Embattled Media- Democracy, Governance and Reform in Sri Lanka

Embattled Media edited by Crawley, Page and Pinto Jayawardena, is a fascinating volume which is virtually a history of the media in Sri Lanka in the last 40 years. The volume has 14 chapters and is divided into five parts, apart from a long introductory chapter which places the Sri Lankan situation in a wider regional context. The five parts deal with the Print Media, the Electronic and New Media, Legal and Institutional Reforms, Media Educational Reform and Future Prospects. A galaxy of distinguished journalists from Sri Lanka have contributed, ranging over the entire field of press and electronic media and addressing the complex issues that the media is facing at this time.

Sinha Ratnatunga’s elegant and concise chapter on “The Erosion of Media Freedoms” tells us of the way in which governments since the 1980s abused the freedom of the press sometimes by offering incentives and carrots and at other times, by direct and veiled threats. The chapter on the “Political Economy of the Electronic Media” offers many interesting insights into the electronic. Namini Wijedasa brings us up to date on the role of women journalists in Sri Lanka. Kishali Pinto-Jayawardena and Gehan Gunathilleke deal with various aspects of media law.

The volume is replete with a vast array of suggestions and recommendations for improving the current situation with regard to freedom of print and electronic media. There are many other chapters in this volume dealing with the minority press, media education, new media and Journalism on the Frontline. This makes this volume a unique and invaluable input into the current debate on the media in Sri Lanka.

“Author Speak”

What is the USP of your book and how will this benefit any reader?

The book is an exhaustive study on television advertising. It applies theories of literary translation to advertising language (visual and verbal) as well as focuses on the cultural parameters in analyzing advertisements. A study of select Indian television advertisements (Tamil, Hindi, Malayalam) spanning over the past few years highlight the problems in ‘translation’ of advertisements from one culture to another.

Explain the concept of Adaptation Vs Standardization and its relevance in the Indian market.

Standardization focuses on the similarities of consumers around the world, assuming that better and faster communication has brought a convergence of life, and therefore advertising. Localization (adaptation) considers differences among countries including culture, media availability, and legal restrictions. Localization is of prime importance in a multicultural scenario like India, where it would be easier to reach out to people through an adapted advert (in Tamil or Malayalam for example visually as well as verbally).

Do you believe that advertisements can manipulate consumer’s needs and lures them to buy products?

Sure, it does manipulate and have a strong hold on consumers. Its reach is really wide, especially in contemporary society. And adaptation of advertisements consider local sensitivity and increased communicative effectiveness.

What are the challenges faced in the process of translation of advertisements?

Speaking of television advertisement, ‘translation’ involves both the visual and the verbal. It is dependent on cultural influence, and hence the visual and verbal aspects of advertising are in particular sensitive. The use of local language, models and scenery increases the probability for the advertisement to be effective. Transferring it from one culture to another becomes a creative task. Poor lip synching or verbal translation becomes a major concern.
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SAGE India

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MEDIA IMPERIALISM
Oliver Boyd-Barrett
Bowling Green State University, USA
Revisiting the classic concept of media imperialism, Oliver Boyd-Barrett presents a thorough retake for the 21st century, arguing for the need to understand media and empires, and how structures of power and control continue to regulate our access to and consumption of the media. It’s no longer just Disney and Dallas - it’s also now Alibaba, Apple, Facebook, Google, Samsung and Huawei.
Examing the interplay between communications industries and the hierarchies and networks of political, corporate and plutocratic power in a globalized world, the book explains:
- the historical context of the relationship between media and imperialism
- contestation and collaboration among new media empires
- the passion for social justice that inspired the original theories of media and cultural imperialism, and how it has been embraced by a new generation.

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

2014 • 232 pages
Hardback (9781446268704) • £70.00
Paperback (9781446268711) • £23.99

GLOBAL COMMUNICATION
Cees J Hamelink
University of Amsterdam
This book explores the history, present and future of global communication, introducing and explaining the theories, stories and flows of information and media that affect us all. Based on his experience teaching generations of students to critically examine the world of communication around them, Cees Hamelink helps readers understand the thinkers, concepts and questions in this changing landscape. The book:
- explores the cultural, economic, political and social dimensions and consequences of global communication
- introduces the key thinkers
- teaches students to master the art of asking critical questions
- boosts essay skills with a guided tour of the literature, including helpful comments and recommendations of what to cite.

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

CONTENTS

2013 • 296 pages
Hardback (978149204231) • £70.00
Paperback (978149204248) • £23.99

MEDIA/LITERACY
W James Potter
University of California, Santa Barbara
Latest edition of this popular student guide to decoding messages in a media-saturated world. Updated with new examples throughout, it offers a plan of action for helping students to become responsible media consumers.

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

2014 • 536 pages
Paperback (9781483306674) • $80.00

MEDIA AND SOCIETY
Production, Content and Participation
Nicholas Carah and Eric Louw both at University of Queensland
This book unpacks the role of the media in social, cultural and political contexts and encourages students to reflect on the power relationships that are formed as a result.

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

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

2015 • 352 pages
Hardback (9781446267684) • £75.00
Paperback (9781446267691) • £24.99

MEDIA/SOCIETY
Industries, Images, and Audiences
Fifth Edition
David Croteau Virginia Commonwealth University and William Hoynes Vassar College
Retaining its acclaimed sociological framework, this popular textbook provides a framework to help students understand the relationship between media and society and to develop skills for critically evaluating both conventional wisdom and their own assumptions about the social role of the media.

2014 • 424 pages
Paperback (9781452268378) • $75.00
UNDERSTANDING MEDIA ETHICS

David Horner University of Brighton, UK

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

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

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

CONTENTS


2014 • 272 pages
Hardback (9781849207874) • £75.00
Paperback (9781849207881) • £24.99

COMMUNICATION

A Critical/Cultural Introduction

Second Edition

John T Warren Southern Illinois University Carbondale and Deanna L Fassett San José State University

I believe students will relate extremely well to the writing. The fact that the authors offer up their stories gives this textbook a unique and welcomed quality that sets it above others. The text is accessible without being elementary, and the content is important and timely. I’ve been looking for a book that addresses the nuances of culture and takes a critical approach to communication, and I believe I’ve found it!

-Sandy Pensoneau-Conway Wayne State University

This exciting text for the hybrid course introduces communication theory, interpersonal communication, and public communication and culture through the lens of contemporary critical theory. The book focuses on public advocacy as a more meaningful way to approach public speaking through coverage of topics and issues that students are most passionate about. By situating communication concepts and theories within contemporary and engaging cultural scenes, the book is much more than a survey of ideas—it demonstrates the power of communication in our everyday lives.

2015 • 296 pages • Paperback (9781452217819) • $85.00

UNDERSTANDING THE MEDIA

Third Edition

Eoin Devereux University of Limerick, Ireland

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.

2015 • 352 pages
Hardback (9781446248799) • £79.00
Paperback (9781446248805) • £24.99

MEDIA AND CRIME

Third Edition

Yvonne Jewkes University of Leicester

Praise for the previous edition:

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

- Chris Greer, City University

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

This Third Edition:

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

CONTENTS


KEY APPROACHES TO CRIMINOLOGY

2015 • 352 pages
Hardback (9781446272527) • £75.00
Paperback (9781446272534) • £26.99
Bringing together an international spread of contributors from across the United Kingdom, the United States, South America, Mexico and Australia, this handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption. Separate chapters are dedicated to individually examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyzes the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption.

CONTENTS

2014 • 480 pages
Hardback (9780761947417) • £110.00

Get to know more about SAGE, be invited to SAGE events, get on our mailing list!
Write to marketing@sagepub.in
SOCIAL MEDIA MARKETING

Second Edition
Tracy L Tuten East Carolina University, Greenville, USA
and Michael R Solomon Saint Joseph’s University, Philadelphia, USA

Hands down, this is the single best textbook about social media marketing out there. This radically revised and fully updated edition is even more comprehensive, strategic, organized, visual, results-oriented and innovative than the first. If you teach or study social media marketing or digital marketing, then you need this book!

