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Wherever you see the online resources or SAGE edge icons, you can access further resources.
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 not have 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. 8), 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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@SAGEmedia_comm

Key new titles
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

NEW EDITION!

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

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, algorithms 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 (9781473924925) • £75.00
Paper (9781473924932) • £24.99

Visit our discipline page to see the full listing of all our Media, Communication & Cultural Studies titles online at sagepub.co.uk/communication-media-studies
**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 'empathic 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

January 2019 • 248 pages
Cloth (9781473971110) • £75.00
Paper (9781473971110) • £26.99

**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 **Racism 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

March 2019 • 200 pages
Cloth (9781446298541) • £70.00
Paper (9781446298558) • £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 (9781473980051) • £120.00

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**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 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
Paper (9781473926615) • £250.00

Special Introductory Price: £250.00

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Special Introductory Price: £250.00

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Available as inspection copy for lecturers
In the early 21st century, digital media and the social have become irreversibly intertwined. In this cutting-edge introduction, author Simon Lindgren explores what it means to live in a digital society.

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


May 2017 • 328 pages
Cloth (9781473925007) • £76.00
Paper (9781473995014) • £36.99

ORDER TODAY
In the last chapter of your book, you talk about the future of new media. Why is that important?

There is a tendency to think of the technological future in terms of innovation and disruption. I think it is more important to see it in terms of how best to serve social needs, beyond the market and profit generation. There is a lot at stake here, as decisions taken today will affect not only the future of technology but also the future of humanity.

**Based on current trends, what are your predictions for the future?**

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<td>Oligopoly, media concentrate in the hands of a few powerful corporations.</td>
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<td><strong>Surveillance and Security</strong></td>
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<td>Sustainability of journalism under threat.</td>
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New, Digital and Social Media

**UNDERSTANDING SOCIAL MEDIA**

Second Edition

Sam Hinton University of Canberra and
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 to Social Media / 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

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**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.

**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 (9781473956229) • £120.00

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‘Comprehensive and critical, authoritative and analytical, this is a wonderful book that will absorb, stimulate and educate students of media and cultural studies for years to come.’

- Des Freedman, Goldsmiths, University of London

An undisputed classic, the fourth edition of this bestselling media studies text offers an unparalleled analysis of the cultural industries. Tying together a huge range of research, theory and key concepts, David Hesmondhalgh provides an accessible yet critical exploration of cultural production and consumption in the global media landscape. This new edition:

- Analyses the influence of IT and tech companies like Google, Apple, Amazon and Facebook on the cultural industries
- Discusses the impact of digitalisation and digital technology on industries such as music, TV, newspapers, books and digital games
- Explores the effects of digitalisation on culture, discussing critical issues like participation, power, commercialism, surveillance and labour
- Examines the changing conceptions of audiences and the increasing influence of market research, audience tracking and advertising

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


December 2018 • 544 pages
Cloth (9781526424099) • £85.00
Paper (9781526424105) • £29.99

60 SECONDS 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 3rd edition was published in 2012. The problem is that so much has happened – and so much has been written about it! I’ve done my best to capture recent developments, especially the effects of digital networks and the strategies of IT corporations.

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 media and culture.
✓ Remember that powerful people and institutions often abuse that power.
✓ Remember why the media matter, and why culture matters.

Available as inspection copy for lecturers
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

March 2018 • 256 pages
Cloth (9781473929500) • £29.99
Paper (9781473929494) • £22.99

NEW EDITION!

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

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

March 2018 • 384 pages
Cloth (9781526431707) • £110.00
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December 2018 • 208 pages
Cloth (9781473994102) • £75.00
Paper (9781473994102) • £26.99

NEW EDITION!

JOURNALISM
Principles and Practice
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

Students can get 12 months FREE access to an interactive eBook when they buy the paperback!

CONTENTS

2015 • 288 pages
Cloth (9781446274088) • £93.00
Paper & Interactive eBook (9781473930339) • £29.99

NEW EDITION!

PROPAGANDA & PERSUASION
Seventh Edition
Garth S. Jowett University of Houston and Victoria O'Donnell Montana State University

Propaganda and Persuasion, Seventh Edition offers a comprehensive history of propaganda along with an introduction to the tools and concepts used to analyze it, drawing on examples from ancient times to present day issues such as the impact of social media.

October 2018 • 400 pages
Paper (9781506371344) • £81.00

NEW EDITION!

UNDERSTANDING JOURNALISM
Third Edition
Lynette Sheridan Burns and Benjamin J Matthews both at Western Sydney University

This bestselling, approachable textbook begins from the assertion that the practice of journalism should be driven by a commitment to service the public interest. With this goal in sight, Understanding Journalism explains in a clear and engaging manner both the principles and techniques required to become a successful – and valued – journalist.

This new edition:
• Includes expanded coverage of digital and social media platforms and visual storytelling
• Contains a brand new chapter on data journalism which gives students the knowledge and skills required to navigate, interpret and present data effectively
• Encourages students to confront the everyday decisions involved in journalistic practice through a series of scenarios and discussion questions
• Features a fresh, easy-to-navigate text design to enable easy progress through the book

By presenting the theoretical foundations of the profession alongside practical, step-by-step guidance, this book gives students everything they need to become effective and responsible journalists.

CONTENTS

September 2018 • 248 pages
Cloth (9781526428097) • £85.00
Paper (9781526428103) • £29.99

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Bestsellers

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 (9781473966826) • £85.00
Paper (9781473966833) • £27.99

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

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

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 indispensible and inspirational resource for students and teachers alike.

CULTURE, MEDIA AND IDENTITIES SERIES

2013 • 440 pages
Cloth (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 (9781449205726) • £75.00
Paper (9781449205733) • £25.99

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

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 & Interactive eBook (9780857027894) • £40.99

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 • 362 pages
Cloth (9781446248799) • £87.00
Paper (9781446248805) • £26.99

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
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 Yousman and Lori Bindig Yousman 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.

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Research Methods

'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:

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- 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


NEW EDITION!

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 a 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 media and cultural 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. It is an ideal companion for anyone conducting a research project.

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CONTENT ANALYSIS

An Introduction to Its Methodology

Klaus Krippendorff

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.
The 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
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February 2019
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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.

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

January 2018 • 216 pages
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60 SECONDS WITH PER LEDIN & DAVID MACHIN...

How has 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
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Kristina Boréus Uppsala University and Göran Bergström Stockholm University

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

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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
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- Part Four: Quantitative Approaches to Social Media Data
- Part Five: Diverse Approaches to Social Media Data
- Part Six: Analytical Tools
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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
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