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Welcome to the latest media, communication and cultural studies catalogue in what is our 50th year as a leading independent social science publisher. We’ve been publishing a mix of critical, student-focused textbooks, scholarly titles, reference works and world class journals since 1965 now.

Media, communication and culture remain at the heart of what we publish at SAGE. We’re proud to have built such a well-respected list of leading journals, adventurous new launches, undergraduate and postgraduate textbooks, and critically acclaimed books from top thinkers in the field. We believe in beautiful books, critical thinking and innovative resources that support research and teaching, and help shape the future of media studies.

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The SAGE Media, Communication & Cultural Studies Team
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Key new titles
MEDIA IMPERIALISM
Oliver Boyd-Barrett
Bowling Green State University

Revisiting the classic concept of media imperialism, Oliver Boyd-Barrett presents a thorough retake for the 21st century, arguing for the need to understand media and empires, and how structures of power and control continue to regulate our access to and consumption of the media. It’s no longer just Disney and Dallas – it’s also now Alibaba, Apple, Facebook, Google, Samsung and Huawei.

Examining the interplay between communications industries and the hierarchies and networks of political, corporate and plutocratic power in a globalized world, the book explains:

- the historical context of the relationship between media and imperialism
- contestation and collaboration among new media empires
- the passion for social justice that inspired the original theories of media and cultural imperialism, and how it has been embraced by a new generation.

CONTENTS
Redefining the Field / Territorial and “Free Trade” Empire Building / War by Media-Sanctioned Pretex / Classic Approaches to Media Imperialism: Three Models / Colonial Communication Reframed / Selling Pretexes for Imperial War / Media and the Hybrid Pretexes for War in Libya and Syria / Western Media Propaganda and Iran’s Non-Existent Nukes / Towards Digital Media Empires / Other Media Empires / Media Resisting Imperialism

December 2014 • 232 pages
Cloth (9781446268704) • £70.00
Paper (9781446268711) • £23.99

MEDIA/SOCIETY
Industries, Images, and Audiences
Fifth Edition
David Croteau Virginia Commonwealth University and William Hoynes Vassar College

Retaining its acclaimed sociological framework, this popular textbook provides a framework to help students understand the relationship between media and society and to develop skills for critically evaluating both conventional wisdom and their own assumptions about the social role of the media.

2014 • 424 pages
Paper (9781452268378) • £45.99

GLOBAL COMMUNICATION
Cees J Hamelink University of Amsterdam

This book explores the history, present and future of global communication, introducing and explaining the theories, stories and flows of information and media that affect us all. Based on his experience teaching generations of students to critically examine the world of communication around them, Cees Hamelink helps readers understand the thinkers, concepts and questions in this changing landscape. The book:

- explores the cultural, economic, political and social dimensions and consequences of global communication
- introduces the key thinkers
- teaches students to master the art of asking critical questions
- boosts essay skills with a guided tour of the literature, including helpful comments and recommendations of what to cite.

This book guides students through the complex terrain of global communication, helping them become a critically informed participant in the ever-changing communication landscape.

CONTENTS

December 2014 • 296 pages
Cloth (9781849204231) • £70.00
Paper (9781849204248) • £23.99

MEDIA LITERACY
Seventh Edition
W James Potter University of California, Santa Barbara

Latest edition of this popular student guide to decoding messages in a media-saturated world. Updated with new examples throughout, it offers a plan of action for helping students to become responsible media consumers.

2014 • 536 pages
Paper (9781483306674) • £48.99

NEW!

MEDIA AND SOCIETY
Production, Content and Participation
Nicholas Carah and Eric Louw both at University of Queensland

This book unpacks the role of the media in social, cultural and political contexts and encourages students to reflect on the power relationships that are formed as a result. Structured around the three cornerstones of media studies: production; content; and participation, this is an ideal introduction to studies in media, culture and society which:

- evaluates developments in production, industries and platforms brought about by interactive media technologies
- examines shifting relationships between production and consumption instigated by the rise of social and mobile media
- explores the construction of texts and meanings via media representations, consumer culture and popular culture
- assesses the debates around the creative and cultural labour involved in meaning-making
- includes a companion website featuring discussion questions, links to web material, lists of further reading and free access to journal articles.

