Journalism
New Titles and Key Backlist 2010
Welcome to Routledge

Journalism

New Titles and Key Backlist 2010

CONTENTS

Journalism ....................................................... 1
Publishing ....................................................... 18
Public Relations .............................................. 19
Media Ethics ..................................................... 23
Index ............................................................. 25
Order Form ..................................................... Back of Catalog

KEY SYMBOLS

Companion Website
Request an Inspection Copy
DVD disk included

Complete Catalog
This catalog only includes a selection of our titles in Journalism. Our online catalog at www.routledge.com/media gives you the power to search for any book currently in print by title, author's last name, and ISBN. All entries have a description of the book's content.

The Easy Way to Order
Ordering online is fast and efficient, simply follow the on-screen instructions and your order will be sent to our distributors for immediate dispatch.

Complimentary Copies
Select Routledge titles are available on a complimentary review basis to faculty for course adoption consideration, and are marked as such throughout the catalog. Please complete and send the “Complimentary Text Request” section of the order form in the back of this catalog, or call 1-800-634-7064. To expedite your order, or to see “View Inside” and inspection options, visit: www.routledge.com/info/compcopy.

Examination Copies
For examination copies of all other paperback titles, please contact our Sales Department at 1-800-634-7064. To expedite your request, visit: www.routledge.com/examcopy.

eBooks – Marked as ‘eBook’ in this catalog.
Thousands of our titles are available as eBooks – in Adobe, Microsoft Reader and Mobipocket formats or available to browse online: www.ebookstore.tandf.co.uk.

e-Updates
Register your email address at www.tandf.co.uk/eupdates to receive information on books, journals and other news within your area of interest.

Trade Customers’ Representatives, Agents and Distribution
For a list of all trade customers’ representatives, agent and distributors for UK, Rest of World, North America and South America visit: www.routledge.com/reps.
Taylor & Francis eBooks

Provides quick and efficient access to the right material at the right time, where and when you want it

- Over 21,000 eBook titles in the Humanities, Social Sciences, Behavioural Sciences, STM and Law from some of the world’s leading imprints
- Quick search across all metadata, advanced search across full text
- Text Highlighting and Annotations: highlight text, annotate your observations, comment on sections of interest and edit, delete or print them.

To find out more about the full range of ebooks available visit:
www.ebookstore.tandf.co.uk
For further information on library subscriptions and purchases go to:
www.ebookssubscriptions.com
or email online.sales@tandf.co.uk

Visit the Routledge Communication Arena

www.communicationarena.com

What is the Communication Arena?
The Communication Arena is an online resource for communication academics, students and practitioners, who need to keep up-to-date with the latest communication issues, news and events, as well as explore our collection of communication journals and books. Free online sample copies of our journals can be requested from this site and free access is also given to specially selected journal articles for limited periods.

Contribute to the Arena
If you have any ideas, events, resources or opportunities you would like to share with the online communication community, email them to: commarena@tandf.co.uk
NEW
Journalism Studies
Phil Hammond, Southbank University, London, UK and Andrew Calcutt, University of Essex
Journalism Studies is a polemic textbook, rethinking the field of journalism studies for the contemporary era.
Not only has journalism itself changed, but the broader world of politics and public affairs has been transformed beyond recognition in the past two decades. Yet the study of news and journalism often seems stuck with ideas and debates which have lost much of their critical purchase. Journalism Studies offers a reassessment of conventional themes in the academic analysis of journalism, and sets out a positive proposal for what we should be studying.

The book is organised in three sections, around the key themes of ownership, objectivity and the public, addressing the contexts in which journalism is produced, practised and disseminated. Within each section, the first chapter outlines key issues and debates, critically reviewing established lines of critique in relation to the state of contemporary journalism. The second chapter in each section then offers an alternative way of approaching these issues, seeking to reconceptualise them in order to suggest an agenda for change and development in both journalism studies and journalism itself.

This overall discussion is framed by a consideration of the relationship between the practice of journalism and its academic analysis, and reflects on how the importance of journalism both for society and as an object of study may be restated today.


October 2010: 224pp
Hb: 978-0-415-55430-5: $115.00
Pb: 978-0-415-55431-2: $35.95
For more information, visit: www.routledge.com/9780415554312

NEW
Show Me the Money
Writing Business and Economics Stories for Mass Communication
Chris Roush, University of North Carolina at Chapel Hill, USA

Show Me the Money is a business reporting textbook offering hands-on advice and examples on doing the job of a business journalist. Author Chris Roush draws on his own business journalism background to explain how to cover businesses and industries, and where to find sources of information for stories. He includes examples of business stories demonstrating how reporters take financial information and turn it into relevant facts that explain a topic to readers. With numerous examples of documents and stories in the text, it is an essential guide for doing business journalism. This definitive business journalism text:
- provides real-world examples of business articles
- presents complex topics in a form easy to read and understand
- offers examples of where to find news stories in SEC filings
- discusses, in full-length chapters, how to write stories on mergers and acquisitions, as well as bankruptcy court filings
- gives comprehensive explanations and reviews of corporate financial, balance sheet, and cash flow statements, dissected so reporters at all levels of experience can understand them
- provides tips on finding sources, such as corporate investors and hard-to-find corporate documents
- gives a comprehensive listing of Web sites for business journalists to use.

Show Me the Money is essential for graduate and undergraduate students with an interest in business journalism, and will also serve professional reporters and editors new to the field of business journalism or needing a refresher. In addition, it will be of value to public relations students and professionals, particularly those who are in the corporate communications field.

September 2010
Hb: 978-0-415-87654-4: $150.00
Pb: 978-0-415-87655-1: $64.95
For more information, visit: www.routledge.com/9780415876551

NEW
Multimedia Journalism
A Practical Guide
Andy Bull
Multimedia Journalism: A Practical Guide offers clear advice on working across multiple media platforms and includes guides to creating and using video, audio, text and pictures. This textbook contains all the essentials of good practice that are the bedrock to being a successful multimedia journalist and is supported by an immersive website at www.multimedia-journalism.co.uk which demonstrates how to apply the skills covered in the book, gives many examples of good and bad practice, and keeps the material constantly up to date and in line with new hardware, software, methods of working and legislation as they change. The book is fully cross-referenced and interlinked with the website, which offers the chance to test your learning and send in questions for industry experts to answer in their masterclasses.

Split into three levels - getting started, building proficiency and professional standards, this book builds on the knowledge attained in each part, and ensures that skills are introduced one step at a time until professional competency is achieved. This three stage structure means it can be used from initial to advanced level to learn the key skill areas of video, audio, text, and pictures and how to combine them to create multimedia packages. Skills covered include:
- writing news reports, features, email bulletins
- building a website using a content management system
- measuring the success of your website or blog
- shooting, cropping, editing and captioning pictures
- telling stories through picture galleries and slide shows
- recording, editing and publishing audio reports and podcasts
- shooting and editing video and creating effective packages
- streaming live video reports
- creating breaking news tickers and using Twitter
- using and encouraging user generated content
- interviewing and conducting advanced online research
- subediting, proofreading and headlineing, including search engine optimisation
- geo-tagging, geo-coding and geo-broadcasting
- scripting and presenting bulletins.

February 2010: 448pp
Hb: 978-0-415-47823-6: $140.00
Pb: 978-0-415-47823-6: $50.00
For more information, visit: www.routledge.com/9780415478236
The Changing Faces of Journalism
Tabloidization, Technology and Truthiness
Barbie Zelizer, University of Pennsylvania, USA
Series: Shaping Inquiry in Culture, Communication and Media Studies

The Changing Faces of Journalism: Tabloidization, Technology and Truthiness brings together an array of internationally renowned scholars who consider how contemporary journalism has wrestled with its changing parameters and how notions of tabloidization, technology and truthiness have altered our understanding of journalism.

The collection is introduced with an essay by Barbie Zelizer and organized into three sections: how tabloidization affects the journalistic landscape; how technology changes what we think about journalism; and how ‘truthiness’ tweaks our understanding of the journalistic tradition. Short section introductions contextualise the essays and highlight the issues that they raise, creating a coherent study of journalism today.


May 2009: 192pp
Hb: 978-0-415-77824-4: $125.00
Pb: 978-0-415-77825-1: $39.95
For more information, visit: www.routledge.com/9780415778251

October 2009: 448pp
Hb: 978-0-415-99888-7: $200.00
Pb: 978-0-415-99889-4: $70.00
For more information, visit: www.routledge.com/97804159988970

Media Skills
Series Editor: Richard Keeble, Lincoln University, UK

The Media Skills series provides a concise and thorough introduction to a rapidly changing media landscape. Each book is written by media and journalism lecturers or experienced professionals and is a key resource for a particular industry. Offering helpful advice and information and using practical examples from print, broadcast and digital media, as well as discussing ethical and regulatory issues, Media Skills books are essential guides for students and media professionals.

NEW
2nd Edition
Reporting for Journalists
Chris Frost, Liverpool John Moores University, UK
Series: Media Skills

Reporting for Journalists examines the work of the news reporter from the process of finding a story, tracing sources to support it, interviewing contacts and gathering information and then filing the finished report. It is an essential handbook for students of journalism and a useful guide for working professionals.

Reporting for Journalists explores the role of the reporter in the world of modern journalism and explains the importance of learning to report across all media - radio, television, online, newspapers and periodicals. This second edition considers the impact of convergence and how to report across multiple media. Using case studies and examples of print and broadcast news stories, Reporting for Journalists includes:

- how to find a story and how to develop ideas
- researching the story and building a contacts book
- making best use of computer aided reporting, news groups, chat rooms and search engines
- covering courts, council and press conferences
- a chapter on broadcast reporting highlighting issues specific to television and radio
- an annotated bibliography, a glossary of key terms and a list of journalistic websites.

April 2010: 176pp
Hb: 978-0-415-55319-3: $110.00
Pb: 978-0-415-55320-9: $29.95
eBook: 978-0-203-87197-3
For more information, visit: www.routledge.com/9780415553209

October 2009: 448pp
Hb: 978-0-415-55320-9: $110.00
Pb: 978-0-415-55321-6: $29.95
eBook: 978-0-203-87284-0
For more information, visit: www.routledge.com/9780415553216

NEW
5th Edition
Professional Feature Writing
Bruce Garrison, University of Miami, USA
Series: Routledge Communication Series

Professional Feature Writing provides the basics of news media feature writing and establishes a solid foundation for students and writers making feature writing their career. This fifth edition offers a thorough and up-to-date look at newspaper, magazine, newsletter, and online publications, with emphasis on daily newspapers and consumer magazines. It serves as a comprehensive introduction to feature writing, emphasizing writing skills, article types, and the collegiate and professional writing life. With a wide variety of perspectives and experiences of both young and experienced writers, editors, publishers, and professors, the text is filled with practical guidance for writing a wide variety of features.

New for this edition are:

- updated examples of feature writing, integrated throughout the text
- profiles of young newspaper and magazine feature writers, highlighting their experiences and paths to success in the profession
- coverage of computer-based research tools for writers, including discussion of on-line computer-based research tools with specific focus on the World Wide Web
- discussion of online newspapers, magazines, newsletters, and original online publications and the role of feature writing for electronic publications
- each chapter includes excerpts and complete articles from the nation’s leading publications.

