



Editorial
Highlights
Recent Publications:
Communication Studies
Media Studies
Gender & Sexuality Studies
Information Technology
Internet, Digital Media, Society
Language & Speech
Popular Philosophy
Public Relations
Urban Communities
Selected Series:
Bonner Beiträge zur Medienwissenschaft
Critical Intercultural Communication Studies 30
Digital Formations
Frontiers in Political Communication
Global Crises and the Media
Intersections in Communications and Culture. Global Approaches and Transdisciplinary Perspectives
Language as Social Action
Media and Culture
Mediated Youth
Medienästhetik und Mediennutzung / Media Production and Media Aesthetics
European University Studies. Series 40: Communication/ Kommunikationswissenschaft und Publizistik
Journals:
SPIEL. Siegener Periodicum zur Internationalen Empirischen Literaturwissenschaft
Complete Series List 41

Index	
Conference Announcements	
The Peter Lang Publishing Group 44	
Our Representatives	

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 reengage 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).

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,

Dr. Bianca Matzek

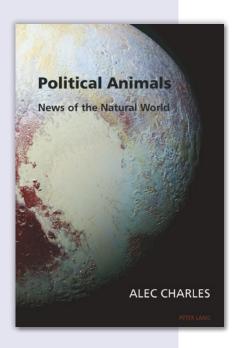
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Publishing Director Bern

S. RUBUR

Simon Reber

Global Marketing Manager



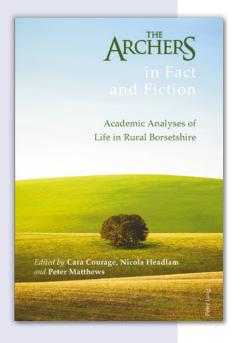
Oxford, 2016. VIII, 222 pp. pb. • ISBN 978-1-78707-007-3
CHF 62.- / ϵ^D 52.95 / ϵ^A 54.40 / ϵ 49.40 / ϵ 40.- / US-\$ 60.95
eBook (SUL) • ISBN 978-1-78707-008-0
CHF 65.- / ϵ^D 58.95 / ϵ^A 59.30 / ϵ 49.40 / ϵ 40.- / US-\$ 60.95

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.

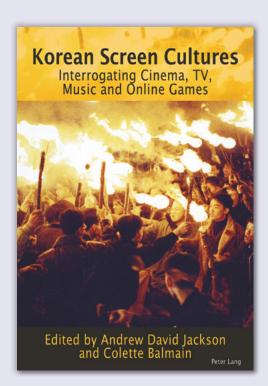


Cara Courage \cdot Nicola Headlam \cdot Peter Matthews (eds.)

The Archers in Fact and Fiction

Academic Analyses of Life in Rural Borsetshire

I fyou 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.



Andrew David Jackson · Colette Balmain (eds.)

Korean Screen Cultures

Interrogating Cinema, TV, Music and Online Games

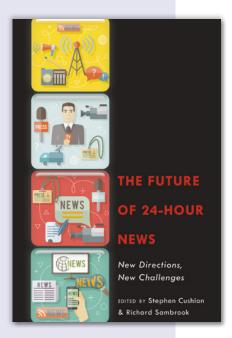
he «Korean Wave», or Hallyu phenomenon, has brought South Korean popular culture to the global population. Studies on Korean visual culture have therefore often focused on this aspect, leaving North Korea sidelined and often considered in a negative light because of its political regime. Korean Screen 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.

Oxford, 2016. XIX, 330 pp., 1 coloured ill., 18 b/w ill. pb. • ISBN 978-3-0343-1822-8 CHF 68.- / ϵ ^D 59.90 / ϵ ^A 61.60 / ϵ 56.- / £ 45.- / US-\$ 72.95 eBook (SUL) • ISBN 978-3-0353-0782-5 CHF 71.65 / ϵ ^D 66.64 / ϵ ^A 67.20 / ϵ 56.- / £ 45.- / US-\$ 72.95

CONTENTS: Jacob Ki Nielsen: It's a Roughneck World: Male Solidarity across Generations, Classes and Races in the TV Drama Get Up • Ji-yoon An: Blood is Thicker than Water, or is It? Depictions of «Alternative Families» in Contemporary Korean Cinema • Chloé Paberz: The Narrative of the Misfit among South Korean Game Developers • Chi-Yun Shin: Locating Cosmopolitanism in the Films of E J-Yong • Jake Bevan: «Arirang»: Addressing the Nation in South and North Korea • Stephen J. Epstein/Christopher K. Green: Now on My Way to Meet Who? South Korean Television, North Korean Refugees and the Dilemmas of Representation • Immanuel Kim: Comedy and Ideology in My Family's Problem • Andrew David Jackson: DPRK Film, Order No. 27 and the Acousmatic Voice • Hana Lee: How Are Historic Events Remembered? North Korean War Films on the Inchon Landing Operation • Mark Morris: Ch'unhyang at War: Rediscovering Franco-North Korean Film Moranbong (1959) • Jessica Conte: Framing South Korea and Vietnam's Past and Present in Muoi: The Legend of a Portrait • Juyeon Bae: Searching for Traces of Absence: Korean Diaspora in Contemporary Korean Cinema • CedarBough T. Saeji: Cosmopolitan Strivings and Racialisation: The Foreign Dancing Body in Korean Popular Music Videos • Marion Schulze: Inappropriate Desire and Heterosexuality Negotiated: The Case of Women K-Drama Watchers.

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.



New York, 2016. VII, 349 pp. pb. • ISBN 978-1-4331-3046-5 CHF 46.-/ \in 7.65 / £ 30.-/US-\$ 48.95 hb. • ISBN 978-1-4331-3047-2 CHF 148.-/ \in 7.15 / £ 135.40 /

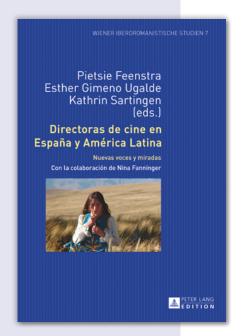
€ 123.05 / £ 98.- / US-\$ 159.95

Stephen Cushion · Richard Sambrook (eds.)

