population. Studies on Korean visual culture have therefore often focused on this aspect, leaving North Korea sidelined and often considered in a negative light because of its political regime. 

*Korean Screen Cultures* sets out to redress this imbalance with a broad selection of essays spanning both North and South as well as different methodological approaches, from ethnographic and audience studies to cultural materialist readings. The first section of the book, «The South», highlights popular media – including online gaming and television drama – and concentrates on the margins, in which the very nature of «The South» is contested. «The South and the North» examines North Korea as an ideological other in South Korean popular culture as well as discussing North Korean cinema itself. «The Global» offers new approaches to Korean popular culture beyond national borders and includes work on K-pop and Korean television drama. This book is a vital addition to existing scholarship on Korean popular culture, offering a unique view by providing an imaginary unification of the two Koreas negotiated through local and transnational popular culture flows.

**Contents:**


**Andrew David Jackson** is Associate Professor of Korean Studies at the University of Copenhagen. He obtained his PhD in Korean history from the School of Oriental and African Studies, University of London. He has previously edited two volumes: *Key Papers on Korea: Essays Celebrating 25 Years of the Centre for Korean Studies, SOAS, University of London* (2013) and *How East Asian Films are Reshaping National Identities* (2006).

**Colette Balmain** is Senior Lecturer in Film, TV and Media at Kingston University and specialises in East Asian cinemas and cultures. She is the editor for *Directory of World Cinema: South Korea* and is currently working on the second edition of her first book, *Introduction to Japanese Horror Film*, a monograph on South Korean horror cinema and a book on East Asian Gothic cinema.
Over the last 30 years 24-hour television news channels have reshaped the practice and culture of journalism. But the arrival of new content and social media platforms over recent years has challenged their power and authority, with fast-changing technologies accelerating the speed of news delivery and reshaping audience behaviour. Following on from The Rise of 24-Hour News Television: Global Perspectives (Cushion and Lewis, 2010), this volume explores new challenges and pressures facing television news channels, and considers the future of 24-hour news. Featuring a wide range of industry and academic perspectives, including the heads of some of the major international news channels (BBC Global News, Al Jazeera and Sky News, among others) as well as leading academics from around the world, contributors reflect on how well rolling television news is reinventing itself for digital platforms and the rapidly changing expectations of audiences. Overall, the 24 chapters in this volume deliver fresh insights into how 24-hour news channels have redefined rolling news journalism – or potentially could do – in order to remain relevant and effective in supplying continuous news for 21st-century audiences.

**The Future of 24-Hour News**

New Directions, New Challenges

**Pietsie Feenstra • Esther Gimeno Ugalde • Kathrin Sartingen (eds.)**

Directoras de cine en España y América Latina

Nuevas voces y miradas

El presente libro analiza el papel de las mujeres realizadoras en la Historia del Cine tomando como punto de partida la obra de algunas de ellas, como María Luisa Bemberg, Anahi Berneri, Iciar Bollaín, Albertina Carrí, María Cañas, Isabel Coixet, Hilda Hidalgo, Susana Koska, Claudia Llosa, Lucrecia Martel, María Novaro o Helena Taberna. Se tiene en cuenta el hecho de que a partir de los años 90 se constata, tanto en el cine español como latinoamericano, una destacada presencia de directoras, cuyas voces y miradas completan imaginarios ya existentes. En la parte introductoria se realiza una profunda reflexión sobre la Teoría del Cine y la obra de las mujeres cineastas comparando tradiciones europeas y norteamericanas y proponiendo un nuevo enfoque para situar esta obra en el contexto actual. La parte introductoria se completa con una aportación de corte histórico sobre la presencia de las directoras desde los primeros tiempos del cine hasta hoy. El grueso del libro lo conforman artículos de especialistas en cine español y latinoamericano procedentes de Alemania, Austria, Costa Rica, Chile, España, Estados Unidos, Francia, Holanda y México. Todos ellos se centran en casos concretos y estudian así esas nuevas miradas y voces dentro de la Historia del Cine. Una entrevista con Inés París da cierre al libro y nos acerca, en primera persona, a la labor de las directoras del siglo XXI.
Ehab Galal (ed.)

Arab TV-Audiences
Negotiating Religion and Identity

Today the relations between Arab audiences and Arab media are characterised by pluralism and fragmentation. More than a thousand Arab satellite TV channels alongside other new media platforms are offering all kinds of programming. Religion has also found a vital place as a topic in mainstream media or in one of the approximately 135 religious satellite channels that broadcast guidance and entertainment with an Islamic frame of reference. How do Arab audiences make use of mediated religion in negotiations of identity and belonging? The empirical based case studies in this interdisciplinary volume explore audience-media relations with a focus on religious identity in different countries such as Egypt, Tunisia, Algeria, Morocco, Great Britain, Germany, Denmark, and the United States.

Howard Giles • Anne Maass (eds.)

Advances in Intergroup Communication

Advances in Intergroup Communication is a timely contribution to the field. It reflects developments in older, more established intergroup settings (e.g., gender, sexual orientation, organizations) whilst introducing newer studies such as the military and political parties. It also pays attention to emerging trends in new media and social networks and considers the developing field of neuroscience of communication.

The volume brings together authors from different geographical areas (North America, Europe, and Australia) and from different disciplines (particularly communication, linguistics, and psychology). Contributions are organized around five themes, corresponding to the five sections of the book: defining features and constraints; tools of intergroup communication; social groups in their context; intergroup communication in organizations; and future directions.
Maya Götz

TV-Hero(in)es of Boys and Girls
Reception Studies of Favorite Characters

Out of all the media that today’s children encounter, what makes a particular TV character a child’s favorite? Based on 80 case studies, in-depth fan studies and standardized surveys with over 5,000 children between the ages six and twelve in Germany, this book elucidates how girls and boys use TV characters in their everyday lives and their identity work.

«Spanning a decade of highly innovative methodological work, this book gathers together a unique collection of studies as well as thought-provoking ideas about children’s relationships with their favorite television characters. A unique voice in the study of children and television, Maya Götz offers us a wealth of empirical findings and surprising interpretations to dig into and learn from!» (Prof. Dafna Lemish, Southern Illinois University (USA))

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Michael B. Hinner (ed.)