CONTENTS
Meaning, Representation and Power / The Industrial Production of Meaning / Power and Media Production / The Global Information Economy / Media and Communication Professionals / Making News / Politics and Communication Strategists / Producing and Negotiating Identities / Consumer Culture, Branding and Advertising / Popular Culture / Social Media, Interactivity and Participation / Mobile Media, Urban Space and Everyday Life / Constructing and Managing Audiences / Managing Participation

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UNDERSTANDING MEDIA ETHICS

David Horner University of Brighton

The blurring of boundaries between general public values and the values of media professionals has made media ethics an essential issue for media professionals, but also demonstrates how it must be intrinsically part of the wider public conversation. This book teaches students to navigate ethical questions in a digital society and apply ethical concepts and guidelines to their own practice.

Using case studies, judgement-call boxes and suggestions for further reading, Understanding Media Ethics clarifies the moral concepts in media contexts and enables students to apply them to practical decision-making through real-life worked examples.

Covering key topics such as: media freedoms; censorship; privacy; standards; taste; regulation; codes of practice; and the ethics of representation, this is an essential guide for students in journalism, media, communication and public relations.

CONTENTS


December 2014 • 272 pages
Cloth (9781849207881) • £75.00
Paper (9781849207881) • £24.99

UNDERSTANDING THE MEDIA

Third Edition

Eoin Devereux University of Limerick

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

NEW EDITION!

MEDIA AND CRIME

Third Edition

Yvonne Jewkes University of Leicester

Praise for the previous edition:

“Erudite, authoritative, interdisciplinary and always engaging, Yvonne Jewkes’ Media and Crime transports students to a genuinely interesting place and makes other textbooks seem rather dull in comparison. It looks set to remain a classroom favourite for some time to come.”

- Chris Greer, City University

This book critically examines the complex interactions between media and crime. Written with an engaging and authoritative voice, it guides students through all the key issues, ranging from news reporting of crime, media constructions of children and women, moral panics and media and the police to ‘reality’ crime shows, surveillance and social control.

This Third Edition:

• explores innovations in technology and forms of reporting, including citizen journalism
• examines the impact of new media including mobile, internet and digital technologies, and social networking sites
• features chapters dedicated to the issues around cybercrime and crime film, along with new content on terrorism and the media
• shows students how to research media and crime
• includes discussion questions, further reading suggestions and a glossary
• now features a companion website, complete with links to journal articles, relevant websites and blogs.

CONTENTS


February 2015 • 352 pages
Cloth (9781446272534) • £75.00
Paper (9781446272527) • £26.99

MEDIA AND COMMUNICATION

Second Edition

Paddy Scannell University of Michigan

Magisterial in scope, Media and Communication traces the historical development of media and communication studies. Paddy Scannell brings his vast knowledge and experience to lay bare the development of thinking about the media and communication in the US and Europe.

Lucid, engaging and provocative, this book invites students into a rich and critical reflection on where media studies have come from, and what is its profound impact on scholarship today.

This new edition:

• introduces readers to Barthes and his profound impact on media studies
• guides readers through the literature with an extended further reading list in each chapter
• brings history into the present with contemporary examples taken from new media technologies.

This is the essential guide to understanding the impact of media and communication studies.

November 2015 • 380 pages
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THE SAGE HANDBOOK OF TELEVISION STUDIES
Edited by Manuel Alvarado University of Luton, Milly Buonanno La Sapienza University of Rome, Herman Gray University of California, Santa Cruz and Toby Miller Cardiff University

Bringing together an international spread of contributors from across the United Kingdom, the United States, South America, Mexico and Australia, this handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption.

Separate chapters are dedicated to individually examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyzes the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption.

CONTENTS

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Living in a Media World
Fifth Edition

Ralph E Hanson
University of Nebraska at Kearney

Designed to give students the media literacy principles and critical thinking skills they need to become smart consumers of the media, Mass Communication provides comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis and fun, conversational writing.

March 2015 • 480 pages
Paper (9781483344751) • £58.00

GENDER, RACE, AND CLASS IN MEDIA
A Critical Reader
Fourth Edition

Edited by Gail Dines Wheelock College and Jean M Humez University of Massachusetts, Boston

This provocative reader integrates issues of power related to gender, race, and class into a range of articles examining the economic and cultural implications of mass media, including the political economy of media production, textual analysis, and media consumption.