The Future of 24-Hour News

New Directions, New Challenges

ver 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.



Frankfurt am Main, 2014. 458 p., 50 il. blanco/negro

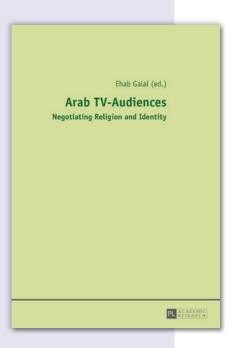
Wiener Iberoromanistische Studien. Tomo 7

en rústica • ISBN 978-3-631-62859-1 CHF 90.-/ \in 79.95 / \in 82.20 / \in 74.70 / \in 60.-/US-\$ 97.95 eBook (SUL) • ISBN 978-3-653-03278-9 CHF 94.85 / \in 78.89 / \in 89.64 / \in 74.70 / \in 60.-/US-\$ 97.95 Pietsie Feenstra · Esther Gimeno Ugalde · Kathrin Sartingen (eds.)

Directoras de cine en España y América Latina

Nuevas voces y miradas

l 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, Anahí Berneri, Icíar Bollaín, Albertina Carri, 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.



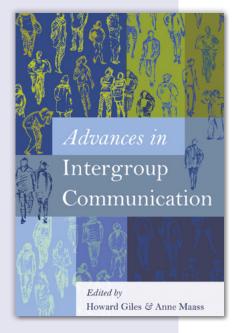
Frankfurt am Main, 2014. 150 pp. hb. • ISBN 978-3-631-65611-2 CHF 40.-/ \in 34.95/ \in A 36.-/ \in 32.70/ \in 26.-/US-\$ 42.95 eBook (SUL) • ISBN 978-3-653-04835-3 CHF 42.15/ \in D 38.91/ \in A 39.24/ \in 32.70/ \in 26.-/US-\$ 42.95

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

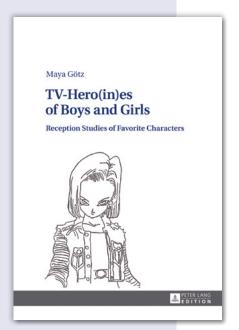


Howard Giles · Anne Maass (eds.)

Advances in Intergroup Communication

A dvances 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.



Frankfurt am Main, 2014. X, 466 pp., 85 b/w fig. hb. • ISBN 978-3-631-64709-7 CHF 57.- / \mathbb{C}^D 49.95 / \mathbb{C}^A 51.40 / \mathbb{C}^A 46.70 / \mathbb{C}^A 37.- / US-\$ 60.95 eBook (SUL) • ISBN 978-3-653-04304-4 CHF 60.05 / \mathbb{C}^D 55.57 / \mathbb{C}^A 56.04 / \mathbb{C}^A 46.70 / \mathbb{C}^A 37.- / US-\$ 60.95 Maya Götz

TV-Hero(in)es of Boys and Girls

Reception Studies of Favorite Characters

ut 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))



567 pp., 15 tables, 9 graphs Freiberger Beiträge zur interkulturellen und

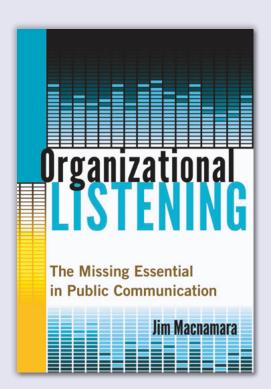
hb. • ISBN 978-3-631-61160-9 CHF 115.-/ \in D 101.95 / \in A 104.80 / \in 95.30 / £ 76.-/US-\$ 123.95 eBook (SUL) • ISBN 978-3-653-04329-7 CHF 121.15 / \in D 113.41 / \in A 114.36 / \in 95.30 / £ 76.-/US-\$ 123.95

Wirtschaftskommunikation. A Forum for General and Intercultural Business

Michael B. Hinner (ed.)

Chinese Culture in a Cross-Cultural Comparison

hinese 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.



Iim Macnamara

Organizational Listening

The Missing Essential in Public Communication

rganizations, 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 twoyear, 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.

CONTENTS: The Fundamental Role of Communication and Voice • How Organizations Say They Communicate • The Crisis of Listening in Organizations and Society • Creating an 'Architecture of Listening' and Doing the Work of Listening • The Benefits of organizational listening for democratic politics, government, business, and society.

New York, 2016. 386 pp.

hb. • ISBN 978-1-4331-3053-3

CHF 167.– / \mathbb{C}^{D} 148.10 / \mathbb{C}^{A} 152.30 / \mathbb{C} 138.43 / \mathbb{C} 111.– / US-\$ 179.95

pb. • ISBN 978-1-4331-3052-6

CHF 44.-/ €^D 38.60 / €^A 39.70 / € 36.11 / £ 29.- / US-\$ 46.95

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).



New York, 2016. XXIV, 193 pp.

Global Crises and the Media, Vol. 21

hb. • ISBN 978-1-4331-3340-4 CHF 98.−/ \in ^D 84.95/ \in ^A 87.10/ € 79.20/£ 64.−/US-\$ 94.95

pb. • ISBN 978-1-4331-3339-8 CHF 55.- / €^D 47.95 / €^A 48.60 / € 44.20 / £ 36.- / US-\$ 52.95 Mervi Pantti (ed.)

Media and the Ukraine Crisis

Hybrid Media Practices and Narratives of Conflict

How does the 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, multilevel 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.

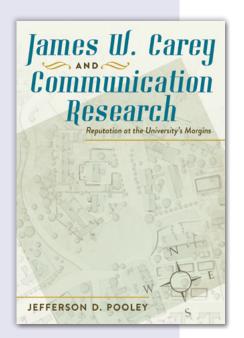


New York, 2016. XXIV, 272 pp. hb. • ISBN 978-1-4331-2841-7 CHF 98.-/ \in ^D 84.95/ \in ^A 87.10/ \in 79.20/£ 64.-/US-\$ 94.95 pb. • ISBN 978-1-4331-2840-0 CHF 55.-/ \in ^D 47.95/ \in ^A 48.60/ \in 44.20/£ 36.-/US-\$ 52.95

Paula M. Poindexter

News for a Mobile-First Consumer

he 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, strategic communications, advertising, media and society, marketing, and technology courses.