—Robert V Kozinets Professor of Marketing and Inventor of Netnography, Schulich School of Business, York University, Toronto, Canada

Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer’s toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand’s marketing communications executions, and harnessing social media data to yield customer insights.

2015 • 352 pages
Hardback (9781473913004) • £120.00
Paperback (9781473913011) • £44.99

THE DATA REVOLUTION

Big Data, Open Data, Data Infrastructures and Their Consequences
Rob Kitchin National University of Ireland, Maynooth

A data revolution is underway, one that is already reshaping how knowledge is produced, business conducted and governance enacted, as well as raising many questions concerning surveillance, privacy, security, profiling, social sorting and intellectual property rights.

In contrast to the hype and hubris of much media and business coverage, The Data Revolution provides a synoptic and critical analysis of the emerging data landscape. Accessible in style, the book provides:

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

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

2014 • 240 pages
Hardback (9781446287477) • £65.00
Paperback (9781446287484) • £22.99

ISSUES IN MEDIA

Selections from CQ Researcher

Third Edition
The CQ Researcher

What is the future of television? What is the impact of media violence on society? Is news quality better or worse online? Should we regulate internet and social media use, and if so, how? Will traditional print books disappear from the marketplace? These are just a sampling of the important, provocative questions in this new reader, sure to provide a solid foundation to spark lively classroom discussion.

For current coverage of controversial and important issues centering on media, look to the balanced reporting, complete overviews and engaging writing that CQ Researcher has consistently provided for more than eighty years. This brief reader allows students to see the links between media, culture, business and politics, and an opportunity to view the issues from all sides while giving them a window into the relationships between media, culture, business, and politics. In addition, useful pedagogical features—pro/con debates, graphs, tables, photos, suggested readings, and bibliographies—advance critical thinking and help in study and review.

Contents
Social Media Explosion / Internet and Social Media / Social Media and Politics / Internet Regulation / Internet and Media / Big Data and Privacy / Future of TV / Media Violence / Indecency on Television / Future of Libraries / Digital Journalism: Is News Quality Better or Worse Online? / Media Bias / Free Speech at Risk / Combat Journalism

2015 • 328 pages • Paperback (9781483385853) • $40.00
UNDERSTANDING COPYRIGHT
Intellectual Property in the Digital Age
Bethany Klein, Giles Moss and Lee Edwards all at University of Leeds

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

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

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

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

2015 • 160 pages
Hardback (9781446285831) • £70.00
Paperback (9781446285848) • £23.99
OWNING THE WORLD OF IDEAS

Intellectual Property and Global Network Capitalism

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

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

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

CONTENTS

Key Concepts and Why They Matter So Much Today / History and Origins / Globalization / Copyright Controversies Today / Patent Problems / Trademark, Designs and Identifiers in Question / A Future For/Beyond IP?
CELEBRITY CULTURES
An Introduction
Lee Barron University of Northumbria
Offers a fresh insight into the field of celebrity studies by updating existing debates and exploring recent developments. From the PR campaigns of Alexander the Great to the election of Arnold Schwarzenegger as Governor of California, this book critically evaluates a number of diverse celebrity case-studies and considers what they reveal about contemporary global society. Taking into account issues such as gender, sexuality, ethnicity, economics, politics and the media, the book draws upon a range of cultural theorists including Theodore Adorno and Jean Baudrillard. Lee Barron:
• draws upon sociology, cultural theory, media analysis and celebrity commentary to explore and re-evaluate the study of celebrity
• examines the international appeal of celebrity including examples from India, China, South Korea and Indonesia
• includes chapter introductions identifying key points and annotated further reading suggestions.
NOTES:
2014 • 216 pages
Hardback (9781446294727) • £24.99
Paperback (9781446294727) • £23.99
NEW!

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

2015 • 248 pages
Hardback (9781446294727) • £75.00
Paperback (9781446294727) • £24.99

RAYMOND WILLIAMS ON
CULTURE AND SOCIETY
Essential Writings
Edited by Jim McGuigan
Celebrating the significant intellectual legacy and enduring influence of Raymond Williams, this collection introduces a whole new generation to his work. Jim McGuigan reasserts and rebalances Williams' reputation within the social sciences by collecting and introducing key writings.

2014 • 368 pages
Hardback (9781849207706) • £89.00
Paperback (9781849207713) • £30.99

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

- Will Straw, McGill University

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

CONTENTS

2015 • 664 pages
Hardback (9781446210857) • £110.00

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

SAGE SWIFTS
2014 • 128 pages
Hardback (9781473907812) • £45.00
IDENTITY AND CAPITALISM

Marie Moran  University College Dublin

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

2014 • 208 pages
Hardback (9781446249741) • £75.00
Paperback (9781446249758) • £26.99

THE SAGE HANDBOOK OF FEMINIST THEORY

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

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

2014 • 680 pages
Hardback (9781446252413) • £110.00

Recent titles in the Theory, Culture & Society Book Series

THE LIMITS OF NEOLIBERALISM

Authority, Sovereignty and the Logic of Competition
William Davies  Goldsmiths, University of London

In a world that seems to lurch from one financial crisis to the next, this book questions both the sovereignty of markets and the principles of competition and competitiveness that lie at the heart of the neoliberal project. A brilliant piece of work... essential reading for anyone interested in the politics and economics of contemporary capitalism

- Professor Nicholas Gane, University of Warwick

PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY
2014 • 240 pages
Hardback (9781446270684) • £89.00
Paperback (9781446270691) • £27.99

SOCIOLOGY OF THE SACRED

Religion, Embodiment and Social Change
Philip A Mellor  University of Leeds and Chris Shilling  University of Kent

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

- Professor Beverley Skeggs, Goldsmiths, University of London

PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY
2014 • 240 pages
Hardback (9781446272237) • £85.00

UNDERSTANDING THE CHINESE CITY

Li Shiqiao  University of Virginia

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

- Li Shiqiao, writing in the South China Morning Post

PUBLISHED IN ASSOCIATION WITH THEORY, CULTURE & SOCIETY
2014 • 264 pages
Hardback (9781446208823) • £75.00
Paperback (9781446208830) • £26.99
INTERACTIVE EBOOK

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 new edition is fully updated to cover the new essentials: social media; the impact of Twitter; and the need for an ethical approach.

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

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

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

CONTENTS
Part II: How To Do Journalism / Interviewing for Journalism / Writing News / Writing Features / Telling it in Sound and Vision / Style for Journalists
Part III: What Now for Journalism? / An Ethical Approach to Journalism / Engaging with the Audience and Social Media / The Future is Unwritten: Challenges Facing the Journalists of Tomorrow

2015 • 288 pages
Hardback (9781446274088) • £85.00
Paperback & Interactive eBook (9781473930339) • £26.99

60 SECONDS WITH TONY HARCUP

What do you think will be the future of journalism?

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

What advice would you give a journalism graduate trying to get their first job?

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

What was the most enjoyable aspect of writing the Third Edition of Journalism: Principles and Practice?

Sitting down with journalists such as Cathy Newman and Andrew Norfolk, getting them to share their thoughts and their top tips.

And the hardest part?

Other than there never being enough hours in the day, it was probably filming the home-made videos for the eBook - I’m definitely more at home with the writing.
ONLINE JOURNALISM
The Essential Guide

Steve Hill Southampton Solent University and Paul Lashmar Brunel University

Combining theory and practice, Online Journalism will take you through the classic skills of investigating, writing and reporting as you master the new environments of mobile, on-demand, social, participatory and entrepreneurial journalism. You will also develop must-have skills in app development for smartphones and tablets, as well as techniques in podcast, blog and news website production.

This book provides:
• tips and advice from leading industry experts in their own words
• QR codes throughout the book to take you straight to multimedia links
• a fully up-to-date companion website loaded with teaching resources, detailed careers advice and industry insights
• exercises to help you hone your skills
• top-five guided reading lists for each topic, so you can take it further.