Chinese Culture in a Cross-Cultural Comparison

Chinese culture has a very long and extraordinary tradition. With China’s rapid economic growth and a population of more than one billion people, China has become a very important market for many companies. In order to conduct business in a particular country, it is necessary to also understand the culture of that country. After all, culture influences people’s behavior and communication – also in the world of business. That is why an understanding of a country’s culture is crucial when communicating with all relevant stakeholders including its consumers, businesses, employees, and government authorities. This eighth volume of the Freiberger Beiträge seeks to provide some essential insights into Chinese culture to help improve transactions and relationships with Chinese stakeholders. The contributing authors help explain the various facets of Chinese culture revolving around communication, business negotiations, and conflict management.

Frankfurt am Main, 2014.
567 pp., 15 tables, 9 graphs
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Organizational Listening
The Missing Essential in Public Communication

Organizations, which are central in contemporary industrialized and post-industrial societies, including government departments and agencies, corporations, and non-government organizations, claim to want and practice two-way communication, dialogue, and engagement with citizens, customers, employees, and other stakeholders and publics. But do they in reality? Voice – speaking up – is recognized as fundamental for democracy, representation, and social equity. But what if governments, corporations, institutions, and NGOs are not listening? This book reports the findings of a two-year, three-continent study that show that public and private sector organizations devote substantial and sometimes massive resources to construct an ‘architecture of speaking’ through advertising, PR, and other public communication practices, but listen poorly, sporadically, and sometimes not at all. Beyond identifying a ‘crisis of listening’ in modern societies, this landmark study proposes and describes how organizations need to create an architecture of listening to regain trust and re-engage people whose voices are unheard or ignored. It presents a compelling case to show that urgent attention to organizational listening is essential for maintaining healthy democracy, organization legitimacy, business sustainability, and social equity. This research is essential reading for all scholars, students, and practitioners involved in politics; government, corporate, marketing, and organizational communication; public relations; and all those interested in democratic participation, media, and society.

Jim Macnamara
(PhD, University of Western Sydney) is Professor of Public Communication at the University of Technology Sydney, a position he took up after a 30-year professional career spanning journalism, corporate and marketing communication, and media research. He is the author of fourteen books including The 21st Century Media (R)evolution: Emergent Communication Practices (2nd ed., Peter Lang, 2014) and Journalism and PR: Unpacking ‘Spin’, Stereotypes, and Media Myths (Peter Lang, 2014).
How are media and communications transforming armed conflicts? How are conflicts made visible in the media in different national and transnational settings? How does the media serve as a means by which various actors manage and communicate conflict? These are some of the questions addressed in this book. Using a variety of disciplinary perspectives and analytical approaches, contributors discuss the complex, multi-level Ukraine conflict as it is imagined and enacted in and through various media. Covering a wide range of media forms and content, including television news, newspapers, PR campaigns, and social media content, they offer new, empirically grounded insight into the ways in which traditional mass media and new media forms are involved in narrating and shaping conflict. This book is suitable for students of conflict and media courses in journalism, media and communication, politics, security, and Russian and Eastern European studies.

Paula M. Poindexter

News for a Mobile-First Consumer

The rapid adoption of mobile devices has created a new type of consumer, one who chooses smartphones and tablets over laptops and desktops, TV and radio, print newspapers, magazines, books, and landline phones. This new mobile consumer has not just forced businesses, institutions, governments, and organizations to innovate with mobile solutions; this new mobile consumer has upended the news media landscape, challenging news organizations and journalists to produce news for consumers who have little resemblance to yesterday’s newspaper readers, TV news viewers, and online news consumers. Based on two national surveys, News for a Mobile-First Consumer introduces a mobile consumer taxonomy comprised of three types of mobile consumers: mobile-first, mobile specialists, and mobile laggards. The demographics of these mobile consumers as well as their relationship to news and social media are explored in depth. Social media as a competitor to and platform for mobile news are also examined, and special attention is devoted to news apps from the perspective of consumers. News for a Mobile-First Consumer also provides insight about millennials, racial and ethnic minorities, and women, who are at the forefront of the mobile revolution but less engaged with news. To improve mobile journalism and increase news engagement, «Essentials of Mobile Journalism» are proposed. As the first book to explore news and consumers in the mobile sphere, this book is required reading for scholars and professionals as well as undergraduate and graduate students enrolled in journalism, communication, strategy, and technology courses.
James W. Carey, by the time of his death in 2006, was a towering figure in communication research in the U.S. In this book, Pooley provides a critical introduction to Carey’s work, tracing the evolution of his media theorizing from his graduate school years through to the publication in 1989, of his landmark Communication as Culture. The book is an attempt to understand the unusual if also undeniable significance that Carey holds for so many communication scholars, as well as making his work accessible to advanced undergraduate and postgraduate students.

Reporting Human Rights provides a systematic examination of human rights news and reporting practices from inside the world of television news production. From an interdisciplinary perspective, the book discusses the potential of journalism in contributing to human rights protection, awareness and debate, in ignoring, silencing or misrepresenting human rights issues around the world or, in extreme situations, in inciting hatred, genocide and crimes against humanity. It provides insight into how journalists translate human rights issues, revealing different reporting patterns and levels of detail in reporting, and suggesting different levels of engagement with human rights problems. The book explains the most important factors that encourage or limit the coverage of human rights news. Grounded in a close examination of the news production processes and key moments where possible human rights stories are contemplated, decided or eventually ignored, the book opens up new insights into the complexities and constraints of human rights reporting today.
Jennifer Daryl Slack • J. Macgregor Wise

Culture and Technology
A Primer

From mobile phones to surveillance cameras, from fracking to genetically modified food, we live in an age of intense debate about technology’s place in our culture. Culture and Technology is an essential guide to that debate and its fascinating history. It is a primer for beginners and an invaluable resource for those deeply committed to understanding the new digital culture. The award-winning first edition (2005) has been comprehensively updated to incorporate new technologies and contemporary theories about them. Slack and Wise untangle and expose cultural assumptions that underlie our thinking about technology, stories so deeply held we often don’t recognize their influence. The book considers the perceived inevitability of technological progress, the role of control and convenience, and the very sense of what technology is. It considers resistance to dominant stories by Luddites, the Unabomber, and the alternative technology movement. Most important, it builds an alternative, cultural studies approach for engaging technological culture, one that considers politics, economics, space, time, identity, and change. After all, what we think and what we do make a difference.