Building on introductory writing and reporting skills, this text is appropriate for upper-division journalism students learning feature writing and advanced writing topics. It will also serve as a valuable resource for freelance writers.


For more information, visit: www.routledge.com/97804159988970
Feature Writing for Journalists
Sharon Wheeler, University of Gloucestershire, UK
Series: Media Skills

Feature Writing for Journalists considers both newspapers and magazines and helps the new or aspiring journalist to become a successful feature writer.

Using examples from a wide range of papers, specialist and trade magazines and 'alternative' publications, Sharon Wheeler considers the different types of material that come under the term 'feature' including human interest pieces, restaurant reviews and advice columns.

With relevant case studies as well as interviews with practitioners, Feature Writing for Journalists is exactly what you need to understand and create exciting and informative features.

Selected Contents:
1. Setting Out your Features Stall
2. The Evolution of Features in Newspapers and Magazines from 1602 to the Present Day
3. Developing an Idea
4. How to Write Features: Getting Personal
5. How to Write Features: Digging for News
6. How to Write Features: Developing an Ego
7. Packing a Punch - The Role of Features in the Print Media

March 2009: 208pp
Hb: 978-0-415-33634-5: $33.95
Pb: 978-0-415-33635-2: $33.95

For more information, visit: www.routledge.com/9780415336352

Interviewing for Journalists
Sally Adams, University of the Arts, London, UK
and Wynford Hicks
Series: Media Skills

Interviewing for Journalists details the central journalistic skill of how to ask the right question in the right way. It is a practical and concise guide for all print and online journalists – professionals, students and trainees – whether writing news stories or features for newspapers and magazines, print and web.

Interviewing for Journalists focuses on the many types of interviewing, from the routine street interview, vox pop and press conference to the interview used as the basis of an in-depth profile. Drawing on previously published material and featuring interviews with successful columnists such as Emma Brockes, who writes for the Guardian and the New York Times and Andrew Duncan of Radio Times, Interviewing for Journalists covers every stage of interviews including research, planning and preparation, structuring questions, the importance of body language, how to get a vivid quote, checking material and editing it into different formats.

Interviewing for Journalists includes:
• a discussion about the significance and importance of the interview for journalism
• advice on how to handle face-to-face interviewees with politicians, celebrities and vulnerable people
• advice on dealing with PRs
• how to carry out the telephone and online interview
• tips on note-taking and recording methods including shorthand
• a discussion of ethical, legal and professional issues such as libel, doorstepping, off-the-record briefings and the limits of editing
• a glossary of journalistic terms and notes on further reading.

April 2009: 256pp
Hb: 978-0-415-47775-8: $130.00
Pb: 978-0-415-47774-1: $33.95

For more information, visit: www.routledge.com/9780415477758

Ethics for Journalists
Richard Keeble, University of Lincoln, UK
Series: Media Skills

Ethics for Journalists tackles many of the issues which journalists face in their everyday lives – from the media’s supposed obsession with sex, sleaze and sensationalism, to issues of regulation and censorship. Its accessible style and question and answer approach highlights the relevance of ethical issues for everyone involved in journalism, both trainees and professionals, whether working in print, broadcast or new media.

Ethics for Journalists provides a comprehensive overview of ethical dilemmas and features interviews with a number of journalists, including the celebrated investigative reporter Phillip Knightley. Presenting a range of imaginative strategies for improving media standards and supported by a thorough bibliography and a wide ranging list of websites, Ethics for Journalists, second edition, considers many problematic subjects including:
• representations of gender, race, sexual orientation, disability, mental health and suicide
• ethics online – 'citizen journalism' and its challenges to 'professionalism'
• controversial calls for a privacy law to restrain the power of the press
• journalistic techniques such as sourcing the news, doorstepping, deathknocks and the use of subterfuge
• the handling of confidential sources and the dilemmas of war and peace reporting.

2008: 328pp
Hb: 978-0-415-43076-0: $33.95
Pb: 978-0-415-43075-3: $130.00

For more information, visit: www.routledge.com/9780415430760

3rd Edition
English for Journalists
Wynford Hicks
Series: Media Skills

Fully revised and updated, with a brand new introductory chapter, this new edition of English for Journalists is an invaluable guide not only to the basics of English, but to those aspects of writing, such as reporting speech, house style and jargon, which are specific to the language of journalism.

2006: 144pp
Hb: 978-0-415-40420-4: $120.00
Pb: 978-0-415-40420-4: $29.95

For more information, visit: www.routledge.com/9780415404204

Order Yours Today!
For simple and secure online ordering, please visit www.routledge.com/online
Or use the order form at the back of this catalogue.
Production Management for Television
Leslie Mitchell, University of Stirling, UK
Series: Media Skills

Completely up to date with relevant information on digital technology and HD TV, this is the only title to focus specifically on television production management, and presents an easily accessible and authoritative guide to the area.

Production Management for Television provides a reliable, factual and theoretical framework for an understanding of production management. It includes a reference directory of agencies and organizations, and addresses and contacts for training.

Subjects covered include:
• the main responsibilities of the production manager
• key skills needed by the production manager
• routine procedures
• appropriate paperwork and record keeping
• health and safety issues
• rights management
• career structure and development for production managers
• useful references and further information.

The book is supported by a companion website at www.routledge.com/textbooks/9780415424813.

Selected Contents: Part 1: Production Managers

February 2009: 128pp
Hb: 978-0-415-42465-3: $120.00
Pb: 978-0-415-42481-3: $29.95
eBook: 978-0-203-88109-3

For more information, visit: www.routledge.com/9780415424813

Magazine Production
Jason Whittaker, University College Falmouth, UK
Series: Media Skills

‘This book is sorely needed... a must purchase’. The writing style is accessible and there is a useful glossary. I’ve produced small-circulation magazines for years and I learned new things. I just wish this book had been around when I was moderating coursework.’

- Media Education Association Newsletter

‘I would recommend both books and if you are seriously considering magazines for analysis and production exercises, both the [Magazines] Handbook and the [Magazine] Production book are essential buys.’

- Media Education Association Newsletter

Magazine Production is a guide to the practical processes of taking a magazine from initial idea to final print, and is aimed at those who wish to produce a title as part of their studies or for distribution on a small scale. It gives readers an overview of the essential elements to take into consideration when creating a magazine, including legal issues, the relation between editorial design, and preparation for print.

Magazine Production explains the business of magazines in the UK, Europe and North America, and the roles of marketing, publishing and advertising in establishing a successful title. With information on professional bodies such as the Periodical Publishers Association, this book will provide readers with a clear understanding of what is needed to succeed in a career in magazines.


2008: 208pp
Hb: 978-0-415-43520-8: $120.00
Pb: 978-0-415-43520-8: $33.95

For more information, visit: www.routledge.com/9780415435208

Programme Making for Radio
Jim Beaman
Series: Media Skills

The book is informed, accessible and comprehensive, covering the whole range of skills needed by the radio professional in the studio and on location with practical guidelines explaining how radio programmes are made and the techniques used to produce them.

2006: 152pp
Hb: 978-0-415-36571-0: $120.00
Pb: 978-0-415-36572-7: $29.95

For more information, visit: www.routledge.com/9780415365727

NEW

Biographical Dictionary of Radio
Edited by Christopher H. Sterling, George Washington University, USA

The Biographical Dictionary of Radio presents the very best biographies of the internationally acclaimed three-volume Museum of Broadcast Communications Encyclopedia of Radio in a single volume. It includes more than 100 biographical entries on American, British, Australian, European, and Canadian radio personalities, writers, producers, directors, newsmongers, and network executives available in a single volume for the first time, with new and updated entries throughout.

May 2010: 464pp
Hb: 978-0-415-99549-8: $175.00

For more information, visit: www.routledge.com/9780415995498
NEW

The Concise Encyclopedia of American Radio
Edited by Christopher H. Sterling, George Washington University, USA and Cary O’Dell

The average American listens to the radio three hours a day. In light of recent technological developments such as internet radio, some argue that the medium is facing a crisis, while others claim we are at the dawn of a new radio revolution. The Concise Encyclopedia of American Radio is an essential single-volume reference guide to this vital and evolving medium. It brings together the best and most important entries from the three-volume Encyclopedia of Radio, edited by Christopher Sterling.

Comprised of more than 300 entries spanning the invention of radio to the Internet, The Concise Encyclopedia of American Radio addresses personalities, music genres, regulations, technology, programming and stations, the ‘golden age’ of radio and other topics relating to radio broadcasting throughout its history. The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio. The Concise Encyclopedia of American Radio include suggestions for further reading as complements to most of the articles, biographical details for all person-entries, production credits for stations, the ‘golden age’ of radio and other topics relating to radio broadcasting throughout its history. The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio.

For more information, visit: www.routledge.com/9780415599533

New Journalism as Practice
MacIntyre, Virtue Ethics and the Press
Sandra Borden

Journalism as Practice argues that the robust group identity implied by the MacIntyre’s idea of a ‘practice’ can help journalism better withstand the moral challenges posed by commodification. Throughout, the book examines key U.S. journalism ethics cases since 2000. Some of these cases, such as Dan Rather’s ‘Memogate’ scandal, are explored in detail in Practically Speaking sections that discuss relevant cases at length. This book is essential reading for students and practicing journalists interested in preserving the ethical role of journalism in promoting the public good.

For more information, visit: www.routledge.com/97804155877671

NEW

Magazines
A Guide to Critical Practice
Brendan Martin

‘It’s everything about them: the smell of the paper, the combination of serious journalism with beautiful photography – I find that very attractive – and all the graphic qualities of great titles.’ – Nicholas Colenidge, Editorial Director of Condé Naste

For more information, visit: www.routledge.com/9780415557252

NEW

Read All About It!
A History of the British Newspaper
Kevin Williams, University of Swansea, UK

Using lively and entertaining examples, Kevin Williams illustrates the changing form of the newspaper in its social, political, economic and cultural context. As well as telling the story of the newspaper, he explores key topics in detail, making this an ideal text for students of journalism and the British newspaper. Issues include:

- the changing face of regional newspapers
- the impact of new technology
- development of reporting techniques
- forms of press regulation

For more information, visit: www.routledge.com/9780415346245

TO ORDER – see order form at the back of this catalog.
Alternatively, you can order by: Call Toll Free: 1-800-634-7064 Fax: 1-800-248-4724 Online: www.routledge.com
NEW

Writing for Digital Media
Brian Carroll, Berry College, USA

This book teaches students how to write effectively for online audiences - whether they are crafting a story for the online face of a daily newspaper or a personal blog - while providing them with a solid understanding of the ways that the Internet has blurred traditional roles of media producer, consumer, publisher, and reader. By understanding this new media audience and exploring how different media behave - their unique limits and possibilities - students are able to develop better content for digital formats and environments. This book focuses on writing primarily for journalism, public relations, and marketing and advertising audiences. Fundamentally, this book is about writing - clearly, precisely, accurately, with energy and voice, and for an audience. It is about writing in and for digital environments, which often are populated with graphical content, multimedia and hypertextual, and interactive elements. Learning how to achieve balance and a careful, deliberate blend of these elements is the primary goal of this text. Effective communication through digital media requires new skills, intuitions, and sensitivities. Therefore, this book teaches students not only how to create the content as writers, but also how to think critically as a site manager or content developer might about issues such as graphic design, site architecture, and editorial consistency. By teaching these new skill sets alongside writing fundamentals, this book transforms students from writers who are simply able to post their content as writers, but also how to think critically as a site manager or content developer might about issues such as graphic design, site architecture, and editorial consistency. By teaching these new skill sets alongside writing fundamentals, this book transforms students from writers who are simply able to post their stories on the Web into engaging digital storytellers.