CONTENTS
Part I: Foundations of Online Journalism / What are the Essential Skills? / Understanding Your Users / Part II: Skills for the Multimedia Journalist / Writing for the Web / Telling the Story with Images / Using Audio and Podcasts / Working with Video / Doing Investigative Reporting / Part III: Building Communities, Interaction and Entrepreneurship / Social Media and Building Online Communities / Blogging and Participatory Journalism / Freelancing and Entrepreneurial Journalism / Outputting For Web, Mobile and Tablet / Part IV: Becoming a Thinking Journalist / Ethics and Good Practice / Law and Regulation / How the Internet Transformed Journalism

2013 • 304 pages
Hardback (9781446207345) • £79.00
Paperback (9781446207352) • £26.99

NEWS WRITING
Second Edition

Anna McKane City University

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

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

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

2013 • 192 pages
Hardback (9781446256299) • £74.00
Paperback (9781446256305) • £24.99

ADVANCING THE STORY
Journalism in a Multimedia World

Third Edition

Debora Halpern Wenger University of Mississippi and Deborah Potter Newslab

By focusing on the skills journalists need to leverage social media and capitalize on the use of mobile devices, the authors explore the role data-driven journalism is playing in the profession. Throughout the book, new screenshots, images, research and examples of broadcast and multimedia reporting bring concepts to life.

2014 • 432 pages
Paperback (9781463351001) • $57.99

PERSUASION
Theory and Research

Third Edition

Daniel J O’Keefe Northwestern University

Introduces students to the most important social-scientific theory and research on persuasion. The Third Edition adds two new chapters on social judgement theory and stage models, revises the treatment of theories of reasoned action and planned behaviour, and revisits areas like reactance and the use of narratives.

2015 • 408 pages
Paperback (9781452276670) • $96.00

PROPAGANDA & PERSUASION
Sixth Edition

Garth S Jowett University of Houston and Victoria O’Donnell Montana State University

Featuring examples from ancient times to present day to facilitate a solid understanding of what propaganda is, this book also includes current research in propaganda and persuasion, discusses the use of propaganda in psychological warfare, and offers students a systematic approach to analyzing the propaganda and persuasion they will encounter in everyday life.

2014 • 480 pages
Paperback (9781452257532) • $76.99
THE POLITICS OF FEAR
What Right-Wing Populist Discourses Mean
Ruth Wodak University of Lancaster

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

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

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

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2015 • 256 pages
Hardback (9781446246993) • £70.00
Paperback (9781446247006) • £23.99

60 SECONDS WITH RUTH WODAK

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

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

Which writers or researchers working today inspire you?

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

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

It is important to focus on the many new genres which are used nowadays in politics – although scholars continue to analyse newspapers primarily, it is much more important to focus on social media, visual genres, and online resources, as well as comic books and fictional TV series. These genres seem to be influencing readers and viewers more in their opinions about, and attitudes to, politics than traditional genres.

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

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

And the hardest part?

It is difficult and challenging to deal with racist, sexist, anti-Semitic and chauvinist rhetoric for a long time, to keep some analytical distance; frequently, I felt as if our societies were going back to a pre-enlightenment stage – which is very discouraging.
ENCyclopedia of PUBLIC RELATIONS
Second Edition
Robert L Heath University of Houston, USA
When initially published in 2005, the two-volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject. It remains the sole reference source for any library serving patrons in business, communication, and journalism as it explores the evolution of the field with examples describing the events, changing practices, and key figures who developed and expanded the profession. Reader’s Guide topics include Crisis Communications & Management, Cyberspace, Ethics, Global Public Relations, Groups, History, Jargon, Management, Media, News, Organizations, Relations, Reports, Research, and Theories & Models. Led by renowned editor Robert L Heath, with advisory editors and contributors from around the world, the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice.
The Second Edition continues to explore key challenges facing the profession, such as earning the trust and respect of critics and the general public. Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared: the Internet and social media as public relations tools. International coverage and representation has been greatly expanded, as well. Finally, biographies (which are now widely available on the Web) have been deleted to give room to areas of enhanced coverage, and biographical materials are included where appropriate within the context of topical entries. However, a long entry on women pioneers in public relations has been included as an appendix.
2013 • 152 pages • Hardback (9781452240794) • $340.00

ONGOING CRISIS COMMUNICATION
Planning, Managing, and Responding
Fourth Edition
W Timothy Coombs University of Central Florida
In this integrated, multidisciplinary approach to the entire crisis communication process, Coombs explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. This latest edition includes new coverage of social media, social networking sites and terrorist threats.
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Third Edition
Robert R Ulmer University of Arkansas at Little Rock, Timothy L Sellnow University of Central Florida and Matthew W Seeger Wayne State University
Eighteen in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning and producing renewing responses to crisis.
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SPORTS PUBLIC RELATIONS
Jacquie L’Etang Queen Margaret University
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- Paul M Pedersen, Professor of Sport Management, Indiana University
2013 • 216 pages
Hardback (9781412936187) • £74.00
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Joep Cornelissen ERASMUS University, Netherland
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- Professor Anne Gregory, Director, Centre for Public Relations Studies, Leeds Business School
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Robert Cox University of North Carolina at Chapel Hill and Phaedra C Pezzullo University of Colorado, Boulder

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2015 • 440 pages
Paperback (9781483344331) • $72.99

**THE SAGE HANDBOOK OF RISK COMMUNICATION**

Edited by Hyunyi Cho, Torsten Reimer both at Purdue University and Katherine A McComas Cornell University

In this comprehensive, state-of-the-art overview of risk communication, the field’s leading experts summarize theory, current research, and practice in a range of disciplines and describe effective communication approaches for risk situations in diverse contexts, such as health, environment, science, technology, and crisis. Offering practical insights, the contributors consider risk communication in all contexts and applications—interpersonal, organizational, and societal—offering a wider view of risk communication than other volumes. Importantly, the handbook emphasizes the communication side of risk communication, providing integrative knowledge about the models, audiences, messages, and the media and channels necessary for effective risk communication that enables informed judgments and actions regarding risk.

**CONTENTS**

Introduction: Explicating Communication in Risk Communication

Hyunyi Cho, Torsten Reimer, and Katherine A McComas

Part I: Foundations of Risk Communication

Part II: Components of Risk Communication

Section 1: Risk Perceptions of Individual

Section 2: Risk as Social Construction

Section 3: Models of Risk Communication

Section 4: Audiences of Risk Communication

Section 5: Risk Communication Messages

Section 6: Risk Communication and the Media

Part III: Contexts of Risk Communication

Section 7: Interpersonal Contexts of Risk Communication

Section 8: Organizational Contexts of Risk Communication

Section 9: Risk Communication in the Public Sphere

Glossary

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About the Contributors

2015 • 376 pages
Hardback (9781452258683) • $175.00

**COMMUNICATION**

*A Critical/Cultural Introduction*

*Second Edition*

John T Warren Southern Illinois University Carbondale and Deanna L Fassett San José State University

This undergraduate introduction to communication explores communication theory, interpersonal communication, and public communication and culture through the lens of contemporary critical theory.

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*A Survey of Communication*

*Second Edition*

Steve Duck University of Iowa and David T McMahan Missouri Western State University

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**KEY FEATURES:**

- The book’s relational approach—and its emphasis on how all communication is fundamentally about relationships—creates cohesiveness between chapters and demonstrates ways that readers can apply book content to their own lives
- Unique chapters on family communication, workplace communication, health communication, and communication in the public arena make the book a pioneer in the field
- Coverage of relational media and technology provides readers with examples of how social media and other recent technology influences the way people communicate
- The book’s refreshing and original approach engages readers with lively, topical examples that challenge them to think more thoughtfully about communication in their own lives
- Classroom-tested and diverse pedagogical features and photographs are included throughout each chapter to provide readers with a better understanding of the material and its application in everyday life

2014 • 408 pages
Paperback (9781452259789) • £99.00
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Global Cultures and Contexts

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

Introducing Intercultural Communication uses examples and case studies from around the world to situate communication theory in a truly global perspective. Covering the essentials from international conflict to migration and social networking, this book shows students how to master the skills and concepts at work in how we communicate and understand each other across cultural boundaries.