New York, 2016. XX, 234 pp. hb. • ISBN 978-1-4331-0846-4 CHF 98.-/ ϵ ^D 84.95 / ϵ ^A 87.10 / ϵ 79.20 / ϵ 64.-/US- ϵ 94.95 pb. • ISBN 978-1-4331-0847-1 CHF 55.-/ ϵ ^D 47.95 / ϵ ^A 48.60 /

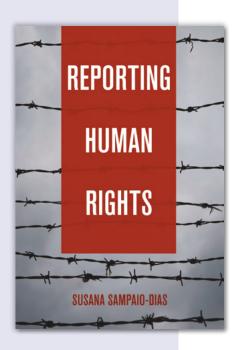
€ 44.20 / £ 36.- / US-\$ 52.95

Jefferson D. Pooley

James W. Carey and Communication Research

Reputation at the University's Margins

J ames 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.



New York, 2016. XIV, 220 pp., 25 b/w tables **Global Crises and the Media. Vol. 20**

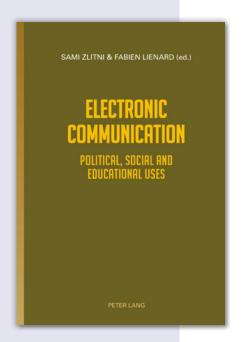
hb. • ISBN 978-1-4331-2960-5 CHF 98.-/ \in ^D 84.95/ \in ^A 87.10/ \in 79.20/£ 64.-/US- \circ 94.95 eBook (SUL) • ISBN 978-1-4539-1686-5 CHF 103.-/ \in ^D 94.95/ \in ^A 95.-/ \in 79.20/£ 64.-/US- \circ 94.95 Susana Sampaio-Dias

Reporting Human Rights

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.



New York, 2014. XII, 269 pp. pb. • ISBN 978-1-4331-0775-7 CHF 44.-/ \in D 38.60 / \in A 39.70 / € 36.10 / £ 29.-/US-\$ 46.95 eBook (SUL) • ISBN 978-1-4539-1450-2 CHF 46.35 / \in D 42.96 / \in A 43.32 / € 36.10 / £ 29.-/US-\$ 46.95



Bern, 2015. 204 pp., 5 b/w ill., 1 coloured ill., 21 tables hb. • ISBN 978-3-0343-1687-3 CHF 65.-/ \in D 58.-/ \in A 59.60 / \in 54.16/£ 43.-/US-\$ 70.95 eBook (SUL) • ISBN 978-3-0352-0321-9 CHF 68.50 / \in D 64.45/ \in A 64.99 / \in 54.16/£ 43.-/US-\$ 70.95

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 every-day is truly this text's great accomplishment.» (Gregory Seigworth, Millersville University)

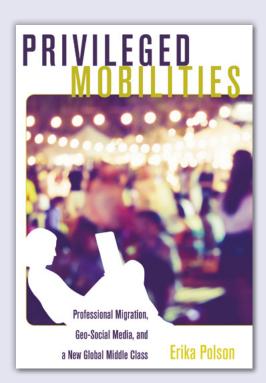
Sami Zlitni · Fabien Liénard (ed.)

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.



Erika Polson

Privileged Mobilities

Professional Migration, Geo-Social Media, and a New Global Middle Class

A s 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.

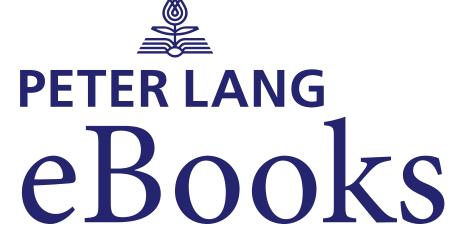
«In 'Privileged Mobilities', Erika Polson opens up the subject of the new mobilities. With an ethnographer's eye for detail and contradiction, she shows us a range of elite worlds far broader than most other books on the subject.» (Saskia Sassen, Author of «Expulsions»)

«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)

New York, 2016. VII, 196 pp.

Intersections in Communications and Culture. Global Approaches and Transdisciplinary Perspectives. Vol. 34

ERIKA POLSON (PhD, The Pennsylvania State University) is an assistant professor in the Department of Media, Film & Journalism Studies at the University of Denver. Her work has appeared in publications including Media, Culture & Society; Communication, Culture & Critique; New Media & Society, and the International Communication Gazette.



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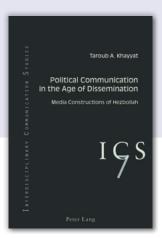
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Taroub A. Khayyat

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.

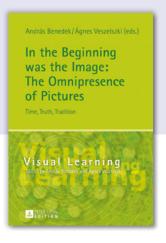


Miriam Bait • Marina Brambilla • Valentina Crestani (eds.)

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.

Oxford, 2016. X, 282 pp.

Interdisciplinary Communication Studies. Vol. 7

 Frankfurt am Main, 2016. 214 pp., 5 b/w fig., 2 tables

hb. ISBN 978-3-631-66683-8 CHF 58.- / \mathbb{C}^D 46.95 / \mathbb{C}^A 46.70 / \mathbb{C} 46.70 / \mathbb{C} 38.- / US-\$ 56.95 eBook (SUL) ISBN 978-3-653-06174-1 CHF 61.- / \mathbb{C}^D 46.95 / \mathbb{C}^A 46.70 / \mathbb{C} 46.70 / \mathbb{C} 38.- / US-\$ 56.95

Frankfurt am Main, 2016. 190 pp., 11 b/w ill., 10 coloured ill., 1 b/w table Visual Learning. Vol. 6

hb. ISBN 978-3-631-67860-2 CHF 50.- / \in D 42.95 / \in A 44.10 / \in 40.10 / £ 33.- / US-\$ 48.95 eBook (SUL) ISBN 978-3-653-07007-1 CHF 53.- / \in D 47.95 / \in A 48.10 / \in 40.10 / £ 33.- / US-\$ 48.95

Communication Studies 15



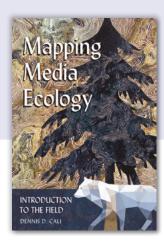
Aimé-Jules Bizimana

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?

