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Communication Studies  
Textbook Catalogue  
Spring 2024



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## Advertising Design by Medium

A Visual and Verbal Approach



**Robyn Blakeman**

Conceived to give readers the principles and the tools to create successful advertisements in a variety of mediums, this book is a detailed exploration of how visual and verbal elements of design work together to solve a business goal. This book is ideal as a textbook for design courses within programs in advertising, graphic design, integrated marketing communication, strategic marketing, entrepreneurship, business, and mass communication. Accompanying the text are online materials for instructors: lecture slides, a testbank, and instructor manual. [www.routledge.com/9781032183596](http://www.routledge.com/9781032183596)

Routledge

March 2022:256

Hb: 978-1-032-18555-2: **£130**

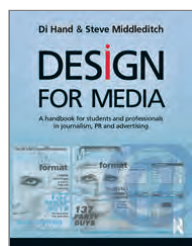
Pb: 978-1-032-18359-6: **£59.99**

eBook: 978-1-003-25512-3

\* For full contents and more information, visit: [www.routledge.com/9781032183596](http://www.routledge.com/9781032183596)

## Design for Media

A Handbook for Students and Professionals in Journalism, PR, and Advertising



**Di Hand, Steve Middleditch**

Design for Media: a handbook for students and professionals in journalism, PR, advertising and design. This essential guide provides you with a tailored introduction to the design techniques and production practices employed in the media industry. It presents clear and relevant explanations of how to design and produce any type of print and online publication to a professional standard, from pre-planning through to going to press or online. In providing the context, principles and thinking behind design over time, alongside the key practical techniques and know-how, this resource will enable you to present information clearly and effectively.

Routledge

November 2012:384

Hb: 978-1-138-44287-0: **£180**

Pb: 978-1-405-87366-6: **£42.99**

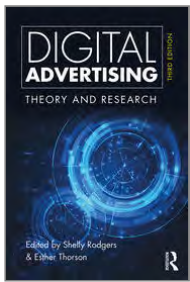
eBook: 978-1-315-83415-3

\* For full contents and more information, visit: [www.routledge.com/9781405873666](http://www.routledge.com/9781405873666)

3RD EDITION

## Digital Advertising

Theory and Research



Edited by **Shelly Rodgers, Esther Thorson**

Digital Advertising offers a detailed and current overview of the field that draws on current research and practice by introducing key concepts, models, theories, evaluation practices, conflicts, and issues. With a balance of theory and practice, this book helps provide the tools to evaluate and understand the effects of digital advertising and promotions campaigns. New to this edition is discussion of big data analysis, privacy issues, and social media, as well as thought pieces by leading industry practitioners. This book is ideal for graduate and upper-level undergraduate students, as well as academics and practitioners.

Routledge

February 2017: 496

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eBook: 978-1-315-62325-2

\* For full contents and more information, visit: [www.routledge.com/9781138654457](http://www.routledge.com/9781138654457)

## Advertising Management in a Digital Environment

Text and Cases



**Larry D. Kelley, Kim Bartel Sheehan**

The book blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management. It covers advertising management and human capital management, as well as strategic planning, decision making and brand strategy. This new edition textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management, Advertising, Marketing Management and Strategy, Communications and PR. It is also suitable for those in executive education and studying for professional qualifications.

Routledge

July 2021:202

Hb: 978-0-367-62071-4: **£180**

Pb: 978-0-367-62074-5: **£49.99**

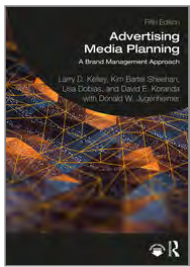
eBook: 978-1-003-10782-8

\* For full contents and more information, visit: [www.routledge.com/9780367620745](http://www.routledge.com/9780367620745)

5TH EDITION

## Advertising Media Planning

A Brand Management Approach



**Larry D. Kelley, Kim Bartel Sheehan, Lisa Dobias, David E. Koranda, Donald W. Jugenheimer**

Advertising Media Planning blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of media planning. A highly regarded new edition, this practical and integrated textbook should be core reading for advanced undergraduate and postgraduate students studying Media Planning, Advertising Management, Integrated Marketing Communication and Brand Management. Instructor resources include PowerPoint slides, a test bank and an instructor manual.

Routledge

December 2022:312

Hb: 978-1-032-19217-8: £175

Pb: 978-1-032-19215-4: £51.99

eBook: 978-1-003-25816-2

\* For full contents and more information, visit: [www.routledge.com/9781032192154](http://www.routledge.com/9781032192154)

8TH EDITION

## The Media Handbook

A Complete Guide to Advertising Media Selection, Planning, Research, and Buying



**Helen Katz**

*Series: Routledge Communication Series*

The eighth edition continues to provide a practical introduction to the media planning and buying processes. It features a new chapter on how audiences are defined and created, reorganization of the media channel chapters to cover planning and buying together, expanded coverage of digital formats in all channels, added discussion of measurement, and completely updated data and examples throughout. Supplemental online resources for both students and instructors are also available. The book is the ideal text for courses in media planning and buying in advertising/communication departments.

Routledge

July 2022:250

Hb: 978-1-032-00787-8: £135

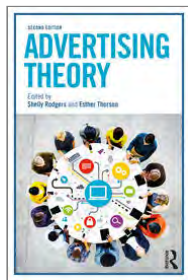
Pb: 978-0-367-77556-8: £58.99

eBook: 978-1-003-17570-4

\* For full contents and more information, visit: [www.routledge.com/9780367775568](http://www.routledge.com/9780367775568)

2ND EDITION

## Advertising Theory



Edited by **Shelly Rodgers, Esther Thorson**

Series: *Routledge Communication Series*

Advertising Theory is a comprehensive text that draws on current research and practices in advertising theory by introducing key concepts, models, theories, conflicts, and issues for individuals interested in this area. Editors Shelly Rodgers and Esther Thorson have developed this volume as a forum in which to compare, contrast, and evaluate advertising theories in a comprehensive and structured presentation. This new edition is positioned to provide a detailed overview of advertising theory with a balance of theory and practice that will help provide a working knowledge of the primary theoretical approaches and will help readers synthesize the vast literature on advertising.

Routledge

May 2019:570

Hb: 978-0-815-38249-2: £130

Pb: 978-0-815-38250-8: £36.99

eBook: 978-1-351-20831-4

\* For full contents and more information, visit: [www.routledge.com/9780815382508](http://www.routledge.com/9780815382508)

## Creative Advertising Concept and Copy

A Practical, Multidisciplinary Approach



**Georgia-Zozeta Miliopoulou**

Considering perspectives on creative advertising through a unique media and communications lens, this book encompasses both the theory and practical tools needed to approach and understand creativity in advertising with an original eye. Written for students involved in creative advertising as an area of academic research and professional practice, this book will also be of interest to early-career advertising professionals seeking a fresh perspective on their work.