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• case studies from European, Chinese, Australian and American contexts provide a truly global perspective
• critical questions encourage students to challenge themselves
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David Machin Cardiff University and Andrea Mayr Queen’s University Belfast
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2012 • 240 pages
Hardback (9780857028914) • £72.00
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The Story of the Sony Walkman
Second Edition
Paul du Gay Copenhagen Business School, Stuart Hall, Linda Janes The Open University, Anders Koed Madsen Copenhagen Business School, Hugh MacKay The Open University and Keith Negus Goldsmiths, University of London
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Sam Hinton University of Canberra and Larissa Hjorth RMIT University, Melbourne
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Hardback (9781446201206) • £68.00
Paperback (9781446201213) • £22.99

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From Theory to Practice
Rosamund Davies and Gauti Sigthorsson both at University of Greenwich
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Paperback (9781849205733) • £23.99

UNDERSTANDING MEDIA ECONOMICS
Second Edition
Gillian Doyle University of Glasgow
Moving beyond a sector or platform specific approach, this book reflects the new media landscape, with digital media discussed throughout.
2012 • 232 pages
Hardback (9781412930765) • £79.00
Paperback (9781412930772) • £25.99

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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
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Originally priced at £32.99 (PB), £99.00 (HB). Sales rights restricted to South Asia only!

UNDERSTANDING CONTEMPORARY CULTURE SERIES

- LSE Review of Books

A South Asian Reprint!
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Graham Mytton an independent media research consultant and trainer, Dorking, the United Kingdom, Peter Diem an independent media research consultant, Vienna, Austria and Piet Hein van Dam an independent research consultant, Amsterdam, the Netherlands

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CONTENTS


2015 • 280 pages • Paperback (9789351506430) • ₹595.00 (tent)

MEDIA CONSTRUCTION OF ENVIRONMENT AND SUSTAINABILITY IN INDIA

Prithi Nambiar Executive Director, Centre for Environment Education (CEE) Australia Inc., Sydney

Media Construction of Environment and Sustainability in India presents a theoretical framework against which the role of media and communication in enabling this meaning negotiation is explored and illustrated through textual analysis and examination of interview data. The uniquely theoretical and practical perspective on the discursive construction of these concepts will be of immense value for policy makers, development and media practitioners, scholars, and students of media and communication.

CONTENTS

List of Illustrations / List of Abbreviations / Foreword Professor (Dr) Naren Chitty / Preface / Acknowledgements / Introduction / The Sustainability Discourse / Prioritising Sustainable Development / Communicating and Framing Sustainability / The Indian Environment and Sustainability Discourse / Making Sense of Sustainability: Exploring Elite Public Discourse / Media Construction of Environment and Sustainability / Framing the Future of Sustainability / Bibliography / Index

2014 • 312 pages • Hardback (9788132117414) • ₹995.00

About the Author

Graham Mytton is an independent media research consultant and trainer based at Dorking, the United Kingdom. He has carried out extensive research projects in Africa and Asia including national surveys in Gambia, Sierra Leone, South Sudan and East Timor. He has led training programmes in media research in 37 countries. He is the author of several books and articles on audience research, broadcasting history and African media.

Peter Diem is an independent media research consultant based in Vienna, Austria. After a short period in book market research (1977-1978) he started to build up TV and Radio Research for ORF, the public service network of Austria. He was head of the audience research department of ORF until 1999. For three years he held the position of chairman of GEAR, the Group of European Audience Researchers.

Piet Hein van Dam is an independent research consultant based in Amsterdam, the Netherlands. With a PhD in nonlinear dynamics, Piet Hein evolved to business developer type CEO/CPO. He spent more than 10 years at Unilever and KPMG Consulting, in international business development functions.

Prithi Nambiar is the executive director of the Centre for Environment Education (CEE), which she established in Sydney in 2001. She has a PhD in International Communication from Macquarie University, Australia. She has developed and managed a range of innovative sustainability education programs that connect Australia to India. She also teaches media and communications at Macquarie University and is the Editor of the Journal of Education for Sustainable Development (SAGE).
Embattled Media

Democracy, Governance and Reform in Sri Lanka

Edited by William Crawley, David Page
Institute of Commonwealth Studies, University of London
Kishali Pinto-Jayawardena
Legal analyst on civil liberties, Columnist, Sunday Times and author

Embattled Media is a book on the travails of the media in Sri Lanka that will be of interest to media academics, students and citizens outside the country because this collection is of a high standard, and engages with general issues of media, power and freedom.

Professor James Curran
Goldsmiths, University of London

Embattled Media is the first book to look comprehensively at the evolution of the media in post-colonial Sri Lanka, with a focus on media policy, law and education. It also offers valuable insights into the importance of independent media for democratic governance in the wider South Asian region and the developing world.

ABRIDGED CONTENTS

2015 • 416 pages • Hardback (9789351500629) • 995.00

About the Editors

William Crawley is Senior Fellow at the Institute of Commonwealth Studies, University of London, and Co-director of the Media South Asia Project. After completing his doctorate at Oxford University, he was a journalist, editor and manager in the BBC World Service for 23 years until 1994. Since leaving the BBC, he has written articles and edited publications on the BBC and India, and on the media in South Asia.

David Page is Senior Fellow at the Institute of Commonwealth Studies, University of London and Co-director (with William Crawley) of the Media South Asia Project. After taking his doctorate in South Asian History at Oxford University, he joined the BBC in 1972 and worked for more than 20 years as a journalist, editor and manager in the BBC Eastern Service. Since leaving the BBC, he has worked as a consultant and researcher on communication issues in South Asia. He and William Crawley collaborated with partners in five South Asian countries in researching and writings.

Kishali Pinto-Jayawardena is a Sri Lankan legal analyst whose work encompasses advocacy, research and litigation in the protection of civil liberties. After graduating with honours from the Faculty of Law, University of Colombo in 1993 and upon being admitted to the Bar, she appeared in several media law cases in the appellate courts and challenged the Sri Lankan State before the United Nations Human Rights Committee on violations of international standards.

Bestseller!

The Indian Media Business

Fourth Edition
Vanita Kohli-Khandekar
Media specialist and writer

An essential reading for media students and professionals. Vanita Kohli-Khandekar has painstakingly updated her book with new facts and interesting details…peppered with stories of bygone times that are extremely interesting…overall, this new edition of a much-admired book is extremely riveting.

Business Today

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CONTENTS
Preface / Special Credits / The Future of Indian Media / Print / Television / Film / Music / Radio / Ooh / Events / References and Select Bibliography / Index

2013 • 484 pages • Paperback (9788132113560) • 695.00

About the Author

Vanita Kohli-Khandekar is a media specialist and writer. She has been tracking the Indian media and entertainment business for over a decade. Currently she is a columnist and writer for Business Standard and Mid-Day. Her earlier stints include one at Businessworld and Ernst & Young. A Cambridge University fellow (2000), Vanita teaches at some of the top communication schools in India.
Mediated Nation in the Age of Globalisation

Movement: Social Media Sets Traditional Media's Agenda

24-Hour News and Terror: Did the Media Cross the Line?

Ranganathan

Usha M Rodrigues

List of Abbreviations / Introduction: Indian News Media in a Globalised Era

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within the theoretical considerations of globalization era.

an analysis of some of the landmark events

media practices and systems through an

technologies. It highlights the changes in

a number of issues within the context of the

globalizing polity of the country, marked by

news media's performance in the past 25

explores the Indian

Indian News Media

From Observer to Participant

Usha M Rodrigues

Deakin University, Melbourne

and

Maya Ranganathan

Macquarie University, Sydney

Indian News Media explores the Indian

news media's performance in the past 25

years, by closely examining their coverage of

a number of issues within the context of the

globalizing polity of the country, marked by

an increase in the use of new communication

technologies. It highlights the changes in

media practices and systems through an

analysis of some of the landmark events

within the theoretical considerations of globalization era.

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Maya Ranganathan / Sting journalism; Design of the Times

Maya Ranganathan / 24-Hour News and Terror: Did the Media Cross the Line?