NEW

Race and News
Critical Perspectives
Christopher P. Campbell, University of Southern Mississippi, USA, Rockell A. Brown, Cheryl D. Jenkins and Kim LeDuff

Race and News: Critical Perspectives offers essays and case studies that examine how issues related to race and racism are represented in contemporary news coverage in the United States. The first section of this text examines the journalistic routine - how news organizations from newspapers to network news to new media make decisions about what, how, and why stories related are covered with (or without) relation to race. The second section is comprised of case studies exploring how coverage of national stories such as the election of Barack Obama, Hurricane Katrina, and immigrants rights has affected the national dialogue on race and racism.

July 2010: 288pp
Hb: 978-0-415-80096-9: $120.00
Pb: 978-0-415-80097-6: $39.95
ebook: 978-0-203-87685-5
For more information, visit: www.routledge.com/9780415800976

NEW

Reporting Disaster on Deadline
Lee Wilkins, Martha Steffens, Esther Thorson, Greeley Kyle, Kent Collins and Fred Vultee, all at University of Missouri, Columbia, USA

Reporting Disaster on Deadline focuses on news and the journalist’s role in covering extreme events in this post 9/11 world. It offers concrete suggestions about news coverage, including story exemplars, and guidelines on how journalists and utilize citizen contributions in their coverage of disaster and terrorism. Combining professional acumen with academic scholarship to demonstrate how news organizations can effectively cover disasters and terrorism, it prepares journalists for working in the worst of conditions. Readers will gain a better understanding of how disasters and terrorism are related, and how analytic thinking about both can drive news coverage.

August 2010: 200pp
Hb: 978-0-8058-6166-2: $69.95
Pb: 978-0-415-99096-7: $29.95
For more information, visit: www.routledge.com/9780415990967

Contact Us
For further information, email media_studies@routledge.com

eBooks: www.ebookstore.tandf.co.uk eUpdates: www.tandf.co.uk/eupdates
Key Readings in Media Today

Mass Communication in Contexts

Edited by Brooke Erin Duffy and Joseph Turow, University of Pennsylvania, USA

By combining classic studies of mass communication with contemporary research on media, technology, and culture, Key Readings in Media Today will help students to make sense of the rapidly changing media environment. This collection is designed to supplement the third edition of Media Today: An Introduction to Mass Communication, but it can also be used independently.

Key Readings in Media Today provides both historical and contemporary analyses of each of the major media industries: book, newspaper, magazine, sound recording and radio, motion picture, television, new media, advertising, and public relations. The volume places an emphasis on convergence, looking at the ways boundaries between these media industries are blurring in surprising new ways. Section introductions and headnotes for each article offer valuable critical and historical context, while review questions after each reading test students’ understanding of key concepts. Additional resources on the companion website (www.routledge.com/textbooks/9780415992053), including discussion questions, RSS feeds, and Joseph Turow’s regularly updated blog ‘Media Today and Tomorrow,’ are designed to spark classroom discussion and connect the readings to the latest contemporary media issues and controversies.


2008: 496pp
Hb: 978-0-415-99205-3: $125.00
Pb: 978-0-415-99205-3: $45.00
For more information, visit: www.routledge.com/9780415992053

SAVE 20% OFF THE TOTAL PRICE FOR YOUR STUDENTS WHEN YOU ORDER WITH MEDIA TODAY

NEW

The Routledge Companion to News and Journalism

Edited by Stuart Allan, Bournemouth University, UK

The Routledge Companion to News and Journalism provides an authoritative and comprehensive assessment of the diverse forms of news media, including newspapers, radio, television, magazines, photojournalism, online news and beyond.


October 2009: 704pp
Hb: 978-0-415-46599-8: $205.00
ebook: 978-0-203-86946-8
For more information, visit: www.routledge.com/9780415466998

NEW

7th Edition

Power Without Responsibility

Press, Broadcasting and the Internet in Britain

James Curran, Goldsmiths College, University of London, UK and Jean Seaton, University of Westminster, UK

Power Without Responsibility is a classic introduction to the history, sociology, theory and politics of the media in Britain.

Hailed by the Times Higher as the ‘seminal media text’, and translated into Arabic, Chinese and other foreign languages, it is an essential guide for media students and critical media consumers alike.

The new edition has been substantially revised to bring it right up-to-date with developments in the media industry, new media technologies and changes in the political and academic debates surrounding the media. In this new edition, the authors consider:

• the impact of the internet
• the failure of interactive TV
• media and Britishness
• new media and global understanding
• journalism in crisis
• BBC and broadcasting at the beginning of the twenty-first century.

Assessing the media at a time of profound change, the authors set out the democratic choices for media reform.


August 2009: 448pp
Hb: 978-0-415-46698-1: $125.00
Pb: 978-0-415-46699-8: $35.95
For more information, visit: www.routledge.com/9780415466998

TO ORDER – see order form at the back of this catalog.
Alternatively, you can order by: Call Toll Free: 1-800-634-7064 Fax: 1-800-248-4724 Online: www.routledge.com
Complete with interesting real-world examples and exercises, this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills. Rather than emphasizing the differences among the three writing styles, this book synthesizes and integrates the three concepts, weaving together the linkages between print, broadcast, and public relations styles.

Broadcast Journalism offers a critical analysis of the key skills required to work in the modern studio, on-location, or on-line, with chapters written by industry professionals from the BBC, ITV, CNN and independent production companies in the UK and US. Areas highlighted include:

• researching
• editing
• writing
• reporting.

The practical tips are balanced with chapters on representation, ethics, law, economics and history, as well as specialist areas such as documentary and the reporting of politics, business, sport and celebrity.

Broadcast Journalism concludes with a vital chapter on career planning to act as a springboard for your future work in the broadcast industry.

List of Contributors:
Jim Beaman, Jane Chapman, Fiona Chesterton, Tim Crook, Anne Dawson, Tony Harcup, Jackie Harrison, Ansgard Heinrich, Emma Hemmingway, Patricia Holland, David Holmes, Gary Hudson, Nicholas Jones, Marie Kinsey, Roger Laughton, Leslie Mitchell, Jeremy Orlebar, Claire Simmons, Katie Stewart, Ingrid Volkmers, Mike Ward, Deborah Wilson

2008: 288pp
Pb: 978-0-415-44155-1: $41.95
For more information, visit: www.routledge.com/9780415441551

Into the Newsroom
Exploring the Digital Production of Regional Television News
Emma Hemmingway, Nottingham Trent University, UK

Into the Newsroom provides a rigorous investigation into the everyday rituals that are performed in the television newsroom, and offers a unique suggestion that news is both a highly haphazard and yet technologically complicated process of deliberate construction involving the interweaving of reflexive professional journalists as well as developing, unpredictable technologies. Arguing specifically for a recognition and an exploration of technological agency, this book takes the reader on an exciting journey into the digital newsroom, using exclusive observation and interviews from those journalists working on the BBC’s recent pilot project of local television news as part of its empirical evidence.

This is an essential introduction for both those seeking to understand news processes at the level of every day routines and practices, and for those students and scholars who are eager to adopt new and challenging ways to theorise news as practice.

2007: 264pp
Hb: 978-0-415-37140-7: $120.00
Pb: 978-0-415-37141-4: $38.95
For more information, visit: www.routledge.com/9780415371414

The Discourse of Broadcast News
A Linguistic Approach
Martin Montgomery, University of Strathclyde, UK

Exploring the discourse of broadcast news, with a particular focus on TV and radio, this book examines the constraints under which the news is produced. Topical examples, such as the Andrew Gilligan case illustrate the text.

2007: 264pp
Hb: 978-0-415-35871-2: $125.00
Pb: 978-0-415-35872-9: $45.95
Ebook: 978-0-203-00663-4
For more information, visit: www.routledge.com/9780415358729

Available as an inspection copy

3rd Edition

The Advertising Handbook
Helen Powell, Jonathan Hardy, both at University of East London, UK, Sarah Hawkin and Iain MacRury, University of East London, UK

Series: Media Practice

The Advertising Handbook is a critical introduction to the practices and perspectives of advertising. It explores the industry and those who work in it and examines the reasons why companies and organizations advertise; how they research their markets; where they advertise and in which media; the principles and techniques of persuasion and their effectiveness, and how companies measure their success. It challenges conventional wisdom about advertising power and authority to offer a realistic assessment of its role in business and also looks at the industry’s future.

The third edition offers new material and a new organising framework, whilst continuing to provide both an introduction and an authoritative guide to advertising theory and practice. It is shaped to meet the requirements, interests and terms of reference of the most recent generation of media and advertising students – as well as taking account of some of the most recent academic work in the field, and, of course, contemporary advertising innovations.

2008: 400pp
Pb: 978-0-8058-6295-9: $59.95
For more information, visit: www.routledge.com/9780805862959

3rd Edition

MediaWriting
Print, Broadcast, and Public Relations
W. Richard Whitaker, Janet E. Ramsey and Ronald D. Smith, all at Buffalo State College, USA

Designed for those preparing to write in the current multimedia environment, MediaWriting explores:

• the linkages between print, broadcast, and public relations styles
• outlines the nature of good writing
• synthesizes and integrates professional skills and concepts.

Complete with interesting real-world examples and exercises, this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills. Rather than emphasizing the differences among the three writing styles, this book synthesizes and integrates the three concepts, weaving in basic principles of Internet writing and reporting.

Starting from a basis in writing news and features for print media, it moves on to writing for broadcast news media, then introduces students to public relations writing in print, broadcast, and digital media, as well as for news media and advertising venues.

The authors explain the ‘hows’ of media writing, as well as the ‘whys’ through a discussion of the theoretical aspects of communication, an examination of legal and ethical issues, and an analysis of what makes news and how it is written and reported. In addition, they illustrate how radio and television stations operate and the role of the PR practitioner in today’s media environment.

This book provides beginning newswriting students with a primer for developing the skills needed for work in the media industry.

2008: 440pp
Pb: 978-0-8058-6295-9: $59.95
For more information, visit: www.routledge.com/9780805862959

The Discourse of Broadcast News
A Linguistic Approach
Martin Montgomery, University of Strathclyde, UK
Gateway to Communication
The Power of Everyday Conversation
Richard L. Grabe, Robert W. Weaver
Series: Routledge Communication Series

Managing Television News
A Handbook for Ethical and Effective Producing
B. William Silcock, Don Heider and Mary T. Rogus
Series: Routledge Communication Series

Gatekeeping Theory
Pamela J. Shoemaker, Syracuse University, USA and Tim P. Vos
Gatekeeping is one of the media’s central roles in public life: People rely on mediators to transform information about billions of events into a manageable number of media messages. This process determines not only which information is selected, but also what the content and nature of messages, such as news, will be. Gatekeeping Theory describes the powerful process through which events are covered by the mass media, explaining how and why certain information either passes through gates or is closed off from media attention. This book is essential for understanding how even single, seemingly trivial gatekeeping decisions can come together to shape an audience’s view of the world, and illustrates what is at stake in the process.