«With its disarmingly modest tone – always attentive to the needs of the theoretically uninitiated, always ready with contemporary and captivating examples, always extending a hand to readers at every stage to join up as fellow travelers, Jennifer Daryl Slack and J. Macgregor Wise have written ‘a primer’ of the best sort. Their book is an open invitation to begin (or, for the initiated, to begin again with fresh eyes) an expertly mapped trek across a set of trajectories that reveals the twists and turns of the animating discourses knotted at the intersection of culture and technology. But more than this, Slack and Wise deftly show how knowledge gained can become knowledge for engaging – from background primer to timely intervention. The task of turning its readers into practical social actors in the everyday is truly this text’s great accomplishment.» (Gregory Seigworth, Millersville University)

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Sami Zlitni • Fabien Liénard (ed.)

Electronic Communication
Political, Social and Educational uses

Whether they are citizens or political, client or company, learner or teacher, men now converse with a variety of stakeholders by using ICT. All these electronic tools promote uses and practices which give them considerable power of speech, strong freedom of expression and choice. So each of us participates actively, wherever we are and whenever we want, in the construction of «new intermediate spaces» making permeable classical border from public to private space.

All this justifies this collective work that proposes to examine electronic communication from various angles. Thus, twenty-three researchers were involved in the drafting of the nine chapters of this volume we introduce, in collaboration with Marina Haan. The transcription of an Yves Winkin conference contextualizes it. This conference took place in June 2014 and was held on the occasion of an international conference on Electronic Communication, Cultures and Identities. The chapters proposed here are not answers but insights from experience and research worldwide. The chapters are grouped into two main parts: ICT and political communication and Education, identity and electronic communication. Two parts which ultimately correspond to areas that use electronic communication with various initial communication objectives.

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As corporations ramp up «workforce globalization» and young professionals increasingly pursue opportunities to work abroad, social entrepreneurs use online digital platforms to create offline social events where foreigners can meet face-to-face. Through ethnographic study of such groups in Paris, Singapore, and Bangalore, Erika Polson illustrates how, as a new generation of expatriates uses location technologies to create mobile «places», a new global middle class is emerging.

While there are many differences in the specifics between the expat groups, they share certain characteristics that indicate a larger logic to the way that the increasing mobility of professional career paths is connected to new subjectivities and changing forms of community among a diverse and growing demographic.

This book opens up a new field of study, one which pays more attention to middle class mobility while questioning the privileging of mobility more generally.

«In ‘Privileged Mobilities’, Erika Polson opens up the subject of the new mobilities. With an ethnographer’s eye for detail and contradiction, she shows us a range of elite worlds far broader than most other books on the subject.» (Saskia Sassen, Author of «Expulsions»)

«This rich and thoughtful book explores the ways that middle-class professionals use online, social, and locative media to find their place, relate to people, and negotiate cultures as they wend their ways through global metropoles. Deconstructing mobilities and their social imaginaries, Erika Polson raises fundamental questions about the nature of connection and prospects for cosmopolitan life in digital societies.» (Gerard Goggin, University of Sydney)
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Taroub A. Khayyat

Political Communication in the Age of Dissemination

Media Constructions of Hezbollah

This 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.

Miriam Bait, Marina Brambilla, Valentina Crestani (eds.)

Utopian Discourses Across Cultures

Scenarios in Effective Communication to Citizens and Corporations

The term Utopia, coined by Thomas More in 1516, contains an inherent semantic ambiguity: it could be read as eu topos (good place) or ou topos (no place). The authors of this volume analyze this polysemous notion and its fascination for scholars across the centuries, who have developed a variety of visions and ways to explain the «realization» of utopian discourses. The experts in the fields of sociology, political science, economics, computer science, literature and linguistics offer extensive studies about how utopian scenarios are realized in different cultural contexts.

András Benedek, Ágnes Veszelszki (eds.)

In the Beginning was the Image: The Omnipresence of Pictures

Time, Truth, Tradition

The authors outline the topic of visuality in the 21st century in a trans- and interdisciplinary theoretical frame from philosophy through communication theory, rhetoric and linguistics to pedagogy. As some scholars of visual communication state, there is a significant link between the downgrading of visual sense making and a dominantly linguistic view of cognition. According to the concept of linguistic turn, everything has its meaning because we attribute meaning to it through language. Our entire world is set in language, and language is the model of human activities. This volume questions the approach in the imagery debate.
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? This book 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. 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.

Until now, the academic foundations of media ecology have been passed down primarily in the form of edited volumes, often by students of Neil Postman, or are limited to a focus on Marshall McLuhan and/or Postman or some other individual important to the field. Those volumes are invaluable in pointing to key ideas in the field; they provide an important and informed account of the fundamentals of media ecology as set forth at the field’s inception. Yet there is more to the story. Offering an accessible introduction, and written from the perspective of a «second generation» scholar, this single-authored work provides a unified, systematic framework for the study of media ecology. It identifies the key themes, processes, and figures in media ecology that have coalesced over the last few decades and presents an elegant schema with which to engage future exploration of the role of media in shaping culture and consciousness. Dennis D. Cali offers a survey of a field as consequential as it is fascinating. Designed to be used primarily in media and communication courses, the book’s goal is to hone insight into the role of media in society and to extend the understanding of the themes, processes, and interactions of media ecology to an ever-broader intellectual community.

The central focus of the book is the identification of the ways people engage in communicative encounters to (re)constitute personal and social identities. Its aim is to identify some principal themes that have emerged from the ample research on identity in a variety of contexts. A common thread of the articles is the role of language in the construction and performance of identities. It embraces an exploration of the sociocultural environments in which human communication takes place, the interplay between these environments, and the construction and display of identities through our communicative performances. Research located in a range of literary, sociological, psychological and linguistic perspectives is used to illustrate the potential of communication in establishing a sense of identity.
Within the growing field of television studies, little work has yet been done on the Irish context. This volume aims to fill this gap by offering new and compelling studies of contemporary Irish TV series. Fictional TV series, which constitute an autonomous genre within the broader cultural phenomenon of TV broadcasting, are explored here as paradigmatic representations of Irish popular culture. This book investigates the vast number of series produced in Ireland over the past two decades, focusing on their cultural impact at a time when American and British dominance have led many critics and viewers to underestimate the significance of Irish programming. The essays collected here reveal a distinctly Irish culture of TV fiction series, in both the Irish and English languages, and examine some of its finest examples, from Father Ted to Love/Hate and Sin Scéal Eile.
Research 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.