Usha M Rodrigues / Paid News: Cocktail of Media, Business and Politics

Maya Ranganathan / Anna's Movement: Social Media Sets Traditional Media's Agenda

Usha M Rodrigues / The Mediated Nation in the Age of Globalisation

Maya Ranganathan / News Media's Role in a Transitioning Society

2014 • 256 pages • Hardback (9789351500506) • * 895.00

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Anyone who visits India or China will puzzle over their vast media systems. Though they exercise immense influence, the world knows very little about the media landscape in the two countries. The world’s two most populous countries, comprising close to 40 per cent of the global population, have disputed boundaries and the legacy of the 1962 war. Mass media in both countries plays a pivotal role in domestic politics and is capable of telling provocative nationalist stories. This book helps readers to understand the complexities of media in India and China, and their similarities and differences. It introduces the two media systems, the people who work in them, the work they produce and the pressures that influence their work. It analyses how economic forces drives media, how newsrooms work and how governments in each country manage the coverage of disasters.
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Sunitha Srinivas C is Assistant Professor, Govt. College of Mokeri, Calicut, Kerala. She obtained her MA (English) and PhD from University of Calicut, Kerala. She is the recipient of the Editors’ Choice Award from Home of Letters, Bhubaneswar. She has published research papers on advertising and media studies in peer-reviewed journals and is the author of Functionalism and Indian English Fiction: From Cradle to Grave.
ABOUT THE AUTHOR

David Aaker is the Vice-Chairman of Prophet Brand Strategy and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business, is the winner of three career awards for contributions to the science of marketing (Paul D. Converse Award), marketing strategy (Vijay Mahajan Award), and the theory and practice of marketing (Buck Weaver Award). He has published more than 100 articles and 17 books that have sold well over one million copies and been translated into eighteen languages.

THE DEFINITIVE BOOK OF BRANDING

Edited by Kartikeya Kompella
Founder, Purposeful Brands

This book provides an excellent and insightful set of chapters on how to build and manage brands by some of the best-known experts on the topic. A must read for brand builders!

About the Author

Kartikeya Kompella is the founder of Purposeful Brands. He is the author of "Building Brands, Building Meaning," and "Applying the Branding Iron." Kartik has been associated with brands in various ways from an advertising planner, brand consultant, DM & CRM professional to marketer. He has worked in different roles from a brand consultant in India's first brand consultancy to President of Lowe & Partner's DM division. His various roles have helped him look at branding from a somewhat "unique" perspective.

About the Editor

AAKER ON BRANDING

20 Principles That Drive Success

David Aaker Vice-Chairman, Prophet

Nobody knows brand strategy better than David Aaker. Aaker has taken all of the essential principles of branding and collapsed them into one epic brand book. Whether you're a seasoned brand marketer or just getting started, this book will provide you with a practical path to creating, nurturing and leveraging strong brands.

Ann Lewnes SVP and CMO, Adobe Systems

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- Do you know how to create a Brand Vision?
- Is it possible to bring a Brand to Life?

This is the definitive book that answers these questions and more...

Aaker on Branding presents in a compact form, the twenty essential principles of branding that will lead to the creation of strong brands. These principles provide a broad understanding of brands, brand strategy, brand portfolios, and brand building that all business, marketing, and brand strategists should know.

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SAGE Response
2015 • 252 pages • Paperback (9789351503903) • 495.00

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This book critically examines directed social change theory and practice and presents a conceptual framework of development communication (devcom) to address inequality and injustice in contemporary contexts. The earlier editions of this book, Communication for Development in the Third World (1991 and 2001), have served as established core texts for courses on development communication throughout the world. This revised and updated edition explores the scholarship and practice of media and communication for development, empowerment, and social justice to individuals and communities around the globe, in the context of increasing globalization. It traces the history of devcom, objectively looks at diverse approaches and their supporters, and provides ideas and models for devcom in early 21st century.

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2015 • 568 pages • Paperback (9789351502579) • 750.00

Bestseller!

COMMUNICATION FOR DEVELOPMENT
Theory and Practice for Empowerment and Social Justice
Third Edition
Srinivas Raj Melkote Bowling Green State University and H Leslie Steeves University of Oregon, Oregon

This book critically examines directed social change theory and practice and presents a conceptual framework of development communication (devcom) to address inequality and injustice in contemporary contexts. The earlier editions of this book, Communication for Development in the Third World (1991 and 2001), have served as established core texts for courses on development communication throughout the world. This revised and updated edition explores the scholarship and practice of media and communication for development, empowerment, and social justice to individuals and communities around the globe, in the context of increasing globalization. It traces the history of devcom, objectively looks at diverse approaches and their supporters, and provides ideas and models for devcom in early 21st century.

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2015 • 568 pages • Paperback (9789351502579) • 750.00

CORPORATE REPUTATION DECODED
Building, Managing and Strategising for Corporate Excellence
Asha Kaul Indian Institute of Management, Ahmedabad and Avani Desai Director, N R Institute of Business Administration, Gujarat University

A remarkably practical, lucid and well-researched book complete with examples, framework and strategies from corporations in India for building corporate reputation, invaluable for any corporate executive concerned with the subject of building corporate reputation.

Dr Arvind N Agrawal Management Board Member, President, Corporate Development and Human Resources, RPG Enterprises

Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR—company’s stakeholders, situations demanding CR interventions, and the impact of a company’s culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India.

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SAGE Response
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Bestseller!

BODY LANGUAGE
A Guide for Professionals
Third Edition
Hedwig Lewis Educationist and writer

A command over body language has become an important skill in today’s world. It is the X-factor that completes the personalities of executives, entertainers, politicians, celebrities, and many more. After the thundering success of the previous edition of Body Language: A Guide for Professionals, SAGE has come out with this exciting third edition. Since the last edition of this book more than a decade ago, Internet and media have brought renewed interest to non-verbal communication, particularly to body language. The author has painstakingly combed through the existing text and has extensively researched online resources to add new insights to this edition, making it a cutting-edge reference on the subject.

CONTENTS
Preface / The Characteristics of Body Language / The Face / The Eyes / The Head and Torso / Arms, Hands, and Palms / Postures / Zones and Spaces / Traits and Attitudes / Body Language in Practice / References / Index

SAGE Response
2012 • 268 pages • Paperback (9788132107200) • 525.00

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**AFLY IN THE CURRY**

Independent Documentary Film in India

K P Jayasankar School of Media and Cultural Studies, Tata Institute of Social Sciences (TISS), Mumbai and Anjali Monteiro Tata Institute of Social Sciences

An engaging read that explores independent documentary film in India as a site of resistance. This book looks at how independent Indian documentary film reworks the relationship between filmmakers, their narratives, their subjects and their audience, challenging the dominant idea of documentary as a discourse of the real. Based on close textual analysis, conversations with filmmakers and drawing on Breitrose’s cinéma-vérité film-maker as a ‘fly in the soup’, this work explores the place of documentary within the Indian public sphere.

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List of Photos / Foreword by Arjun Appadurai / The Flight Path / Flying Solo / Flying Images / Flying into the Looking Glass / Notes from the Curry / From the Curry to the Cauldron / Films Cited / References / Index

2015 • 280 pages • Hardback (9789351505693) • 850.00 (tent)

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**BRAVE NEW BOLLYWOOD**

In Conversation with Contemporary Hindi Filmmakers

Nirmal Kumar Sri Venkateshwara College, New Delhi and Preeti Chaturvedi Senior Marketing Professional and writes on media and cultural studies

These are interesting times in the history of Indian cinema, particularly because the established aesthetic conventions and modes of production of the Hindi film industry are being challenged, as are the boundaries between what is alternative and what is mainstream. This book is an attempt to contextualize the upsurge in this form of cinema in Bollywood/Hindi film industry. It also aims to promote an academic enquiry into the works of these filmmakers, their religious beliefs, social moorings, cinematic influences, attitudes towards filmmaking and experiences of making movies. It will be an important reading for serious students of South Asian studies, film studies and media studies as well as the general reader who has an interest in cinema.