Routledge

April 2024:212

Hb: 978-1-032-35795-9: £130

Pb: 978-1-032-36204-5: £34.99

eBook: 978-1-003-33072-1

\* For full contents and more information, visit: [www.routledge.com/9781032362045](http://www.routledge.com/9781032362045)

2ND EDITION

## Integrated Marketing Communication

Advertising and Promotion in a Digital World



**Jerome M. Juska**

This textbook explores the continuing transformation of advertising, sales promotion and public relations functions within the marketing discipline. The content focuses on emerging new technologies, as well as established digital and legacy media, as the reader is guided through the process of developing and implementing a comprehensive Integrated Marketing Communication plan for companies, organizations, and brands. Upper-level undergraduate and postgraduate students will appreciate this lucid text, as will business professionals in executive education and certificate programs.

Routledge

November 2021:330

Hb: 978-0-367-44336-8: £220

Pb: 978-0-367-43623-0: £61.99

eBook: 978-0-367-44338-2

\* For full contents and more information, visit: [www.routledge.com/9780367436230](http://www.routledge.com/9780367436230)

## Introduction to Advertising

Understanding and Managing the Advertising Process



**Emmanuel Mogaji**

This book is an introductory roadmap to the advertising process. Advertising is explored as a creative communication message from a brand, created by advertising agencies and distributed across different media to target the right consumers. The book provides an understanding of the benefits of advertising, its role in the economy, and even more so acknowledges that advertisements are not all about selling but are also about effectively communicating a message. Taking students step by step through the advertising process, it is important reading for undergraduate and postgraduate students studying Advertising, Brand Management, Marketing Communications and Media Planning.

Routledge

May 2021:308

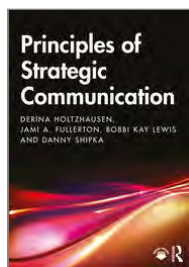
Hb: 978-0-367-44278-1: £155

Pb: 978-0-367-44199-9: £45.99

eBook: 978-1-003-00872-9

\* For full contents and more information, visit: [www.routledge.com/9780367441999](http://www.routledge.com/9780367441999)

## Principles of Strategic Communication



**Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka**

Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. It introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. Principles of Strategic Communication is ideal as a core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs.

Routledge

July 2021:362

Hb: 978-0-367-43247-8: £135

Pb: 978-0-367-42631-6: £58.99

eBook: 978-1-003-00204-8

\* For full contents and more information, visit: [www.routledge.com/9780367426316](http://www.routledge.com/9780367426316)

4TH EDITION

## The Advertising Handbook



**Sean Brierley, Jonathan Hardy, Iain Macrury, Helen Powell**

Series: *Media Practice*

The Advertising Handbook provides a critical introduction to advertising and marketing communication today. Contributions from leading international scholars and practitioners offer extended coverage of advertising practices around the world, alongside new chapters on advertising, agencies and globalisation and a range of case studies of global advertising campaigns. The new edition features updated profiles and case studies to illustrate innovation and diversification in industry practice.

Routledge

March 2018:302

Hb: 978-1-138-67882-8: £135

Pb: 978-1-138-67883-5: £42.99

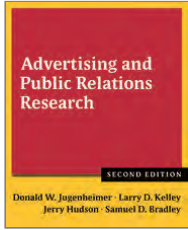
eBook: 978-1-315-55864-6

\* For full contents and more information, visit: [www.routledge.com/9781138678835](http://www.routledge.com/9781138678835)



2ND EDITION

## Advertising and Public Relations Research



**Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley**

Designed to serve as a comprehensive, primary text for research methods courses in advertising and/or public relations programs, this book concentrates on the uses and applications of research in advertising and public relations situations. The authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.

Routledge

February 2014: 376

Hb: 978-1-138-12748-7: **£175**

Pb: 978-0-765-63606-5: **£68.99**

eBook: 978-1-315-71656-5

\* For full contents and more information, visit: [www.routledge.com/9780765636065](http://www.routledge.com/9780765636065)

4TH EDITION

## Advertising Account Planning

Planning and Managing Strategic Communication Campaigns



**Sarah Turnbull, Larry Kelley, Donald Jugenheimer**

This practical and comprehensive text effectively provides advertising account planning principles within an integrated marketing communications framework. With a world-renowned textbook author team, this 4th edition has been fully updated to include: Providing a full understanding of the advertising account planning process, this textbook is perfect for both the industry and classroom. The textbook will equip students of Marketing Communications, Advertising Management and Brand Management with the knowledge and skills they need to plan and manage a strategic communications campaign.

Routledge

September 2023:286

Hb: 978-1-032-16822-7: £175

Pb: 978-1-032-16460-1: £51.99

eBook: 978-1-003-25044-9

\* For full contents and more information, visit: [www.routledge.com/9781032164601](http://www.routledge.com/9781032164601)

## Advertising Campaign Design

Just the Essentials



**Robyn Blakeman**

The author's step-by-step approach to campaign design dissects the creative process necessary to design a successful integrated marketing communications campaign one topic at a time, creating an invaluable research tool that students and professors alike will refer to time and time again.

Routledge

August 2011:256

Hb: 978-0-765-62552-6: £180

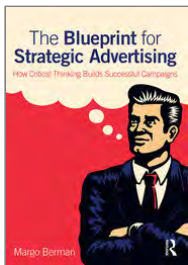
Pb: 978-0-765-62553-3: £56.99

eBook: 978-1-315-70671-9

\* For full contents and more information, visit: [www.routledge.com/9780765625533](http://www.routledge.com/9780765625533)

## The Blueprint for Strategic Advertising

How Critical Thinking Builds Successful Campaigns



**Margo Berman**

This book's step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again.

Routledge

July 2016:224

Hb: 978-0-765-64657-6: £150

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eBook: 978-1-315-61866-1

\* For full contents and more information, visit: [www.routledge.com/9780765646583](http://www.routledge.com/9780765646583)

6TH EDITION

## Strategic Writing

Multimedia Writing for Public Relations, Advertising and More



**Angie Hendershot, Lisa Loewen, Charles Marsh,  
David W. Guth, Bonnie Poovey Short**

Featuring examples of strategic writing throughout the book, this practical, multidisciplinary text takes students through the fundamental concepts, genres, and techniques of writing for strategic communicators to connect with their publics. Strategic Writing, Sixth Edition is an essential textbook for undergraduate courses in public relations, advertising and strategic communication writing, particularly those that take a multidisciplinary approach.

Routledge

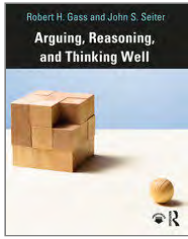
March 2024:352

Hb: 978-1-032-46105-2: £130

Pb: 978-1-032-46106-9: £79.99

\* For full contents and more information, visit: [www.routledge.com/9781032461069](http://www.routledge.com/9781032461069)

## Arguing, Reasoning, and Thinking Well



**Robert Gass, John Seiter**

Arguing, Reasoning, and Thinking Well offers an engaging and accessible introduction to argumentation and critical thinking. Authors Gass and Seiter, renowned for their friendly writing style, include real-world examples, hypothetical dialogues, and editorial cartoons to invite readers in. The text includes a full chapter devoted to the ethics of argument, as well as content on refutation and formal logic. It is designed for students in argumentation and critical thinking courses in communication, philosophy, and psychology departments, and is suitable for students and general education courses across the curriculum.

