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We know, from talking to you over the years, that there is no one way of teaching and researching media and cultural studies and it is a constant challenge to keep pace with the latest trends, technologies and debates.

This is a discipline that has expanded and reconfigured in ways we could have not predicted even a decade ago, with niche topics now becoming mainstream and classic theories now becoming extinct.

Trying to match the diversity and dynamism of the field, we are constantly seeking ways to stay current and produce beautiful books with a critical edge and innovative resources that support your research and teaching and help you shape the future of media and cultural studies.

And so, we are delighted to announce new editions of our bestsellers as well as brand new titles in exciting areas: David Hesmondhalgh, Cultural Industries, Fourth Edition (p. 7), Liu et al., Introducing Intercultural Communication, Third Edition (p. 10), Per Ledin and David Machin, Doing Visual Analysis (p. 15) and Andrew McStay, Emotional AI (p. 3).

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 this year.

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INTRODUCING MEDIA PRACTICE
The Essential Guide
Matthew Kerry Nottingham Trent University, University of Derby and Georgia Stone Nottingham Trent University

Taking readers from media students to media professionals, Introducing Media Practice brings together the ‘why’ and the ‘how to’ of media studies. It explains how adding theory to practice improves students’ media projects, and shows them how to develop the kind of project skills they need for a career in the creative and media industries. With a clear, easy-to-follow structure, the book:

- Covers the full range of media practice skills, from building production teams and writing briefs, through audience research and scripting, to production, distribution and evaluation
- Offers a range of exercises for both the classroom and independent learning, helping students put their learning into practice, build their confidence and establish a portfolio
- Includes a glossary of key terms, helping students to get to grips with the concepts they need to know to succeed

By bridging the gap between theory and practice, this book provides students with a richer understanding of both. It is the ideal guide to succeeding in a media degree, enhancing employability, and preparing students for a career in the creative and media industries.

CONTENTS

February 2018 • 224 pages
Cloth (9781473906518) • £26.99
Paper (9781473906501) • £22.99

PRIVACY AND THE MEDIA
Andrew McStay Bangor University

‘A thoughtful survey of the privacy landscape. McStay reviews the intricate tensions and seeming contradictions to offer an accessible book for anyone curious about the contemporary debates in privacy.’

– danah boyd, founder of Data & Society

In an increasingly interconnected world, it’s more important than ever to understand how information about ourselves is being collected, transmitted, processed and mediated.

Privacy and the Media provides a comprehensive overview of both the theory and reality of privacy and the media in the 21st century. Providing a rich overview of this crucial and topical relationship, this book:

- Explores the foundational topics of journalism, the Snowden leaks and encryption by companies such as Apple
- Considers commercial applications including behavioural advertising, big data and the role of platforms such as Google and Facebook
- Introduces the role of the body with discussions of emotion, wearable media, peer-based privacy and sexting
- Encourages students to put their understanding to work with suggestions for further research

Privacy and the Media is not a polemic on privacy as ‘good’ or ‘bad’, but a call to assess the detail and the potential implications of contemporary media technologies and practices. It is essential reading for students and researchers of digital media, social media, digital politics and the creative and cultural industries.

CONTENTS

March 2017 • 224 pages
Cloth (9781473924932) • £76.00
Paper (9781473924932) • £24.99

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Visit our new discipline page where we’ll be sharing free hints, tips, and resources from our authors and editors, providing news on and free content from our books, and highlighting the latest research from our journals.

sagepub.co.uk/communication-media-studies
RACISM AND THE MEDIA

Gavan Titley National University of Ireland Maynooth

New media have radically altered our understanding of racism, so that an issue that has too often been assumed to belong to the past has been thrust into the contemporary mainstream. In light of the clear impact of both traditional and new media on Brexit in the UK and the Trump Presidency in the US, it is imperative for students of media and public discourse to examine the role played by the media in the generation, circulation and contestation of racist ideas. In Racist and the Media, Gavan Titley:

• Explains why racism is such a complex and contested concept
• Provides a set of theoretical and analytical tools with which to interrogate the empirical world of racism and media
• Demonstrates methods’ application through a wide range of case studies, taking in examples from the UK, US, Europe and Australia
• Examines the rise and impact of online and social media racism
• Invites readers to confront tensions in their own experiences of racism and media

This book is an essential companion for students of media, communications, sociology and cultural studies.

CONTENTS

Introduction: Racism, Everywhere and Nowhere? / Racisms In a ‘Post-Racial’ Era / Analyzing Racism In the Media / Organized Racism Goes Online / Hate Speech and Freedom of Expression / Racialization In a Transnational Media Environment / Social Media and Everyday Racism / Anti-Racisms In Media Institutions and Media Practice

November 2018 • 200 pages
Cloth (9781446298534) • £70.00
Paper (9781446298541) • £23.99

THE SAGE HANDBOOK OF WEB HISTORY

Edited by Niels Brügger Aarhus University and Ian Milligan University of Waterloo

The Web has been with us now for almost 25 years. An integral part of our social, cultural and political lives, ‘new media’ is simply not that new anymore. Despite the rapidly expanding archives of information at our disposal, and the recent growth of interest in web history as a field of research, the information available to us still far outstrips our understanding of how to interpret it.

