Media, Communication & Cultural Studies
2016 - 2017
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Welcome...

Welcome to the 2016 - 2017 catalogue for Media, Communication and Cultural Studies, disciplines which 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’re delighted to announce the new editions of our best-sellers, such as Paul Hodkinson, Media, Culture & Society, second edition (p.2), Christian Fuchs, Social Media, second edition (p.4) and Chris Barker & Emma Jane, Cultural Studies, fifth edition (p.8).

We believe in beautiful books, critical thinking and innovative resources that support research and teaching, and help shape the future of media studies. We continue to seek out the best in rigorous research and creative pedagogy so if you’re interested in writing or editing a project with us, we’d love to hear from you.

In the meantime, we hope you enjoy reading our books and journals this year. This catalogue includes only our most recent and best-selling titles, so if you can’t find what you’re looking for here, visit www.sagepub.co.uk where you can find full details of all of our books, journals and digital products.

The SAGE Media, Communication & Cultural Studies Team

@SAGEmedia_comm

Key new titles
**EXPLORING MEDIA RESEARCH**

*Andy Ruddock*  
*Monash University*

Studying the media means asking big questions: How do media make social reality and everyday life? How do we use the media to communicate with each other?

This book:  
- explains step-by-step how to do research to answer the ‘big’ questions about the media  
- covers all the key methods in media research, from content analysis to participant observation  
- gives students a strong start with defining their research questions  
- shows students what successful research looks like and how to achieve it  
- brings research to life with many vivid case studies, from Twitter and advertising, to getting youth to vote.

This is the essential guide for students starting their research, taking them through the full process from question to explanation.

**CONTENTS**

- Studying Media Research / Introduction: What is Research and Why Does It Matter?  
- How to Do Research with Little Time and No Money  
- Getting Started with Research  
- Research Ethics and Getting It Right  
- Understanding Media Research  
- Researching Media Influence  
- Researching Social Life  
- Researching Communication  
- Researching Values and Judgements  
- Doing Media Research  
- Researching Media Industries  
- Researching Texts  
- Researching Audiences  
- Researching Publics and Spaces  
- Researching Social Media and Big Data  
- Researching Media Policy  
- Conclusion: Why Research Matters

March 2017 • 264 pages  
Cloth (9781473902534) • £75.00  
Paper (9781473902541) • £24.99

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**MEDIA/SOCIETY**

*Industries, Images, and Audiences*  
*Sixth Edition*

*David Croteau*  
*Virginia Commonwealth University*  
*William Hoynes*  
*Vassar College*

The Sixth Edition retains its basic sociological framework, and now includes additional discussions of new studies and up-to-date material about the rapidly changing media landscape. This edition significantly expands on discussions of digitization, mobile media, user-generated content, the social impact of new media on society, and new media’s effect on traditional media outlets.

**CONTENTS**

- Studying Media Research / Introduction: What is Research and Why Does It Matter?  
- How to Do Research with Little Time and No Money  
- Getting Started with Research  
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- Understanding Media Research  
- Researching Media Influence  
- Researching Social Life  
- Researching Communication  
- Researching Values and Judgements  
- Doing Media Research  
- Researching Media Industries  
- Researching Texts  
- Researching Audiences  
- Researching Publics and Spaces  
- Researching Social Media and Big Data  
- Researching Media Policy  
- Conclusion: Why Research Matters

March 2017 • 426 pages  
Cloth (9781506315331) • £43.99  
Paper (9781506315348) • £47.00

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**MEDIA, CULTURE AND SOCIETY**

*An Introduction*

*Second Edition*

*Paul Hodkinson*  
*University of Surrey*

In his beautifully balanced, clear and broad-ranging account of a fast-changing field, Paul Hodkinson has successfully brought together myriad perspectives with which to critically analyse today’s media culture and media society:

- *Sonia Livingstone*, Professor of Media & Communication, LSE

Paul Hodkinson’s bestseller is back, once again explaining the concepts and complexities of the media in a friendly, balanced, highly engaging style. Additions to the Second Edition include:

- a new chapter on advertising and sponsorship  
- new material on media regulation, freedom of speech and fan cultures  
- more emphasis on and examples of digital, interactive and mobile media throughout  
- more discussion of media, identity and difference throughout  
- up-to-date examples covering everything from Twitter, news audiences and mobile technologies to media representations of class, youth and disability.

Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this Second Edition cements its reputation as the ‘must have’ text for any undergraduate student of media and communication studies.

**CONTENTS**

- Elements of Media  
- Media Technologies  
- Media Industry  
- Media Content  
- Media Users  
- Media, Power and Control  
- Media as Manipulation  
- Construction of News / Public Service or Personal Entertainment  
- Advertising and Sponsorship  
- Decline of the National Public: Commercialisation, Fragmentation, Globalisation  
- Media, Identity and Culture  
- Identity and Difference in Media Cultures  
- Media, Ethnicity and Diaspora  
- Media, Gender and Sexuality  
- Fans, Communities and Subcultures  
- Saturation, Fluidity and Loss of Meaning

December 2016 • 344 pages  
Cloth (9781473902350) • £80.00  
Paper (9781473902367) • £27.99
MEDIA AND SOCIETY
Production, Content and Participation
Nicholas Carah and Eric Louw both at University of Queensland

A cutting-edge, student focused introduction to the broad field of media, culture and society. Louw and Carah critically explore the emergence of interactive, social and mobile media, alongside established questions of production, content and participation.

INTRODUCTION TO MEDIA LITERACY
W James Potter University of California, Santa Barbara

An approachable, skills-focused student guide to building media literacy, helping students to become more knowledgeable about all facets of the media and more strategic users of media messages.

CONTENTS

TELEVISION CRITICISM
Third Edition
Victoria O'Donnell Montana State University

Covering rhetorical studies, cultural studies, representation, narrative theories, and postmodernism, this updated Third Edition reflects recent changes in the ways television is viewed across multiple devices and the impact of the Internet on television.

UNDERSTANDING MEDIA ETHICS
David Horner University of Brighton

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.
In terms of media and communication history, we are arguably in the midst of a ‘social media paradigm’. Well-known platforms like Twitter and Facebook have gone from being viewed as mere sites of teenage distraction to becoming an embedded ICT infrastructure in mainstream organizations across society, culture and the economy; such platforms, their uses and their politics are increasingly entangled with everyday life, work and relationships.

For the past decade, there has been a burgeoning interest in social media. This international handbook addresses the most significant research themes, methodological approaches and debates in this field. All chapters have been commissioned from leading scholars from a range of disciplinary perspectives centred on - but also extending beyond - the social sciences and humanities.

December 2016 • 576 pages
Cloth (9781473966826) • £85.00
Paper (9781473966833) • £26.99
SUPERCONNECTED: THE INTERNET, DIGITAL MEDIA, AND TECHNO-SOCIAL LIFE

Mary Chayko Rutgers University

What does it mean to live in a superconnected society? Superconnected: The Internet, Digital Media, and Techno-Social Life brings together insights about digital technology and society from the fields of sociology, communication, psychology, media and technology studies. The result is a groundbreaking analysis of contemporary social life as it is influenced by the internet, social media, and mobile devices.

Individual chapters explore topics such as how digital technology helped to shape the modern information age; information sharing and surveillance; digital socialization and development of the self; digital inequalities; global impacts; and the impact of the internet and digital media across social institutions. The author’s clear non-technical discussions and interdisciplinary synthesis make Superconnected an essential text for courses exploring how social life is affected when information and communication technology enter the picture.

CONTENTS
Superconnectedness / Creating the Internet Age / Inhabiting a Digital Environment / Sharing and Surveillance / Global Impacts and Inequalities / Techno-Socialization and the Self / Friendings, Dating, and Relating / The Techno-Social Institutions / More Benefits and Hazards of 24/7 Superconnectedness / Our Superconnected Future

April 2016 • 272 pages
Paper (9781452268798) • £30.99

CRAYONS AND IPADS

Debra Harwood Brock University

Crayons and Ipads examines the use of digital technology in the early stages of child development and the way in which learning techniques have evolved in classrooms across the world. Taking the position that tablets provide an accessible learning and instructional tool, Debra Harwood explores how tablets can be used to provoke, ignite and excite children’s interest in the world around them, arguing that it is through this engagement with technology that new discoveries are made and learning takes place.

Guiding readers through research-based insights into children’s thinking, interactions and being, Crayons and Ipads offers an important starting point upon which to build play and inquiry-based learning opportunities within early learning programs.