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.

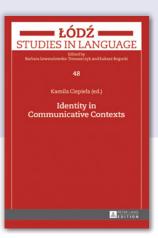


Dennis D. Cali

Mapping Media Ecology

Introduction to the Field

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 everbroader intellectual community.



Kamila Ciepiela (ed.)

Identity in Communicative Contexts

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.

New York, 2017.

American Politics and Global Affairs. Vol. 1

hb. ISBN 978-1-4331-3532-3 CHF 93.- / \in ^D 80.95 / \in ^A 82.50 / \in 75.- / £ 60.- / US-\$ 89.95 New York, 2016. XXIV, 258 pp.

Understanding Media Ecology. Vol. 4

 Frankfurt am Main, 2016. 224 pp., 14 b/w ill.

Łódź Studies in Language. Vol. 48

hb. ISBN 978-3-631-66661-6 CHF 62.- / \in 52.95 / \in A 54.50 / \in 49.50 / \in 41.- / US-\$ 59.95 eBook (SUL) ISBN 978-3-653-06100-0 CHF 65.- / \in 58.95 / \in A 59.40 / \in 49.50 / \in 41.- / US-\$ 59.95

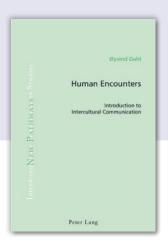


Flore Coulouma (ed.)

New Perspectives on Irish TV Series

Identity and Nostalgia on the Small Screen

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.



Øyvind Dahl

Human Encounters

Introduction to Intercultural Communication

This book gives a comprehensive introduction to intercultural communication in the era of globalization. The reader is introduced to essential concepts in the field, different theories and methods of analysing communication, the importance of verbal and nonverbal languages for bringing about mutual understanding and, finally, the ethical challenges that arise. The volume also has a practical aspect. The author discusses subjects such as handling encounters with people using foreign languages; incorporating different life styles and world views; the use of interpreters; non-familiar body language; different understandings of time; relocation in new settings; the use of power and how to deal with cultural conflicts generally. Published in English for the first time following a very successful original edition in Norwegian, this richly-illustrated book offers a refreshing and engaging introduction to intercultural understanding.



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

Tweets from the Campaign Trail

Researching Candidates' Use of Twitter During the European Parliamentary Elections

Hailed 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.

Oxford, 2016. VI, 216 pp., 18 b/w ill. **Reimagining Ireland. Vol. 74**

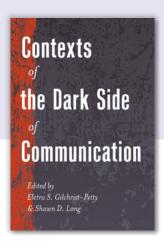
 Oxford, 2016. XIV, 304 pp., 42 coloured ill., 17 b/w ill. Interdisciplinary Communication Studies. Vol. 8

pb. ISBN 978-1-78707-081-3 CHF 74.- / \in D 63.95 / \in A 65.20 / \in 59.30 / £ 48.- / US-\$ 72.95 eBook (SUL) ISBN 978-1-78707-116-2 CHF 78.- / \in D 70.95 / \in A 71.20 / \in 59.30 / £ 48.- / US-\$ 72.95

Frankfurt am Main, 2016. 274 pp.

Bonner Beiträge zur Medienwissenschaft. Vol. 11

 Communication Studies 17



Eletra S. Gilchrist-Petty • Shawn D. Long (eds.)

Contexts of the Dark Side of Communication

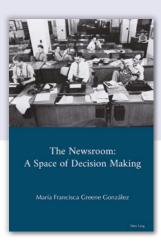
Research on the dark side of communication has typically been studied from a single stand-point confined to a specific context. As an intradisciplinary project, this volume transcends the traditional unilateral perspective and focuses on a wide range of communication topics across a variety of contexts. 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



María 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 Molotoch, 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.

Oxford, 2017. X, 232 pp.

hb. ISBN 978-1-78707-244-2 CHF 76.- / \in D 64.95 / \in A 66.60 / \in 60.50 / £ 49.- / US-\$ 73.95 eBook (SUL) ISBN 978-1-78707-245-9 CHF 80.- / \in D 72.95 / \in A 72.60 / \in 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., Israel, 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.– / \in ^D 39.95 / \in ^A 41.– / \in 37.30 / £ 31.– / US-\$ 44.95 eBook (SUL) ISBN 978-3-653-07174-0 CHF 49.– / \in ^D 43.95 / \in ^A 44.80 / \in 37.30 / £ 31.– / US-\$ 44.95

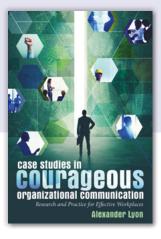


Fergal Lenehan

Stereotypes, Ideology and Foreign Correspondents

German Media Representations of Ireland, 1946–2010

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.

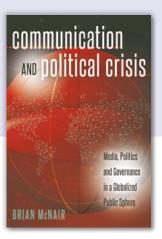


Alexander Lyon

Case Studies in Courageous Organizational Communication

Research and Practice for Effective Workplaces

Alexander Lyon presents 31 case studies in organizational communication that explore issues of courageous communication. Through case studies on many well-known organizations such as Google, the Miami Dolphins, NASA, Comcast, the Boy Scouts of America, Netflix, Taco Bell, Massachusetts General Hospital, Merck Pharmaceuticals, and others, the book articulates a communication-based model of courage around four themes: Courageous communication is collaborative, upward, transparent, and engaging. The book presents both effective and cautionary portraits of organizations as they responded to complex issues. It situates the case studies in existing literature and provides practical guidance for enacting courageous communication in professional settings.