This handbook marks the first comprehensive review of this subject to date. Its editors emphasise two main different forms of study: the use of the web as an historical resource, and the web as an object of study in its own right. Bringing together all the existing knowledge of the field, with an interdisciplinary focus and an international scope, this is an incomparable resource for historians and students alike.

The chapters are organised into six parts:

• Part One: Web and Historiography
• Part Two: Theoretical and Methodological Reflections
• Part Three: Technical and Structural Dimensions of Web History
• Part Four: Platforms on the Web
• Part Five: Web History and Users, some Case Studies
• Part Six: The Roads Ahead

December 2018 • 704 pages
Cloth (9781473971103) • £120.00

EMOTIONAL AI

The Rise of Empathic Media

Andrew McStay Bangor University

What happens when media technologies are able to interpret our feelings, emotions, moods and intentions? In this cutting edge new text, Andrew McStay explores that very question and argues that these abilities result in a form of technological empathy. Offering a balanced and incisive overview of the issues raised by ‘emotional AI’, this book:

• Provides a clear account of the social benefits and drawbacks of new media technologies
• Demonstrates through empirical research how ‘emphatic media’ have been developed and introduced by companies such as Amazon, Apple and Facebook
• Helps students understand the potential implications through a range of topical case studies
• Calls for a more critical approach to the roll-out of emotional AI in public and private spheres

Combining established theory with original analysis, this book will change the way people view, use and interact with new technologies. It should be required reading for students and researchers in media, communications and throughout the social sciences.

CONTENTS

Introducing Empathic Media / Situating Empathy / Group Sentimentality / Spectrum of Emotions: Gaming the Body / Leaky Emotions: The Case of Facial Coding / Priming Voice-Based AI: I Hear You / Affective Witnessing: VR 2.0 / Advertising, Retail and Creativity: Capturing the Flâneur / Personal Technologies That Feel: Towards a Novel Form of Intimacy / Empathic Cities / Politics of Feeling Machines: Debating De-Identification and Dignity / Conclusion: Dignity, Ethics, Norms, Policies and Practices / Appendices / References

May 2018 • 248 pages
Cloth (9781473971110) • £75.00
Paper (9781473971103) • £26.99

MEDIA/SOCIETY

Industries, Images, and Audiences

Sixth Edition

International Student Edition

David R. Croteau Virginia
Commonwealth University

Exploring the relationship between media and society, this text helps students develop the skills they need to critically evaluate conventional perspectives and their own assumptions about the social role of media.

The sixth edition features 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.

October 2018 • 426 pages
Paper (9781506390789) • £54.00
New, digital and social media

THE SAGE ENCYCLOPEDIA OF THE INTERNET

Three-Volume Set

Edited by Barney Warf
University of Kansas

The Internet needs no introduction, and its significance today can hardly be exaggerated. Today, more people are more connected technologically to one another than at any other time in human existence. For a large share of the world’s people, the Internet, text messaging, and various other forms of digital social media such as Facebook have become thoroughly woven into the routines and rhythms of daily life. The Internet has transformed how we seek information, communicate, entertain ourselves, find partners and, increasingly, it shapes our notions of identity and community. This encyclopedia provides the most comprehensive collection of authoritative entries on the Internet available, written in a style accessible to academic and non-academic audiences alike.

July 2018 • 1064 pages
Cloth (9781473926615) • £315.00
Special Introductory Price: £250.00

UNDERSTANDING SOCIAL MEDIA

Second Edition

Sam Hinton University of Canberra
Larissa Hjorth RMIT University

Exploring questions of both exploitation and empowerment, Understanding Social Media provides a critical conceptual toolbox for navigating the evolution and practices of social media.

Taking an interdisciplinary and intercultural approach, it explores the key themes and concepts, going beyond specific platforms to show students how to place social media more critically within the changing media landscape.

Updated throughout, the second edition of this bestselling text includes new and expanded discussions of:

• Qualitative and quantitative approaches to researching social media
• Datafication and algorithmic cultures
• Surveillance, privacy and intimacy
• The rise of apps and platforms and how they shape our experiences
• Sharing economies and social media publics
• The increasing importance of visual economies
• AR, VR and social media play
• Death and digital legacy

Tying theory to the real world with a range of contemporary case studies throughout, this book is essential reading for students and researchers of social media, digital media, digital culture and the creative and cultural industries.

CONTENTS
Introduction / PART I: ECONOMIES AND HISTORIES / Histories of Social Media / Approaches to Social Media / Sharing Economies on Social Media / PART II: CULTURES / Intimate Publics on Social Media / Visualizing Social Media / PART III: PRACTICES / Social Media Play and Mixed Reality / Death, Afterlives and Digital Legacy / Conclusion

December 2018 • 208 pages
Cloth (9781526425966) • £75.00
Paper (9781526425966) • £26.99

NEW EDITION!