SAGE SWIFTS
November 2016 • 120 pages
eBook (9781473927131) • £13.99
Cloth (9781473915992) • £45.00

UNDERSTANDING COPYRIGHT

Intellectual Property in the Digital Age

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

Klein, Moss and Edwards call for a revitalized and deliberative democratic debate over the future of copyright. This clear, balanced and informative account of the current state of copyright in the digital age is itself a vital contribution to that debate.

- Matthew David, Durham University

April 2015 • 160 pages
Cloth (9781446285831) • £74.00
Paper (9781446285848) • £24.99

THE SAGE HANDBOOK OF INTELLECTUAL PROPERTY

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

Multi-disciplinary in its scope and global in its sweep... represents the state-of-the-art in scholarship around this important and rapidly growing area. It is essential reading for all researchers, students and policy-makers who are interested in the transformation of culture and capitalism in the global age.

- Majid Yar, University of Hull

2014 • 840 pages
Cloth (9781446266342) • £120.00

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Cultural & Creative Industries

OWNING THE WORLD OF IDEAS
Intellectual Property and Global Network Capitalism

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

A critical and interdisciplinary exploration of the role of international copyright in today's global, networked economy. Matthew David and Debora Halbert offer an incisive and powerful analysis of contemporary information capitalism.

SAGE SWIFTS
August 2015 • 136 pages
eBook (9781473922575) • £13.99
Cloth (9781473915763) • £45.00

CREATIVE ECONOMY AND CULTURE
Challenges, Changes and Futures for the Creative Industries

John Hartley Curtin University,
Australia and Cardiff University,
Wen Wen Shenzhen University and
Henry Siling Li Curtin University

Instead of confining cultural expression to artists and professionals, this book investigates creative new ideas from everyone, extending the idea of creative innovation beyond the confines of narrow definitions of the 'creative industries'. Looking at knowledge growth in developing and emerging countries, the productivity of creativity is seen as a global phenomenon. Creative Economy and Culture pursues the conceptual, historical, practical, critical and educational issues and implications.

The book is in three parts, looking at conceptual challenges, the forces and dynamics of change, and prospects for the future of creative work on a planetary scale.

CONTENTS

September 2015 • 264 pages
Cloth (9780857028785) • £24.99
Paper (9780857028778) • £12.99

MANAGING TODAY’S MEDIA NEWS

Audience First
Samir Husni, Debora Halpern Wenger
University of Mississippi and Hank Price
Northwestern University Media Management Center

Offers practical solutions on how to cope with and adapt to the evolving media landscape. The authors introduce a forward-looking framework for understanding why change is occurring and what it means to the business of journalism. Real-world case studies, theoretical grounding, and a focus on understanding rather than resisting the customer’s desire for choice and control make this an excellent resource for students who want to succeed in the current media business landscape.

CONTENTS
Audience First / Be The Brand / Audience Power / Newspapers / Magazines / TV / Online / Mobile / From Consumer to Producer / Show Me the Money / Road Map for the Future

September 2015 • 232 pages
Paper (9781452292571) • £40.99

MEDIA ETHICS AT WORK
True Stories from Young Professionals

Second Edition
Edited by Lee Anne Peck University of Northern Colorado and Guy S Reel Winthrop University

Media Ethics at Work helps students assemble a tool kit for dealing with ethical issues on the job. At the heart of the book are real-world case studies drawn from true stories of problems encountered by young professionals working in news, advertising, and public relations. Each story is presented as a narrative so students can ask: ‘What would I do if this happened to me?’ Introductory material provides a foundation in philosophical theory and moral reasoning, so by the time they’ve finished the book, students will feel prepared with an array of theoretical and practical approaches that will equip them with strategies for thinking on their feet.

CONTENTS

November 2016 • 376 pages
Paper (9781000315294) • £33.99
DIGITAL MEDIA AND INNOVATION
Management and Design Strategies in Communication
Richard A Gershon Western Michigan University

Takes an in-depth look at how smart, creative companies have transformed the business of media and telecommunications by introducing unique and original products and services.

CONTENTS

STRATEGIC MANAGEMENT IN THE MEDIA
Second Edition
Lucy Küng Jönköping International Business School

With the media industries facing unprecedented change and challenge from top to bottom, never has it been more vital to understand the elements of strategy and how they apply to media organizations. This new edition of Strategic Management in the Media:
• shows innovation, disruption and strategic adaptation in action, with a stronger focus on a case-based approach
• takes readers deep into case studies on BuzzFeed, The Guardian, Netflix, the New York Times, and the BBC
• explains strategic theory and concepts with insight and clarity
• shows the reader how to understand change and decision-making within media organizations.