Brian McNair

Communication and Political Crisis

Media, Politics and Governance in a Globalized Public Sphere

Communication 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.

Oxford, 2016. X, 306 pp.

Reimagining Ireland. Vol. 75

 New York, 2017. XX, 350 pp.

 New York, 2016. VIII, 187 pp.

Global Crises and the Media. Vol. 16

pb. ISBN 978-1-4331-2420-4 CHF 38.–/ \in 33.70 / \in 434.70 / \in 31.50 / £ 25.–/ US-\$ 40.95 hb. ISBN 978-1-4331-2421-1 CHF 139.–/ \in D 123.40 / \in A 126.90 / \in 115.35 / £ 92.–/ US-\$ 149.95

Communication Studies



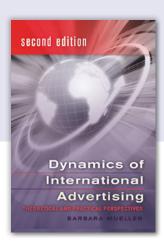
Paul Messaris · Lee Humphreys (eds.)

Digital Media

Transformations in Human Communication

2nd 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 & 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

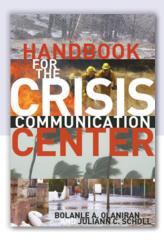
Dynamics of International Advertising

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

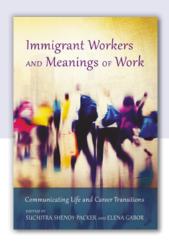
Crisis communication plays an important role in maintaining a community's safety and security. While governments devote significant attention to national crises, anticipation and preparation specific to local communities is imperative and can assist media outlets, elected officials, and message designers 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.

New York, 2017. 337 pp.

pb. ISBN 978-1-4331-3286-5 CHF 67.- / \mathbb{C}^D 57.95 / \mathbb{C}^A 59.60 / \mathbb{C} 54.20 / £ 44.- / US-\$ 64.95 New York, 2017.

 New York, 2016. XXVI, 300 pp.

pb. ISBN 978-1-4331-2433-4 CHF 55.- / \in D 47.95 / \in A 48.60 / \in 44.20 / £ 36.- / US-\$ 52.95 hb. ISBN 978-1-4331-2434-1 CHF 98.- / \in D 84.95 / \in A 87.10 / \in 79.20 / £ 64.- / US-\$ 94.95



Suchitra Shenoy-Packer • Elena Gabor (eds.)

Immigrant Workers and Meanings of Work

Communicating Life and Career Transitions

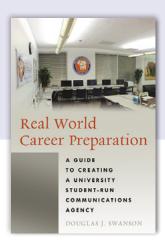
This first-of-its-kind book uniquely captures the meanings of work expressed by immigrants. Their stories – from work histories to life transitions and professional journeys – are conscientiously and rigorously mapped by the academic insights of communication scholars, many of whom are immigrants themselves.

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.

New York, 2016. X, 159 pp.



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.

New York, 2017.

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

 Media Studies 21



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.



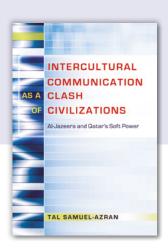
Paul Booth

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 billiondollar 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.

New York, 2016. VIII, 214 pp.

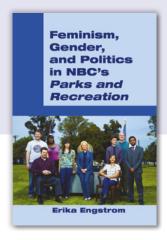
hb. ISBN 978-1-4331-2431-0 CHF 93.- / \in ^D 80.95 / \in ^A 82.50 / \in 75.- / £ 60.- / US-\$ 89.95 eBook (SUL) ISBN 978-1-4539-1831-9 CHF 98.- / \in ^D 89.95 / \in ^A 90.- / \in 75.- / £ 60.- / US-\$ 89.95 New York, 2017. XXVI, 284 pp.

Digital Formations. Vol. 114

 New York, 2016. XXIV, 145 pp.

Critical Intercultural Communication Studies. Vol. 19

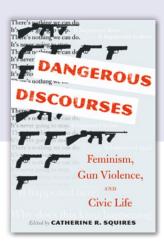
pb. ISBN 978-1-4331-2263-7 CHF 36.- / \in ^D 32.- / \in ^A 32.90 / \in 29.95 / £ 24.- / US-\$ 38.95 hb. ISBN 978-1-4331-2264-4 CHF 139.- / \in D 123.40 / \in A 126.90 / \in 115.35 / £ 92.- /US-\$ 149.95



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.



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.

New York, 2017. VIII. 146 pp.

pb. ISBN 978-1-4331-3355-8 CHF 44.− / €^D 38.95 / €^A 39.40 / € 35.80 / £ 29.− / US \$ 42.95 New York, 2016. XXVI, 276 pp.

pb. ISBN 978-1-4331-3278-0 CHF 55.- / \in D 47.95 / \in A 48.60 / \in 44.20 / \in 36.- / US-\$ 52.95 hb. ISBN 978-1-4331-3279-7 CHF 98.- / \in D 84.95 / \in A 87.10 / \in 79.20 / \in 64.- / US-\$ 94.95

New York, 2016. XL, 297 pp.

Digital Formations. Vol. 44

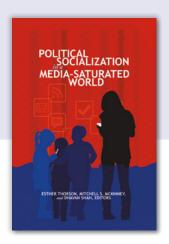
pb. ISBN 978-1-4331-3232-2 CHF 55.– / ${}^{\bullet}$ 47.95 / ${}^{\bullet}$ 48.60 / ${}^{\bullet}$ 44.20 / £ 36.– / US-\$ 52.95



Edward Lee Lamoureux

Privacy, Surveillance, and the New Media You

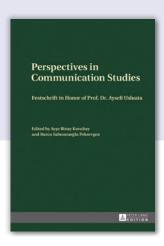
Very little in the American way of life functions adequately under surveillance. Democracy itself may be at mortal risk due to the loss of privacy and the increase in surveillance. Examining challenges in a wide range of contexts, this book investigates and critically examines our systems of data management, 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.



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.



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.

New York, 2016. XL, 248 pp. **Digital Formations. Vol. 96**

 New York, 2016. XXVIII, 472 pp.