THE SAGE HANDBOOK OF SOCIAL MEDIA

Edited by Jean Burgess Queensland University of Technology, Alice Marwick University of North Carolina at Chapel Hill and Thomas Poell University of Amsterdam

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 embedded ICT infrastructure in mainstream organisations 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 highly international handbook addresses the most significant research themes, methodological approaches and debates in this field via substantial chapters specially commissioned from leading scholars coming from a range of disciplinary perspectives extending beyond the social sciences and humanities.

CONTENTS

November 2017 • 662 pages
Cloth (9781473925627) • £120.00
Paper (9781473925627) • £35.99

NEW EDITION!

SUPERCONNECTED: THE INTERNET, DIGITAL MEDIA, AND TECHNO-SOCIAL LIFE

Second Edition

Mary Chayko Rutgers University

This book brings together knowledge from the many literatures in which the author has been immersed (sociology, communication, media and technology studies) to examine social life that is mediated by various digital technologies: the Internet, social media and mobile devices.

December 2017 • 288 pages
Paper (9781506394855) • £35.99
THEORIZING DIGITAL CULTURES
Grant D. Bollmer

The rapid development of digital technologies continues to have far-reaching effects on our daily lives. This book explains how digital media—in providing the material and infrastructure for a host of practices and interactions—affect identities, bodies, social relations, artistic practices and the environment.

Theorizing Digital Cultures:
- Shows students the importance of theory for understanding digital cultures and presents key theories in an easy-to-understand way
- Considers the key topics of cybernetics, online identities, aesthetics and ecologies
- Explores the power relations between individuals and groups that are produced by digital technologies
- Enhances understanding through applied examples, including YouTube personalities, Facebook’s ‘like’ button and holographic performers

Clearly structured and written in an accessible style, this is the book students need to get to grips with the key theoretical approaches in the field. It is essential reading for students and researchers of digital culture and digital society throughout the social sciences.

CONTENTS

September 2018 • 256 pages
Cloth (9781473966925) • £85.00
Paper (9781473966932) • £26.99

UNDERSTANDING NEW MEDIA
Second Edition
Eugenia Siapera Dublin City University

‘An extremely well constructed, accessible and wide ranging account of the consequences of living in an increasingly networked world.’
- Martin Everett, University of Manchester

New media touch every aspect of our social, political and cultural spheres, but the more familiar they become in our lives, the more difficult they become to grasp critically. It has never been more important to understand and explain the complexity of our digital world. The new edition:
- Outlines the past, present and future of new media, introducing key thinkers and theories along the way
- Engages students with relevant and up-to-date case studies, ranging from Twitter, zombie media, trolling, the iPad and the rise of the selfie
- Gets students started on their projects with guided research activities
- Provides guided further reading, enabling students to extend their studies beyond the classroom

Understanding New Media is a perfect guide for all students to explore new media and digital culture.

CONTENTS
Preface / Understanding New Media / The Political Economy of New Media / Politics and Citizenship / Divides, Participation and Inequality / New Media Uses and Abuses / Security, Surveillance and Safety / New Media and Journalism / Mobile Media and Everyday Life / New Media and Identity / Socialities and Social Media / Games and Gaming / The Future of New Media

December 2017 • 336 pages
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I look forward to learning more during future advanced courses.

- Dr Jason Jackson, Learner on Introduction to Python for Social Scientists
Theories: from social media and cyber-optimism, to online social

Looks at the ways in which the internet shapes musical consumption,

Takes readers deep into case studies on BuzzFeed, The Guardian,

Tools: from digital ethnography, social network analysis and text-

Considers the impact of music production technologies such as MIDI,

Topics: from emotion, participation and the public sphere, to the

What is digital society?

In the early 21st century, digital media and the social have become

Neatly divided into three sections, Digital Media and Society expertly

leads students through:

• Theories: from social media and cyber-optimism, to online social

interaction and social change

• Topics: from emotion, participation and the public sphere, to the

impact of data, software and mobile technology

• Tools: from digital ethnography, social network analysis and text-

mining, to guidance on digital ethics and mixing methods

With succinct explanations of key concepts and theories, practical

exercises to aid understanding and application and suggested further

reading sections to guide students through the literature and enhance

their own research, this is a must-have resource for all students of the
digital society.

CONTENTS

PART I: THEORIES / Digital Society / Social Media / Cyber Debates / Interaction and

Identity / Communities and Networks / PART II: TOPICS / Digital Visuality and Visibility

/ Feeling Digital / Digital Citizenship / Digital Power and Exploitation / Digital Activism / Mobile

Culture / Software, Algorithms and Data / PART III: TOOLS / Digital Social Research /
The Research Process / Digital Ethnography / Mapping and Mining Digital Society / PART

IV: CONCLUSION / A Theory of Digital Media and Social Change

May 2017 • 328 pages

Paper (9781473925014) • £26.99

Cloth (9781473925007) • £75.00

New, digital and social media / Creative Industries

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DIGITAL MEDIA AND

SOCIETY

Simon Lindgren

Professor of Sociology at Umeå University

What can flame-throwing squirrels tell us about human emotion? Can social media

empower political activism? How has the internet changed the way we form our

identities? Do algorithms have a social role?