April 2014 • 776 pages
Paper (9781452259062) • £52.00

SOCIAL MEDIA
A Critical Introduction

Christian Fuchs Westminster University

Now more than ever, we need to understand social media - the good as well as the bad. We need critical knowledge that helps us to navigate the controversies and contradictions of this complex digital media landscape. Only then can we make informed judgements about what’s happening in our media world, and why. Showing the reader how to ask the right kinds of questions about social media, Christian Fuchs takes us on a journey across social media, delving deep into case studies on Google, Facebook, Twitter, WikiLeaks and Wikipedia. The result lays bare the structures and power relations at the heart of our media landscape. This is the essential, critical guide for all students of media studies and sociology. Readers will never look at social media the same way again.

CONTENTS

2013 • 304 pages
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A data revolution is underway, one that is already reshaping how knowledge is produced, business conducted and governance enacted, as well as raising many questions concerning surveillance, privacy, security, profiling, social sorting and intellectual property rights. In contrast to the hype and hubris of much media and business coverage, The Data Revolution provides a synoptic and critical analysis of the emerging data landscape. Accessible in style, the book provides:

- an overview of big data, open data and data infrastructures
- an introduction to thinking conceptually about data, data infrastructures, data analytics and data markets
- a critical discussion of the technical shortcomings and the social, political and ethical consequences of the data revolution
- an analysis of the implications of the data revolution to academic, business and government practices.

CONTENTS
Conceptualising Data / Small Data, Data Infrastructures and Data Brokers / Open and Linked Data / Big Data / Enablers and Sources of Big Data / Data Analytics / The Governmental and Business Rationale for Big Data / The Reframing of Science, Social Science and Humanities Research / Technical and Organisational Issues / Ethical, Political, Social and Legal Concerns / Making Sense of the Data Revolution

August 2014 • 260 pages
Cloth (9781446287484) • £65.00
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Understanding Copyright

Intellectual Property in the Digital Age

Bethany Klein, Giles Moss and Lee Edwards all at University of Leeds

Taking a rounded view of the debates that have emerged over copyright in the digital age, this book:

• looks across a broad range of industries including music, television and film to consider issues of media power and policy
• features examples that have taken centre stage in the copyright debate, including legal cases against Napster and The Pirate Bay, the Creative Commons movement, and public protests against the expansion of copyright enforcement
• considers both the dominant voices and those who struggle to be heard, drawing on studies from around the world.

Offering a comprehensive overview of the contemporary issues surrounding intellectual property through the struggle over copyright, Understanding Copyright explores why disagreement is rife and how the policy-making process might accommodate a wider range of views.

CONTENTS
Introduction: Understanding Copyright in the Digital Age / A Brief History of Copyright: How We Got Here / Copyright and the Creative Economy: How the Cultural Industries Exert Influence / Technologies and Corporations in the Middle: How Internet Intermediaries are Drawn into the Debate / Creative Workers and Copyright: How Current and Future Creators Benefit from Cultural Labour / Consumers, Criminals, Patrons, Pirates: How Users Connect to Copyright / Copyright Policy: How Policy Represents (or Fails to Represent) Different Groups / The Future of Copyright: How We Can Learn from the Debate

April 2015 • 160 pages
Cloth (9781446285831) • £70.00
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OWNING THE WORLD OF IDEAS

Intellectual Property and Global Network Capitalism

Matthew David Durham
University and Debora Halbert
University of Hawaii at Manoa

Critically exploring the key and emergent themes in intellectual property (IP) in the contemporary world, the authors argue that:

• IP has become a core regulative principle in the construction and maintenance of global network capitalism
• Global network capitalism is wracked by a unique paradox - creating the very infrastructure that both promotes the significance and scope of IP, whilst at the same time enabling its subversion
• IP has become increasingly significant in attempts to regulate the actions of private individuals alongside interaction between commercial manufacturers.

CONTENTS

Key Concepts and Why They Matter So Much Today / History and Origins / Globalization / Copyright Controversies Today / Patent Problems / Trademark, Designs and Identifiers in Question / A Future For/Beyond IP?