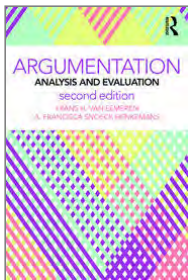
Routledge  
June 2019:280  
Hb: 978-0-815-37432-9: **£150**  
Pb: 978-0-815-37433-6: **£74.99**  
eBook: 978-1-351-24249-3

\* For full contents and more information, visit: [www.routledge.com/9780815374336](http://www.routledge.com/9780815374336)

2ND EDITION

## Argumentation

Analysis and Evaluation



**Frans H. van Eemeren, A. Francisca Sn Henkemans**

This book concentrates on argumentation as it emerges in ordinary discourse, whether the discourse is institutionalized or strictly informal. Crucial concepts from the theory of argumentation are systematically discussed and explained with the help of examples from real-life discourse and texts. The basic principles are explained that are instrumental in the analysis and evaluation of argumentative discourse. Methodical instruments are offered for identifying differences of opinion, analyzing and evaluating argumentation and presenting arguments in oral and written discourse.

Routledge  
November 2016:184  
Hb: 978-1-138-22507-7: **£140**  
Pb: 978-1-138-22508-4: **£48.99**  
eBook: 978-1-315-40114-0

\* For full contents and more information, visit: [www.routledge.com/9781138225084](http://www.routledge.com/9781138225084)

2ND EDITION

## Argumentation

Keeping Faith with Reason



**John P. Nordin, Edward Schiappa**

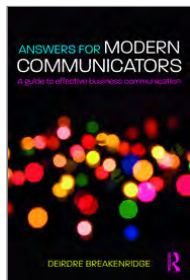
This extensively updated second edition provides a comprehensive introduction to argumentation skills for undergraduates. Argumentation: Keeping Faith with Reason is an ideal textbook for undergraduate courses in argumentation, persuasion, critical thinking, and informal logic.

Routledge  
May 2024:360  
Hb: 978-1-032-54123-5: **£140**  
Pb: 978-1-032-54122-8: **£51.99**

\* For full contents and more information, visit: [www.routledge.com/9781032541228](http://www.routledge.com/9781032541228)

## Answers for Modern Communicators

A Guide to Effective Business Communication



**Deirdre Breakenridge**

This book provides students and professionals with practical answers to important career and communication questions, helping them to communicate successfully in a business setting. Communication expert, Deirdre Breakenridge, examines the ways in which professionals can make the most of their careers in a fast-changing media landscape, offering advice on how new and seasoned executives can utilize and adapt to the latest modes of communication.

Routledge

October 2017:234

Hb: 978-1-138-71443-4: £170

Pb: 978-0-415-30392-7: £48.99

eBook: 978-1-315-23075-7

\* For full contents and more information, visit: [www.routledge.com/9780415303927](http://www.routledge.com/9780415303927)

## Designing Technical and Professional Communication

Strategies for the Global Community



**Deborah C. Andrews, Jason C. K. Tham**

This core textbook for courses in technical and professional communication emphasizes collaboration, a global perspective, inclusivity, and rhetorical approaches to creating communication products. Applying a design thinking framework for solving problems and fostering innovation, it introduces students to the core skills, knowledge, and habits of successful technical communicators who work in the diverse, flexible, and mobile workplaces of the 21st century. Four sections provide concrete guidance for communicating in the global community, managing projects through design, designing content for audiences, and applying design to technical and professional communication.

Routledge

November 2021:366

Hb: 978-0-367-55492-7: £130

Pb: 978-0-367-54960-2: £48.99

eBook: 978-1-003-09376-3

\* For full contents and more information, visit: [www.routledge.com/9780367549602](http://www.routledge.com/9780367549602)

## Intercultural Communication for the Global Business Professional



*Edited by* **Mara K. Berkland, Amy Grim Buxbaum**

This text integrates business and communication concepts to immerse students in the global communication experiences of business professionals. This book ideal as a text for courses in international business or professional intercultural communication, or as a supplement for more general business and communication courses.

Routledge

October 2023:190

Hb: 978-1-032-28715-7: £135

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eBook: 978-1-003-29819-9

\* For full contents and more information, visit: [www.routledge.com/9781032285399](http://www.routledge.com/9781032285399)

3RD EDITION

## An Integrated Approach to Communication Theory and Research



Edited by **Don W. Stacks, Michael B. Salwen, Kristen C. Eichhorn**

Series: *Routledge Communication Series*

Top theorists and researchers in a range of subject areas provide an in-depth overview of communication studies, in this new edition integrating theory with research methods and featuring suggested readings. This volume has been updated to address the growing influence of technology, changing relationships, and several growing integrated approaches to communication and includes seven new chapters on Digital Media, Media Effects, Privacy, Dark Side of Communication, Applied Communication, Relational Communication, Instructional Communication, and Communication and the Law.

Routledge  
March 2019:608  
Hb: 978-1-138-56144-1: £135  
Pb: 978-1-138-56147-2: £71.99  
eBook: 978-0-203-71075-3

\* For full contents and more information, visit: [www.routledge.com/9781138561472](http://www.routledge.com/9781138561472)

5TH EDITION

## Analyzing Media Messages

Using Quantitative Content Analysis in Research



**Daniel Riffe, Stephen Lacy, Brendan R. Watson, Jennette Lovejoy**

The fifth edition of this comprehensive and engaging text guides readers through the essential tools and skills necessary to conduct quantitative content analysis research. This is an essential text for content analysis courses in communication and media studies programs of all levels, as well as a useful supplementary text in more general research methods courses.

Routledge  
December 2023:242  
Hb: 978-1-032-26469-1: £130  
Pb: 978-1-032-26467-7: £38.99  
eBook: 978-1-003-28842-8

\* For full contents and more information, visit: [www.routledge.com/9781032264677](http://www.routledge.com/9781032264677)

3RD EDITION

## Applied Communication Research Methods

Getting Started as a Researcher



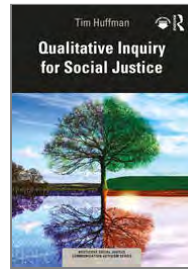
**Michael Boyle, Mike Schmierbach**

This third edition is again a practical introduction to communication research methods, foregrounding the role research plays in communication and media industry careers. The text is ideally suited to both undergraduate and graduate courses in communication research methods within communication, media, and mass communication programs.

Routledge  
November 2023:334  
Hb: 978-1-032-32806-5: £135  
Pb: 978-1-032-28881-9: £58.99  
eBook: 978-1-003-31683-1

\* For full contents and more information, visit: [www.routledge.com/9781032288819](http://www.routledge.com/9781032288819)

## Qualitative Inquiry for Social Justice



**Tim Huffman**

Series: *Routledge Social Justice Communication Activism Series*

This textbook introduces students, researchers, and activists to the practice of qualitative inquiry to contribute to fairness, freedom, and flourishing in community life. Tailored to advanced undergraduates and graduate students in qualitative research methods courses in communication studies, sociology, education, social work, and public health and also useful for professionals who use inquiry in their occupation, such as program design/evaluation, solidarity/solutions journalism, nonprofit leadership, and community development.