What is digital society?

From shifts in format, through the effects on circulation and ownership, to the rise

of digitally produced genres, the ways we create, share and listen to music have

changed fundamentally. In Popular Music, Digital Technology and Society, Nick Prior

explores the social, cultural and industrial contexts in which these shifts

have taken place. Both accessible and authoritative, the book:

• Clarifies key concepts such as assemblage, affordability, mediation

and musicking and defines new concepts such as playsumption and
digital vocalities

• Considers the impact of music production technologies such as MIDI,

sampling, personal computing and smartphone apps

• Looks at the ways in which the internet shapes musical consumption,

from viral marketing to streaming services

• Examines effects of mobile devices on everyday social interactions

• Opens up new ways to think and write about the personal experience

of making and performing digital music

This book is an invaluable resource for anyone who wants to understand

the place of popular music in contemporary culture and society. It will

be fascinating reading for students and researchers across media

and communication studies, sociology, cultural studies and the

creative industries.

CONTENTS

Introduction: Popular Music, Technology and Society / After the Orgy: The Internet and
Popular Music Consumption / Apps, Laps and Infinite Tracks: Digital Music Production / From
Iron Cage to Digital Bubble? Mobile Listening Devices and the City / Vox Pop: Exploring
Electronic and Digital Vocalities / Playsumption: Music and Games / Afterword: Digitus

March 2018 • 224 pages

Paper (9781848600454) • £26.99

Cloth (9781848600447) • £75.00

STRATEGIC MANAGEMENT

IN THE MEDIA

Theory to Practice

Second Edition

Lucy Küng

Reuters Institute for the Study

of Journalism, University of Oxford

With the media industries facing

unprecedented change and challenge from
top to bottom, it has never been more vital
to understand the elements of strategy and how they apply to media
organizations. This new edition:

• 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

CONTENTS

Introduction / The Strategic Context / Strategic Concepts for the Media Industries / Strategic
Responses to Technological Change / Creativity and Innovation / Culture, Mindset and Strategy / Organisation Structure and Strategy / Leadership / Conclusions

- The End of the Digital Beginning

2016 • 256 pages

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THE FUTURE WITH DAVID HESMONDHALGH

What will be the future of the cultural industries as we are becoming more digital?

It's hard to predict anything when it comes to the cultural industries, and my book doesn't even attempt it – it's about how things have changed over the last 30 years, and how in some respects they've stayed the same. (Though there's a huge amount in the new edition about "the digital").

What was the most enjoyable aspect of working on the fourth edition of The Cultural Industries?

Figuring out what's happened since the third edition was published in 2012. The problem is that so much has happened – and I have done my best to capture it, from the digitalisation on culture to issues such as participation and surveillance.

What advice would you give a media and communication studies student in 2018?

• Read as much as you can, including books, and not just blogs and articles; take notes.
• Don’t believe that technology is the key to understanding.
• Remember that powerful people and institutions often abuse that power.
• Remember why the media matter, and why culture matters.

As one of the most read, most studied and most cited books in the field, this fourth edition is an essential resource for students and researchers of media and communication studies, the cultural and creative industries, cultural studies and the sociology of the media.

CONTENTS


October 2018 • 544 pages
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SOCIAL MEDIA
A Critical Introduction
Second Edition
Christian Fuchs University of Westminster
This introduction equips students with the critical thinking they need to understand the complexities and contradictions of social media and make informed judgements. The second edition explores social media in China and the sharing economy of Uber and Airbnb.

2017 • 400 pages
Cloth (9781473966682) • £85.00
Paper (9781473966683) • £27.99

CULTURAL STUDIES
Theory and Practice
Fifth Edition
Chris Barker University of Wollongong and Emma A. Jane University of New South Wales
‘It is a pleasure to welcome a new edition of Cultural Studies, the most comprehensive, dispassionate and insightful treatment of this turbulent field. With Emma Jane’s additions, new topics are opened up with a sure-footed adventurousness that is both scholarly and thought-provoking, adding a distinctive update to a reliable resource.’

John Hartley, Curtin University Australia, Cardiff University Wales,

2016 • 760 pages
Cloth (9781473919440) • £100.00
Paper (9781473919457) • £34.99

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

2016 • 344 pages
Cloth (9781473902350) • £85.00
Paper (9781473902367) • £27.99

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

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.