SAgE SWIFTS

August 2015 • 119 pages
Cloth (9781473915763) • £45.00

THE SAGE HANDBOOK OF INTELLECTUAL PROPERTY

Single-Volume

Edited by Matthew David Durham
University and Debora Halbert
University of Hawaii at Manoa

This handbook brings together scholars from around the world to address the global significance of, controversies over and alternatives to intellectual property (IP) today. It brings together over 50 of the leading authors in this field across the spectrum of academic disciplines from law, economics, geography, sociology, politics and anthropology.

The volume addresses the full range of IP issues including copyright, patent, trademarks and trade secrets, as well as parallel rights and novel applications. In addition to addressing the role of IP in an increasingly information-based and globalized economy and culture, it also challenges the utility and viability of IP today and addresses a range of alternative futures.

CONTENTS


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CELEBRITY CULTURES
An Introduction
Lee Barron University of Northumbria
Offers a fresh insight into the field of celebrity studies by updating existing debates and exploring recent developments. From the PR campaigns of Alexander the Great to the election of Arnold Schwarzenegger as Governor of California, this book critically evaluates a number of diverse celebrity case-studies and considers what they reveal about contemporary global society. Taking into account issues such as gender, sexuality, ethnicity, economics, politics and the media, the book draws upon a range of cultural theorists including Theodore Adorno and Jean Baudrillard. Lee Barron:
- draws upon sociology, cultural theory, media analysis and celebrity commentary to explore and re-evaluate the study of celebrity
- examines the international appeal of celebrity including examples from India, China, South Korea and Indonesia
- includes chapter introductions identifying key points and annotated further reading suggestions.

CONTENTS

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RAYMOND WILLIAMS:
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With the permission of the Williams Estate, Williams’ 1983 title Towards 2000 has been re-entitled A Short Counter-Revolution: Towards 2000 Revisited, with Jim McGuigan adding a chapter that updates the original with a survey of developments since its publication.

January 2015 • 248 pages
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CULTURAL RELATIVISM
AND INTERNATIONAL POLITICS
Derek Robbins University of East London
Examines the changing and competing conceptualizations of the political and the social in the Western European intellectual tradition, in particular, the way in which political thought and its consequences in action have become divorced from social and cultural experience. ‘Everything is relative’ (Comte) and ‘everything is social’ (Bourdieu), not least international politics. eBook priced at £19.99 on Amazon and eBooks.com.

SAGE SWIFTS
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THE SAGE HANDBOOK
OF POPULAR MUSIC
Edited by Andy Bennett Griffith University
and Steve Waksman Smith College
A comprehensive, smartly-conceived volume that can take its place as the new standard reference in popular music. The editors have shown great care in covering classic debates while moving the field into new, exciting areas of scholarship.

- Will Straw, McGill University

The SAGE Handbook of Popular Music provides a highly comprehensive and accessible summary of the key aspects of popular music studies.

CONTENTS

February 2015 • 664 pages
Cloth (9781446210857) • £110.00

SAgE SwIFTS

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IDENTITY AND CAPITALISM

Marie Moran University College Dublin

Taking a new perspective on the standard story about the emergence of identity politics, Moran argues that the category of ‘identity’ became prominent only recently, and that what we now think of routinely as ‘personal identity’ actually only emerged with the explosion of consumption in the late 20th century.

November 2014 • 208 pages
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THE SAGE HANDBOOK OF FEMINIST THEORY

Edited by Mary Evans, Clare Hemmings, Marsha Henry, Hazel Johnstone, Sumi Madhok, Ania Plomien and Sadie Wearing all at London School of Economics & Political Science

Represents the state of the art in scholarship in feminist theory, covering epistemology and marginality, literary, visual and cultural representations, sexuality, the macro and microeconomics of gender, and conflict and peace. The authors bring a shared commitment to the critical appraisal of gender relations.

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William Davies Goldsmiths, University of London

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- Professor Nicholas Gane, University of Warwick

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About time! Two key experts in the field remind us of the significance and power of religion as bio-political and bio-economic. By deploying a novel examination of affects of pain, eroticism, charisma and intoxication we are given a vital understanding of how religion shapes our lives and desires

- Professor Beverley Skeggs, Goldsmiths, University of London

PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY
July 2014 • 208 pages
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UNDERSTANDING THE CHINESE CITY

Li Shiqiao University of Virginia

One thing is clear: in marginalising Chinese tradition and falling short of wholesale importation of Western cultural and political ideals and institutions, Chinese cities have become, in one sense, the scrapyard of half-hearted emulations and acts of resistance, appearing to be neither here nor there...