Routledge  
October 2023:392  
Hb: 978-0-367-62024-0: £135  
Pb: 978-0-367-56765-1: £54.99  
eBook: 978-1-003-10755-2

\* For full contents and more information, visit: [www.routledge.com/9780367567651](http://www.routledge.com/9780367567651)

## Quantitative Research Methods in Communication

The Power of Numbers for Social Justice



**Erica Scharrer, Srividya Ramasubramanian**

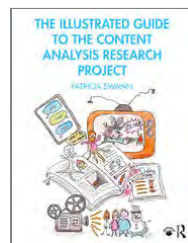
Series: *Routledge Social Justice Communication Activism Series*

This textbook is an advanced introduction to quantitative methods for students in communication and allied social science disciplines that focuses on why and how to conduct research that contributes to social justice. Today's researchers are inspired by the potential for scholarship to make a difference for society, to push toward more just and equitable ends, and to engage in dialogue with members of the public so that they can make decisions about how to navigate the social, cultural, and political world equipped with accurate, fair, and up-to-date knowledge. This book serves as a core or supplementary textbook for graduate and advanced undergraduate courses.

Routledge  
May 2021:384  
Hb: 978-0-367-55035-6: £135  
Pb: 978-0-367-54785-1: £45.99  
eBook: 978-1-003-09165-3

\* For full contents and more information, visit: [www.routledge.com/9780367547851](http://www.routledge.com/9780367547851)

## The Illustrated Guide to the Content Analysis Research Project



**Patricia Swann**

Author Patricia Swann provides a colorful, step-by-step guide to developing a typical mass media research project using the content analysis method. The fundamental elements of this research method are presented in plainspoken language perfect for undergraduates and new researchers, complete with engaging illustrations and an informal narrative that tackle students' most common sticking-points when learning and applying research methods. This book is an excellent companion to research-centered courses in mass media, communication studies, marketing, and public relations at the introductory level.

Routledge  
July 2020:148  
Hb: 978-1-138-60511-4: £130  
Pb: 978-1-138-60512-1: £34.99  
eBook: 978-0-429-46830-8

\* For full contents and more information, visit: [www.routledge.com/9781138605121](http://www.routledge.com/9781138605121)

## The Illustrated Guide to the Mass Communication Research Project



**Patricia Swann**

This book makes mass communication research projects more accessible to the new student researcher through a balance between an academically rigorous guide and an informal and humorous student-centered approach. Ideal for students in research-centered courses in mass media, communication studies, marketing, and public relations, whether at the undergraduate or graduate level, this text will continue to serve as a valuable resource into a future communications and marketing career.

Routledge

August 2022:188

Hb: 978-1-032-10263-4: £125

Pb: 978-1-032-08075-8: £47.99

eBook: 978-1-003-21448-9

\* For full contents and more information, visit: [www.routledge.com/9781032080758](http://www.routledge.com/9781032080758)

3RD EDITION

## Understanding Communication Research Methods

A Theoretical and Practical Approach



**Stephen M. Croucher, Daniel Cronn-Mills**

Using an engaging how-to approach that draws from scholarship, real-life, and popular culture, this textbook, now in its third edition, offers students practical reasons why they should care about research methods and offers a practical guide to actually conducting research themselves. This textbook is perfect for students and scholars using critical, cultural, interpretive, qualitative, quantitative and positivist research methods, as well as students of communication studies more generally. It also offers dedicated student and instructor resources. These include links, videos, outlines and activities, recommended readings, test questions, and more.

Routledge

September 2021:334

Hb: 978-0-367-62368-5: £180

Pb: 978-0-367-62366-1: £77.99

eBook: 978-1-003-10912-9

\* For full contents and more information, visit: [www.routledge.com/9780367623661](http://www.routledge.com/9780367623661)

## UX Research Methods for Media and Communication Studies

An Introduction to Contemporary Qualitative Methods



**Angela M. Cirucci, Urszula M. Pruchniewska**

A comprehensive guide to qualitative research methods in user experience (UX), the interaction between humans and digital products, designed for media and communication students. This is an essential text for media and communications students wishing to become familiar with UX research methods, a rapidly growing field that will open numerous exciting career paths for graduates.

Routledge

February 2022:202

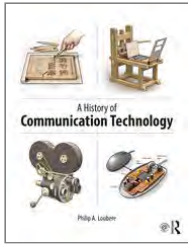
Hb: 978-1-032-02078-5: £135

Pb: 978-1-032-01866-9: £34.99

eBook: 978-1-003-18175-0

\* For full contents and more information, visit: [www.routledge.com/9781032018669](http://www.routledge.com/9781032018669)

## A History of Communication Technology



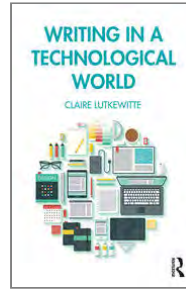
**Philip Loubere**

This book is a comprehensive illustrated account of the technologies and inventions in mass communication that have accelerated the advancement of human culture and society. Using rich, full-cover graphics and diagrams, it covers a timeline in the history of mass communication that begins with human prehistory and extends all the way to the current digital age. It is ideal for students in introductory mass communication, visual communication, and history of media courses, offering a highly approachable, graphic-oriented approach to the history of communication technologies.

Routledge  
April 2021:310  
Hb: 978-0-367-21149-3: **£150**  
Pb: 978-0-367-21150-9: **£39.99**  
eBook: 978-0-429-26572-3

\* For full contents and more information, visit: [www.routledge.com/9780367211509](http://www.routledge.com/9780367211509)

## Writing in a Technological World



**Claire Lutkewitte**

Writing in a Technological World explores how to think rhetorically, act multimodally, and be sensitive to diverse audiences while writing in technological contexts such as social media, websites, podcasts and mobile technologies. This is the ideal text for advanced undergraduate and graduate courses in composition, writing with technologies, and professional/business writing. A supplementary guide for instructors is available at [www.routledge.com/9781138580985](http://www.routledge.com/9781138580985)

Routledge  
December 2019:434  
Hb: 978-1-138-58097-8: **£110**  
Pb: 978-1-138-58098-5: **£29.99**  
eBook: 978-0-429-50701-4

\* For full contents and more information, visit: [www.routledge.com/9781138580985](http://www.routledge.com/9781138580985)

17TH EDITION

## Communication Technology Update and Fundamentals

17th Edition



*Edited by* **August E. Grant, Jennifer Meadows**

Communication Technology Update and Fundamentals, now in its 17th edition, has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as what's in store for the future. Communication Technology Update and Fundamentals continues to be the industry-leading resource for both students and professionals seeking to understand how communication technologies have developed and where they are headed.

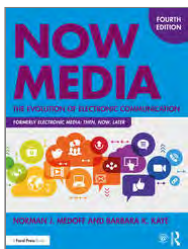
Routledge  
September 2022:370  
Hb: 978-0-367-42013-0: **£130**  
Pb: 978-0-367-42016-1: **£59.99**  
eBook: 978-0-367-81739-8

\* For full contents and more information, visit: [www.routledge.com/9780367420161](http://www.routledge.com/9780367420161)

4TH EDITION

## Now Media

The Evolution of Electronic Communication



**Norman J. Medoff, Barbara K. Kaye**

Now in its fourth edition, this book is one of the leading texts on the evolution of electronic mass communication in the last century, giving students a clear understanding of how the media of yesterday shaped the media world of today. This book remains a key text and trusted resource for students and scholars of digital mass communication and communication history alike.