Lifespan Communication. Children, Families, and Aging. Vol. 10

CHF 168.– / €D 131.70 / €A 135.40 / € 123.05 / £ 98.– / US-$ 159.95
pb. ISBN 978-1-4331-2749-6
CHF 44.– / €D 38.60 / €A 39.70 / € 36.10 / £ 29.– / US-$ 46.95

Maria Francisca Greene González
The Newsroom
A Space of Decision Making

Journalists are in the daily business of making the unseen visible, of connecting us to the world beyond our direct experience. In doing this, objectivity becomes a pivotal issue, and a highly debated topic both in academia and everyday life. The first systematic approach to the issue of objectivity was initiated by the discipline of «mass media sociology»: this approach, which was at its peak between 1970 and 1980 in the United States, proposed a completely scientific, «mathematical» solution to the problem of objectivity. This book is an overview of academic work on journalistic objectivity between the 1970s and 1980s by American mass media sociologists such as Herbert Gans, Gaye Tuchman, Mark Fishman, Todd Gitlin, Edward Epstein, Harvey Molotch, Marilyn Lester and Michael Schudson, observing and comparing their positions on journalistic routines and their influence on the news.

The ideal of objectivity is discussed from the points of view of the traditional and sociological schools, and weighed against the constant tension between a journalist’s search for truth and their perception of it, as well as the constraints posed by the organization for which he or she works.


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CHF 80.– / €D 72.95 / €A 74.60 / € 60.50 / £ 49.– / US-$ 73.95

Elisabeth Klaus • Josef Seethaler (eds.)
What Do We Really Know About Herta Herzog? Exploring the Life and Work of a Pioneer of Communication Research

The book for the first time explores in-depth the life and work of Herta Herzog (1910–2010), an Austrian-American social psychologist. Herzog spent most of her working life in the United States, where she moved to in the 1930s, following her first husband Paul Lazarsfeld into migration and working with him at the famous Office of Radio Research in Princeton and Columbia. The chapters by scholars from the U.S., Germany and Austria show the amazing scope of Herzog’s work as both, one of the founders of empirical communication research and the «grand dame» of market and motivation research. Herzog crossed many borders, moving from Europe to the U.S. and back again, stepping over disciplinary lines as well as restrictions by gender.

Frankfurt am Main, 2016. 179 pp., 3 b/w ill.

hb. ISBN 978-3-631-67361-4
CHF 47.– / €D 39.95 / €A 41.– / € 37.30 / £ 31.– / US-$ 44.95
ebook (SUL) ISBN 978-3-653-07174-0
CHF 49.– / €D 43.95 / €A 44.80 / € 37.30 / £ 31.– / US-$ 44.95
This book examines German media representations of Ireland from 1946 to 2010, from the post-war period to the years of the so-called «Celtic Tiger» and Ireland’s subsequent economic downturn. It charts both the patterns and the inconsistencies in depictions of Ireland in the weekly publications Der Spiegel and Die Zeit, as well as in German cinema. Cultural stereotypes may be employed in the furthering of a problematic cultural essentialism; however, they may also be used to «play» with readers’ or viewers’ expectations. They may be juxtaposed with newer cultural generalizations, or re-moulded to fit a transformed cultural reality. The representations of Ireland examined in this book are revealed as inherently ideological, consistently locating Ireland outside of an evolving European societal «normalcy». While this is often presented as something highly positive, the book argues that it implicitly places Germany at the centre of Europe and may be viewed as a type of excluding Europeanism.

Global Crises and the Media. Vol. 16  
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 CHF 38.– / €25.70 / €24.70 / £22.50 / US-$ 34.95  
 hb. ISBN 978-1-4331-2421-1  
 CHF 139.– / €123.40 / €126.90 / £115.35 / £92.– / US-$ 149.95
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 & sexuality, surveillance & 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.

Barbara Mueller

Dynamics of International Advertising

Theoretical and Practical Perspectives

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 in 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 upper-division 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.

Bolanle A. Olaniran • Juliann C. Scholl

Handbook for the Crisis Communication Center

Crisis communication plays an important role in maintaining a community’s safety and security. While governments devote significant attention to national crises, anticipation and preparation specific to local communities is imperative and can assist media outlets, elected officials, and message designers in successfully reaching their intended target audiences. However, local leaders might not possess the communication skills and knowledge needed to prepare a local community for potential crises. Therefore, there is a need for communities to have support systems in place to help them respond and communicate appropriately. This volume provides a comprehensive resource that provides the knowledge and guidelines that can be used for localized crisis preparation. Focusing on crisis preparedness/readiness, it discusses and extends the anticipatory model of crisis management (AMCM) in the establishment of crisis communication centers (CCCs) within local communities and municipalities across the U.S. The authors advocate for communities to create CCCs that would be comprised of municipal and community members who can fulfill specific functions on a team tasked with preparing for crisis, as well as responding to a crisis aftermath. Directions for future research such as the comparison of specific crisis prevention strategies across similar local communities, and developing new and innovative ways to collect and warehouse large amounts of crisis data, is provided.
This 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.


**Suchitra Shenoy-Packer • Elena Gabor (eds.)**

**Immigrant Workers and Meanings of Work**

**Communicating Life and Career Transitions**

**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. They are increasing in popularity, but building a successful agency is challenging. With more than 10 years of experience supervising a student-run agency, Swanson examines the three critical roles a student agency must fulfill in order to be successful. As the first book to address student run agencies, Portal to the Profession, Pillar of the Community offers extensive ‘how to’ guidance – and is supported by more than a dozen best practices examples from student agencies across the US. It is essential reading for faculty members or administrators who are involved with an agency, or plan to launch one in the future.


**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.

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

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**New York, 2016. X, 159 pp.**

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**pb.**

**ISBN 978-3-0343-2366-6**

**CHF 37.– / €D 66.95 / €A 67.20 / € 56.– / £ 46.– / US-$ 67.95**
Gregory Adamo • Allan DiBiase (eds.)

**College Media**

*Learning in Action*

*College Media: Learning in Action* is a unique resource for journalism educators and students, media advisors, student personnel administrators, and students at any level – undergraduate or graduate – interested in learning theory and practice. Sixteen original, scholarly and diverse chapters encompass a wide range of methodologies that detail how students involved in college media organizations have formative experiences in a variety of different forms of publication and electronic media broadcasting. In part, the volume is assembled to help students and educators alike justify their practice and involvement at a time of change when new forms of social media, pressure to quantify learning outcomes, and budget issues in higher education are reshaping the undergraduate media landscape. This volume offers insight into how many journalism and media professionals began their careers and in doing so affirms the value of learning through direct experience and involvement.