CULTURE, MEDIA AND IDENTITIES SERIES
2013 • 440 pages
Cloth (9781849205474) • £93.00
Paper (9781849205634) • £30.99
THE POLITICS OF FEAR
What Right-Wing Populist Discourses Mean
Ruth Wodak University of Lancaster
Winner of the Austrian Book Prize for the 2016 German translation, in the category of Humanities and Social Sciences.
Ruth Wodak traces the trajectories of right-wing political parties from the margins of the political landscape to its centre, to understand and explain how they are transforming from fringe voices to persuasive political actors who set the agenda and frame media debates.
2015 • 256 pages
Cloth (9781446246993) • £74.00
Paper (9781446247006) • £23.99

INTRODUCING THE CREATIVE INDUSTRIES
From Theory to Practice
Rosamund Davies and Gauti Sigthorsson both at University of Greenwich
‘Includes the view of the creative industries from the perspective of working in them, then the definitions of what products and producers are involved, and ends with the broader picture of the creative economy and predictions for future trends... an all-round guide to the vast domain that is loosely titled ‘the creative industries’
- Angela Birchall, Salford University
2013 • 280 pages
Cloth (9781849205726) • £75.00
Paper (9781849205733) • £25.99

MCQUAIL’S MASS COMMUNICATION THEORY
Sixth Edition
Denis McQuail University of Amsterdam
The benchmark for studying mass communication theory for over 30 years, this seminal book remains the most authoritative and comprehensive introduction to the field. Indispensable for students of media and communication studies.
2010 • 632 pages
Cloth (9781849202916) • £109.00
Paper (9781849202923) • £35.99

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.
2013 • 352 pages
Cloth (9781446248799) • £87.00
Paper (9781446248805) • £26.99

HOW TO DO CRITICAL DISCOURSE ANALYSIS
A Multimodal Introduction
David Machin Cardiff 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) • £80.00
Paper (9780857028921) • £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.
2015 • 352 pages
Cloth (9781446267684) • £83.00
Paper (9781446267691) • £26.99
Introducing Intercultural Communication

Global Cultures and Contexts
Third Edition
Shuang Liu, Zala Volcic and Cindy Gallois all at University of Queensland

Taking a truly global perspective, this textbook presents concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style. Covering all the essential topics, from immigration to intercultural conflict to the impact of mass media and technology, this cutting edge new edition features:

• A student-friendly structure with enhanced signposting to guide students through the book
• Expanded coverage of ethics, digital communication and social media
• A brand new set of international case studies to tie theory to real-world practices, including the European refugee crisis, Chinese food culture and Barbie dolls and beauty
• A suite of student-friendly learning features, including ‘Do it!’ activity boxes, chapter summaries and applications of key theories in ‘Theory Corner’
• Fully updated further reading sections including links to SAGE Video
• A host of online resources to reinforce learning, including multiple choice quizzes, discussion questions and exercises

Introducing Intercultural Communication is the ideal guide for students seeking to become critical consumers of information and effective global citizens. It should be required reading for students in media and communications, business and management, linguistics and beyond.

CONTENTS
Challenges of Living in a Global Society / Understanding Culture / Understanding Communication / Mass Media and Cultural Change / Perception and Culture / Cultural and Value Orientations / Identities and Subgroups / Verbal Communication and Culture / Nonverbal Communication and Culture / Immigration and Acculturation / Developing Relationships with Culturally Different Others / Managing Intercultural Conflicts / Becoming an Effective Intercultural Communicator

December 2018 • 384 pages
Cloth (9781526431691) • £110.00
Paper (9781526431707) • £34.99

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Third Edition
Tony Harcup University of Sheffield

Journalism is the ‘must-have’ guide to everything students need to know about how journalism works. The third edition covers 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. Key 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 feature that takes them into the real world of journalism.

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Available as inspection copy for lecturers

UNIVERSITY OF SHEFFIELD

JOURNALISM / Speech Communication

GENDER IN COMMUNICATION
A Critical Introduction
Third Edition
Catherine Helen Palczewski, Victoria Prun DeFrancisco and Danielle D. McGough all at University of Northern Iowa

This inclusive book explores how gender influences communication and how communication shapes concepts of gender. The third edition includes current examples, new research and updated chapters on voices, work, education and family, reflecting major shifts in the state of knowledge.

February 2018 • 352 pages
Paper (9781506358451) • £77.00

NEW EDITION!

GENDER, RACE, AND CLASS IN MEDIA
A Critical Reader
Fifth Edition
International Student Edition
Edited by Gail Dines Wheelock College, Jean McMahon Humez University of Massachusetts, Boston, Bill Youssman and Lori Bindig Youssman both at Sacred Heart University

This provocative new edition examines the mass media as economic and cultural institutions that shape our social identities, particularly regarding gender, race and class. A comprehensive introductory section outlines the book’s integrated approach to media studies, which incorporates three distinct but related areas of investigation: the political economy of production, textual analysis and audience response. Incisive analyses of mass media – the Internet, television sitcoms, advertising and more – engage students in critical mass media scholarship.