Routledge  
April 2021:448  
Hb: 978-0-367-89675-1: **£135**  
Pb: 978-0-367-89721-5: **£58.99**  
eBook: 978-1-003-02072-1

\* For full contents and more information, visit: [www.routledge.com/9780367897215](http://www.routledge.com/9780367897215)



3RD EDITION

## An Integrated Approach to Communication Theory and Research



Edited by **Don W. Stacks, Michael B. Salwen, Kristen C. Eichhorn**

Series: *Routledge Communication Series*

Top theorists and researchers in a range of subject areas provide an in-depth overview of communication studies, in this new edition integrating theory with research methods and featuring suggested readings. This volume has been updated to address the growing influence of technology, changing relationships, and several growing integrated approaches to communication and includes seven new chapters on Digital Media, Media Effects, Privacy, Dark Side of Communication, Applied Communication, Relational Communication, Instructional Communication, and Communication and the Law.

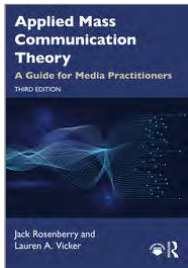
Routledge  
March 2019:608  
Hb: 978-1-138-56144-1: £135  
Pb: 978-1-138-56147-2: £71.99  
eBook: 978-0-203-71075-3

\* For full contents and more information, visit: [www.routledge.com/9781138561472](http://www.routledge.com/9781138561472)

3RD EDITION

## Applied Mass Communication Theory

A Guide for Media Practitioners



**Jack Rosenberry, Lauren A. Vicker**

Now in its third edition, this dynamic textbook blends coverage of the major theories and research methods in mass communication to enable students to apply their knowledge in today's media and communication careers. The book's hybrid and flexible nature make it a useful textbook for both introductory and capstone courses on mass communication and media theory and research methods, as well as courses focused on media industries and professional skills. Instructors can access an online instructor's manual, including sample exercises, test questions, and a syllabus, at [www.routledge.com/9780367639914](http://www.routledge.com/9780367639914)

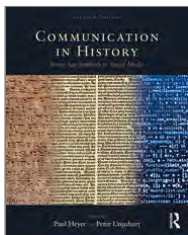
Routledge  
September 2021:310  
Hb: 978-0-367-63991-4: £135  
Pb: 978-0-367-63036-2: £61.99  
eBook: 978-1-003-12169-5

\* For full contents and more information, visit: [www.routledge.com/9780367630362](http://www.routledge.com/9780367630362)

7TH EDITION

## Communication in History

Stone Age Symbols to Social Media



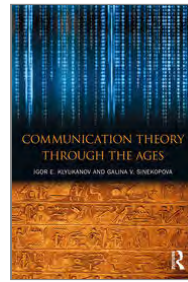
Edited by **Peter Urquhart, Paul Heyer**

Now in its 7th edition, *Communication in History* reveals how media has been influential in both maintaining social order and as powerful agents of change. Thirty-eight contributions from a wide range of voices offer instructors the opportunity to customize their courses while challenging students to build upon their own knowledge and skill sets. This new edition features an expanded discussion of communications in the digital age, as well as the latest international scholarship on literacy, printing, and sound technologies.

Routledge  
September 2018:364  
Hb: 978-1-138-72947-6: £185  
Pb: 978-1-138-72948-3: £81.99  
eBook: 978-1-315-18984-0

\* For full contents and more information, visit: [www.routledge.com/9781138729483](http://www.routledge.com/9781138729483)

## Communication Theory Through the Ages



**Igor E Klyukanov, Galina V Sinekopova**

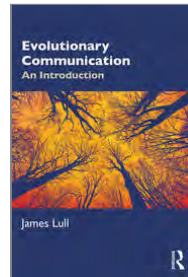
This book presents communication theory as a journey through history by way of asking engaged questions. Informed by contemporary problems, students explore theory up close through their own engaged questions. Encouraging intellectual vitality, the authors show students step by step how theoretical ideas are interconnected and lead to an increasingly complex understanding of communication. Students will be motivated to ask questions as they encounter historical figures, social events and artifacts, resulting in a richer understanding of the biographical, cultural, and social context for communication theories.

Routledge  
February 2019:354  
Hb: 978-0-765-64675-0: £130  
Pb: 978-0-765-64676-7: £39.99  
eBook: 978-1-315-71866-8

\* For full contents and more information, visit: [www.routledge.com/9780765646767](http://www.routledge.com/9780765646767)

## Evolutionary Communication

An Introduction



**James Lull**

This book presents the first comprehensive evolutionary approach to the study of human communication. Opening up an inspiring new approach for teaching communication, the book can be used as a core or supplemental text for courses ranging from Introduction to Communication and Communication Theory to Special Topics and graduate seminars.

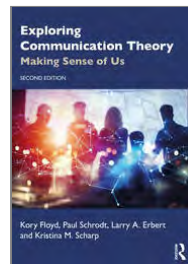
Routledge  
December 2019:342  
Hb: 978-1-138-31224-1: £130  
Pb: 978-1-138-31225-8: £36.99  
eBook: 978-0-429-45687-9

\* For full contents and more information, visit: [www.routledge.com/9781138312258](http://www.routledge.com/9781138312258)

2ND EDITION

## Exploring Communication Theory

Making Sense of Us



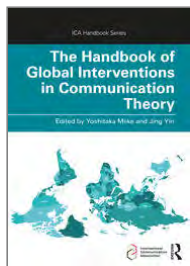
**Kory Floyd, Paul Schrodt, Larry A. Erbert, Kristina M. Scharp**

Continuing its engaging and readable approach, this second edition presents an overview of the major theories within the discipline of communication studies inclusive of the three major paradigms of social scientific, interpretive, and critical. This book is ideal as a core text for undergraduate courses in communication theory. Online resources also accompany the text: an instructor manual, test bank, lecture slides, and author introduction videos. Please visit [www.routledge.com/9781032015194](http://www.routledge.com/9781032015194) to access the materials.

Routledge  
June 2022:426  
Hb: 978-1-032-01692-4: £135  
Pb: 978-1-032-01519-4: £76.99  
eBook: 978-1-003-17963-4

\* For full contents and more information, visit: [www.routledge.com/9781032015194](http://www.routledge.com/9781032015194)

## The Handbook of Global Interventions in Communication Theory



Edited by **Yoshitaka Miike, Jing Yin**

Series: *ICA Handbook Series*

Moving beyond the U.S.-Eurocentric paradigm of communication theory, this handbook broadens the intellectual horizons of the discipline by highlighting underrepresented, especially non-Western, theorists and theories, and identifies key issues and challenges for future scholarship. The book is intended for communication researchers and advanced students, with relevance to scholars with an interest in theory within information science, library science, social and cross-cultural psychology, multicultural education, social justice and social ethics, international relations, development studies, and political science.