Practising Videojournalism
Vivien Morgan
Providing valuable guidance on how to combine journalistic writing ability with video practice, and offering information on key skills, Practising Videojournalism gives both students and practicing journalists access to a wide job market, and keeps them in step with the multi-skilled journalist demanded by the media today. Vivien Morgan presents invaluable information on key skills such as:

- identifying and researching stories
- interviewing
- producing scripts and pitching ideas
- practical advice on how to use a small video camera
- how to think visually about the impact of the footage
- framing shots for maximum impact
- the use of exchangeable lenses and of a lightweight tripod
- the importance of getting clean sound
- editing.

Defining videojournalism and tracing its developments from its emergence in the 1980s to present day, the book examines satellite broadcasting, online new media and print journalism, as well as mapping the changing face of news.

Video Production Techniques
Theory and Practice From Concept to Screen
Donald L. Diefenbach
Series: Routledge Communication Series

Vivien Morgan presents invaluable information on key skills such as:
Making the News
Journalism and News Cultures in Europe
Paschal Preston, Dublin City University, Ireland

Making the News provides a cross-national perspective on key features of journalism and news-making cultures and the changing media landscape in contemporary Europe.

Focusing on the key trends, practices and issues in contemporary journalism and news cultures, Paschal Preston maps the major contours of change as well as the broader industrial, organizational, institutional and cultural factors shaping journalism practices over the past two decades.

Moving beyond the tendency to focus on journalism trends and newsmaking practices within a single country, Making the News draws on unique, cross-national research examining current journalism practices and related newsmaking cultures in eleven West, Central and East European countries, including in-depth interviews with almost 100 senior journalists and subsequent workshop discussions with other interest groups.

Making the News links reviews and discussions of the existing literature to original research engaging with the views and experiences of journalists working at the ‘coal face’ of contemporary newsmaking practices, to provide an original study and useful student text.

2008: 185pp
Hb: 978-0-415-46188-7: $140.00
Pb: 978-0-415-46189-4: $39.95
For more information, visit: www.routledge.com/9780415461894

3rd Edition
The Radio Handbook
Carole Fleming, Nottingham Trent University, UK
Series: Media Practice

The Radio Handbook is a comprehensive guide to radio broadcasting in Britain. Featuring two entirely new chapters for this edition, You Radio and Sport on Radio, this text offers a thorough introduction to radio in the twenty-first century. Using new examples, case studies and illustrations, it examines the various components that make radio, from music selection to news presentation, and from phone-ins to sport programmes. Discussing a variety of new media such as podcasts, digital radio and web-linked radio stations, Carole Fleming explores the place of radio today, the extraordinary growth of commercial radio and the importance of community radio.

The Radio Handbook shows how communication theory informs everyday broadcasts and encourages a critical approach to radio listening and to radio practice. Addressing issues of regulation, accountability and representation, it offers advice on working in radio and outlines the skills needed for a career in the industry.

The Radio Handbook includes:
- interviews with people working at all levels in the industry including programme controllers, news presenters and DJs
- examples of programming, including nationwide and local BBC, commercial radio, community and student stations
- real typescripts and case studies of current stations
- a glossary of key terms and technical concepts.

July 2009: 232pp
Hb: 978-0-415-44507-8: $155.00
Pb: 978-0-415-44508-5: $35.95
For more information, visit: www.routledge.com/9780415445085

Pulling Newspapers Apart
Analysing Print Journalism
Edited by Bob Franklin, Cardiff University, UK

Pulling Newspapers Apart: Analysing Print Journalism explores contemporary UK national and local newspapers at a significant and pivotal moment in their development when some pundits are busily, if mistakenly, announcing their demise.

The book offers a detailed examination of features which previous studies have tended to neglect, such as editorial formats (News, Op Ed pages, readers’ letters, cartoons, obituaries, advice columns, features and opinion columns), aspects of newspaper design (page layout, photographs, supplements, online editions, headlines, the emergence of the compact and Berliner editions), newspaper contents (sport, sex and Page 3, royalty, crime, moral panics and politics) as well as the content of newspapers which is not generated by in house journalists (advertising, TV listings, horoscopes, agency copy and public relations materials).

This innovative and accessibly written collection provides journalism and media students with an invaluable study of newspapers in the digital age.

2008: 304pp
Hb: 978-0-415-42555-1: $125.00
Pb: 978-0-415-42556-8: $41.95
For more information, visit: www.routledge.com/9780415425568

Print Journalism
A Critical Introduction
Edited by Richard Keeble

2005: 368pp
Hb: 978-0-415-35881-1: $130.00
Pb: 978-0-415-35882-8: $39.95
For more information, visit: www.routledge.com/9780415358828

The Future of Newspapers
Edited by Bob Franklin, Cardiff University, UK

The Future of Newspapers is a collection of essays by leading academics and practitioners exploring the many and diverse futures for current newspapers around the globe given unprecedented changes in the technology and methods of their production.

February 2009: 406pp
Hb: 978-0-415-47380-3: $150.00
For more information, visit: www.routledge.com/9780415473798
The Alternative Media Handbook
Kate Coyer and Tony Dowmunt, both at Goldsmiths College, London, UK and Alan Fountain, Middlesex University, UK
Series: Media Practice

This book outlines the different types of ‘alternative media’ and offers an overview of global alternative media activity, before moving on to provide information about alternative media production and how to get involved in it, including:

- What is Alternative Media?
- alternative media in practice
- making media
- getting involved.

This book will primarily appeal to students studying media freedom, alternative media, media globalization and media production as well as anyone wishing to embark on a career in this field.

2007: 388pp
Hb: 978-0-415-35965-8: $37.95
For more information, visit: www.routledge.com/9780415359658

Journalism in a Culture of Grief
Carolyn Kitch, Temple University, USA and Janice Hume, University of Georgia, USA

This book considers the cultural meanings of death in American journalism and the role of journalism in interpretations and enactments of public grief, which has returned to an almost Victorian level. A number of researchers have begun to address this growing collective preoccupation with death in modern life; few scholars, however, have studied the central forum for the conveyance and construction of public grief today: news media. News reports about death have a powerful impact and cultural authority because they bring emotional immediacy to matters of fact, telling stories of real people who die in real circumstances and real people who mourn them. Moreover, through news media, a broader audience mourns along with the central characters in those stories, and, in turn, news media cover the extended rituals. Journalism in a Culture of Grief examines this process through a range of types of death and types of news media. It discusses the reporting of horrific events such as September 11 and Hurricane Katrina; it considers the cultural role of obituaries and the instructive work of coverage of teens killed due to their own risky behaviors; and it assesses the role of news media in conducting national, patriotic memorial rituals.

2007: 272pp
Hb: 978-0-415-98009-8: $95.00
Pb: 978-0-415-98010-4: $29.95
For more information, visit: www.routledge.com/9780415980104

Journalism After September 11
Edited by Barbie Zelizer and Stuart Allan
Series: Communication and Society

Journalism After September 11 examines how the traumatic attacks of that day continue to transform the nature of journalism, particularly in the United States and Britain. It brings together an internationally respected group of scholars and media commentators to explore journalism’s present and future, by engaging with such pressing issues as trauma, free speech, censorship, patriotism, impartiality, and celebrity.

2002: 288pp
Hb: 978-0-415-28799-9: $140.00
Pb: 978-0-415-28800-2: $31.95
For more information, visit: www.routledge.com/9780415288002

War and Media Operations
The US Military and the Press from Vietnam to Iraq
Thomas Rid, American Academy, Berlin, Germany
Series: Cass Military Studies

This is the first academic analysis of the role of embedded media in the 2003 Iraq War, providing a concise history of US military public affairs management since Vietnam.

Selected Contents:
1. Introduction
3. Perspectives on Military Learning
4. A Model of Strategic Innovation
5. Part 2: The History of Media Operations
6. Disastrous Public Affairs: Vietnam
7. Part 3: A Case Study of Strategic Innovation
8. Restricted Public Affairs: Grenada, Panama, and the Persian Gulf
9. Experimental Public Affairs: Somalia, the Balkans, and Afghanistan
10. Part 4: Discussion and Outlook
11. The Friendly Learning Loop
12. The Adversarial Learning Loop

2007: 240pp
Hb: 978-0-415-41659-7: $160.00
Pb: 978-0-415-47209-8: $39.95
For more information, visit: www.routledge.com/9780415416597

NEW
Militainment, Inc.
War, Media, and Popular Culture
Roger Stahl, University of Georgia, USA

Militainment, Inc. offers provocative, sometimes disturbing insight into ways that war is presented and viewed as entertainment—or ‘militainment’—in contemporary American popular culture. War has been the subject of entertainment for centuries, but Roger Stahl argues that a new interactive mode of militarized entertainment is recruiting its audience as virtual-citizen soldiers. The author examines a wide range of historical and contemporary media examples to demonstrate the ways that war now invites audiences to enter the spectacle as an interactive participant through a variety of channels—from news coverage to online video games to reality television. Simply put, rather than presenting war as something to be watched, the new interactive militariment presents war as something to be played and experienced vicariously. Stahl examines the challenges that this new mode of militarized entertainment poses for democracy, and explores the controversies and resistant practices that it has inspired.

This volume is essential reading for anyone interested in the relationship between war and media, and it sheds surprising light on the connections between virtual battlefields and the international conflicts unfolding in Iraq and Afghanistan today.

November 2009: 224pp
Hb: 978-0-415-99977-9: $120.00
Pb: 978-0-415-99978-6: $34.95
eBook: 978-0-203-87960-3
For more information, visit: www.routledge.com/9780415999786

Order Yours Today!
For simple and secure online ordering, please visit www.routledge.com
Or use the order form at the back of this catalogue.

TO ORDER – see order form at the back of this catalog.
Alternatively, you can order by: Call Toll Free: 1-800-634-7064 Fax: 1-800-248-4724 Online: www.routledge.com
News and Journalism in the UK
Brian McNair, University of Strathclyde, UK
Series: Communication and Society

News and Journalism in the UK is an accessible and comprehensive introduction to the political, economic and regulatory environments of press and broadcast journalism in Britain and Northern Ireland. Surveying the industry in a period of radical economic and technological change, Brian McNair examines the main trends in journalistic media in the last two decades and assesses the challenges and future of the industry in the new millennium.

Integrating both academic and journalistic perspectives on journalism, topics addressed in this revised and updated edition include:

- the rise of online journalism and the impact of blogging on mainstream journalism
- the emergence of twenty-four hour news channels in the UK
- the role and impact of journalism, with reference to issues such as democracy, health scares and the war on terror
- trends in media ownership and editorial allegiances
- ‘tabloidisation’, Americanisation and the supposed ‘dumbing down’ of journalistic standards
- the implications of devolution for regional journalists.