Frontiers in Political Communication. Vol. 29

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

hb. ISBN 978-3-631-67532-8 CHF 41.- / \in ^D 34.95 / \in ^A 36.- / \in 32.70 / £ 27.- / US-\$ 39.95 eBook (SUL) ISBN 978-3-653-06948-8 CHF 43.- / \in ^D 38.95 / \in ^A 39.20 / \in 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.»

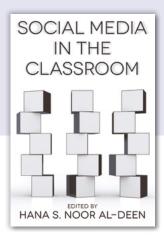
The author argues that more often than not, celebrity advocacy enhances a celebrity's reputation – but hinders the efforts of those who ask us to pay attention to the historical, structural, and material causes of these humanitarian crises.



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.

New York, 2016. VI, 279 pp.

pb. ISBN 978-1-4331-3402-9 CHF 40.- / \mathbb{C}^D 35.40 / \mathbb{C}^A 36.30 / \mathbb{C} 33.04 / \mathbb{E} 26.- / US-\$ 42.95 hb. ISBN 978-1-4331-3403-6 CHF 139.-/ \mathbb{C}^D 123.40 / \mathbb{C}^A 126.90 / \mathbb{C} 115.35 / \mathbb{E} 92.- / US-\$ 149.95

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

Studies in Language, Culture and Society. Vol. 8

hb. ISBN 978-3-631-66633-3 CHF 68.- / \in ^D 59.95 / \in ^A 61.60 / \in 56.- / £ 45.- / US-\$ 72.95 eBook (SUL) ISBN 978-3-653-05950-2 CHF 71.65 / \in ^D 66.64 / \in ^A 67.20 / \in 56.- / £ 45.- / US-\$ 72.95 New York, 2016. XIX, 240 pp.

pb. ISBN 978-1-4331-2904-9 CHF 40.-/ \in ^D 35.40 / \in ^A 36.40 / \in 33.05 / £ 26.-/ US-\$ 42.95 hb. ISBN 978-1-4331-2905-6 CHF 148.-/ \in ^D 131.70 / \in ^A 135.40 / \in 123.05 / £ 98.-/ US-\$ 159.95

Language & Speech 25



Aydemir Okay (ed.)

Trust in Communication Management

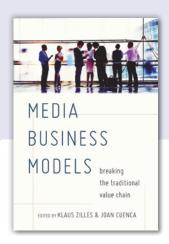
This book aspires to make an expedient contribution to the trust-based body of knowledge. Various disciplines analyze the notion of «trust», by addressing it from their own perspectives. The fact that the importance of multilevel and cross-level perspectives is gaining increasing attention in communication 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.



Charles Pavitt

A Survey of Scientific Communication Theory

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.



Klaus Zilles • Joan Cuenca (eds.)

Media Business Models

Breaking the Traditional Value Chain

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.

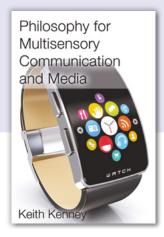
Contributors point to a way out of the general bewilderment, providing answers to frequently asked questions, and ideas for new guidelines and solutions.

Frankfurt am Main, 2016. 368 pp., 97 tables, 19 graphs

pb. ISBN 978-3-631-67537-3 CHF 75.- / \in D 64.95 / \in A 66.80 / \in 60.70 / £ 50.- / US-\$ 73.95 eBook (SUL) ISBN 978-3-653-06959-4 CHF 79.- / \in D 71.95 / \in A 72.80 / \in 60.70 / £ 50.- / US-\$ 73.95 New York, 2016. VII, 369 pp.

 New York, 2016. 269 pp.

pb. ISBN 978-1-4331-3178-3 CHF 40.- / \mathbb{C}^D 35.30 / \mathbb{C}^A 36.30 / \mathbb{C}^A 36.30 / \mathbb{C}^A 26.- / US-\$ 42.95 hb. ISBN 978-1-4331-3179-0 CHF 139.- / \mathbb{C}^D 123.40 / \mathbb{C}^A 126.90 / \mathbb{C} 115.35 / \mathbb{E} 92.- / US-\$ 149.95



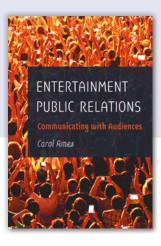
Keith Kenney

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.

New York, 2016. X, 250 pp., 1 b/w table

pb. ISBN 978-1-4331-2205-7 CHF 55.- / \in D 47.95 / \in A 48.60 / \in 44.20 / £ 36.- / US-\$ 52.95 hb. ISBN 978-1-4331-2206-4 CHF 98.- / \in D 84.95 / \in A 87.10 / \in 79.20 / £ 64.- / US-\$ 94.95



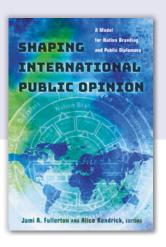
Carol Ames

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 campaigns, and corporate public relations, as well as the use of digital and social media for two-way conversations with audiences. Sidebars give examples and instructions for writing effective entertainment media releases, 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.

New York, 2016. XIV, 316 pp.



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 firstof-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.

New York, 2017. X, 282 pp.

pb. ISBN 978-1-4331-3028-1 CHF 55.- / \in D 47.95 / \in A 48.60 / \in 44.20 / £ 36.- / US-\$ 52.95 hb. ISBN 978-1-4331-3029-8 CHF 98.- / \in D 84.95 / \in A 87.10 / \in 79.20 / £ 64.- / US-\$ 94.95

Urban Communities 27



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.



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.

New York, 2017.

Urban Communication. Vol. 2

pb. ISBN 978-1-4331-2145-6 CHF 55.- / \in D 47.95 / \in A 48.60 / \in 44.20 / £ 36.- / US-\$ 52.95 hb. ISBN 978-1-4331-2146-3 CHF 98.- / \in D 84.95 / \in A 87.10 / \in 79.20 / £ 64.- / US-\$ 94.95

New York, 2017. X, 224 pp.