Paul Booth

**Digital Fandom 2.0**

*New Media Studies 2nd Edition*

In this completely revised and updated version of *Digital Fandom*, Paul Booth extends his analysis of fandom in the digital environment. With new chapters that focus on the economics of crowdfunding, the playfulness of Tumblr, and the hybridity of the fan experience, alongside revised chapters that explore blogs, wikis, and social networking sites, *Digital Fandom 2.0* continues to develop the «philosophy of playfulness» of the contemporary fan. Booth’s analysis reveals the many facets of the digital fan experience, including hybrid fandom, demediation, and the digi-gratis economy. With a foreword from noted fan scholar Matt Hills, Booth’s new *Digital Fandom 2.0* shows the power of the fan in the digital age.


Tal Samuel-Azran

**Intercultural Communication as a Clash of Civilizations**

*Al-Jazeera and Qatar’s Soft Power*

*Intercultural Communication as a Clash of Civilizations* argues that Al-Jazeera is not an agent of globalization, as is widely argued, but a tool used by the Qatari government to advance its political as well as Islamist goals. This book also maps the Western tendency to reject the network outright despite Al-Jazeera’s billion-dollar investments designed to gain entrance into Western markets; it shows empirically that this rejection is similarly rooted in religious, cultural and national motives. This book asserts that the main outcome of Al-Jazeera’s activities is the promotion of religious and cultural conflicts. The network persistently portrays global events through the prism of conflicting religious and cultural values – propelling a clash of civilizations as per Samuel P. Huntington’s well-known thesis.

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.

Catherine R. Squires (ed.)
Dangerous Discourses
Feminism, Gun Violence, & Civic Life

Dangerous Discourses brings together new work by feminist scholars who provide a multifaceted view of the ways contemporary media discourses inscribe particular understandings of gendered social identities, gun violence, and public policy. The chapters examine multiple media locations where discourses about guns and violence against women proliferate, including social media, mainstream news, National Rifle Association-sponsored magazines, gun research, public policy debates, popular magazines, and television drama.

Utilizing theory and empirical research, this book helps us see more clearly how gender, sexuality, and other intersecting identities must be included in analysis of media discourses of guns and gendered violence. The authors discuss the role of patriarchal ideologies, and center feminist thought and concerns in order to get beyond the one-liners, sound bites, and truisms about bad guys, the Second Amendment, mental health, and personal freedom that currently dominate public debates about guns and violence.

With its unique views on the ways gun violence and gender inflect each other in the United States, this book is designed for courses in media studies, women’s studies, and sociology.

Jussi Parikka
Digital Contagions
A Media Archaeology of Computer Viruses
2nd Edition

Now in its second edition, Digital Contagions is the first book to offer a comprehensive and critical analysis of the culture and history of the computer virus.

At a time when our networks arguably feel more insecure than ever, the book provides an overview of how our fears about networks are part of a more complex story of the development of digital culture. It writes a media archaeology of computer and network accidents that are endemic to the computational media ecology. Viruses, worms, and other software objects are not seen merely from the perspective of anti-virus research or practical security concerns, but as cultural and historical expressions that traverse a non-linear field from fiction to technical media, from net art to politics of software.

Mapping the anomalies of network culture from the angles of security concerns, the biopolitics of computer systems, and the aspirations for artificial life in software, this second edition also pays attention to the emergence of recent issues of cybersecurity and new forms of digital insecurity. A new preface by Sean Cubitt is also provided.
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.


Digital Formations. Vol. 96


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


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

Esther Thorson • Mitchell S. McKinney • Dhavan Shah (eds.)

Political Socialization in a Media-Saturated World

The studies that comprise Political Socialization in a Media-Saturated World synthesize, question, and update our knowledge of political socialization that has accumulated over the past 40 years of related research. The scholarship advances innovative theoretical perspectives and develops new models of the socialization process that revolve around the key social structures of family, media, peers, and school. The Hierarchy Model of Political Socialization, in particular, provides a comprehensive conceptual framework for organizing and analyzing youth responses to the political. With research that spans multiple election cycles across nearly a decade, and data drawn from a national panel study that allows for cross-generational comparison, the findings and models of political socialization presented provide the most comprehensive and in-depth examination of youth political socialization that exists to date. This book provides a foundation and research agenda for examining the Millennial generation in the coming years as these citizens mature to adults and become the driving force of society and our polity.


Frontiers in Political Communication. Vol. 29

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

hb. ISBN 978-1-4331-2572-0

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

Ayşe Binay Kurultay • Burcu Sabuncuoğlu Peksevgen (eds.)

Perspectives in Communication Studies

Festschrift in Honor of Prof. Dr. Ayseli Usluata

This book brings together friends and colleagues of Prof. Dr. Ayseli Usluata who cherish her as a person as well as an academic. As we have all experienced, Prof. Usluata’s major passion is advancing academia as an interdisciplinary collaboration. Thus, this book’s aim is to bring together current original works in communication studies and business communication fields. This volume is intended to provide an intellectual, multi-faceted and balanced collection of writings from various academic fields with a communication focus. Academic articles in this book range from branding cases to advertising studies and to media education.

Frankfurt am Main, 2016. 190 pp., 11 b/w ill., 7 graphs, 7 tables

ISBN 978-3-631-67532-8

CHF 41.– / €D 34.95 / €A 36.00 / € 32.70 / £ 27.– / US-$ 39.95

ebook (SUL) ISBN 978-3-653-06948-8

CHF 43.– / €D 38.95 / €A 39.20 / € 32.70 / £ 27.– / US-$ 39.95
Marouf A. Hasian, Jr.

Humanitarian Aid and the Impoverished Rhetoric of Celebrity Advocacy

Providing a comparative study on celebrity advocacy – from the work of Bono, George Clooney, Madonna, Greg Mortenson, and Kim Kardashian West – this book provides scholars and readers with a better understanding of some of the short-term and long-term impacts of various forms of celebrity activism.