February 2009: 224pp
Hb: 978-0-415-41071-7: $115.00
Pb: 978-0-415-41072-4: $36.95
For more information, visit: www.routledge.com/9780415410724

Translation in Global News
Esperanca Bielsa, Leicester University, UK and Susan Bassnett, University of Warwick, UK

The mass media are of paramount importance in the formulation and transmission of messages about key developments of global significance, such as terrorism and the war in Iraq, yet the key mediating role of translation in the reception of speeches and addresses of figures like Osama Bin Laden and Saddam Hussein has remained largely invisible.

Incorporating the results of extensive fieldwork in key global news organizations such as Reuters, Agence France Press and Inter Press Service, this book addresses central issues relating to the new pressures on translation arising from globalization, analyzing new texts from major news agencies as well as alternative media organizations.

2008: 168pp
Hb: 978-0-415-40973-5: $100.00
Pb: 978-0-415-40972-8: $41.95
For more information, visit: www.routledge.com/9780415409728

Language and Media
A Resource Book for Students
Alan Durant, Middlesex University, UK and Marina Lambrou, Kingston University, UK
Series: Routledge English Language Introductions

‘Durant and Lambrou explain established key concepts as well as discuss fresh ideas; consider an impressively wide range of analytical frameworks; provide a relevant mix of traditional and new forms of media; and offer a variety of well-designed practical learning activities. Written in an extremely accessible style, with plenty of current examples, Language and Media is an invaluable resource for students of media discourse.’ – Michelle M. Lazar, National University of Singapore

‘This is a very useful book on the important interplay between language and media. Its integrated and methodological approach makes the subject matter interesting and accessible to a range of students at different levels’. – Gerry Loftus, University of Buckingham, UK

Routledge English Language Introductions cover core areas of language study and are one-stop resources for students. Assuming no prior knowledge, books in the series offer an accessible overview of the subject, with activities, study questions, sample analyses, commentaries and key readings - all in the same volume. The innovative and flexible ‘two-dimensional’ structure is built around four sections - introduction, development, exploration and extension - which offer self-contained stages for study. Each topic can also be read across these sections, enabling the reader to build gradually on the knowledge gained.

Language and Media:
• is a comprehensive introduction to how language interacts with media
• investigates the forms of language found in media discourse; how patterns in such language use contribute to recognizable media genres and styles; and broader social themes and consequences that arise from media language
• uses a wide variety of real texts from the media that include: newspapers covering events such as the Asian tsunami, speeches, blogs, emails, advertisements and interview transcripts from television talk shows including Oprah
• provides classic readings by the key names in the discipline including David Crystal, Norman Fairclough, David Graddol, Allan Bell and Theo van Leeuwen
• is accompanied by a supporting website.

June 2009: 288pp
Hb: 978-0-415-45753-0: $110.00
Pb: 978-0-415-45754-7: $34.95
For more information, visit: www.routledge.com/9780415457547

The Rhetoric of Intellectual Property
Copyright Law and the Regulation of Digital Culture
Jessica Reyman, Northern Illinois University, USA
Series: Routledge Studies in Rhetoric and Communication

In recent years we have witnessed a rising tension between the open architecture of the Internet and legal restrictions for online activities. The impact of digital recording technologies and distributed file sharing systems has forever changed the expectations of everyday users with regard to digital information. At the same time, however, U.S. Copyright Law has shown a decided trend toward more restrictions over what we are able to do with digital materials. As a result, a gap has emerged between the reality of copyright law and the social reality of our everyday activities. Through an analysis of the competing rhetorical frameworks about copyright regulation in a digital age, this book shows how the stories told by active parties in the debate shape our cultural understanding of what is and is not acceptable in the use of copyrighted works on digital networks. Reyman posits recent legal developments as sites of conflict between competing value systems in our culture: one of control, relying heavily on comparisons of intellectual property to physical property, and emphasizing ownership, theft, and piracy, and the other a value of community, implementing new concepts such as that of an intellectual ‘commons,’ and emphasizing exchange, collaboration, and responsibility to a public good. Reyman argues that the rhetoric of the digital copyright debate, namely the rhetorical positioning of technology as destructive to creative and intellectual production, has profound implications for the future of digital culture.

December 2009: 204pp
Hb: 978-0-415-99907-6: $95.00
For more information, visit: www.routledge.com/9780415999076
Investigative Journalism

Hugo de Burgh, University of Westminster, UK

Praise for the first edition:

“A surprising book. I’m surprised that it hasn’t been done before, and I’d also be surprised if anyone did it better.” – Roger Cook, The Cook Report, Central Television

“A book that no aspiring student of the subject can do without.” – Jon Snow, Channel 4 News

Investigative Journalism provides an unrivaled introduction to this vital part of our social life: its origins, the men and women who established its norms and its achievements in the last decades. Two chapters describe the relationships with the law, bringing us up to date, and others deal with the professional techniques, the sociology and the teaching of investigative journalism. A further new chapter examines the influence of the blogosphere on investigative journalism.

The case studies of the first edition have been supplemented by new chapters: the investigators and methods which revealed the subcontracting of the torture of Iraqi prisoners; how the murder of Stephen Lawrence was treated in the Daily Mail, the tabloids and their investigations; BBC Panorama.

2008: 416pp
Hb: 978-0-415-44143-8: $140.00
Pb: 978-0-415-44144-5: $39.95
For more information, visit: www.routledge.com/9780415441445

NEW

Public Journalism 2.0

The Promise and Reality of a Citizen Engaged Press

Edited by Jack Rosenberry, St John Fisher College, USA and Burton St John, Old Dominion University, USA

Public Journalism 2.0 examines the ways that civic or public journalism is evolving, especially as audience-created content – sometimes referred to as citizen journalism or participatory journalism – becomes increasingly prominent in contemporary media. As the contributors to this essay collection demonstrate, blogging and other participatory journalism practices enabled by digital technology are not always in line with the original vision of public journalism, which strives to report news in such a way as to promote civic engagement by its audience. Public Journalism 2.0 seeks to reinvent public journalism for the twenty-first century and to offer visions of how digital technology can be enlisted to promote civic involvement in the news.

2008: 216pp
Hb: 978-0-415-97617-6: $125.00
Pb: 978-0-415-97618-3: $43.95
For more information, visit: www.routledge.com/9780415976183

The Pursuit of Public Journalism

Theory, Practice and Criticism

Tanni Haas, CUNY Brooklyn College, USA

In reviewing the major challenges and criticisms of public journalism, the author offers practical solutions for improving public journalism and speculates on public journalism’s likely future.

2007: 208pp
Hb: 978-0-415-97824-8: $95.00
Pb: 978-0-415-97825-5; $27.95
For more information, visit: www.routledge.com/9780415978255

The Big Picture

Why Democracies Need Journalistic Excellence

Jeffrey Scheuer

A press in crisis is a democracy endangered, argues Jeffrey Scheuer – cultural critic and author of The Sound Bite Society. In The Big Picture, Scheuer argues that in order for a democracy to thrive it is not enough for its press simply to be free – the press must be exceptional. This book explores journalistic excellence and its essential relationship with democracy, explaining why democracies depend on it and are only as good as their journalism. In lucid and accessible prose, The Big Picture provocatively demonstrates why we must all be vigilant about the quality of journalism today.

2007: 184pp
Hb: 978-0-415-97725-8: $85.00
Pb: 978-0-415-97726-5: $19.95
For more information, visit: www.routledge.com/9780415977265

That or Which, and Why

A Usage Guide for Thoughtful Writers and Editors

Evan Jenkins

That or Which, and Why is an insightful and witty guide to writing. Based on Evan Jenkins’s long-running column ‘Language Corner’ in Columbia Journalism Review, the book is compiled of brief, alphabetically arranged entries on approximately 200 major writing stumbling blocks, from the wonderful world of ‘that’ and ‘which’ to trickier terrain like the correct usage of common idiomatic expressions.

Working from his experiences as a newsroom editor and teacher, Jenkins’ humorous tone puts the reader at ease, unlike many of the writing and usage guides out there that are off-putting in their rigidity and dogmatism. He takes the ‘we’re-all-in-this-together’ approach to teaching better writing - maintaining a light tone throughout the book and emphasizing flexibility and easy-to-use guidelines rather than delivering orders from Grammar-on-high.

2007: 472pp
Hb: 978-0-415-97825-5: $95.00
Pb: 978-0-415-97726-5: $19.95
For more information, visit: www.routledge.com/9780415977265

The Handbook of Election News Coverage Around the World

Edited by Jesper Strömbläck, Mid Sweden University, Sundsvall, Sweden and Lynda Lee Kaid, University of Florida, USA

Series: ICA Handbook Series

The Handbook of Election Coverage Around the World focuses on the news coverage of national elections in democracies around the globe. It brings together and compares election news coverage within a single framework, offering a systematic consideration of various factors. Considering the prominence and power of the press in the election process, this volume will offer unique breadth in its global consideration of the topic.

List of Contributors:

2008: 472pp
Hb: 978-0-8058-6037-5: $70.00
For more information, visit: www.routledge.com/9780805860375
NEW

Iranian Media

The Paradox of Modernity

Gholam Khiabany, London Metropolitan University, UK

Series: Routledge Advances in Internationalizing Media Studies

This book provides an overview of the expansion of the Iranian communication system, examining the political economy of this process and arguing that the nature of Iranian media in general and the press in particular, cannot be understood simply in terms of ‘Islamic ideology’ or the false dichotomy of ‘modernity’ versus ‘tradition.’


August 2009: 264pp
Hb: 978-0-415-96289-6: $110.00
For more information, visit: www.routledge.com/9780415962896

Journalism in Iran

From Mission to Profession

Hossein Shahidi, American University of Beirut, Lebanon

Series: Iranian Studies

Focusing on newspapers, radio and television, this book provides the first systematic investigation of the development of journalism in Iran following the 1979 Revolution and the establishment of the Islamic Revolution.

2007: 188pp
Hb: 978-0-415-42573-5: $160.00
For more information, visit: www.routledge.com/9780415425735

3rd Edition

Producing for Web 2.0

A Student Guide

Jason Whittaker, Falmouth College of Arts, UK

Praise for the previous edition: ‘Gives an excellent insight into the main issues of creating a website and offers a good foundation of knowledge.’ – i.net

Producing for Web 2.0 is a clear and practical guide to the planning, set up and management of a web site in web 2.0. It gives readers an overview of the current technologies available for on-line communications and shows how to use them for maximum effect when planning a website.

Producing for Web 2.0 includes:

• illustrated examples of good page design and site content
• comprehensive online support and testing areas
• advice on content, maintenance and how to use sites effectively
• ideas on how to maximise available programs and applications
• tips on using multimedia, including video, audio, flash, and images
• a glossary and a list of terminology
• a chapter on ethics and internet regulations for journalists and writers
• tutorials for the main applications used in website design
• step by step guides to difficult areas with screenshots
• guides to good practice for all those involved in publishing news online
• a list of resources including websites and guides to further reading.

The perfect guide for anyone coming to web design for the first time, or producing multimedia materials.