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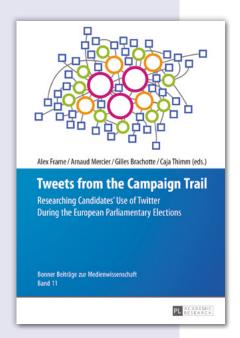
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Bonner Beiträge zur Medienwissenschaft

Herausgegeben von Caja Thimm

Die in der Reihe Bonner Beiträge zur Medienwissenschaft erscheinenden Bände umfassen Fragen von Medientheorie, Begriffsbildung, Formen, Bedeutungen und Folgen der Mediennutzung und der Medienpräsenz in der Gesellschaft. Die Themen beinhalten individuelle und gesellschaftliche Wahrnehmungsweisen von Sprachgebrauch in den Medien sowie kommunikative Verfahren und Muster, die in der Medienkommunikation eine Rolle spielen. Herausgegeben wird die Reihe von Professorin Caja Thimm, die sich u.a. mit der Erforschung von Onlinemedien und Politischer Kommunikation befasst.

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Frankfurt am Main, 2009. 231 S., zahlr. Abb., Tab. und Graf. geb. • ISBN 978-3-631-58646-4 CHF 62.-/€^D 54.95 /€^A 56.50 / € 51.40 / £ 41.-/ US-\$ 66.95

Frankfurt am Main, 2008. 274 S., zahlr. Abb., Tab. und Graf. br. • ISBN 978-3-631-56435-6 CHF 49.-/ $^{\circ}$ D 42.95 / $^{\circ}$ A 44.10 / $^{\circ}$ 40.10 /£ 32.-/US-\$ 52.95

Volume 11

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

Tweets from the Campaign Trail

Researching Candidates' Use of Twitter During the European Parliamentary Flections

Band 11

Mario Anastasiadis · Caja Thimm (Hrsg.)

Social Media

Theorie und Praxis digitaler Sozialität

Band 9

Franziska Macur

Weibliche Diskurskulturen

Privat. Beruflich. Medial.

Band 8

Saskia Valeska Bruckner

Visuelles Framing von Alter

Eine empirische Studie zur medialen Konstruktion von Alter

Band 7

Caja Thimm · Stefan Wehmeier (Hrsg.)

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New York, 2015. IX, 189 pp., num. ill. hb. • ISBN 978-1-4331-2781-6 CHF 84.−/ \in ^D 74.−/ \in ^A 76.10/ \in 69.20/£55.−/US-\$89.95

New York, 2015. XXXIV, 128 pp., num. ill.

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Critical Intercultural Communication Studies

Edited by Thomas K. Nakayama

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 millenium. 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 conficts, 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 a the forefront of this new wave in intercultural communication scholarship. Manuscripts and proposals are welcome which advance this new approach.

Volume 21

Todd Sandel

Brides on Sale

Taiwanese Cross-Border Marriages in a Globalizing Asia

Volume 20

Joy Pierce

Digital Fusion

A Society Beyond Blind Inclusion

Volume 19

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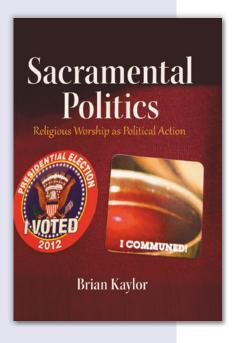
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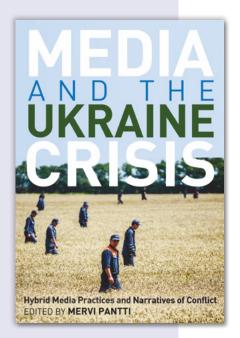
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33

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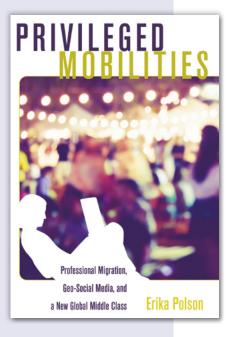
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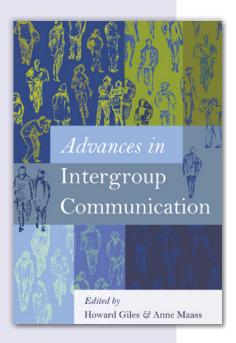
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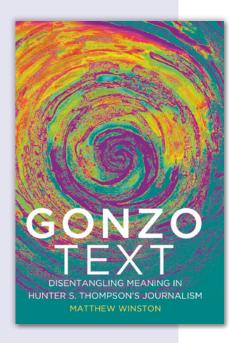
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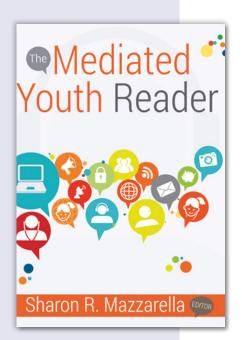
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37

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.

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

Medienästhetik und Mediennutzung bilden als korrespondierende Aspekte des Diskurses über Medien eine Einheit. Im Fokus der Schriftenreihe stehen zum einen Arbeiten, in denen sich Autor_innen der ästhetisch-dialektischen Analyse der Gestaltung medialer Werke zuwenden. Fokussiert werden die Entwicklungen der Medientechnik und die sich daraus ergebenden Veränderungen in der Gestaltung und in den Erwartungen an Medien. Zum anderen nehmen digitale und Online-Medien einen großen Einfluss auf die Nutzung ein. Autor_innen der Reihe widmen sich diesen Auswirkungen sowie der Untersuchung dessen, inwiefern veränderte Gebrauchsformen die Entwicklung neuer Technologien und Anwendungen anstoßen. Mit der Verbindung dieser interagierenden Bereiche möchten wir in der Reihe einen Diskurs zwischen den Disziplinen anregen und befördern.