Routledge

March 2022:544

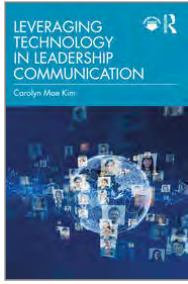
Hb: 978-0-367-48890-1: **£215**

Pb: 978-0-367-48620-4: **£86.99**

eBook: 978-1-003-04334-8

\* For full contents and more information, visit: [www.routledge.com/9780367486204](http://www.routledge.com/9780367486204)

## Leveraging Technology in Leadership Communication



**Carolyn Mae Kim**

Taking a close look at how digital media can elevate or diminish a leader's influence, this book provides a framework to guide organizational leaders' selection and application of digital tools in communication with stakeholders. The book is intended as supplementary reading in organizational, leadership, corporate, and internal communication courses at both the undergraduate and graduate level. Online instructor resources for this book include a one-sheet overview of how to use the text in a course as well as sample assignments and discussion questions. Please visit [www.routledge.com/9780367414993](http://www.routledge.com/9780367414993) to access these support materials.

Routledge

November 2021:160

Hb: 978-0-367-41501-3: **£130**

Pb: 978-0-367-41499-3: **£35.99**

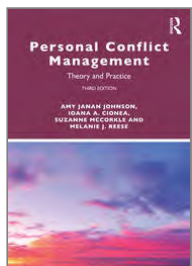
eBook: 978-1-003-22465-5

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3RD EDITION

## Personal Conflict Management

Theory and Practice



**Amy Janan Johnson, Ioana A. Cionea, Suzanne McCorkle, Melanie J. Reese**

This third edition bridges the theory behind why conflict occurs with specific skills and tools to transform difficult interpersonal encounters into beneficial, constructive exchanges. An instructor manual, significantly updated as well, is also available online, including summaries of the chapters, activities, a test bank, and sample syllabi and assignments. Please visit [www.routledge.com/9781032412412](http://www.routledge.com/9781032412412)

Routledge

July 2024:410

Hb: 978-1-032-41243-6: £130

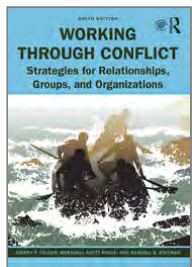
Pb: 978-1-032-41241-2: £69.99

\* For full contents and more information, visit: [www.routledge.com/9781032412412](http://www.routledge.com/9781032412412)

9TH EDITION

## Working Through Conflict

Strategies for Relationships, Groups, and Organizations



**Joseph P. Folger, Marshall Scott Poole, Randall K. Stutman**

This fully updated ninth edition provides an introduction to conflict and conflict management that is firmly grounded in current theory, research, and practice. Covering a range of conflict settings, including interpersonal, group, and organizational conflicts, it includes an abundance of real-life case studies that encompass a spectrum of theoretical perspectives. Its emphasis on application makes it highly accessible to students, while expanding their comprehension of conflict theory and practical skills. This textbook can be used in undergraduate or graduate courses on conflict in communication, business and management, political science, and counseling programs.

Routledge

April 2021:368

Hb: 978-0-367-46148-5: £165

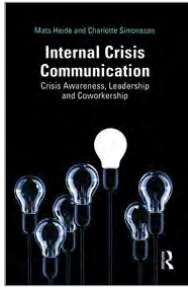
Pb: 978-0-367-46147-8: £125

eBook: 978-1-003-02723-2

\* For full contents and more information, visit: [www.routledge.com/9780367461478](http://www.routledge.com/9780367461478)

## Internal Crisis Communication

Crisis Awareness, Leadership and Coworkership



**Mats Heide, Charlotte Simonsson**

Most organizations have a crisis response plan yet much of the emphasis has been on action outside of the organization. This book is one of the first guides to communication inside organizations, before, during and after a crisis, to provide a complete, holistic guide for managers to help them manage and contain crises. It includes an in-depth real-life case study from the author's own experience, which makes practical application explicit and the methodology clear. The methods included will be invaluable for communication professionals, security officers and crisis managers, as well as valuable reading for students and researchers interested in crisis and risk management.

Routledge

June 2019:166

Hb: 978-1-138-35407-4: **£48.99**

eBook: 978-0-429-42504-2

\* For full contents and more information, visit: [www.routledge.com/9781138354074](http://www.routledge.com/9781138354074)

4TH EDITION

## Reputation Management

The Key to Successful Public Relations and Corporate Communication



**John Doorley, Helio Fred Garcia**

Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition, fully updated throughout and featuring notable contributions from some of the world's leaders in public relations, corporate communication, business and academia, reflects leading-edge thought, practice and scholarship. This book was the first book on reputation management and, now in its fourth edition, is still a must have resource for students taking classes in Public Relations Management, Corporate Communication, and Communication Management, as well as CEOs, business leaders, and professionals working in these areas.

Routledge

July 2020:472

Hb: 978-0-815-37695-8: **£135**

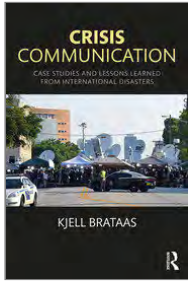
Pb: 978-0-815-37697-2: **£74.99**

eBook: 978-1-351-23502-0

\* For full contents and more information, visit: [www.routledge.com/9780815376972](http://www.routledge.com/9780815376972)

## Crisis Communication

Case Studies and Lessons Learned from International Disasters



**Kjell Brataas**

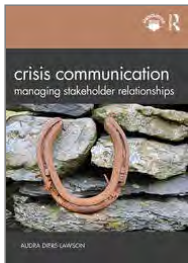
Crisis Communication is an in-depth examination of recent tragedies and natural disasters that have occurred around the globe. With a focus on critical communication elements and lessons learned, Brataas offers valuable advice—based on personal experience with natural disasters, accidents, and terror attacks—on some of the most effective ways to prepare for and deal with a crisis. Topics range from interview situations and social media to victim support and active shooter events. This book will be invaluable to those working in public relations and communications, as well as to those working with human resources and general management.

Routledge  
February 2018:224  
Hb: 978-1-498-75134-6: **£135**  
eBook: 978-1-315-36824-5

\* For full contents and more information, visit: [www.routledge.com/9781498751346](http://www.routledge.com/9781498751346)

## Crisis Communication

Managing Stakeholder Relationships



**Audra Diers-Lawson**

Crises come in many shapes and sizes, including media blunders, social media activism, extortion, product tampering, security issues, natural disasters, accidents, or negligence – just to name a few. For organizations, crises are pervasive, challenging and catastrophic, as well as opportunities for organizations to thrive and emerge stronger. Demonstrating the connection between theory, decision-making, and strategy development in a crisis context, this is a vital text for advanced undergraduate and postgraduate students of Communications, Public Relations, Marketing and Strategic Management.

Routledge  
October 2019:342  
Hb: 978-1-138-34625-3: **£130**  
Pb: 978-1-138-34624-6: **£38.99**  
eBook: 978-0-429-43738-0

\* For full contents and more information, visit: [www.routledge.com/9781138346246](http://www.routledge.com/9781138346246)

6TH EDITION

## Crisis Communications

A Casebook Approach



**Kathleen Fearn-Banks, Kevin Kawamoto**

Series: *Routledge Communication Series*

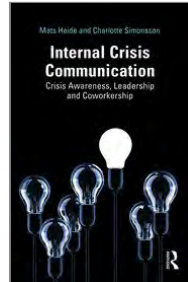
Now in its sixth edition, this book provides engaging, practice-oriented case studies analyzing communication professionals' crisis preparation and responses, illustrating key considerations for communicating with both internal and external stakeholders during and after a crisis. Crisis Communications, 6th Edition is intended for courses in crisis communication, crisis management, disaster response, corporate communications, and public relations.