June 2009: 272pp
Hb: 978-0-415-48621-7: $140.00
Pb: 978-0-415-48622-4: $39.95
For more information, visit: www.routledge.com/9780415486224
NEW

Blogging the Political
Politics and Participation in a Networked Society
Antoinette Pole, Montclair State University, USA

In an era of depressed civic engagement, where access to the media by common citizens is limited, blogs have the power to change the political landscape. This book catalogs the individuals engaged in political blogging, explains why they started blogging, and examines what they hope to gain from it.


December 2009: 192pp
Hb: 978-0-415-96341-1: $130.00
Pb: 978-0-415-96342-8: $29.95
ebook: 978-0-203-86631-3
For more information, visit: www.routledge.com/9780415963428

NEW

Women, Men and News
Divided and Disconnected in the News Media Landscape
Paula Poindexter, Sharon Meraz and Amy Schmitz Weiss, University of Texas at Austin, USA

This multi-authored scholarly volume explores the divide between men and women in their consumption of news media, looking at how the sexes read and use news, historically and currently, how they use technology to access their news, and how today’s news pertains to and is used by women. The volume also addresses diversity issues among women’s use of news, considering racial, ethnic, international and feminist perspectives.

2007: 368pp
Hb: 978-0-8058-6101-3: $125.00
Pb: 978-0-8058-6102-0: $39.95
For more information, visit: www.routledge.com/9780805861020

NEW

The Business of Sports
A Primer for Journalists
Mark Conrad, Fordham University, USA

This unique volume explores the business aspect of sports with an orientation to those topics that are most relevant to journalists. It provides a foundation for understanding the various parts of the sports business. Moving beyond sports writing, this text offers a distinct perspective on professional, college, and international sports organizations - structure, governance, labor issues, and other business factors within the sports community. Written clearly and compellingly, The Business of Sports includes cases (historical, current, and hypothetical) to illustrate how business concerns play a role in the reporting of sports.

November 2009: 296pp
Hb: 978-0-415-99663-1: $120.00
Pb: 978-0-415-99664-8: $29.95
ebook: 978-0-203-88341-9
For more information, visit: www.routledge.com/9780415996648

NEW

Cultural Chaos
Journalism and Power in a Globalised World
Brian McNair

With examples from media coverage of the war on terror, the invasion of Iraq, Hurricane Katrina and the London underground bombings, McNair studies the changing relationship between journalism and power in an increasingly globalized news culture.

2006: 273pp
Hb: 978-0-415-33913-1: $120.00
Pb: 978-0-415-33912-4: $33.95
For more information, visit: www.routledge.com/9780415339131
Sports Journalism
A Multimedia Primer
Rob Steen, University of Brighton, UK

'I read this book in one sitting, with great enjoyment and I will recommend it strongly to my students. It is a highly personalized primer on sport journalism and reflects the author's passion for life, and for sportswriting, and his encyclopaedic knowledge of sport and its history. It draws on his long and wonderfully varied career as a journalist and is a 'must' read for any first year student on a sport journalism course. It is completed by a series of interviews with some of the best sport writers in the business.'  - Steve Redhead, Professor of Sport and Media Cultures, The Chelsea School, Brighton, UK.

2007: 224pp
Hb: 978-0-7890-1825-0: $160.00
Pb: 978-0-7890-1824-3: $47.50
For more information, visit: www.routledge.com/9780415394246

Sportscasters/Sportscasting
Principles and Practices
Linda Fuller, Worcester College, UK

A comprehensive introduction to the workings of the business, Sportscasters/Sportscasting: Principles and Practices explains all of the information essential to anyone looking to begin a career in sports media, and includes numerous appendices containing acronyms and biographic information about over 200 sportscasters, and a complete Instructor's Manual.

2008: 392pp
Hb: 978-0-7890-1825-0: $100.00
Pb: 978-0-7890-1826-7: $32.50
eBook: 978-0-203-88926-8
For more information, visit: www.routledge.com/9780789018267

The Essentials of Sports Reporting and Writing
Scott Reinardy, Ball State University, USA and Wayne Wanta, University of Missouri - Columbia, USA

This text covers the full experience of sports writing. Authors Wayne Wanta and Scott Reinardy approach the topic using their own professional experience as sport writers and editors to give students a realistic view of the sports writing profession.

2008: 274pp
Pb: 978-0-8058-6448-9: $39.95
For more information, visit: www.routledge.com/9780805864489

PUBLISHING

4th Edition
Inside Book Publishing
Giles Clark, The Open University, UK and Angus Phillips, Oxford International Centre for Publishing Studies, Oxford Brookes University, UK

‘a real joy to look at and use. Navigation is excellent...accurate and well presented.’ – Publisher’s Association Newsletter

‘an excellent introduction to [publishing], managing to be both comprehensive and concise...a perfect starting point.’ – The Fiction Desk

Why do they exist?
This expanded and thoroughly revised fourth edition of Inside Book Publishing is designed for students of publishing, authors needing to find out publishing secrets, and those wanting to get in or get on in the industry. It addresses the big issues – globalization of publishing, the impact of the internet – and explains publishing from the author contract to the bookshop shelf.

It covers:
• how the present industry has evolved
• publishing functions – editorial, design and production, marketing, sales and distribution, and rights
• the role of the author
• copyright and contracts
• the sales channels for books in the UK, from the high street to ebooks
• getting a job in publishing.

It features:
• topic boxes written by expert contributors
• a glossary of publishing terms
• suggestions for further reading
• a directory of publishing organizations
• a companion website (http://www.insidebookpublishing.com/).

It is an essential tool for anyone embarking on a career in publishing, and a useful handbook for those who are in the industry and for authors.

2008: 320pp
Hb: 978-0-415-44157-5: $140.00
Pb: 978-0-415-44156-8: $95.00
For more information, visit: www.routledge.com/9780415441575

NEW
Jesse Owens, the Press, and the 1936 Berlin Olympic Games
Pamela C. Laucella, Indiana University, USA
Series: Studies in African American History and Culture

Jesse Owens secured his place as one of the most celebrated athletes of the twentieth-century after winning four gold medals at the 1936 Olympics in Berlin. This book examines the press coverage of the time, which helped to elevate Owens to such status. Pamela C. Laucella utilizes examples not just from the mainstream press, but also from the black and Communist press, and reveals critical differences in the tone, emphasis, and type of coverage. She offers exceptional insight into the potency of language and discourse in influencing readers’ perceptions of events and individuals and demonstrates how the press coverage of the 1930s continues to shape our understandings of Owens’ legacy.

June 2010: 224pp
Hb: 978-0-415-99614-3: $95.00
For more information, visit: www.routledge.com/9780415996143

The Economics of Sports Broadcasting
Chris Gratton, Sheffield Hallam University, UK and Harry Arne Solberg, Sar-Trøndelag University College, Norway

The meteoric growth of sports broadcasting has had huge financial implications for a number of related industries, and in many cases has affected the sports themselves. This book examines the economic issues surrounding this very modern phenomenon.

2007: 248pp
Hb: 978-0-415-35780-7: $180.00
Pb: 978-0-415-35780-7: $52.95
For more information, visit: www.routledge.com/9780415357807

The Creation of Media and the Creation of Babe Ruth
Patrick Adam Trimble, Penn State University, USA

Babe Ruth is among the most lasting of American icons. A baseball player who emerged from the sports pages of the Jazz Age, he has become one of the dominant symbols of traditional cultural values, nationalism, and masculinity. His is a media persona that has changed drastically over the years and is one that allows each new generation of people discovering him to take what they need from the stories of the Babe and reinvent them for their own uses. Patrick Adam Trimble carefully unpacks Ruth’s legacy, examining how mass communications, with the assistance of the political and economic systems that rely on that media, help to shape the evolution of Babe Ruth from his creation as a media icon in the 1920s to his continuing presence in the new millennium.

May 2009: 240pp
Hb: 978-0-415-99407-1: $140.00
Pb: 978-0-415-99407-1: $59.00
For more information, visit: www.routledge.com/9780415994071

TO ORDER – see order form at the back of this catalog.
Alternatively, you can order by: Call Toll Free: 1-800-634-7064  Fax: 1-800-248-4724  Online: www.routledge.com
Public Relations and Social Theory
Key Figures and Concepts
Edited by Øyvind Ihlen, Betteke van Ruler and Magnus Fredriksson, University of Trollhattan, Sweden
Series: Routledge Communication Series

Public Relations and Social Theory broadens the theoretical scope of public relations through its application of the works of prominent social theorists to the study of public relations. The volume focuses on the work of key social theorists, including Jürgen Habermas, Niklas Luhmann, Michel Foucault, Ulrich Beck, Pierre Bourdieu, Anthony Giddens, Robert Putnam, Erving Goffman, Peter L. Berger, Gayatri Chakravorty Spivak, Bruno Latour, Leon Mayhew, Dorothy Smith and Max Weber.

February 2009: 384pp
Hb: 978-0-415-99786-7: $100.00
Pb: 978-0-415-87286-7: $39.95
For more information, visit: www.routledge.com/9780415997867

NEW

Public Relations in Global Cultural Contexts
Multiparadigmatic Perspectives
Edited by Nilanjana Bardhan, Southern Illinois University, USA and C. Kay Weaver, Waikato University, New Zealand
Series: Routledge Communication Series

This distinctive volume emphasizes theories and concepts that highlight global interconnectedness through a range of interpretative and critical approaches to understanding the global significance and impacts of public relations. Providing a critical examination of public relations' contribution to globalization and international power relations, the chapters included here explore alternative paradigms, most notably interpretative and critical perspectives informed by qualitative research. The work encourages alternative ‘ways of knowing’ that overcome the shortcomings of positivist epistemologies. The editors include multiple paradigmatic approaches to facilitate a more complex understanding of the subject matter, making a valuable contribution toward widening the philosophical scope of public relations scholarship.

This book will serve well as a core text in classes in international public relations, global public relations, and advanced strategic public relations. Students as well as practitioners of public relations will gain valuable insights through reading the perspectives included here.

September 2010
Hb: 978-0-415-87285-0: $125.00
Pb: 978-0-415-87286-7: $34.95
eBook: 978-0-203-86615-3
For more information, visit: www.routledge.com/9780415872867

NEW

Corporate Reputation and the News Media
Agenda-setting within Business News Coverage in Developed, Emerging, and Frontier Markets
Edited by Craig Carroll, University of North Carolina at Chapel Hill, USA
Series: Routledge Communication Series

This edited volume examines the agenda-setting hypothesis as it applies to the news media’s influence on corporate reputation. It offers interdisciplinary, international, and empirical investigations examining the relationship between corporate reputation and the news media throughout the world. The international scope of this work includes more than twenty-five countries outside the United States. Contributors write about their local media, representing Argentina, Brazil, Chile, China, Germany, Greece, India, Iran, Japan, Nigeria, South Africa, Spain, Turkey, among many others. Each team of contributors considers two to three hypotheses in their home countries then contextualize their findings in light of the geopolitical environment of their home countries, the nature of their media systems, and the relationship between business and the news media within their countries’ borders. With empirical investigations on the practice of media relations in more than twenty-five countries around the world, this volume offers valuable insights to an interdisciplinary readership, including journalism, public relations, communication, business, political communication, and sociology.