Lucy Küng has again given us the essential guide to change and management in the media industries. This is the ideal text for students of media studies, media economics and media management.

THE CULTURAL INTERMEDIARIES READER
Edited by Jennifer Smith Maguire and Julian Matthews both at University of Leicester

A rich selection of readings that expose the shadowy underworld of critics, bloggers, tweeters and stylists who have become essential guides to the good life of cultural consumption... a long overdue examination of how cultural intermediaries work, and how their work supports the new capitalist economy.

- Sharon Zukin, Brooklyn College and City University

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THE SECULAR RELIGION OF FANDOM

Pop Culture Pilgrim
Jennifer Otter Bickerdike
Buckinghamshire New University

A timely and often provocative examination of a phenomenon that has always been with us, and yet feels suddenly new again. Jennifer Otter Bickerdike asks why we seek solace, spiritual fulfillment, and connectedness in spaces that are not traditionally religious in nature, creating our own sacred spaces as we go.

- Katherine Larsen, Editor, Journal of Fandom Studies

CONTENTS
Introduction: Mecca for Muggles / Symbolic Pilgrimage / Mr. Mojo Risin’ / For the Love of Blood Suckers / The Mighty Hoards

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October 2015 • 120 pages
eBook (9781473912663) • £13.99
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CELEBRITY CULTURES
An Introduction
Lee Barron
Northumbria University

Critically evaluates a number of diverse celebrity case-studies and considers what they reveal about contemporary global society. Historically and sociologically grounded, it takes into account issues such as gender, sexuality, ethnicity, economics, politics and the media.

2014 • 216 pages
Cloth (9781446249260) • £74.00
Paper (9781446249277) • £24.99

RAYMOND WILLIAMS ON CULTURE AND SOCIETY
Essential Writings

Edited by Jim McGuigan
University of Loughborough

The work of Raymond Williams remains hugely influential, not just in the humanities but across the social sciences too. This collection introduces a new generation of students to a major figure in sociology, media studies and cultural studies.

2014 • 368 pages
Cloth (9781849207706) • £93.00
Paper (9781849207713) • £31.99

May 2016 • 760 pages
Cloth (9781473919440) • £100.00
Paper (9781473919457) • £34.99
THE SAGE HANDBOOK OF DIPLOMACY
Edited by Costas M Constantinou University of Cyprus, Pauline Kerr Australian National University and Paul Sharp University of Minnesota, Duluth
This handbook provides a major thematic overview of diplomacy and its study that is theoretically and historically informed and in sync with the current and future needs of diplomatic practice.
Original contributions from a brilliant team of global experts are organised into four thematic sections:
Section I: Diplomatic Concepts & Theories
Section II: Diplomatic Institutions
Section III: Diplomatic Relations
Section IV: Types Of Diplomatic Engagement
August 2016 • 624 pages
Cloth (9781446298565) • £110.00

THE SAGE HANDBOOK OF DIGITAL JOURNALISM
Edited by Tamara Witschge University of Groningen, C W Anderson College of Staten Island, CUNY, David Domingo Université Libre de Bruxelles and Alfred Hermida University of British Columbia
The production and consumption of news in the digital era is blurring the boundaries between professionals, citizens and activists. Actors producing information are multiplying, but still media companies hold central position. Journalism research faces important challenges to capture, examine and understand the current news environment.
The SAGE Handbook of Digital Journalism starts from the pressing need for a thorough and bold debate to redefine the assumptions of research in the changing field of journalism. By addressing both institutional and non-institutional news production, providing ample attention to the question ‘who is a journalist?’, discussing changing practices of news audiences in the digital era and including a section on methodological issues and new tools for research, the handbook shapes the field and defines the roadmap for the research challenges that scholars will face in the coming decades.
CONTENTS
Part I: Changing Contexts / Part II: News Practices In The Digital Era / Part III: Conceptualizations Of Journalism / Part IV: Research Strategies
May 2016 • 594 pages
Cloth (9781473906532) • £110.00