Routledge  
June 2024:400  
Hb: 978-0-367-89456-6: **£130**  
Pb: 978-0-367-89445-0: **£64.99**

\* For full contents and more information, visit: [www.routledge.com/9780367894450](http://www.routledge.com/9780367894450)

## Internal Crisis Communication

Crisis Awareness, Leadership and Coworkership



**Mats Heide, Charlotte Simonsson**

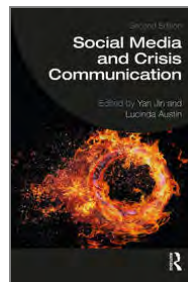
Most organizations have a crisis response plan yet much of the emphasis has been on action outside of the organization. This book is one of the first guides to communication inside organizations, before, during and after a crisis, to provide a complete, holistic guide for managers to help them manage and contain crises. It includes an in-depth real-life case study from the author's own experience, which makes practical application explicit and the methodology clear. The methods included will be invaluable for communication professionals, security officers and crisis managers, as well as valuable reading for students and researchers interested in crisis and risk management.

Routledge  
June 2019:166  
Hb: 978-1-138-35407-4: **£48.99**  
eBook: 978-0-429-42504-2

\* For full contents and more information, visit: [www.routledge.com/9781138354074](http://www.routledge.com/9781138354074)

2ND EDITION

## Social Media and Crisis Communication



Edited by **Yan Jin, Lucinda L. Austin**

The second edition of this vital text integrates theory, research, and application to orient readers to the latest thinking about the role of social media in crisis communication. A must-read for scholars, advanced students, and practitioners who wish to stay on the leading-edge of research, this book will appeal to those in public relations, strategic communications, corporate communications, government and NGO communications, and emergency and disaster response.

Routledge  
February 2022:432  
Hb: 978-0-367-48899-4: **£130**  
Pb: 978-0-367-48900-7: **£35.99**  
eBook: 978-1-003-04340-9

\* For full contents and more information, visit: [www.routledge.com/9780367489007](http://www.routledge.com/9780367489007)

## Embodied Environmental Risk in Technical Communication

Problems and Solutions Toward Social Sustainability



Edited by **Samuel Stinson, Mary Le Rouge**

Series: *ATTW Series in Technical and Professional Communication*

This timely and accessible edited collection explores how technical communicators meet the challenges of enacting effective risk and crisis communication policies to address local and global environmental problems. This collection provides accessible readings for use in undergraduate or graduate courses in technical communication, risk assessment and communication, and environmental communication, and will also be of interest to scholars in these areas.

Routledge

March 2022:318

Hb: 978-1-032-21058-2: **£130**

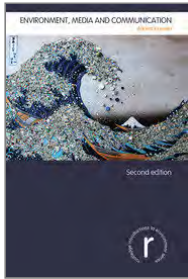
Pb: 978-1-032-15549-4: **£35.99**

eBook: 978-1-003-26654-9

\* For full contents and more information, visit: [www.routledge.com/9781032155494](http://www.routledge.com/9781032155494)

2ND EDITION

## Environment, Media and Communication



**Anders Hansen**

Series: *Routledge Introductions to Environment: Environment and Society Texts*

The second edition builds on the first edition's framework for analysing and understanding media and communication roles in the politics of the environment. It draws on the significant and continuing growth and advances in the field of environmental communication research to show the increasing diversification and complexity of environmental communication and to stress the persistent urgency of analysing and understanding how communication about the environment is being influenced and manipulated. This book will be of interest to students in media/communication studies, geography, environmental studies, political science and sociology as well as to environmental professionals and activists.

Routledge

October 2018:262

Hb: 978-1-138-65045-9: **£135**

Pb: 978-1-138-65047-3: **£36.99**

eBook: 978-1-315-62531-7

\* For full contents and more information, visit: [www.routledge.com/9781138650473](http://www.routledge.com/9781138650473)

## The Handbook of International Trends in Environmental Communication



Edited by **Bruno Takahashi, Julia Metag, Jagadish Thaker, Suzannah Evans Comfort**

Series: *ICA Handbook Series*

This fully revised text demystifies interpersonal communication skills by bringing the latest research together with practical guidance that prepares students to discern key communication dynamics and communicate more effectively in all areas of their lives. The new edition draws on current theory and research to guide students through the foundations of the discipline, recent developments in scientific research, and tips for improving their own interpersonal communication skills. Interpersonal Communication, Second Edition is ideal for undergraduate students in courses on interpersonal communication and communication skills.

Routledge

December 2021:540

Hb: 978-0-367-27518-1: **£215**

Pb: 978-0-367-27521-1: **£86.99**

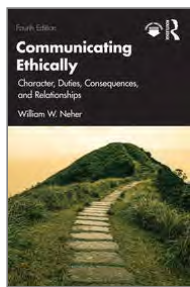
eBook: 978-0-367-27520-4

\* For full contents and more information, visit: [www.routledge.com/9780367275211](http://www.routledge.com/9780367275211)

4TH EDITION

## Communicating Ethically

Character, Duties, Consequences, and Relationships



**William Neher**

This thoroughly updated fourth edition provides a broad introduction to the major theoretical perspectives on the ethics of communication. It brings together classical and modern theories of ethical philosophy to address issues at play in specific careers and domains throughout the field. This book serves as a core textbook for undergraduate courses in Communication and Media Ethics and can also be used as a supplemental resource for field-specific courses in Strategic Communication, Interpersonal Communication, and Public Relations.

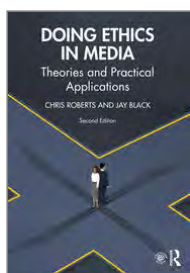
Routledge  
October 2023:380  
Hb: 978-1-032-51267-9: **£135**  
Pb: 978-1-032-50779-8: **£71.99**

\* For full contents and more information, visit: [www.routledge.com/9781032507798](http://www.routledge.com/9781032507798)

2ND EDITION

## Doing Ethics in Media

Theories and Practical Applications



**Chris Roberts, Jay Black**

This second edition continues its mission of providing an accessible but comprehensive introduction to media ethics, with a theoretical grounding in moral philosophy, to help students think clearly and systematically about dilemmas in the rapidly changing media environment. Each chapter highlights specific considerations, cases, and practical applications for the fields of journalism, advertising, digital media, entertainment, public relations, and social media. Doing Ethics in Media is aimed at undergraduate and graduate students studying media ethics in mass media, journalism, and media studies. Visit [doingethicsin.media](http://doingethicsin.media) for updated, real-world media ethics examples.

Routledge  
November 2021:502  
Hb: 978-1-138-04108-0: **£155**  
Pb: 978-1-138-04111-0: **£61.99**  
eBook: 978-1-315-17463-1

\* For full contents and more information, visit: [www.routledge.com/9781138041110](http://www.routledge.com/9781138041110)

## Exploring Communication Ethics

A Socratic Approach



**Randy Bobbitt**

Exploring Communication Ethics is a comprehensive textbook on the ethical issues facing communication professionals in today's rapidly changing media environment. Empowering students to respond to real-world dilemmas by drawing upon philosophical and historical background, this book spawns class discussion through professional examples and case studies. Students will learn to navigate their ethical obligations and consider how industry changes affect these ethical considerations. It is ideal as a core textbook for undergraduate or graduate courses in communication or media ethics or a supplement for specialist classes in public relations, communication, advertising, and journalism.