- Li Shiqiao, writing in the South China Morning Post

PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY
April 2014 • 264 pages
Cloth (9781446208823) • £75.00
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The acclaimed TCS book series is now in its 25th year. You can browse or download the full series catalogue at: sagepub.co.uk/tcsbooks
Journalism is the ‘must-have’ guide to everything students need to know about how journalism works. The new edition is fully updated to cover the new essentials: social media; the impact of Twitter; and the need for an ethical approach.

The book will equip students with all the skills and savvy they need to become the resourceful yet ethical journalists of the future. New and improved features will help them:

- get to grips with the huge impact of social and mobile media on how we gather information and tell stories
- grasp the rights and wrongs of journalism with a new chapter on ethics and regulation
- learn how to make the most of their skills with tips and advice from digital and other journalists
- think through ‘what would you do?’ in a new feature that takes them into the real world of journalism.

With each print copy of the new Third Edition, students receive FREE access to the interactive eBook edition offering on-the-go access to a wealth of digital resources including video tutorials from the author himself!

CONTENTS


March 2015 • 280 pages
Cloth (9781446274088) • £85.00
Paper & Interactive eBook (9781473930339) £26.99 (exclusive of VAT) • £27.99 (inclusive of VAT)

60 SECONDS WITH TONY HARCUP

What do you think will be the future of journalism?
I expect journalism will be as full of contradictions as it always has been - probably even more so. Many of the traditional career routes may change or even disappear, and who really knows which new technologies will prove to be truly transformational? But I’m confident that people will still be doing journalism in one form or another. Good journalists find things out, ask questions and tell interesting but accurate stories - the day we don’t need people doing that will be the day after humanity’s been wiped out.

What advice would you give a journalism graduate trying to get their first job?
If you’ve got the attitude, the skills, the contacts and the stories then just get on with doing journalism even while you’re looking for a paid job. Don’t talk about having a passion for journalism - show it. Then, when you get that job, join the union. Journalism can be an individualistic occupation but sometimes you need to know you’re not on your own.

What was the most enjoyable aspect of writing the Third Edition of Journalism: Principles and Practice?
Sitting down with journalists such as Cathy Newman and Andrew Norfolk, getting them to share their thoughts and their top tips.

And the hardest part?
Other than there never being enough hours in the day, it was probably filming the home-made videos for the eBook - I’m definitely more at home with the writing.
Fully updated to account for the role of online journalism, this Second Edition guides you through the essentials of website presentation, from headlines and standfirsts, to the use of smartphone images and links. An all-new chapter shows you how to use Twitter and online blogs to piece together a winning story, and up-to-date examples and exercises throughout encourage the analysis of the techniques used in a variety of recent news stories across a range of platforms.

CONTENTS
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2013 • 304 pages
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Taking you step-by-step through the key aspects of writing news on both print and online platforms, this book will equip you with all that you need to become an articulate, accurate and engaging journalist. Crucially, the book shows you how to:
- create an attention-grabbing intro or first paragraph
- structure the content of your story effectively
- use the appropriate language.

Fully updated to account for the role of online journalism, this Second Edition guides you through the essentials of website presentation, from headlines and standfirsts, to the use of smartphone images and links. An all-new chapter shows you how to use Twitter and online blogs to piece together a winning story, and up-to-date examples and exercises throughout encourage the analysis of the techniques used in a variety of recent news stories across a range of platforms.

CONTENTS
What Makes News? / Gathering the News / The Effective Intro / The Inverted Pyramid / News as a Conversation / Make it a News Story, Not a Narrative / Presentation and Headlines / Other Ways into the Story / Accuracy and Getting it Right / Choosing the Right Words / Writing for Clarity / Grammar and Punctuation / More News Models

2013 • 192 pages
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THE POLITICS OF FEAR
What Right-Wing Populist Discourses Mean

Ruth Wodak University of Lancaster

Populist right-wing politics is moving centre-stage, with some parties reaching the very top of the electoral ladder: but do we know why, and why now?