JOURNALISM NEXT
A Practical Guide to Digital Reporting and Publishing
Third Edition
Mark Briggs KING-5 Television, Seattle
The most informed, practical, and succinct guide to digital technology for journalists. Journalism Next, Third Edition, is a forward-thinking, accessible text that prepares today’s journalists for tomorrow’s media landscape transformations.
CONTENTS
Unit One: Basics / Introduction: Journalism is About People, Not Technology / We Are All Web Workers Now / Blogging and Microblogging: Publish, Distribute and Connect / Crowd-Powered Collaboration / Going Mobile / Unit Two: Multimedia / Visual Storytelling with Photographs / Making Audio Journalism Visible / Telling Stories with Video / Unit Three: Editing and Decision Making / Data-Driven Journalism and Digitizing Your Life / Building a Digital Audience for News
August 2015 • 368 pages
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Tony Harcup University of Sheffield
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and **Jean Grow**  
Marquette University

A popular student guide to the realities of the creative process in advertising. Altstiel and Grow get right to the point by stressing key principles and practical information students and working professionals can really use.

**CONTENTS**


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**CRISIS COMMUNICATION AND CRISIS MANAGEMENT**

*Principles of Ethical Practice*

**Burton St John III** and **Yvette E Pearson**  
both at Old Dominion University

The first text to introduce students to the fundamentals crisis communication using an ethical approach, integrating ethical reasoning into all the key steps that communicators must take to successfully manage a crisis. The book combines comprehensive coverage of the key skills, concepts and theories with an extensive collection of case studies.

**CONTENTS**


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**Natalie Canavor**  
New York University

In this practical, reader-friendly guide, Natalie Canavor shows students how to use strategic writing to achieve immediate and long-term goals in all media. The book will help students to better understand the business world and will show them how best to communicate in order to achieve their aims in today’s highly competitive work environment.

**New to this edition:**

- a new chapter on Applying Journalism and PR Techniques explores writing methods used by professional journalists and PR specialists, including how to create media releases and talking points, find information, and interview effectively
- new ‘View from the Field’ boxes feature advice from professionals who share their first-hand insights on a range of cutting-edge communication tactics
- new Success Tip boxes give readers practical ideas for succeeding in the workplace and leveraging their communication skills
- updated coverage includes timely topics such as navigating generational differences.

**Business Writing Today** provides a structured, step-by-step process to plan, write, and edit successful messages, business documents, reports, emails, digital media and self-marketing materials.

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May 2015  • 384 pages  
Paper  (9781483358666)  • £28.99

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A Critical Approach

Second Edition

Dennis K Mumby The University of North Carolina at Chapel Hill

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April 2017 • 432 pages
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2014 • 320 pages
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GLOBAL COMMUNICATION
Cees J Hamelink University of Amsterdam

Comprehensive in its scope and scale, rigorously argued and richly illustrated with wide-ranging examples, this clearly written and user-friendly book from a veteran commentator on international communication will be valuable for students and scholars. Strongly recommended.

- Daya Thussu, University of Westminster

2014 • 296 pages
Cloth (9781849204231) • £74.00
Paper (9781849204248) • £24.99

REPRESENTATION
Cultural Representations and Signifying Practices
Second Edition

Edited by Stuart Hall, Jessica Evans
The Open University and Sean Nixon
University of Essex

This is simply a magnificent collection of chapters, laced together under the guiding light of Stuart Hall’s outstanding scholarship.

- Angela McRobbie, Goldsmiths, University of London

A new edition of one of the most popular and influential books ever written in media and cultural studies. This seminal text remains an indispensable and inspirational resource for students and teachers alike.

2013 • 440 pages
Cloth (9781446209257) • £89.00
Paper (9781446209264) • £29.99

THE CULTURAL INDUSTRIES
Third Edition

David Hesmondhalgh University of Leeds

At once brilliant and accessible, it is without peer when it comes to detailing the big picture and complex nuances of how cultural industries work. Every student of the media should have this book on their shelf.

- Jennifer Holt, University of California, Santa Barbara

2012 • 480 pages
Cloth (97818446209257) • £87.00
Paper (9781446209264) • £29.99
HOW TO DO CRITICAL DISCOURSE ANALYSIS
A Multimodal Introduction

David Machin Örebro University and
Andrea Mayr Queen’s University Belfast

Written for students without prior knowledge of linguistics, this is a toolkit for doing critical language and image analysis. Using examples from both traditional and new media, it enables students to analyze and understand the relationship between language, discourse and social practices.