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40

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Α	Adamo, Gregory 21	J	Jackson, Andrew David		Scholl, Juliann C	9
	Ames, Carol		Jennings, Nancy A		Schwartz-DuPré, Rae Lynn 3	0
	Anastasiadis, Mario 29		Johannesen, Danielle 27		Seethaler, Josef	7
	Anders, Christian 39				Shah, Dhavan	2
	Artz, Lee	K	Kampka, Agnieszka 24		Shan, Bo 3	4
			Katsulis, Yasmina		Shenoy-Packer, Suchitra	0
В	Bait, Miriam		Kaylor, Brian		Slack, Jennifer Daryl 1	
	Balmain, Colette		Kendrick, Alice 26		Squires, Catherine R 2	
	Banwart, Mary C		Kenney, Keith		Steffens, Melanie	
	Baron, Steven L		Khayyat, Taroub A		Stewart. Claire	
	,		Kieslich, Sabine Gabriele		Swanson, Douglas J 2	
	Beck, Thomas				Swanson, Douglas J	U
	Benedek, András		Klaus, Elisabeth 17	_	m1	_
	Binay Kurultay, Ayşe 23			Т	Thimm, Caja	
	Bizimana, Aimé-Jules 15	L	Lamoureux, Edward Lee 23, 31		Thorson, Esther	
	Booth, Paul		Lenehan, Fergal 18		Threadgold, Terry	6
	Boyce, Tammy		Lewis, Justin		Tynes, Brendesha M	1
	Brachotte, Gilles 16, 29		Liénard, Fabien			
	Brambilla, Marina		Long, Shawn D	V	Veszelszki, Ágnes	4
	Brookes, Rod		Lopez, Vera		Viladot, Ma. Àngels 3	5
	Bruckner, Saskia Valeska 29		Lyon, Alexander 18			
	Bystrom, Dianne G 32			W	Watson, Bernadette M	5
	•	М	Maass, Anne		Wehmeier, Stefan 2	
С	Cali, Dennis D		Macek, Steve		Wilkin, Peter	
	Charles, Alec		Macnamara, Jim		Wilkins, Richard	
	•		**		·	
	Christians, Clifford G		Macur, Franziska		Winston, Matthew	
	Ciepiela, Kamila		Marlia, Banning		Wise, J. Macgregor	
	Cloud, Dana L		Matthews, Peter 2		Wolf, Karen	5
	Cooper, Glenda		Mazzarella, Sharon R			
	Cottle, Simon		McArthur, John A	Υ	Yousman, Bill	6
	Coulouma, Flore		McFarlane, Megan 30			
	Courage, Cara		McKinney, Mitchell S	Z	Zhang, Weimin	0
	Crestani, Valentina		McNair, Brian		Zilles, Klaus 2	5
	Cuenca, Joan		Mercier, Arnaud 16, 29		Zlitni, Sami	0
	Cushion, Stephen 4		Messaris, Paul 19			
	, 1		Molek-Kozakowska, Katarzyna 24			
D	Dahl, Øyvind 16		Moscowitz, Leigh			
_	Dencik, Lina		Mosdell, Nick			
	DiBiase, Allan		Mueller. Barbara			
			Mueller, Barbara 19			
	Drucker, Susan J					
	Duvall, Spring-Serenity 37	N	Naumann, Gerd			
			Newman, Robert P			
E	Ellis, Donald G		Noble, Safiya Umoja 31			
	Engstrom, Erika		Noor Al-Deen, Hana S 24			
			Nordenstreng, Kaarle			
F	Feenstra, Pietsie 4					
	Feldman-Barrett, Christine Jacqueline 37	0	Okay, Aydemir			
	Frame, Alex		Olaniran, Bolanle A			
	Fullerton, Jami A					
	, , ,	Р	Pannik, Sabine Brigitte 39			
G	Gabor, Elena 20		Pantti, Mervi			
ŭ	Galal, Ehab 5		Parikka, Jussi			
	Gilchrist-Petty, Eletra S		Pavitt, Charles			
	Giles, Howard 5, 35		Pedro-Carañana, Joan			
	Gimeno Ugalde, Esther 4		Pierce, Joy			
	Goss, Brian Michael		Poindexter, Paula M 8			
	Götz, Maya 6		Polson, Erika			
	Gould, Mary Rachel		Pooley, Jefferson D 9			
	Greene González, María Francisca 17					
		R	Robertson, Alexa			
Н	Hannemann, Mahelia 38					
	Harper, Kate	S	Sabuncuoğlu Peksevgen, Burcu 23			
	Hasian Jr., Marouf A		Sambrook, Richard 4			
	Headlam, Nicola 2		Sampaio-Dias, Susana			
	Herbeck, Dale		Samuel-Azran, Tal			
	Hinner, Michael B 6		Sandel, Todd			
	Huglen, Mark E		Sartingen, Kathrin 4			

Scheiner Gillis, Georganne 37

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43

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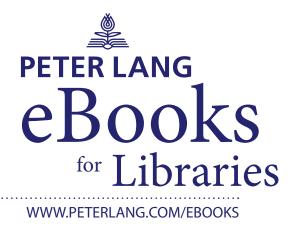
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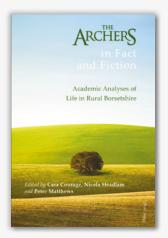
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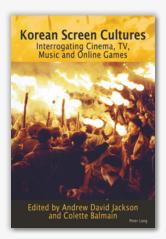
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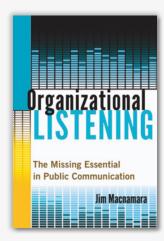
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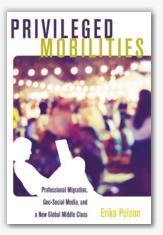
Page 2



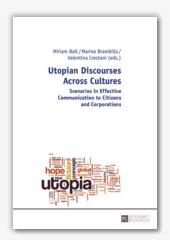
Page 3



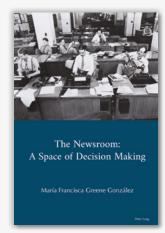
Page 7



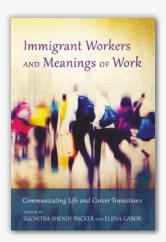
Page 11



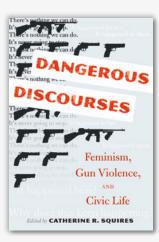
Page 14



Page 17



Page 20



Page 22



Page 23