**CONTENTS**


2015 • 292 pages • Hardback (9789351500315) • 895.00

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**CINEMATICALLY SPEAKING**

The Orality-Literacy Paradigm for Visual Narrative

Sheila J Nayar Greensboro College, North Carolina

Cinematickly Speaking proposes that orality and alphabetic literacy play a fundamental role in shaping visual storytelling. It challenges the way we think about how film stories get shaped, as well as the notion of film as an autonomous mode of storytelling construction. Between close readings of Bollywood cinema and modernist art cinema in 1950s–1990s, as well as of the many cinemas in between—including Indian middle cinema and middle-class cinema—The book casts a pioneering lens on what goes into shaping screen stories worldwide. It is a theoretical work certain to alter our understanding and future exploration of the narrative-film species.

**CONTENTS**

Preface / Acknowledgments / Orality, Literacy, and an Epistemic Approach to Visual Narrative / Excavating the Oral Characteristics of Visual Narrative / Mapping the Literate Characteristics of Visual Narrative / Between the Oral and Literate Epistemes / The Future of the Orality—Literacy Paradigm, Cinematically Speaking / Appendix A: Reading Closely: The Orality of Baazigar / Appendix B: Titanic as American Orally Inflected Cinema Nonpareil / Bibliography / Author Index / Subject Index

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**FILMING REALITY**

**The Independent Documentary Movement in India**

_Shoma A Chatterji_ freelance journalist, film scholar and author

An informative read about the incredible journey of the independent documentary film movement in India. _FILMING REALITY_ explores the independent documentary film movement in India post-1970s, when it began to acquire an identity of its own and many films got worldwide recognition. It analyses notable documentaries made over the last four decades, including those by iconic film-makers such as Satyajit Ray, Mani Kaul, Anand Patwardhan; activists such as Rakesh Sharma, Ranjan Palit, Amar Kanwar; feminists such as Deepa Dhanraj and Madhusree Dutta; and auteurs such as Sanjay Kak, R V Ramani and others. Featuring a compilation and analysis of noted and rare documentaries, this book is of immense value to film buffs, film scholars and film-makers.

**CONTENTS**


2015 • 320 pages • Hardback (9788151502876) • INR 895.00

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**BADAL SIRCAR**

**Towards a Theatre of Conscience**

_Anjum Katyal_ Consultant (Publications), Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), Kolkata and Co-Director, Apeejay Kolkata Literary Festival

Anjum Katyal's book is a valuable chronicle of the evolution of Badal Sircar's theatre. A valuable record for all theatre lovers.

_Sanjna Kapoor_ Theatre Personality

This is the first full-length study of Badal Sircar (1925-2011), the man who brought theatre to the streets and to the masses in India. Drawing on a variety of sources like his (untranslated) autobiographical writings, interviews, existing articles and scholarship, it examines three distinct aspects of his work:

- his art of playwriting, with milestone texts like Evam Indrajit, Pagla Ghoda and Bakiltihas
- his form of theatre, which could be performed anywhere, was focused on the actor, and was an exercise in social critique
- dissemination of this art form through extensive workshops and mentoring.

Easy to read, this comprehensive account of Sircar's life and work is as much for theatre lovers as for scholars.

**CONTENTS**

Foreword by Amol Palekar / Acknowledgements / Introduction / Bitten by the Bug / The Early Years / Ebony Indrajit: The Game Changer / A Creative Year / Nigerian Interlude / An Established Playwright / Proscenium Farewell / Indoors and Outdoors / The Third Theatre / Devised Theatre / The Workshop Way / The Woman Question / Talking Politics / The Final Years / Appendix: List of Plays / Select Bibliography / Index

2015 • 308 pages • Hardback (9789351503705) • INR 995.00

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About the Author

_Shoma A Chatterji_ is a freelance journalist, film scholar and author based in Kolkata. She contributes to around a dozen print media and net publications. She has won two National Awards for Best Writing on Cinema: Best Film Critic in 1991 and Best Book in 2002 for Parama and Other Outsiders: The Cinema of Aparna Sen.

Chatterji won the Bengal Film Journalists Association’s Best Critic Award in 1998 and the Bharat Nirman Award for excellence in journalism in 2004. She is the recipient of a research fellowship from the National Film Archive of India (2005-06) and the Senior Research Fellowship from the PSBT, New Delhi, for research in the politics of portrayal of gender on Indian television in 2006-07. She has authored 22 books on cinema and gender, which includes three short story collections and one work of translation, besides one on the history of the city of Kolkata. She has been a jury member at several film festivals in India and abroad.

About the Author

_Anjum Katyal_ is a Consultant (Publications), Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), Kolkata and Co-Director, Apeejay Kolkata Literary Festival.

She has been the Chief Editor, Seagull Books, Calcutta (1987-2006) and Editor, Seagull Theatre Quarterly (1994-2004), as well as the Web Editor, Saregama-HMV (2006-11) and Editor, Art and the City, a web magazine on the contemporary arts in India (2010-13). As the editorial head of a specialist arts publisher, she was responsible for a broad range of books on art and culture between 1987 and 2006. She is the author of Habib Tanvir: Towards an Inclusive Theatre (SAGE, 2012). She has translated Habib Tanvir’s Charandas Chor and Hirma ki Amar Kahani (The Living Tale of Hirma), as well as Usha Ganguli’s Rudali and stories by Mahasweta Devi and Meera Mukherjee.
**The Image Trap**

M.G. Ramachandran in Film and Politics

M S S Pandian Late of Centre for Historical Studies, Jawaharlal Nehru University, New Delhi

“[This] is by far the most convincing study of the subject. The book is a work of sound scholarship and will no doubt lure researchers to this fascinating field of popular culture and politics. Pandian has offered a splendid model. The added attractions in the book are an exhaustive bibliography and a complete filmography of MGR, which includes films like Thasipenn (1943), invariably omitted in such lists.”

S Theodore Bhaskaran

The Image Trap analyses the phenomenon of M.G. Ramachandran (MGR), the legendary film star-cum-politician of Tamil Nadu, as a modern-day political myth. This book offers fascinating details about the extent to which MGR was successful in creating a stereotypical cinematic persona, and what repercussions it had on Tamil Nadu. Delineating the cultural elements that were meticulously mobilised to constitute MGR’s on-screen image, it analyses the popularity he enjoyed among the poor whose interests he constantly violated.

This is done by means of what Pandian termed as constructed biographies which are popular narratives that ingeniously present the cinematic as real. It brings out the interface and interplay between the media and political processes. A blend of essay writing, political rhetoric and scholarship, the book features the complete filmography of MGR and is a must for understanding the contemporary politics of the state.

**Contents**

Preface / Acknowledgements / The Image Trap / Appendix I: A Brief Chronology of MGR’s Life / Appendix II: MGR’s Filmography / Appendix III: Electoral Performance of the AIADMK in Tamil Nadu / Bibliography / Index

2015 • 196 pages • Hardback (9789351500667) • Rs 645.00

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**MADRAS STUDIOS**

Narrative, Genre, and Ideology in Tamil Cinema

Swarnavel Eswaran Pillai

Michigan State University

This book is a necessary read for anyone who wishes to understand not just Tamil cinema but the politics and culture which shaped it.

Venkatesh Chakravarthy

The preeminent Tamil cinema scholar, independent filmmaker, and Director of L V Prasad Film & TV Academy

This book documents the history of Tamil cinema, one of the most colossal film industries in the world, and studies the major studios of Madras, the largest outside classical Hollywood in the private sector. It engages with five major studios of Madras—Modern Theatres, AVM, Gemini, Vijaya-Vauhini, and Prasad— through the origins of their founders, and explicates how their history influenced the narratives, genre, and ideology of the canonical films made in Madras studios, arguing for their lasting influence on Tamil cinema.

