The diversity and dynamism of Media and Cultural Studies

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. 8), Liu et al., Introducing Intercultural Communication, Third Edition (p. 13), Larissa Hjorth and Sam Hinton, Understanding Social Media, Second Edition (p. 5) and Gavan Titley, Racism and Media (p. 4).

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. This catalogue includes only our most recent and bestselling titles, so if you can’t find what you’re looking for here, visit sagepublishing.com where you can find full details of all of our books, journals and digital products.

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Hot New Titles

RACISM AND MEDIA
Cavan Tiley

The Cultural Industries
Fourth Edition

Introducing Intercultural Communication
Third Edition

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Los Angeles | London | New Delhi | Singapore | Washington DC | Melbourne
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Third Edition
Eoin Devereux University of Limerick

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2013 • 352 pages
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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.

February 2018 • 224 pages
Cloth (9781473906525) • £85.00
Paper (9781473906518) • £26.99

MASS COMMUNICATION

Living in a Media World
Seventh Edition
International Student Edition
Ralph E. Hanson University of Nebraska at Kearney

Packed with contemporary examples and compelling stories that illustrate the latest developments in the field, this seventh edition provides the media literacy principles and critical thinking skills that students need to become self-aware media consumers.

January 2019 • 528 pages
Paper & Interactive eBook (9781544364414) • £87.00
MEDIA, CULTURE AND SOCIETY
An Introduction
Second Edition
Paul Hodkinson University of Surrey

Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this second edition cements its reputation as the must-have text for any undergraduate student studying media, culture and society.

2016 • 344 pages
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Paper (9781473902367) • £28.99

RACISM AND MEDIA
Gavan Titley National University of Ireland Maynooth

Examining the role of the media in the generation, circulation and contestation of racist ideas, this text provides the theoretical and analytical tools needed to understand how new media has altered our understanding of racism.

June 2019 • 224 pages
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Paper (9781446298541) • £26.99

PRIVACY AND THE MEDIA
Andrew McStay Bangor University

Providing a comprehensive overview of both the theory and reality of privacy and the media in the 21st Century, this text 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.

2017 • 224 pages
Cloth (9781473924925) • £75.00
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Understanding Social Media

Second Edition

Larissa Hjorth RMIT University and Sam Hinton University of Canberra

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

Contents

Introduction / Approaches to Social Media / Histories of Social Media / Datafication and Algorithmic Cultures / Mobile Applification / Geolocation and Social Media / Social Media Visualities / Mobile Media Art: The Art of the Social / Museums and New Visualities / Paralinguistics / Social Media Mixed Reality / Social Media and Death / Conclusion

September 2019 • 232 pages
Cloth (9781526425959) • £75.00
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The Sage Handbook of Social Media

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

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2017 • 662 pages
Cloth (9781412962292) • £120.00
Paper (9781526486875) • £49.99
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.

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THEORIZING DIGITAL CULTURES

Grant D. Bollmer

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Eugenia Siapera Dublin City University

Critical, broad and extensively researched, this text remains the essential guide to the new media world. The second edition features expanded coverage of key topics, including digital participation, extreme pornography and online radicalization, along with engaging case studies on topics such as selfies, trolling and gaming addiction.

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DIGITAL MEDIA AND SOCIETY
Simon Lindgren Professor of Sociology at Umeå University
Offering a comprehensive new analysis of the contemporary media landscape, this text analyses how digital media impacts society and looks at the central theories, hot topics and key research methods in the field.

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The Rise of Empathic Media
Andrew McStay Bangor University
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Edited by Niels Brügger Aarhus University and Ian Milligan University of Waterloo
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David Hesmondhalgh
University of Leeds

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- Justin O’Connor, Monash University

An undisputed classic, the fourth edition of this bestselling media studies text offers an unparalleled analysis of the cultural industries.

Bringing 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 digital technologies 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 text 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.

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- Links to further reading and SAGE Video to help understanding
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Introducing Intercultural Communication is the ideal guide to becoming a critical consumer of information and an effective global citizen. It should be required reading for students in media and communications, business and management, linguistics and beyond.

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