Each chapter illustrates how the impoverished rhetoric of celebrities often privileges the voices of those in the Global North over the efforts of local NGOs who have been working for years at addressing the same humanitarian crises. Whether we are talking about the building of schools for young women in Afghanistan or the satellite surveillance of potential genocidal acts carried out in the Sudan, various forms of celebrity advocacy resonate with scholars and members of the public who want to be seen «doing something.»

The author argues that more often than not, celebrity advocacy enhances a celebrity’s reputation – but hinders the efforts of those who ask us to pay attention to the historical, structural, and material causes of these humanitarian crises.

Frankfurt am Main, 2016. 246 pp., 25 b/w fig.

Agnieszka Kampka - Katarzyna Molek-Kozakowska (eds.)

Rhetoric, Knowledge and the Public Sphere

Public deliberation depends on how skillful communicators are in establishing their version of what is known to be publicly acceptable. This volume provides rhetorical analyses of institutional websites, political speeches, scientific presentations, journalistic accounts or visual entertainment. It shows the significance of rhetorical construction of knowledge in the public sphere. It addresses the issues of citizenship and social participation, media agendas, surveillance and verbal or visual manipulation. It offers rhetorical critiques of current trends in specialist communication and of devices used when contested interests or ideologies are presented.


Hana S. Noor Al-Deen (ed.)

Social Media in the Classroom

Social Media in the Classroom provides a comprehensive resource for teaching social media in advertising, public relations, and journalism at the undergraduate and graduate levels. With twelve chapters by contributors from the United States, the United Kingdom, and Australia, this volume provides original scholarly work which encompasses a wide range of methodologies, theories, and sample assignments for implementing social media. This book is an excellent resource for preparing students to transform their personal skills in social media into professional skills for success in the job market.

This book aspires to make an expedient contribution to the trust-based body of knowledge. Various disciplines analyze the notion of «trust», by addressing it from their own perspectives. The fact that the importance of multilevel and cross-level perspectives is gaining increasing attention in communication management has led to a call for examining trust across levels of communication analysis. The authors approach trust from the standpoint of different sub-branches of communication discipline, including brand management, public relations research, comparative advertising, health communication, political communication and digital communication. In addition, this book provides empirical evidence from a wide range of cases in Turkey, seeking to both reveal the existing situation in details and open up a world of new questions and lines of enquiry to pursue for future research.

This detailed survey of present-day scientific communication theory rejects the outmoded «levels» organizational scheme in favor of a system based on the underlying model and fundamental explanatory principle each theory presupposes. In doing so it shows the fundamental similarities among all communication-relevant contexts. Most theories included in the book are causal in nature, derived from one of three underlying models: message production, message reception, or interactive. A few theories take on a functional form, sometimes in dialectic or systemic versions. An introductory chapter describes what is meant by scientific explanation, how that concept is instantiated in scientific communication theory, and delineates the three causal models prevalent in these theories. A useful resource for scholars, this book is suitable for graduate and advanced undergraduate courses in communication theory.

The business models of traditional media are experiencing a profound crisis. One of the core issues of this crisis is the increasing breakdown of the value chain model – a model based on the numbers of readers, viewers, and users which the mass media can «sell» in exchange for advertising revenue. These formerly stable models of the media value chain are now in perpetual flux, requiring adaptation to the rapid changes in technology and the volatility of user preferences.

Can media companies cope with these new circumstances and at the same time fulfill their traditional roles?

This volume addresses this question, and others, to explore scenarios, phenomena, and developments which point to new configurations arising from new media business models, innovative ways in which media practitioners engage their audiences, intercontinental media phenomena, user-generated content, and the general disconnect between print and online media paradigms.

Contributors point to a way out of the general bewilderment, providing answers to frequently asked questions, and ideas for new guidelines and solutions.
Keith Kenney

Philosophy for Multisensory Communication and Media

Multisensory media – hybrid media that engage more than the auditory and visual senses – is beginning to change the way that we communicate. While hardware and software for capturing and emitting different types of sensory data are still being developed, this book lays a theoretical foundation for their use. Drawing upon the ideas of philosophers who write about sensory perception as well as each of the senses, Keith Kenney explains the issues that communication and media scholars will need to investigate as we begin to exchange haptic, olfactory, and even gustatory messages. Scholars interested in communication theory, media theory, and multimodality will discover new ideas by current philosophers, while scholars of sensory studies will learn how their field can be extended to communication and media. Designers of multisensory experiences, such as videogame developers, will find practical suggestions for creating richer and more meaningful experiences. A dozen sidebars apply philosophical ideas to common experiences so that the text can be used in advanced undergraduate and postgraduate courses.

Carol Ames

Entertainment Public Relations
Communicating with Audiences

Every show needs an audience. How do we find them? How do we reach them? How do we motivate them to buy tickets? This informative book provides an essential look at the public relations strategies, tactics, and tools that have put Hollywood entertainment at the center of global popular culture. It uniquely focuses on the public relations cycle in each segment of the entertainment industry. PR cycles connect strategy to benchmarks in product development, production, and distribution, as well as to seasons and industry events. Chapters focus on the basics and challenges of successful public relations for: blockbuster movies; independent films; network, syndicated, and streaming television; personal publicity and celebrity representation; award events; music; video games; sports; and tourism. Also discussed are charity tie-ins, public service media alerts, press statements, pitches, PSAs, social media postings, and campaign proposals. Other sidebars analyze the ways industry organizations use events such as the Academy Awards and the Super Bowl to build public awareness and place their industries at the center of popular culture. This book is a valuable resource for those who already know the basic strategies, tactics, and tools of PR and for those who want to learn them in the context of the rapidly changing field of entertainment and tourism marketing.

Jami A. Fullerton • Alice Kendrick (eds.)

Shaping International Public Opinion
A Model for Nation Branding and Public Diplomacy

Bridging two «camps» in the field of international public opinion – nation branding and public diplomacy – this book presents a first-of-its-kind cohesive framework with which readers can better research, teach, practice, and understand the field. At its core is the introduction of the Model of Country Concept, which illustrates the array of factors, including hard- and soft-power initiatives, that shape how global citizens form their opinions about other countries. Each chapter applies the Model of Country Concept across a wide geographic, methodological, and disciplinary range of qualitative and quantitative research studies. They include traditional and social media content, international educational exchange programs, tourism, government-sponsored programs, and entertainment. By way of definitions, prior research findings, professional best practices, and published theories and models, the book offers a framework for future positioning of both practice around and research about nation branding and public diplomacy. Written for practitioners, researchers, teachers, and students of public diplomacy, international relations, media/journalism, and strategic communication, among others, the book offers a comprehensive yet approachable solution for framing a conversation about the heterodox nature of nation branding and public diplomacy, and advances the field through original research.
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, Fanship 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.