CONTENTS

February 2018 • 712 pages
Paper (9781506390796) • £78.00

NEW EDITION!
**Organisational Communication**

**A Critical Introduction**

**Second Edition**

**International Student Edition**

Dennis K. Mumby University of North Carolina at Chapel Hill

Organisational Communication is the first textbook in the field written from a critical perspective, while providing a comprehensive survey of theory and research in organizational communication. It familiarizes students with the field of organizational communication—historically, conceptually, and practically—and challenges them to reconsider their common sense understandings of work and organizations, preparing them for participation in 21st century organizational settings. Linking theory with practice, Mumby explores the significant role played by organizations and corporations in constructing our identities. He provides important ways for students to critically reflect on their own relationships to work, consumption, and organizations. This edition includes the most recent advances in research and theory, and incorporates new contemporary examples and case studies throughout the text.

**Understanding Public Relations**

**Theory, Culture and Society**

Lee Edwards London School of Economics

‘Understanding Public Relations pushes the genre of the public relations text into new territory. Lee Edwards looks beyond organisational boundaries to vividly illustrate and explore the public relations occupation as a social and cultural practice.’

- Øyvind Ihlen, University of Oslo

Understanding Public Relations introduces a socio-cultural approach to public relations as a way of analysing the growing importance of public relations in its social, cultural and political contexts. Encouraging a deeper and more critical understanding of its influence on society, Lee Edwards:

- Explores public relations in relation to contemporary debates around promotional culture, discourse, globalisation, democracy and power
- Considers how public relations frames vital discussions of race, gender, class and ethics
- Brings theory to life with a range of case studies, including YouTube vlogging, the global fair trade movement and the 2016 EU referendum in the UK

Both accessible and provocative, this is an invaluable resource for students and researchers exploring public relations theory, critical public relations, strategic communication and promotional culture.

**Contents**

Starting Points: Defining Socio-Cultural Research In Public Relations / Public Relations As Promotion: The Production and Circulation of Meaning / Public Relations, Discourse and Power / A Political Economy of Public Relations / Deliberative Democracy and Public Relations / Public Relations and the Public Sphere / Public Relations As An Occupational Field: The Professional Project / Race and Class In and PR / Feminist Public Relations: Performativity, Black Feminism, Postfeminism / Ethics, Public Relations and Society / Conclusion: Public Relations Beyond the Organisation

**Effective Crisis Communication**

**Moving From Crisis to Opportunity**

**Fourth Edition**

Robert R. Ulmer University of Nevada, Las Vegas, Timothy L. Sellnow University of Central Florida and Matthew W. Seeger Wayne State University

In this fully updated fourth edition of Effective Crisis Communication, three of today’s most respected crisis/risk communication scholars provide the latest theories and innovative approaches for handling crisis.
CRITICAL THINKING
Your Guide to Effective Argument, Successful Analysis and Independent Study
Tom Chatfield

Do your students need to demonstrate a good argument or find more evidence? Are they mystified by your comments around ‘critical analysis needed’? How can you help them learn to ‘think well’?

This handy guide teaches students exactly what critical analysis entails: how to make an argument, understand bias and assess evidence. Designed to work seamlessly with a power pack of digital resources and exercises, they’ll find practical and effective tools to help them think and write critically in an information-saturated age.

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In the Critical Thinking toolkit:
- 10 commandments videos – life rules to change how students think
- Smart Study boxes share practical tips to get their work into shape
- Quizzes to test their knowledge
- Space to scribble like a workbook so students really engage.

CONTENTS
What is critical thinking (and why does it matter)? / PART I: THE ART AND SCIENCE OF BEING REASONABLE / Understanding the reasons behind things / Spelling out arguments and assumptions / Reasoning with logic and certainty / Reasoning with observation and uncertainty / Developing explanations and theories / Assessing evidence and planning your reading strategy / PART II: BEING REASONABLE IN AN UNREASONABLE WORLD / Getting to grips with rhetoric / Seeing through faulty reasoning / Understanding cognitive bias / Overcoming bias in yourself and others / Thinking critically about technology / Putting it all together: critical thinking in study, work and life

October 2017 • 328 pages
Cloth (9781473947139) • £60.00
Paper (9781473947146) • £16.99

HOW TO DO MEDIA AND CULTURAL STUDIES
Third Edition
Jane Stokes University of East London

A favourite with both students and lecturers, How to Do Media and Cultural Studies provides readers with all the knowledge and practical expertise they need to carry out their project or dissertation. Giving them hands-on guidance on managing the whole process, Jane Stokes:
- Shows students how to identify a topic and create a research question
- Guides them through the research process, from getting started through to writing-up
- Explores a range of case studies, showing how methods have been applied by others

Expanded and updated throughout, this third edition now includes:
- Increased coverage of digital media, social media and internet research
- More practical exercises to help students tie theory to their work
- New guidance on understanding research ethics
- New guidance on mixing and combining methods

How to Do Media and Cultural Studies has inspired thousands of students and researchers to understand why studying media texts, industries and audiences is so important.

CONTENTS

April 2019 • 288 pages
Cloth (9781526427748) • £85.00
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EXPLORING MEDIA RESEARCH
Theories, Practice, and Purpose

Andy Ruddock Monash University

'In Exploring Media Research, Andy Ruddock provides the theoretical, methodological and ethical tools that enable scholars, students and citizens to dissect the cultural power of media, and to apply this understanding to the creation of a more just society. Written in a direct and accessible style, this timely and provocative book firmly establishes Ruddock as one of the premier media scholars of his generation.'