2012 • 240 pages
Cloth (9780857028914) • £72.00
Paper (9780857028921) • £25.99

INTRODUCING INTERCULTURAL COMMUNICATION
Global Cultures and Contexts

Second Edition
Shuang Liu University of Queensland,
Zala Volcic Pomona College and
Cindy Gallois University of Queensland

This new edition provides a very comprehensive and most up-to-date account of the key concepts and current issues in intercultural communication to accommodate the changing practice in an increasingly digitized age.

-Dr Richard Xiao, Senior Lecturer of Linguistics and English Language, Lancaster University

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London School of Economics & Political Science
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VISUAL METHODS IN SOCIAL RESEARCH
Second Edition
Marcus Banks and David Zeitlyn
both at University of Oxford

The Second Edition of this popular text confirms the book’s status as an important forerunner in the field of visual methods. Combining the theoretical, practical, and technical the authors discuss changing technologies, the role of the internet and the impact of social media. Presenting an interdisciplinary guide to visual methods they explore both the creation and interpretation of visual images and their use within different methodological approaches.

This clear, articulate book is full of practical tips on publishing and presenting the results of visual research and how to use film and photographic archives. It will be an indispensable guide for anyone using or creating visual images in their research.

New to this edition:
- more interdisciplinary examples
- increased range of methods to be discussed
- more practical advice, appearing earlier in the text
- more engagement with technology and social media
- more discussion of issues surrounding ethics
- reorganization of structure to better map against courses
- improved layout and clearer images

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Reading Pictures / Encountering the Visual / Material Vision / Research Strategies / Making Images / Presenting Research Results / Perspectives on Visual Research

May 2015 • 206 pages
Cloth (9781446269756) • £85.00
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ANALYSING TEXT AND DISCOURSE IN THE SOCIAL SCIENCES
Göran Bergström and Kristina Böréus
both at Stockholm University

A unique anthology of the key methodological approaches to text and discourse analysis, this book helps all social science students compare and contrast the methodologies and determine the one most appropriate for their own works.

Every chapter contains not just the basic information and general approach to each methodology, but also discusses its advantages and disadvantages, problems with ontology and language, and the relationship to studying social phenomenon. Each chapter also includes a step-by-step demonstration of how the method works through real-world examples from existing studies and contemporary research. To ensure students internalize the ‘who-what-when-where-and-why’ of each approach, the chapters conclude with provocative summaries, exercises and suggested further readings.

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February 2017 • 336 pages
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Second Edition
Kimberly A Neuendorf
Cleveland State University

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- a range of examples from across the social sciences, for true interdisciplinary breadth
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The interviews for this book are based on the Social Science Bites series of podcasts, which can be freely accessed at www.socialsciencespace.com, and subscribed to via iTunes. Social Science Bites was inspired by the series founded by David and Nigel in 2007 and has so far had 26 million downloads.

December 2015 • 184 pages
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EXAGGERATED CLAIMS?

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David Walker

What is the role of the state in distributing research money? How do ‘arm’s-length’ funding agencies relate to public policy and business? This original study looks at the main social science funding agency in the UK, which was established 50 years ago. It examines how funding decisions are related to power. Walker asks the tricky question, why has social science research not achieved a more salient role in state policy formation and management strategy; is the funding agency responsible?

Insightful, engrossing and highly original, the book will be required reading for anyone who has written or will write a social science research bid and, more widely, for students of power, knowledge and culture.

December 2016 • 128 pages
Cloth (9781473942233) • £55.00
Paper (978147393967045) • £26.99

ANALYZING TALK IN THE SOCIAL SCIENCES

Narrative, Conversation and Discourse Strategies

Katherine Bischoping and Amber Gazso both at York University

An absolute treat. Its engaging style, its comprehensive content, its clear logic, its brilliant use of examples and, above all, its enormous value to qualitative researchers of all stripes add up to me wishing it had been available years ago!

- Jo Brewis, School of Management, University of Leicester

Helping readers choose strategies for qualitative analysis that best suit their research, this book walks readers through key decisions, provides actionable game plans and highlights the advantages and challenges of the main approaches. It is packed full of real examples designed to showcase the different tools that might be used to meet research objectives.