Urban Communication. Vol. 2

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Danielle Johannesen • Mark E. Huglen (eds.)

Iconic Sports Venues

Persuasion in Public Spaces

From the Colosseum of Rome to Wrigley Field and Madison Square Garden, iconic sports venues are larger than life. They often exist in a seemingly «sacred» space, outside the hustle and bustle of the everyday. At their most basic level, iconic sports venues are revered and idolized. They emanate a sense of persuasion that contributes to how they become meaningful for those who come into contact with them. This book examines how and why iconic sports venues acquire meaning. Looking at different venues, chapters address how the material features of a site participate in the construction of messages and meanings, and how they influence those messages and meanings. Each chapter includes a description of the venue in question; an interpretation of its mystique; and a discussion of the implications of the interpretation. A unique and timely contribution to the fields of composition, persuasion, sport management, sport rhetoric, and communication, the goal of this book is to inspire more scholarly research, essays, and projects focused on the persuasive qualities of sports venues. More broadly, scholars, students, and professionals can use the chapters in this book as models for investigating «iconic» structures both locally and globally.


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

Band 11
Mario Anastasiadis • Caja Thimm (Hrsg.)
Social Media
Theorie und Praxis digitaler Sozialität

Band 9
Franziska Macur
Weibliche Diskurskulturen

Band 8
Saskia Valeska Bruckner
Visuelles Framing von Alter
Eine empirische Studie zur medialen Konstruktion von Alter

Band 7
Caja Thimm • Stefan Wehmeier (Hrsg.)
Organisationskommunikation online
Grundlagen, Praxis, Empirie
Critical approaches to the study of intercultural communication have arisen at the end of the 20th century and are poised to flourish in the new millennium. As cultures come into contact driven by migration, refugees, the internet, wars, media, transnational capitalism, cultural imperialism, and more, critical interrogations of the ways that cultures interact communicatively are a needed aspect of understanding culture and communication. This series will interrogate – from a critical perspective – the role of communication in intercultural contact, in both domestic and international contexts. Through attentiveness to the complexities of power relations in intercultural communication, this series is open to studies in key areas such as postcolonialism, transnationalism, critical race theory, queer diaspora studies, and critical feminist approaches as they relate to intercultural communication. Proposals might focus on various contexts of intercultural communication such as international advertising, popular culture, language policies, hate crimes, ethnic cleansing and ethnic group conflicts, as well as engaging theoretical issues such as hybridity, displacement, multiplicity, identity, orientalism, and materialism. By creating a space for these critical approaches, this series will be at the forefront of this new wave in intercultural communication scholarship. Manuscripts and proposals are welcome which advance this new approach.
Digital Formations

Edited by Steve Jones

Digital Formations is the best source for critical, well-written books about digital technologies and modern life. Books in the series break new ground by emphasizing multiple methodological and theoretical approaches to deeply probe the formation and reformation of lived experience as it is refracted through digital interaction.

Each volume in Digital Formations pushes forward our understanding of the intersections, and corresponding implications, between digital technologies and everyday life. The series examines broad issues in realms such as digital culture, electronic commerce, law, politics and governance, gender, the Internet, race, art, health and medicine, and education. The series emphasizes critical studies in the context of emergent and existing digital technologies.

Volume 114
Paul Booth

Digital Fandom 2.0
New Media Studies, 2nd Edition

Volume 110
John A. McArthur

Digital Proxemics
How Technology Shapes the Ways We Move

Volume 107
Steven L. Baron • Edward Lee Lamoureux • Claire Stewart

Case Analyses for Intellectual Property Law and New Media

Volume 105
Safiya Umoja Noble • Brendesha M. Tynes (eds.)

The Intersectional Internet
Race, Sex, Class, and Culture Online
Frontiers in Political Communication

Edited by Bruce Gronbeck and Mitchell S. McKinney

At the heart of how citizens, governments, and the media interact is the communication process, a process that is undergoing tremendous change. Never has there been a time when confronting the complexity of these evolving relationships been so important to the maintenance of civil society. This series seeks books that advance the understanding of this process from multiple perspectives and as it occurs in both institutionalized and non-institutionalized political settings. While works that provide new perspectives on traditional political communication questions are welcome, the series also encourages the submission of manuscripts that take an innovative approach to political communication, which seek to broaden the frontiers of study to incorporate critical and cultural dimensions of study as well as scientific and theoretical frontiers.

Volume 30
Brian Kaylor
Sacramental Politics
Religious Worship as Political Action

Volume 29
Esther Thorson • Mitchell S. McKinney • Dhavan Shah (eds.)
Political Socialization in a Media-Saturated World

Volume 28
Dianne G. Bystrom • Mary C. Banwart • Mitchell S. McKinney (eds.)
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The Divide & Conquer Election of 2012

Volume 27
Banning Marlia
Manufacturing Uncertainty
Contemporary U.S. Public Life and the Conservative Right

Volume 26
Robert P. Newman
Invincible Ignorance in American Foreign Policy
The Triumph of Ideology over Evidence
Global Crises and the Media

Edited by Simon Cottle

From climate change to the war on terror, financial meltdowns to forced migrations, pandemics to world poverty and humanitarian disasters to the denial of human rights, these and other crises represent the dark side of our globalized planet. They are endemic to the contemporary global world and so too are they highly dependent on the world’s media. Each of the specially commissioned books in the Global Crises and the Media series examines the media’s role, representation and responsibility in covering major global crises. They show how the media can enter into their constitution, enacting them on the public stage and thereby helping to shape their future trajectory around the world. Each book provides a sophisticated and empirically engaged understanding of the topic in order to invigorate the wider academic study and public debate about the most pressing and historically unprecedented global crises of our time.
This series aims to publish as wide a range of new critical scholarship as is possible that seeks to engage and transcend the disciplinary isolationism and genre confinement that now characterize so much of contemporary research in communication studies and related fields. The editors are particularly interested in manuscripts that address the broad intersections, movement, and hybrid trajectories that currently define the encounters between human groups in modern institutions and societies and the way these dynamic intersections are coded and represented in contemporary popular cultural forms and in the organization of knowledge. Works that emphasize methodological nuance, texture and dialogue across traditions and disciplines (communications, feminist studies, area and ethnic studies, arts, humanities, sciences, education, philosophy, etc.) and that engage the dynamics of variation, diversity and discontinuity in the local and international settings are strongly encouraged. List of topics: multidisciplinary media studies; cultural studies; gender, race, and class; postcolonialism; globalization; diaspora studies; border studies; popular culture; art and representation; body politics; governing practices; histories of the present; health (policy) studies; space and identity; (im)migration; global ethnographies; public intellectuals; world music; virtual identity studies; queer theory; critical multiculturalism.
Language as Social Action