March 2010: 248pp
Hb: 978-0-415-87152-5: $125.00
Pb: 978-0-415-87153-2: $39.95
ebook: 978-0-203-86858-4
For more information, visit: www.routledge.com/9780415871525

NEW

Situational Theory of Problem Solving
Communicative, Cognitive, and Perceptive Bases
Jeong-Nam Kim and James E. Grunig, both at University of Maryland, USA
Series: Routledge Communication Series

This book presents the situational theory of problem solving (STOPs). This situational theory describes human problem-solving approaches that people adopt in dealing with almost any kind of life problem. In this work, the authors construct and present a theory that hinges on problem and problem-solving approaches. In addition to the theory-building concern, the authors pay attention to the ubiquitous notion of problem solving in human life. They focus their theory on communicative behavior and cognitive strategies purposely adopted to overcome problematic states that one subjectively perceives. Thus, their account focuses on the problem-solver’s perceptive, cognitive and communicative bases, when one encounters a problematic situation.

Integrating the three conceptual bases of the perceptual, cognitive and communicative aspects in one’s problem-solving process, this work is appropriate for scholars and graduate students working in public relations.

October 2010: 224pp
Hb: 978-0-415-99642-6: $95.00
Pb: 978-0-415-99640-2: $39.95
For more information, visit: www.routledge.com/9780415996426

NEW

Public Relations as Activism
Derina Holtzhausen, Oklahoma State University, USA
Series: Routledge Communication Series

This volume applies postmodern theory to public relations, to provide an alternative lens to public relations theory and practice and develop public relations theory within the context of postmodernism. Author Derina Holtzhausen focuses on two key issues and their application to public relations theory and practice: the postmodernization of society, and the possibilities postmodern theories offer to explain and understand public relations practice in today’s changing society.

Holtzhausen’s argument is that existing theory should be evaluated from a postmodern perspective to determine its applicability to postmodernity. Utilizing practitioner perspectives throughout the volume, she explores the practice of public relations as a form of activism.

The volume is intended for scholars and students in public relations. It may be used as a supplemental text in advanced courses on public relations theory, PR management, organizational communication, and related areas.

June 2010: 224pp
Hb: 978-0-8058-5523-4: $99.95
Pb: 978-0-8058-5524-1: $95.00
For more information, visit: www.routledge.com/9780805855234

TO ORDER – see order form at the back of this catalog.
Alternatively, you can order by: Call Toll Free: 1-800-634-7064 Fax: 1-800-248-4724 Online: www.routledge.com
NEW

Public Relations, Society & Culture
Theoretical and Empirical Explorations
Edited by Lee Edwards and Caroline Hodges

December 2010: 400pp
Hb: 978-0-415-99915-1: $110.00
Pb: 978-0-415-57274-3: $32.95
For more information, visit: www.routledge.com/9780415572743

2nd Edition

Applied Public Relations
Cases in Stakeholder Management
Kathy Brittain McKee, Berry College, USA and Larry F. Lamb, University of North Carolina, USA

Series: Routledge Communication Series

Applied Public Relations provides readers with the opportunity to observe and analyze how contemporary businesses and organizations interact with key groups and influences. Through the presentation of cases covering a wide variety of industries, locations, and settings, authors Kathy Brittain McKee and Larry F. Lamb examine how real organizations develop and maintain their relationships, offering valuable insights into contemporary business and organizational management practices.

McKee and Lamb place special emphasis on public relations as a strategic management function that must coordinate its planning and activities with key organizational units - human resources, marketing, legal counsel, finance, and operations, among others. A commitment to the ethical practice of public relations underlies the book, and students are challenged not only to assess the effectiveness of the practices outlined, but also to understand the ethical implications of those choices.

This second edition includes the following key features:
• new and updated cases
• additional Professional Insight commentaries
• expanded use of charts and photos
• an appendix with the PRSA Member Code of Ethics and the IABC Code of Ethics for Professional Communicators
• a companion website with resources for the student and the instructor.

With its practical orientation and scope, Applied Public Relations is a useful text for courses on public relations management, public relations cases and campaigns, and integrated communication management.

June 2009: 364pp
Hb: 978-0-415-99916-8: $150.00
Pb: 978-0-415-99917-5: $44.95
For more information, visit: www.routledge.com/9780415999168

3rd Edition

Strategic Planning for Public Relations
Ronald D. Smith, Buffalo State College, USA

This innovative and popular text provides a clear pathway to understanding public relations campaigns and other types of strategic communication. Implementing the pragmatic, step-by-step unfolding of the strategic campaign process used in public relations practice. Drawing from his experience in professional practice and in the classroom, Smith walks readers through the critical steps for the formative research, strategic and tactical planning, and plan evaluation phases of the process.

Offering clear explanations, relevant examples, and practical exercises, this text identifies and discusses the decision points and options in the development of a communication program. The cases and examples included here explore classic public relations situations as well as current, timely events. This third edition includes expanded discussions of ethics, diversity, and technology integrated throughout the text, and has a new appendix addressing media training for clients.

As a classroom text or a resource for professional practice, this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning. It serves as an accessible and understandable guide to field-tested procedures, offering practical insights that apply to public relations campaigns and case studies coursework.

April 2009: 456pp
Hb: 978-0-415-99422-4: $55.00
For more information, visit: www.routledge.com/9780415994224

Strategic Reputation Management
Towards A Company of Good
Pekka Aula and Saku Mantere

Strategic Reputation Management examines the ways in which organizations achieve ‘goodness’ through reputation, reputation management and reputation strategies. It presents a contemporary model of strategic reputation management, helping organizations and stakeholders to analyze the business environment as a communicative field of symbols and meanings in which the organization is built or destroyed. Authors Pekka Aula and Saku Mantere introduce the eight generic reputation strategies, through which organizations can organize their stakeholder relationships in various ways. They illustrate their arguments using real-world examples and studies, from the Finnish Ski Association to Philip Morris International.

2008: 256pp
Hb: 978-0-8058-6425-6: $110.00
Pb: 978-0-8058-6426-3: $34.95
For more information, visit: www.routledge.com/9780805864267

NEW

Advertising and Public Relations Law
Roy L. Moore, Middle Tennessee State University, USA, Erik Collins and Carmen May, both at University of South Carolina, USA

Series: Routledge Communication Series

Addressing a critical need, this second edition of Advertising and Public Relations Law illustrates the variety of issues and ideas that affect the regulation of advertising and public relations speech, including the categorization of different kinds of speech afforded different levels of First Amendment protection; court-created tests for laws and regulations of speech; and non content-based restrictions on speech and expression.

Features include:
• an overview and synopsis for each chapter
• appendices providing a chart of the judicial system
• a summary of the judicial process
• an overview of alternative dispute resolution mechanisms, the codes of the American Association of Advertising Agencies, the Public Relations Society of American and American Business.

This second edition includes extended excerpts from major court decisions, photographs, charts, and illustrations, and an overview and synopsis for each chapter. The volume is developed for upper-level undergraduate and graduate students in media, advertising and public relations law or regulation courses. It also serves as an essential reference for advertising and public relations practitioners.

April 2010: 600pp
Hb: 978-0-8058-5346-9: $200.00
Pb: 978-0-415-96548-4: $75.00
For more information, visit: www.routledge.com/9780415965484
2nd Edition

The Global Public Relations Handbook, Revised and Expanded Edition
Theory, Research, and Practice
Edited by Krishnamurthy Sriaramesh, Massey University, New Zealand and Dejan Vercic, PRISTOP, Slovenia

Expanding on the theoretical framework for studying and practicing public relations around the world, The Global Public Relations Handbook, Revised and Expanded Edition extends the discussion in the first volume on the history, development, and current status of the public relations industry from a global perspective. This revised edition offers twenty new chapters in addition to the original contents. It includes fourteen additional country-or regionally-focused chapters exploring public relations practice in Africa, Asia, Europe, and the Americas. Contributors use a theoretical framework to present information on the public relations industry in their countries and regions. They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics. Each country-specific chapter includes a case study typifying public relations practice in that country. Additional new chapters discuss political economy, activism, international public relations, and United Nations public affairs.

Selected Contents: Section 1: Global Public Relations: Conceptual Framework Section 2: Asia and Australasia Section 3: Africa Section 4: Europe Section 5: The Americas Section 6: International Public Relations: Key Dimensions and Actors

January 2009: 992pp
Pb: 978-0-415-99514-6: $90.00
Ebook: 978-0-203-88937-4
For more information, visit: www.routledge.com/9780415995146

NEW

3rd Edition

Public Relations Writing Worktext
A Practical Guide for the Profession
Joseph M. Zappala, Cornell University, USA and Ann R. Carden, SUNY Fredonia, USA

Public Relations Writing Worktext provides the fundamental knowledge and the basic preparation required for the professional practice of public relations writing. This textbook introduces readers to public relations and writing, providing an overview of the four-step public relations process in addition to defining and detailing the writing activities involved. It presents in-depth information on the writing formats and approaches used in implementing strategic public relations plans, and offers instruction for developing all types of writing assignments, starting with memos, proposals, and news releases, and moving on to the more complex tasks of advocacy writing, newsletters, crisis planning, and online communication. Examples accompany the discussions, providing guidance and structure for the varied writing activities.

Retaining the approach of the second edition, this text incorporates numerous changes and updates, making it suitable for use as a primary course text. Updates include:
• increased focus on writing for the Web, blogs, and electronic media, including information on writing social media releases and a new chapter entitled ‘New and Social Media.’
• a new planning outline to help writers develop more effective messages
• expanded checklists for writers to reference when working on assignments
• additional examples of effective public relations writing by leading companies in a variety of organizational settings, including Mattel, UPS, Burger King, Sara Lee, Xerox, Frito-Lay, and many more
• new assignments based on topics, issues and problems that public relations professionals in all sectors face today
• restructured content for improved writing flow and consistency.

September 2009: 312pp
Hb: 978-0-415-99753-9: $120.00
Pb: 978-0-415-99754-6: $55.95
For more information, visit: www.routledge.com/9780415997546

3rd Edition

Becoming a Public Relations Writer
A Writing Process Workbook for the Profession
Ronald D. Smith, Buffalo State College, USA

2007: 456pp
Pb: 978-0-8058-6301-7: $59.95
For more information, visit: www.routledge.com/9780805863017

Global Public Relations
Spanning Borders, Spanning Cultures
Alan R. Freitag and Ashli Quesinberry Stokes, both at University of North Carolina at Charlotte, USA

This text provides a structured and practical framework for understanding the complexities of contemporary public relations. It is an instructional book that guides the reader through the challenges of communication and problem solving across a range of organizations and cross-cultural settings.

Written in a straightforward, lively style, the book covers:
• foundational theories, and factors that shape the discipline
• communication across cultures
• trends affecting the public relations profession throughout the world.

Incorporating case studies and commentary to illustrate key principles and stimulate discussion, this book also highlights the different approaches professionals must consider in different contexts, from communicating with employees to liaising with external bodies, such as government agencies or the media.