– Elizabeth Bird, University of South Florida

In the age of reality television, 24-hour news and personality politics, understanding how media function has become a key aspect of the active citizen’s cultural awareness. With this in mind, this book argues for a new form of dialogue between students and scholars of the media and popular audiences. It aims to democratize media studies research and to extend its accessibility and significance beyond the academy to a wider public. Featuring case studies on cyber-bullying, online mourning, video gaming violence and Donald Trump’s Twitter activity, this book:

• Explains how media studies is a form of historical research
• Outlines the key pillars of qualitative research
• Demonstrates how key concepts translate into research methods, which enable analysis of readily available data
• Applies theoretical arguments to up-to-date, recognizable examples in order to aid understanding.

With media institutions arguably more powerful than ever before, this book will help readers to navigate the chaotic, complex and compelling world of media influence in the 21st century.

CONTENTS

August 2017 • 320 pages
Cloth (9781473902534) • £85.00
Paper (9781473902541) • £27.99

November 2016 • 256 pages
Cloth (9781412962230) • £85.00
Paper (9781412962247) • £26.99
**DOING VISUAL ANALYSIS**

*From Theory to Practice*

**Per Ledin** Södertörn University and **David Machin** Örebro University

Visual communication shapes our perceptions and experiences of the world. This is not only a question of photographs or video, but also the design of websites, the use of data visualization software, the branding of packaging and even the design of buildings and furniture.

*Doing Visual Analysis: From Theory to Practice* provides a concrete set of tools to research and analyse this wide range of visual data. Showing students how to apply the right mix of methods to their own research projects, it equips them with the skills to break down and analyse the range of contemporary visual communication. The book:

- Provides examples of how and where certain tools can be used in a project or dissertation
- Discusses the type of research questions best suited to different tools and methods
- Shows students how to mix approaches and use tools alongside other methods, such as content analysis or interviews

*Doing Visual Analysis* is an essential companion for students and researchers of visual data across the social sciences.

**CONTENTS**

- What Is Visual Communication?
- Approaches To Visual Communication
- Photographs
- Document Design
- Packaging
- Space Design
- Film Clips
- Data Presentation
- Conclusion

January 2018 • 216 pages
Cloth (9781473972988) • £85.00
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**NEW EDITION!**

**CONTENT ANALYSIS**

*An Introduction to Its Methodology*

**Fourth Edition**

**Klaus Krippendorff** The Annenberg School for Communication, University of Pennsylvania

The fourth edition of *Content Analysis* introduces students and scholars to a method of analysing the textual fabric of contemporary society, exploring the conceptual aspects, key components and evaluative techniques of content analysis.

June 2018 • 472 pages
Paper (9781506395661) • £90.00

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**60 SECONDS WITH PER LEDIN & DAVID MACHIN...**

How had visual communication changed in the digital age?

Easy to use software has brought about massive change in visual communication. Today, even amateurs can make engaging designs, play with images, and create data displays and graphics. Yet such creativity is shaped largely by the templates found in software. A challenge for us as researchers is to understand exactly what this means in regards to how communication gets steered by digital technology.

What would a student learn from this book?

...That all kinds of material things in their everyday environment: the room they sit in, the form of the fitness equipment, the look of their favorite social media platform, the latest sports report, all carry ideas and values about how we live our lives, about power and priorities. This book will hopefully tell students to get out there and explore this visual world - how they experience this life will partly depend on visual communication, and we want to see what they discover!

What have you learned from writing it?

We have become aware of how the minute details of all forms of visual communication, such as the way a café is laid out, a smart phone interface, the design of a sports drink bottle, all play a role in communicating different ideas, discourses and ideologies. Dig a little deeper and there are clues to our current and former ways of seeing the world and people’s place in it.
ANALYZING TEXT AND DISCOURSE
Eight Approaches for the Social Sciences

Kristina Boréus Uppsala University and Göran Bergström Stockholm University

Clearly setting out the advantages and disadvantages of each methodology alongside real-world examples of its successful use, this new introduction makes it easy for students to assess which approach would be best for their research and how to implement it successfully.

February 2018 • 288 pages
Paper (9781506315478) • £56.00

APPLYING COMMUNICATION THEORY FOR PROFESSIONAL LIFE
A Practical Introduction

Marianne Dainton and Elaine D. Zelley both at La Salle University

The first communication theory textbook to provide practical material for career-oriented students, the fourth edition of this text includes new case studies, research and scholarship, illustrating how communication theory can be applied to a variety of professional settings.

February 2018 • 288 pages
Paper (9781506315478) • £56.00

NEW EDITION!