**Contents**


2015 • 372 pages • Hardback (9789351501213) • Rs 1250.00

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**About the Author**

Swarnavel Eswaran Pillai is PhD, is assistant professor in the English, and Media and Information Departments at Michigan State University. He is a graduate of the premier film school in Asia, The Film and Television Institute of India, and is an accomplished documentarian whose films include Thangam, The Indian National Army, and Villu (The Bow). His recent documentaries are Unfinished Journey (2012) and Migrations of Islam (2014), and he is currently working on Hmong Memories at the Crossroads.

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**About the Author**

M S S Pandian was Professor at the Centre for Historical Studies, Jawaharlal Nehru University, New Delhi, since August 2009. Previously, he has been Rama Wattamull Distinguished Indian Scholar, University of Hawaii, Honolulu (2008); Visiting Fellow, Centre of South Asian Studies, Cambridge University, UK (2004); Visiting Professor in Human Sciences, George Washington University, Washington, D.C. (2002); Honorary Visiting Fellow, Sarai Programme, Centre for the Study of Developing Societies, Delhi (2002–09); Visiting Professor of History, University of Wisconsin, Madison (2001); Fellow, Madras Institute of Development Studies, Chennai (1989–2001); and Fellow, Centre for Studies in Social Sciences, Calcutta (1986–88).
Philosophy as Samvada and Svaraj

Dialogical Meditations on Daya Krishna and Ramchandra Gandhi
Edited by Shail Mayaram
Centre for the Study of Developing Societies, Delhi

The book presents a range of Rabindranath Tagore’s creative works, including translations of short stories, essays, poems, memoirs, songs and plays from his vast corpus to show his conception of the feminine and gender identity that are relevant even today. The editor establishes the search for Tagore’s engagement with the feminine as subject and agency, character and voice, philosophy and politics in this book. There is rich cultural interplay as Tagore muses over the contrasting social position of women in the ‘East’ and the ‘West’. He relies on Indian traditions to understand them in the context of domestic ethics, marital institutions, parenting, empowerment, aesthetics and gender politics.

The book includes new translations while presenting fresh insights into previously published works.

CONTENTS
Acknowledgements / Introduction Malashri Lal / Re-writing Tagore: Translating as Performance Radha Chakravarty / MEMOIRS / Childhood (from Chhelebella) Dipannita Datta / My life in my words (from eevansmriti) Uma Dasgupta / LETTERS / To Mrinalini Debi Malashri Lal / To Victoria Ocampo Ketaki Kusuri Dash / To Indira Devi Chaudhuri, Sarojini Naidu, Maria Montessori and Margaret Sanger Krishna Dutta and Andrew Robinson / FROM GITANJALI / The child who is decked with prince’s robes (No. 8) / Where dost thou stand behind (No. 41) / I thought I should ask of thee (No. 52) / On the slope of the desolate river (No. 64) / She who ever had remained in the depth of my being (No. 66) / In desperate hope I go and search for her (No. 87) / POEMS / Bodily union (Deher Milan) / In desperate hope I go and search for her (No. 87) / The sky resounds to our Mother’s call (Amra milechhi aj mayer dake) / On the slope of the desolate river (No. 64) / Who is the bride (Ma, ki tui porer dware patthabi) / Sanjukta Dasgupta / O auspicious bride (Sumangali badhu) Malashri Lal / To Victoria / To Victoria

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Philosophy as Samvada and Svaraj discusses Daya Krishna and Ramchandra Gandhi’s respective intellectual contributions and speculates how one might take forward the work of the two persons who were among the most brilliant minds of our times. Both Daya Krishna and Ramchandra Gandhi emphasized freedom and autonomy of thought and upheld the importance of samvada, somewhat inadequate in its English translation as dialogue. And both of them were philosophers concerned with how philosophy might seek its svaraj, free from the orientalist hold of the religious, the colonial crippling of indigenous languages and institutions and the structures and categories of un-freedom that continue to haunt inhabitants of West and non-West. Philosophy must involve samvada—an open dialogue and intimate encounter between self and other. Both philosophers experimented with these concepts and were enormously creative. This book is a testament not only to the core values of philosophy, but also to how these values can be carried forward by new weaves of tradition and modernity.

CONTENTS

Tagore and the Feminine
A Journey in Translations
Edited by Malashri Lal
University of Delhi

This book presents a range of Rabindranath Tagore’s creative works, including translations of short stories, essays, poems, memoirs, songs and plays from his vast corpus to show his conception of the feminine and gender identity that are relevant even today. The editor establishes the search for Tagore’s engagement with the feminine as subject and agency, character and voice, philosophy and politics in this book. There is rich cultural interplay as Tagore muses over the contrasting social position of women in the ‘East’ and the ‘West’. He relies on Indian traditions to understand them in the context of domestic ethics, marital institutions, parenting, empowerment, aesthetics and gender politics.

The book includes new translations while presenting fresh insights into previously published works.

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Acknowledgements / Introduction Malashri Lal / Re-writing Tagore: Translating as Performance Radha Chakravarty / MEMOIRS / Childhood (from Chhelebella) Dipannita Datta / My life in my words (from eevansmriti) Uma Dasgupta / LETTERS / To Mrinalini Debi Malashri Lal / To Victoria Ocampo Ketaki Kusuri Dash / To Indira Devi Chaudhuri, Sarojini Naidu, Maria Montessori and Margaret Sanger Krishna Dutta and Andrew Robinson / FROM GITANJALI / The child who is decked with prince’s robes (No. 8) / Where dost thou stand behind (No. 41) / I thought I should ask of thee (No. 52) / On the slope of the desolate river (No. 64) / She who ever had remained in the depth of my being (No. 66) / In desperate hope I go and search for her (No. 87) / POEMS / Bodily union (Deher Milan) / In desperate hope I go and search for her (No. 87) / The sky resounds to our Mother’s call (Amra milechhi aj mayer dake) / On the slope of the desolate river (No. 64) / Who is the bride (Ma, ki tui porer dware patthabi) / Sanjukta Dasgupta / O auspicious bride (Sumangali badhu) Malashri Lal / To Victoria / To Victoria

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This work provides a foundational primer on intercultural communication not only as a way to ‘improve Indians’ understanding of themselves’ but to also convey insider knowledge that bridges the gap between Indian and non-Indian cultures. It is a thoroughly refreshing reminder of the power and impact of the field of communication studies in the global context.

Danna M Gibson
Professor and Chair, Department of Communication, Columbus State University, Columbus (GA), USA

Intercultural Communication has seeped into the training of Indian diplomats, negotiation patterns of savvy business leaders, and day-to-day interaction of young Indians, whether on Facebook or Twitter. This first-of-its-kind book introduces readers to the challenges of, and opportunities for, communicating across verbal, nonverbal, and cultural differences existing in India due to its myriad languages and ethnic, caste, and religious diversity. The book provides the requisite context, scholarly framework, and examples that help readers appreciate this disparity. It offers tools and steps to reduce conflict and improve communication among diverse groups in a modernizing India. It covers various aspects of intercultural communication—its history, orientation of culture, formation of intercultural identity, cultural conflicts, and so on.

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2015 • 384 pages • Hardback (9789351500308) • ₹1,095.00

Ramesh N Rao is Professor and Chair of the Degree-In-3 Program, a brand new, state-of-the-art online program, at Columbus State University. He started his teaching career at Truman State University in Kirksville, Missouri, in 1991. He was promoted to Associate Professor in 1997 and to Professor in 2004. He was hired as Chair, Department of Communication Studies and Theatre, Longwood University, Farmville, Virginia, in 2005, where he served as Chair of the department for six years.

Avinash Thombre is Associate Professor at the University of Arkansas, Little Rock. He has taught a wide variety of communication courses at the undergraduate and graduate level ranging from Introduction to Communication, Public Speaking, Mass Media Theories to Intercultural Communication and Communication and Social Change. He obtained his doctoral degree in speech communication at the University of New Mexico.

Juri Dutta is presently working as a Research Associate in the Centre for Assamese Studies, Tezpur University, Assam. She was awarded PhD from Rajiv Gandhi University, Arunachal Pradesh in 2007. She has published articles, poems, short stories in English and Assamese in several leading magazines and newspapers of Assam.
THE AFTERMATH OF FEMINISM
Gender, Culture and Social Change
Angela McRobbie Goldsmiths, University of London

Angela McRobbie has written a courageous and much-needed book, exploring the after-effects of the shift to neoliberalism in which young women today can appear to have everything they wanted, presented in an array of choice and empowerment. She interrogates its dark underbelly and exposes the huge losses for women that ensue.