Ruth Wodak traces the trajectories of such parties from the margins of the political landscape to its centre. Laying bare the normalization of nationalistic, xenophobic, racist and anti-Semitic rhetoric, she builds a new framework for this ‘politics of fear’ that is entrenching new social divides of nation, gender and body. The result reveals the micro-politics of right-wing populism: how discourses, genres, images and texts are performed and manipulated in both formal and also everyday contexts with profound consequences.

This book is a must-read for scholars and students of linguistics, media and politics wishing to understand the dynamics that are re-shaping our political space.

CONTENTS

September 2015 • 248 pages
Cloth (9781446246993) • £70.00
Paper (9781446247006) • £23.99

60 SECONDS WITH RUTH WODAK

If you could have a conversation with any media or communication theorist from the past, who would you choose and what would you ask them?

I would love to talk to Roland Barthes and Stuart Hall. Both have contributed seminal work to the field. I would ask Roland Barthes to apply his fine-grained semiotic interpretation to the posters used by right-wing populist parties, especially the ‘infamous’ Swiss posters. I would also love to talk to Stuart Hall about the commodification of politics and the new media cultures related to such general social developments.

Which writers or researchers working today inspire you?

Theo van Leeuwen and Gunter Kress' work on multimodality has immensely influenced my thinking about the visualisation of politics. Jürgen Habermas’ brilliant and continuous writing about the future of Europe is very relevant to my work: specifically his critical perspective and his insights into the many contradictions between globalisation, on the one hand, and renationalising tendencies, on the other.

What advice would you give a media and communication studies student in 2015?

It is much more important to focus on social media, visual genres, and online resources, as well as comic books and fictional TV series. These genres seem to be influencing readers and viewers more in their opinions about, and attitudes to, politics than traditional genres.

What was the most enjoyable aspect of writing The Politics of Fear?

Although challenging in many ways, I was so happy when all the different pieces of the puzzle finally fell into place. There are so many different, context-dependent factors which influence the rise and success of right-wing populist parties which are at first confusing, but after much in-depth analysis finally make sense when attempting to explain recent political developments.

And the hardest part?

It is difficult and challenging to deal with racist, sexist, anti-Semitic and chauvinist rhetoric for a long time, to keep some analytical distance; frequently, I felt as if our societies were going back to a pre-enlightenment stage – which is very discouraging.
NEW EDITION!

PUBLIC RELATIONS
Concepts, Practice and Critique
Second Edition
Jacquie L’Etang  Queen Margaret University
A textbook with a twist, this book teaches you the concepts and practices that underpin public relations practices. But more than that, this book teaches you to be a thinking, critical practitioner – and why that is so important.
Updates to this edition include:
• deeper grounding in theory
• new chapters covering corporate social responsibility, ethics and historical perspectives
• a companion website providing both lecturer and student resources
• chapter podcasts taking students through applying theory to practice.
Innovative, refreshing, practical and fun, this is the book for learning to be a critical, reflective practitioner in PR.

CONTENTS
Public Relations and Interdisciplinary Perspectives / Critical Thinking and Critical Theory / Key Thinkers and Theories / Public Relations Histories / Ethics, Professionalism and Professionalisation / Image, Identity and Impression Management / Media Perspectives and Changing Landscapes / Management and Organization / Marketing and Advertising / Social Movements, Activism and Advocacy / Corporate Social Responsibility and Business Ethics / Conclusion: Public Relations and Society

SPORTS PUBLIC RELATIONS
Jacquie L’Etang  Queen Margaret University
Recognizing and emphasizing business and sociocultural influences, Sports Public Relations is a timely and unique examination of public relations in the sport industry. Along with providing a broad and well-researched theoretical foundation, L’Etang embeds throughout the text relevant examples and strategic applications of sports PR in practice

- Paul M Pedersen, Professor of Sport Management, Indiana University

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ONGOING CRISIS COMMUNICATION
Planning, Managing, and Responding
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W Timothy Coombs  University of Central Florida
In this integrated, multidisciplinary approach to the entire crisis communication process, Coombs explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. This latest edition includes new coverage of social media, social networking sites and terrorist threats.

March 2014  • 256 pages
Paper  (9781452261362)  • £44.99

EFFECTIVE CRISIS COMMUNICATION
Moving From Crisis to Opportunity
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