DOING VISUAL RESEARCH
Second Edition

Claudia Mitchell McGill University, Montreal

With internationally renowned visual methods expert Claudia Mitchell at the helm, this book steers students through a complete and thorough introduction to using photography, video, drawings, objects, and multimedia productions in research. Covering the full research process from design to dissemination, it weaves theory into each chapter and builds knowledge around methods, creating a solid foundation for the practical advice students need to complete their own research. Through examples that enable readers to understand their place in the research process, it prepares them to understand a broad definition of what it means to be a visual researcher. This new edition includes best practice guidance and tips on:

• Using existing images and video
• Working with archived material
• Maintaining ethical practice
• Handling visual data after it is collected
• Presenting findings to different audiences

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October 2018 • Cloth (9781526402813) • £85.00
Paper (9781526402820) • £28.99

NEW EDITION!

MEDIA ANALYSIS TECHNIQUES
Sixth Edition

Arthur Asa Berger San Francisco State University

The sixth edition of Media Analysis Techniques provides a clearly written, user-friendly, hands-on guide to media criticism. Empowering readers to make their own analyses rather than accepting others’ interpretations, the text examines basic techniques before linking popular culture to the four key theories outlined. Learning exercises, a glossary, study guides and the author’s own illustrations demystify complex concepts and help students to apply their knowledge. The sixth edition includes:

• A new chapter on discourse analysis
• New content on the psychological impact of social media
• Updated examples from popular culture
• New material around generational differences
• New discussions by thinkers who have made major impacts on popular culture

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Preface / Acknowledgements / PART I. TECHNIQUES OF INTERPRETATION / Semiotic Analysis / Marxist Analysis / Psychoanalytic Criticism / Sociological Analysis / Discourse Analysis / PART II. APPLICATIONS / Murderers on the Orient Express / Seven Points on the Game of Football (and Some Interesting Statistics) / The Maiden with the Snake: Interpretations of a Print Advertisement / All-News Radio and the American Bourgeoisie / Video Games: A New Art Form / Cell Phones, Social Media, and the Problem of Identity / Epilogue: Shmoos and Analysis / Appendix: Simulations, Activities, Games, and Exercises / Glossary

March 2018 • 368 pages
Paper (9781526402820) • £60.00
COMMUNICATING YOUR RESEARCH WITH SOCIAL MEDIA
A Practical Guide to Using Blogs, Podcasts, Data Visualisations and Video
Amy Mollett, Cheryl Brumley, Chris Gilson and Sierra Williams all at London School of Economics
Empowering readers to go beyond bar charts and jargon-filled journal articles to bring their research online and present it in a way that highlights and maximizes its relevance through social media.
Drawing upon a wealth of timely, real-world examples, the authors present a framework for fully incorporating social media within each step of the research process. From visualizing available data to tailoring social media to meet needs, this book explores proactive ways to share cutting-edge research. A complete how-to for communicating research through blogs, podcasts, data visualizations and video, it teaches readers how to use social media to:
• Create and share images, audio and video in ways that positively impacts their research
• Connect and collaborate with other researchers
• Measure and quantify research communication efforts for funders
• Provide research evidence in innovative digital formats
• Reach wider, more engaged audiences in academia and beyond.
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Social Media: Why They Matter and What They Can Do / Social Media and the Research Lifecycle / Creating and Sharing Blog Posts / Creating and Sharing Infographics and Data Visualisations / Creating and Sharing Audio and Podcasts / Creating and Sharing Photos and Videos on Social Media / Digital Strategies For Research Dissemination, Engagement and Impact
April 2017 • 328 pages
Cloth (9781412962169) • £75.00
Paper (9781412962223) • £26.99

THE SAGE HANDBOOK OF SOCIAL MEDIA RESEARCH METHODS
Edited by Luke Sloan Cardiff University and Anabel Quan-Haase Western University
The SAGE Handbook of Social Media Research Methods offers a step-by-step guide to overcoming the challenges inherent in research projects that deal with ‘big and broad data’, from the formulation of research questions through to the interpretation of findings. The handbook includes chapters on specific social media platforms such as Twitter, Sina Weibo and Instagram, as well as a series of critical chapters. The holistic approach is organised into the following parts:
• Part One: Conceptualising & Designing Social Media Research
• Part Two: Collection & Storage
• Part Three: Qualitative Approaches to Social Media Data
• Part Four: Quantitative Approaches to Social Media Data
• Part Five: Diverse Approaches to Social Media Data
• Part Six: Analytical Tools
• Part Seven: Social Media Platforms
2017 • 728 pages
Cloth (9781473916326) • £120.00

RESEARCH FOR DESIGNERS
A Guide to Methods and Practice
Gjoko Muratovski University of Cincinnati, USA, Tongji University, China
An essential companion for design studies students, taking them through the basics of social research. Approachable, academic and focused on design case studies throughout, it is an ideal starting point for students using social research methods.
2015 • 280 pages
Cloth (9781446275139) • £74.00
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UNDERSTANDING SPATIAL MEDIA
Edited by Rob Kitchin NUI Maynooth, Tracey P. Lauriault Carleton University and Matthew W. Wilson University of Kentucky
Leading international scholars are brought together to present readers with an exploration into the full diversity of the field of spatial media including technologies, spatial data and consequences.
2017 • 264 pages
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