Offering a truly global perspective on the subject, Global Public Relations is essential reading for any student or practitioner interested in public relations excellence in a global setting.

A companion website provides additional material for lecturers and students alike: www.routledge.com/textbooks/9780415448154

2008: 328pp
Pb: 978-0-415-44815-4: $55.95
For more information, visit: www.routledge.com/9780415448154

Public Relations Metrics
Research and Evaluation
Edited by Betteke van Ruler, University of Amsterdam, the Netherlands, Ana Tkalac Vercic, University of Zagreb, Croatia and Dejan Vercic, PRISTOP, Slovenia

Series: Routledge Communication Series

This volume presents the current state of knowledge in public relations measurement and evaluation. It brings together ideas and methods that can be used throughout the world, and scholars and practitioners from the United States, Europe, Asia, and Africa are represented. This volume serves as supplemental text in public relations research courses, and will be used by practitioners who are evaluating their own work.

2008: 344pp
Hb: 978-0-8058-6272-0: $115.00
Pb: 978-0-8058-6273-7: $42.95
For more information, visit: www.routledge.com/9780805862737

Want more information on a book? Visit the direct URL found at the bottom of the title description.
Reconfiguring Public Relations
Ecology, Equity and Enterprise

David McKie and Debashish Munshi, both at University of Waikato, New Zealand

Series: Routledge Advances in Management and Business Studies

An excellent counterpoint to the existing US-oriented literature on this topic, this book is the first to address environmental questions within the context of global business.


2007: 200pp
Hb: 978-0-415-39408-6: $160.00
For more information, visit: www.routledge.com/9780415394086

4th Edition
An Introduction to Political Communication

Brian McNair, University of Strathclyde, UK

Series: Communication and Society

In this successful and well established textbook, Brian McNair examines how politicians, trade unions, pressure groups and terrorist organizations make use of the media. Separate chapters look at political media and their effects, the work of political advertising, marketing and public relations, and the communicative practices of organizations at all levels, from grass-root campaigning through to governments and international bodies.

2007: 222pp
Hb: 978-0-415-41070-0: $120.00
For more information, visit: www.routledge.com/9780415410700

The Political Communication Reader

Edited by Ralph Negrine, University of Sheffield, UK and James Stanyer, Loughborough University, UK

“Ralph Negrine and James Stanyer have constructed a valuable treasury of the key research and scholarly writing by distinguished academics, which has shaped the contemporary field of political communication. Lippman’s analysis of public opinion, Hall Jamieson’s discussion of the ‘packaging of the Presidency’, as well as Robert McChesney’s insightful unravelling of the implications of the economic organisation of US media for democracy, are just a few of the intellectual nuggets horded inside the covers of The Political Communication Reader. There are many other gems to enjoy. It is essential reading for anyone who wishes to be well informed about current debates and developments in the expansive field of political communication.” – Bob Franklin, Professor of Journalism Studies, Cardiff School of Journalism, Media and Cultural Studies


2007: 336pp
Hb: 978-0-415-35936-8: $43.95
For more information, visit: www.routledge.com/9780415359368

Media Ethics Beyond Borders
A Global Perspective

Edited by Stephen J.A. Ward, University of Wisconsin - Madison, USA and Herman Wasserman, University of Sheffield, UK

This volume explores the construction of an ethics for news media that is global in reach and impact. Essays by international media ethicists provide leading theoretical perspectives on major issues and apply the ideas to specific countries, contexts and problems, addressing such questions as: Are there universal values in journalism? How would a global media ethics do justice to the cultural, political, and economic differences around the world? Can a global ethic based on universal principles allow for diversity of media systems and cultural values? What should be the principles and norms of practice of global media ethics? The result is a rich source of ethical thought and analysis on questions raised by contemporary global media.

March 2010: 192pp
Hb: 978-0-415-87887-6: $100.00
For more information, visit: www.routledge.com/9780415878883
The Handbook of Mass Media Ethics
Edited by Lee Wilkins, University of Missouri, Columbia, USA and Clifford G. Christians, University of Illinois at Urbana-Champaign, USA

This Handbook encapsulates the intellectual history of mass media ethics over the past twenty-five years. Chapters serve as a summary of existing research and thinking in the field, as well as setting agenda items for future research. Key features include:
- up-to-date and comprehensive coverage of media ethics, one of the hottest topics in the media community
- ‘one-stop shopping’ for historical and current research in media ethics
- experienced, top-tier editors, advisory board, and contributors.
It will be an essential reference on media ethics theory and research for scholars, graduate students, and researchers in media, mass communication, and journalism.

2008: 416pp
Hb: 978-0-8058-6192-1: $150.00
Pb: 978-0-8058-6192-1: $60.00
For more information, visit: www.routledge.com/9780805861921

Mixed Media
Moral Distinctions in Advertising, Public Relations, and Journalism
Tom Bivins, University of Oregon, USA

Mixed Media, Second Edition, introduces readers to the tools necessary for making moral and ethical decisions regarding the use of mass media. The chapters in this text offer insights on:
- similarities and differences among the ethical dilemmas faced by the mass media
- common ground on which to evaluate media behavior
- media obligations
- professional ethics
- ethical theory and its application to the modern media
- considerations of truth and harm.

New to the second edition is a focus on the three mass media industries most pervasive in today’s society: the news media (journalism), advertising, and public relations, with individual chapters giving equal coverage to each. It includes an increased emphasis on ‘new media’ and how ethics affect such concepts as social media, word-of-mouth marketing, and citizen journalism. Readers will come away with a greater appreciation for moral philosophy and theory as a foundation for decision making, and will develop a personal ‘yardstick’ by which to measure their decisions.

April 2009: 328pp
Pb: 978-0-8058-6321-5: $39.95
For more information, visit: www.routledge.com/9780805863215

NEW
Comparative Media Law and Ethics
Tim Crook, Goldsmiths College, University of London, UK

Providing practical and theoretical resources on media law and ethics for the United Kingdom and United States of America and referencing other legal jurisdictions such as France, Japan, India, China and Saudi Arabia, Comparative Media Law and Ethics is suitable for upper undergraduate and postgraduate study and for professionals in the media who need to work internationally.

The book focuses on the law of the United Kingdom, the source of common law, which has dominated the English speaking world, and on the law of the USA, the most powerful cultural, economic, political and military power in the world. Media law and ethics have evolved differently in the US from the UK. This book investigates why this is the case.

Tim Crook analyses media law, as it exists, the ethical debates concerning what the law ought to be, and the historical development of legal and regulatory controls of communication. Underlying concepts discussed include the subject of media jurisprudence - the study of the philosophy of media law, media ethicology - the study of the knowledge of ethics/morality in media communication, and media ethics - the belief systems in the political context that influence journalistic conduct and content. Throughout, media law and regulation is evaluated in terms of its social and cultural context.

The book has a companion website at http://www.ma-radio.gold.ac.uk/cmle providing complementary resources and updated developments on the topics explored.

If you need to compare different law and ethics systems, are studying international journalism or want to understand the legalities of working in the media in different jurisdictions, then you should find this an important and useful guide.

December 2009: 352pp
Hb: 978-0-415-55517-1: $135.00
Pb: 978-0-415-55516-4: $62.95
For more information, visit: www.routledge.com/9780415555164

Media Ethics and Social Change
Valerie Alia

2004: 224pp
Pb: 978-0-415-97199-7: $32.95
For more information, visit: www.routledge.com/9780415971997

NEW
Controversies in Media Ethics
A. David Gordon, University of Wisconsin Eau Claire, USA, John Michael Kittross, Emerson College, USA KEG Associates, John C. Merrill, University of Missouri, USA, William Babcock, California State University Long Beach; USA and Michael Dorsher, University of Wisconsin, USA

Controversies in Media Ethics provides alternate perspectives on a variety of issues. In each chapter, two opposing viewpoints are presented, followed by commentary. Issues covered include those of greatest concern in media: privacy, violence, pornography, and advertising content; Internet and new media issues will be addressed in the revision.

July 2010: 448pp
Hb: 978-0-415-99247-3: $150.00
Pb: 978-0-415-96332-9: $69.95
For more information, visit: www.routledge.com/9780415963329

TO ORDER – see order form at the back of this catalog
Alternatively, you can order by: Call Toll Free: 1-800-634-7064  Fax: 1-800-248-4724  Online: www.routledge.com
**ORDER YOUR BOOKS TODAY...**

Available through your bookstore or from Routledge. To order in the US, Canada and Latin America, please contact:

- **Mail:** Routledge
  7625 Empire Drive
  Florence, KY 41042
  United States

- **Telephone:**
  Toll Free 1-800-634-7064
  (M-F: 8am – 5:30pm EST)
  International (561) 361-6000, extension 6418

- **Fax:**
  Toll Free 1-800-248-4724 anytime
  International (561) 361-6075

- **Email:**
  orders@taylorandfrancis.com

- **Internet:**
  www.routledge.com/xxxx

---

**Qty** | **Title** | **ISBN** | **Price ($)** | **Total ($)**
--- | --- | --- | --- | ---

**Shipping & Handling**

**US**
- $5.99 1st book; $1.99 for each additional book.

**Canada**
- Ground: $7.99 1st book; $1.99 for each additional book.
- Expedited: $15.99 1st book; $1.99 for each additional book.

**Latin America**
- Airmail: $44.00 1st book; $7.00 for each additional book.
- Surface: $17.00 1st book; $2.99 for each additional book.

**Sales Tax/GST**

Residents of AZ, CA, CO, CT, FL, GA, IL, IN, KY, MA, MD, ME, MO, NJ, NY, PA, TN, TX, UT, VA and CANADA please add local sales tax.

Canadian residents please add 5% GST.

**Methods of Payment** – Please check boxes and select card type.

- **Institutions:** Please attach your institutional purchase order to this form.

- **Individuals:** We request that all US and Canadian individual orders be prepaid by check, money order, or credit card. Latin American individual orders be prepaid by money order or credit card only.

  - I have included my check (US and Canada only) or money order for the full amount due, made payable to Taylor & Francis/Routledge.
  - Please charge my credit card: ☐ VISA ☐ Mastercard ☐ American Express ☐ Diners Card

  - Name on credit card: ___________________________________________ Start date: _____ / _____ Expiration date: _____ / _____
  - Account number: _______________________________________________ Date: _____ / _____
  - Signature: __________________________________________________________________________

**Your Details** – Please use block capitals.

- **First Name:** ___________ **Last Name:** ___________
- **Email:** ______________
- **Department:** ___________ **Institution:** ___________
- **Address:** ______________
- **Zip:** ___________ **Country:** ___________
- **Telephone (inc. area code):** __________________________

---

**FREE SHIPPING!**

Web orders over $35 receive free shipping.

US and Canada customers only.

**COMPLIMENTARY TEXT REQUEST**

To order a complimentary copy, please contact us using one of the methods below.

- **TEL:** Toll Free 1-800-634-7064
- **FAX:** Toll Free 1-800-248-4724
- **INTERNET:** www.routledge.com/info/compcopy

---

**LIBRARY RECOMMENDATION**

Ensure that your library has access to all the latest publications. Visit www.routledge.com/info/librarian.asp today and complete our online Library Recommendation Form.