Edited by Howard Giles

This Series explores new and exciting advances in the ways in which language both reflects and fashions social reality—and thereby constitutes critical means of social action. As well as these being central foci in face-to-face interactions across different cultures, they also assume significance in the ways that language functions in the mass medias, new technologies, organizations, and social institutions. Language As Social Action does not uphold apartheid against any particular methodological and/or ideological position, but, rather, promotes (wherever possible) cross-fertilization of ideas and empirical data across the many, all-too-contrastive, social scientific approaches to language and communication. Contributors to the series will also accord due attention to the historical, political, and economic forces that contextually bound the ways in which language patterns are analyzed, produced, and received. The series will also provide an important platform for theory-driven works that have profound, and sometimes provocative, implications for social policy.
Media and Culture

Edited by Sut Jhally and Justin Lewis

This series will be publishing works in media and culture, focusing on research embracing a variety of critical perspectives. The editors are particularly interested in promoting theoretically informed empirical work using both quantitative and qualitative approaches. Although the focus is on scholarly research, works published in the series will appeal to readers beyond a narrow, specialized audience.

Volume 11

Matthew Winston

Gonzo Text

Disentangling Meaning in Hunter S. Thompson’s Journalism

Volume 10

Bill Yousman

Prime Time Prisons on U.S. TV

Representation of Incarceration

Volume 9

Tammy Boyce

Health, Risk and News

The MMR Vaccine and the Media

Volume 8

Lee Artz • Steve Macek • Dana L. Cloud (eds.)

Marxism and Communication Studies

The Point is to Change It

Volume 7

Justin Lewis • Rod Brookes • Nick Mosdell • Terry Threadgold

Shoot First and Ask Questions Later

Media Coverage of the 2003 Iraq War
Mediated Youth

Edited by Sharon R. Mazzarella

Mediated Youth publishes cutting-edge new research on the cultures, artifacts, and media of children, tweens, teens, and college-aged youth. Whether studying television, popular music, fashion, sports, toys, the Internet, self-publishing, leisure, clubs, school cultures/activities, film, dance, language, tie-in merchandising, concerts, subcultures, or other forms of popular culture, books in this series go beyond the dominant paradigm of traditional studies of the effects of media/culture on youth.

Instead, works published in this series endeavor to understand the complex relationship between youth and popular culture, and, whenever possible, will include the voices of youth themselves.

Volume 27

Sharon R. Mazzarella (ed.)
The Mediated Youth Reader

Volume 25

Spring-Serenity Duvall • Leigh Moscowitz
Snatched
Child Abductions in U.S. News Media

Volume 23

Kate Harper • Yasmina Katsulis • Vera Lopez • Georganne Scheiner Gillis (eds.)
Girls’ Sexualities and the Media

Volume 22

Christine Jacqueline Feldman-Barrett (ed.)
Lost Histories of Youth Culture

Volume 21

Nancy A. Jennings
Tween Girls and their Mediated Friends
Medienästhetik und Mediennutzung / Media Production and Media Aesthetics

Herausgegeben von/Edited by Kerstin Stutterheim und/and Martina Schuegraf


Media Production and Media Aesthetics are corresponding aspects of the discussion surrounding media that form a single unit. The series focuses partly on works about the aesthetic-dialectic analysis of media design. Areas of interest include media technology development and the resulting changes in both media design and what is expected of media. At the same time, digital and online media are influencing usage to a large extent. Authors in this series address these impacts and examine the extent to which changed forms of use are encouraging the development of new technologies and applications. By linking these interacting areas, we want this series to encourage and promote discussion between the disciplines.

In Vorbereitung: Sascha Ritter • Kerstin Stutterheim: Michael Moore – Zwischen Dokumentarfilm, Satire und Demagogie

Band 6
Mahelia Hannemann
Accept Diversity! Accept Equality?
Eine analytische Untersuchung des Anspruchs und der Realität von Gleichstellung in der Filmindustrie mit Hinblick auf die Funktion des internationalen Filmfestivals Berlinale

Band 5
Gerd Naumann
Filmsynchronisation in Deutschland bis 1955
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*Thomas Beck*  
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Politische Kommunikationsnetzwerke Multinationaler Unternehmen

Frankfurt am Main, 2016.  
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Heft 2/1, 2016 • Transnational Broadcasting in Europe 1945–1990

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Global Crises and the Media
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Understanding Media Ecology
Edited by Lance Strate

Visual Communication
Edited by Susan B. Barnes
Come and learn more about Peter Lang and our publishing program! Featured here is a selection of events that we are involved in:

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<td>January 2017</td>
<td><strong>MeCCSA Annual Conference (Culture, Media, Equality and Freedom)</strong></td>
<td>Leeds, Great Britain</td>
<td>11–13 January 2017</td>
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<td>March 2017</td>
<td><strong>108th Annual Eastern Communication Association (ECA) Convention</strong></td>
<td>Boston, MA, USA</td>
<td>29 March–2 April 2017</td>
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<td>May 2017</td>
<td><strong>IEEE International Conference on Communications</strong></td>
<td>Paris, France</td>
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<td>May 2017</td>
<td><strong>International Communication Association (ICA)</strong></td>
<td>San Diego, CA, USA</td>
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<td>August 2017</td>
<td><strong>Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference</strong></td>
<td>Chicago, IL, USA</td>
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<td>November 2017</td>
<td><strong>National Communication Association (NCA) conference</strong></td>
<td>Dallas, TX, USA</td>
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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](http://www.peterlang.com)
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