- Sociology

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Malcolm Alexander Griffith University

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Vera Toepoel Utrecht University

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The ego-net approach to social network analysis, which takes discrete individual actors and their contacts as its starting point, is one of the most widely used approaches in the field. This is the first textbook to take readers through each stage of ego-net research, from conception, through research design and data-gathering to analysis. It starts with the basics, assuming no prior knowledge of social network analysis, but then moves on to introduce cutting-edge innovations, covering both new statistical approaches to ego-net analysis and also the most recent thinking on mixing methods (quantitative and qualitative) to achieve depth and rigour. It is an absolute must for anybody wishing to explore the importance of networks.

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The *Encyclopedia of Humor Studies* explores the concept of humor in history and modern society in the United States and internationally. This work's scope encompasses the humor of children, adults, and even nonhuman primates throughout the ages, from crude jokes and simple slapstick to sophisticated word play and ironic parody and satire. As an academic social history, it includes the perspectives of a wide range of disciplines, including sociology, child development, social psychology, and life style history, communication, and entertainment media. Readers will develop an understanding of the importance of humor as it has developed globally throughout history and appreciate its effects on child and adult development, especially in the areas of health, creativity, social development, and imagination. This two-volume set is available in both print and electronic formats.

**Features & Benefits:**
- The General Editor also serves as Editor-in-Chief of HUMOR: International Journal of Humor Research for The International Society for Humor Studies.
- The book's 335 articles are organized in A-to-Z fashion in two volumes (approximately 1,000 pages).
- This work is enhanced by an introduction by the General Editor, a Foreword, a list of the articles and contributors, and a Reader's Guide that groups related entries thematically.
- A Chronology of Humor, a Resource Guide, and a detailed Index are included.
- Each entry concludes with References/Further Readings and cross references to related entries.
- The Index, Reader’s Guide themes, and cross references between and among related entries combine to provide robust search-and-browse features in the electronic version.

2014 • 984 pages
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**THE SAGE DEAF STUDIES ENCYCLOPEDIA**

Edited by Genie Gertz and Patrick Boudreault both at Gallaudet University

A new in-depth collection of articles defining the current state of deaf studies at an international level, all while using a critical and intersectional approach.

2016 • 1176 pages
Hardback (9781452259567) • $445.00

**ENCYCLOPEDIA OF SOCIAL MEDIA AND POLITICS**

Edited by Kerric Harvey George Washington University

The *Encyclopedia of Social Media and Politics* explores how the rise of social media is altering politics both in the United States and in key moments, movements, and places around the world. Its scope encompasses the disruptive technologies and activities that are changing basic patterns in American politics and the amazing transformations that social media use is rendering in other political systems heretofore resistant to democratization and change. In a time when social media are revolutionizing and galvanizing politics in the United States and around the world, this encyclopedia is a must-have reference. It reflects the changing landscape of politics where old modes and methods of political communication from elites to the masses (top down) and from the masses to elites (bottom up) are being displaced rapidly by social media, and where activists are building new movements and protests using social media to alter mainstream political agendas.

**Key Features:**
- This three-volume A-to-Z encyclopedia set includes 600 short essays on high-interest topics that explore social media’s impact on politics, such as “Activists and Activism,” “Issues and Social Media,” “Politics and Social Media,” and “Popular Uprisings and Protest.”
- A stellar array of world renowned scholars have written entries in a clear and accessible style that invites readers to explore and reflect on the use of social media by political candidates in this country, as well as the use of social media in protests overseas.
- Unique to this book is a detailed appendix with material unavailable anywhere else tracking and illustrating social media usage by U.S. Senators and Congressmen.

This encyclopedia set is a must-have general, non-technical resource for students and researchers who seek to understand how the changes in social networking through social media are affecting politics, both in the United States and in selected countries or regions around the world.

2014 • 1640 pages
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**THE SAGE GUIDE TO KEY ISSUES IN MASS MEDIA ETHICS AND LAW**

Edited by William A Babcock and William H Freivogel both at Southern Illinois University Carbondale

This two-volume, issues-based reference set, available in both print and electronic formats, surveys varied views on many of the most contentious issues involving mass media ethics and the law.

2015 • 968 pages
Hardback (9781452274355) • $350.00
THE SAGE ENCYCLOPEDIA OF INTERCULTURAL COMPETENCE
Edited by Janet M Bennett
Intercultural Communication Institute
In 1980, SAGE published Geert Hofstede’s Culture’s Consequences. It opens with a quote from Blaise Pascal: “There are truths on this side of the Pyrenees that are falsehoods on the other.” The book became a classic—one of the most cited sources in the Social Science Citation Index—and subsequently appeared in a second edition in 2001. This new SAGE Encyclopedia of Intercultural Competence picks up on themes explored in that book. Cultural competence refers to the set of attitudes, practices, and policies that enables a person or agency to work well with people from differing cultural groups. Other related terms include cultural sensitivity, transcultural skills, diversity competence, and multicultural expertise. What defines a culture? What barriers might block successful communication between individuals or agencies of differing cultures? How can those barriers be understood and navigated to enhance intercultural communication and understanding? These questions and more are explained within the pages of this new reference work.

Key Features:
• 300 to 350 entries organized in A-to-Z fashion in two volumes
• Signed entries that conclude with Cross-References and Suggestions for Further Readings
• Thematic “Reader’s Guide” in the front matter grouping related entries by broad topic areas
• Chronology that provides a historical perspective of the development of cultural competence as a discrete field of study

The SAGE Encyclopedia of Intercultural Competence is an authoritative and rigorous resource on intercultural competence and related issues, making it a must-have reference for all academic libraries.

2015 • 1024 pages
Hardback (9781452244280) • $375.00

HISTORICAL GUIDE TO WORLD MEDIA FREEDOM
A Country-by-Country Analysis

Jenifer Whitten-Woodring University of Massachusetts Lowell
Douglas A Van Belle Victoria University of Wellington
A new groundbreaking and fully accessible reference set from CQ Press that brings together comprehensive historical data on media freedom since World War II.

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ENCYCLOPEDIA OF HEALTH COMMUNICATION
Edited by Teresa L Thompson
University of Dayton
From the dynamics of interpersonal communication between health professionals and clients to global command-and-control during public health emergencies that cross international borders, the field of health communication bridges many disciplines and involves efforts from the micro to the macro. It involves navigating personal, cultural, and political complexities and an ability to distill complex technical science into quickly and easily understood terms for ready distribution by the mass media—or to an individual patient or to the parent of an ailing child.

Despite an abundance of textbooks, specialized monographs, and academic handbooks, this is the first encyclopedic reference work in this area, covering the breadth of theory and research on health communication, as well as their practical application.

Features:
• Nearly 600 original articles are organized A-to-Z within a three-volume set to provide comprehensive coverage of this exciting field, including such topics as theories and research traditions; evaluation and assessment; cultural complexities; high risk and special populations; message design and campaigns; provider/patient interaction issues; media issues; and more.
• All articles were specifically commissioned for this work, signed and authored by key figures in the field, and conclude with cross reference links and suggestions for further reading.
• Appendices include a Resource Guide with annotated lists of classic books and articles, journals, associations, and web sites; a Glossary of specialized terms; and a Chronology offering an overview and history of the field.
• A thematic Reader’s Guide groups related articles by broad topic areas as one handy search feature on the e-Reference platform, which also includes a comprehensive index of search terms.

2014 • 1688 pages
Hardback (9781452258751) • $525.00

ENCYCLOPEDIA OF DECEPTION
Edited by Timothy R Levine
Korea University, Seoul

This academic, multi-author reference work will serve as a general, non-technical resource for students and researchers within social and behavioural science programmes who seek to better understand the historical role of lying and how it is employed in modern society.

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