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November 2015 • 240 pages
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DISCOURSE AND NARRATIVE METHODS

Theoretical Departures, Analytical Strategies and Situated Writings

Mona Livholts Linköping University and Maria Tamboukou University of East London

This textbook constitutes a unique introduction to two major influential theoretical and methodological fields - discourse and narrative methods - and examines them in their interrelation. It offers readers an orientation within the broad and contested area of discourse and narrative methods and develops concrete analytical strategies for those who wish to explore both or one of these fields. The book:

• maps the theoretical influence from poststructuralist, postmodern, postcolonial and feminist ideas
• acts as a guide to the most central analytical approaches, supported by concrete examples of analytical strategies
• offers deeper insight into discourse and narrative methods within media and society, gender and space and autobiography and life writing.

CONTENTS


April 2015 • 232 pages
Cloth (9781446269701) • £89.00
Paper (9781446269701) • £29.99
INNOVATIONS IN DIGITAL RESEARCH METHODS

Edited by Peter Halfpenny and Rob Procter
University of Warwick

This cutting-edge volume provides an accessible introduction to innovative digital social research tools and methods that harness this ‘data deluge’ and successfully tackle key research challenges. Contributions from leading international researchers cover topics such as:

- qualitative, quantitative and mixed methods research
- data management
- social media and social network analysis
- modeling and simulation
- survey methods
- visualizing social data
- ethics and e-research
- the future of social research in the digital age.

This vibrant introduction to innovative digital research methods is essential reading for anyone conducting social research today.

CONTENTS

- Ethnography
- Section VIII: Online Secondary Analysis: Resources And Methods
- Section V: Digital Quantitative Analysis
- Section VI: Digital Text Analysis
- Section VII: Virtual Ethnography
- Section VIII: Online Secondary Analysis: Resources And Methods
- Section IX: The Future Of Online Social Research

This sharp, innovative book champions the rising significance of ethnographic research on the use of digital resources around the world. It contextualizes digital and pre-digital ethnographic research and demonstrates how the methodological, practical and theoretical dimensions are increasingly intertwined.

The authoritative team of authors clearly sets out how to research localities, objects and events as well as providing insights into exploring individuals’ or communities’ lived experiences, practices and relationships.

CONTENTS

- Ethnography in a Digital World
- Researching Experiences
- Researching Relationships
- Researching Social Worlds
- Researching Localities
- Researching Events

This book brings together a hugely stimulating set of examples to inspire ethnographers working in contemporary media-saturated worlds. The pioneering authorial team use their wealth of material to great effect in outlining strategies ethnographers can use to develop theoretically rich insights into the digital.

- Christine Hine, Department of Sociology, University of Surrey

October 2015 • 216 pages
Cloth (9781473902374) • £75.00
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NETNOGRAPHY
Redefined
Second Edition
Robert V Kozinets York University

In this updated new edition, Robert V Kozinets explains how to use ‘netnography’ to study cultures and communities online. The book includes full procedural guidelines for the accurate and ethical conduct of ethnographic research online, with detailed, step-by-step guidance to thoroughly introduce, explain and illustrate the method.

The author surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on blogging, microblogging, videocasting, podcasting, social networking sites, virtual worlds, and more. The new edition has been expanded to include:

• detailed guidance for researchers on how to combine online and in-person ethnographic methods to fully explore a social phenomenon
• more focus on specific kinds of social media data from sites such as Facebook and Twitter
• more specific examples of how netnography can be used in different social science fields, such as media studies, sociology, anthropology, nursing and education
• a discussion of the ways in which communal and cultural social identities are constantly being transformed by combinations of traditional and social media.

CONTENTS
Networked Sociality / Researching Networked Sociality / Netnography Redefined / Planning and Preparation / Ethics / Data Collection / Researcher Participation in Data Collection and Creation / Data Analysis and Interpretation / Representation / Humanist Netnography

INTERNET RESEARCH METHODS
Second Edition
Claire Hewson The Open University, Carl Vogel Trinity College, University of Dublin and Dianna Laurent Southeastern Louisiana University

This book presents a state-of-the-art guide to the internet as a tool for conducting research in the social and behavioural sciences using qualitative, quantitative and mixed methods approaches. New to this edition:

• fully re-written to reflect the emergence of Web 2.0 technologies
• expanded coverage of web surveys for data collection
• unobtrusive methods to harvest data from online archives and documents
• new practical tools and resources, where to find them, and how to keep up-to-date with new developments as they emerge
• new chapter on research ethics and discussion of ethical practicalities throughout.

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