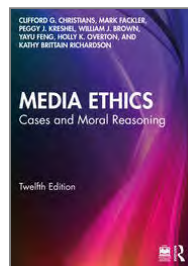
Routledge  
March 2020:324  
Hb: 978-0-367-33433-8: **£135**  
Pb: 978-0-367-34208-1: **£35.99**  
eBook: 978-0-429-32447-5

\* For full contents and more information, visit: [www.routledge.com/9780367342081](http://www.routledge.com/9780367342081)

12TH EDITION

## Media Ethics

Cases and Moral Reasoning



**Clifford G. Christians, Mark Fackler, Peggy J. Kreshel, William J. Brown, Yayu Feng, Holly K. Overton, Kathy Brittain Richardson**

Through original case studies and analyses of real-life media experiences, Media Ethics challenges readers to think analytically and critically about ethical situations in mediated communication. This core textbook is ideal for classes in media and communication ethics, journalism, public relations, advertising, entertainment media, and popular culture.

Routledge  
June 2024:492  
Hb: 978-1-032-39140-3: **£190**  
Pb: 978-1-032-39139-7: **£99.99**

\* For full contents and more information, visit: [www.routledge.com/9781032391397](http://www.routledge.com/9781032391397)

6TH EDITION

## Media Law and Ethics



**Roy L. Moore, Michael D. Murray, Kyu Ho Youm**

This comprehensive textbook provides a thoughtful introduction to both the legal and ethical considerations relevant to students pursuing careers in communication and media. The fully revised, sixth edition expands upon the previous edition's exploration of international and non-US law, introduces a new chapter on digital and social media, and incorporates discussion of new technologies and media throughout its coverage of core topics such as privacy, intellectual property, defamation, and commercial speech. This hybrid textbook is ideal for undergraduate and graduate courses in media and communication that combine law and ethics.

Routledge  
September 2021:524  
Hb: 978-0-367-76421-0: **£135**  
Pb: 978-0-367-74856-2: **£94.99**  
eBook: 978-1-003-16687-0

\* For full contents and more information, visit: [www.routledge.com/9780367748562](http://www.routledge.com/9780367748562)

4TH EDITION

## Mixed Media

Moral Distinctions in Advertising, Public Relations, and Journalism



**Thomas Bivins**

Mixed Media offers students of journalism, advertising, and public relations the tools for making ethical and moral decisions within their professional disciplines. The fourth edition of this popular text features more recent ethical theories that acknowledge and address intersectionality within the communicative landscape, including issues of gender, race, ability and age. As in previous editions of the book, special attention is paid to key ethical decision-making approaches and concerns in each media industry, including but not limited to truth telling, constituent obligations, persuasion versus advocacy, and respect for the consumers of public communication.

Routledge  
June 2023:350  
Hb: 978-1-032-26960-3: **£135**  
Pb: 978-1-032-26961-0: **£56.99**  
eBook: 978-1-003-29067-4

\* For full contents and more information, visit: [www.routledge.com/9781032269610](http://www.routledge.com/9781032269610)



3RD EDITION

## Practicing Communication Ethics

Development, Discernment, and Decision Making



**Paula S. Tompkins**

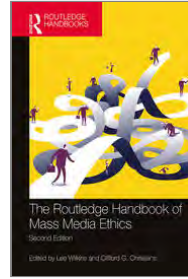
This textbook presents a theoretical framework for developing a personal standard of ethics that can be applied in everyday communication situations. This third edition focuses on how the reader's communication matters ethically in cocreating their relationships, family, workgroups, and communities. This edition features new and expanded treatment of moral injury and trauma, digital communication, partisan political division, and issues related to the COVID-19 pandemic. Practicing Communication Ethics is a core textbook for communication ethics and media ethics courses.

Routledge  
May 2023:290  
Hb: 978-1-032-32795-2: **£150**  
Pb: 978-1-032-28898-7: **£71.99**

\* For full contents and more information, visit: [www.routledge.com/9781032288987](http://www.routledge.com/9781032288987)

2ND EDITION

## The Routledge Handbook of Mass Media Ethics



Edited by **Lee Wilkins, Clifford G. Christians**

Series: *Routledge Handbooks in Communication Studies*

This handbook explores the depth and breadth of thinking on media ethics, representing the intellectual history of mass media ethics over the past 40 years. Chapters summarize existing research and thinking in the field, as well as setting agenda for future research grounded in philosophy and social science. Featuring contributions from such key scholars as Patrick Lee Plaisance, Sandra L. Borden, Stephen J.A. Ward, Deni Elliott, Michael Bugeja, Linda Steiner, and Herman Wasserman, this Second Edition adds coverage of source ethics, social media, the roots of law in ethics, and documentary film. It will serve advanced students and scholars in Media Ethics, Law, Philosophy, and Business.

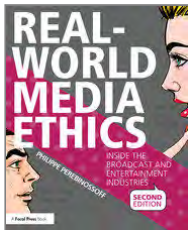
Routledge  
April 2020:550  
Hb: 978-1-138-68132-3: **£215**  
Pb: 978-1-138-68133-0: **£68.99**  
eBook: 978-1-315-54592-9

\* For full contents and more information, visit: [www.routledge.com/9781138681330](http://www.routledge.com/9781138681330)

2ND EDITION

## Real-World Media Ethics

Inside the Broadcast and Entertainment Industries



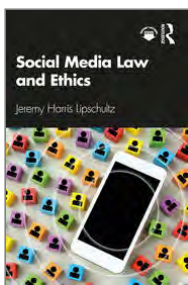
**Philippe Perebinosoff**

Real-World Media Ethics offers an honest and realistic sense of the ethical situations faced by media professionals every day. It covers not just ethics in journalism but also in the landscape of mass media, including public relations, entertainment, and other forms of visual communication. The second edition includes a new chapter on globalization and sections on new media platforms and viewing habits, new copyright issues, net neutrality, sports ethics, and more. Case studies provide realistic and engaging scenarios about when, how, and why ethics count, and the companion website showcases interviews about the entertainment industry, demonstrating ethical principles in practice.

Routledge  
July 2016:334  
Hb: 978-1-138-89795-3: **£140**  
Pb: 978-1-138-89794-6: **£46.99**  
eBook: 978-1-315-70888-1

\* For full contents and more information, visit: [www.routledge.com/9781138897946](http://www.routledge.com/9781138897946)

## Social Media Law and Ethics



**Jeremy Harris Lipschultz**

In this new textbook, social media professor Jeremy Lipschultz introduces students to the study of social media law and ethics, integrating legal concepts and ethical theories. Case studies, discussion questions, and online resources help students engage with the complexities and ambiguities of this future-oriented area of media law, making it an ideal textbook for students of media law, policy and ethics, mass media, and communication studies.

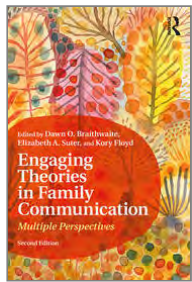
Routledge  
July 2021:370  
Hb: 978-0-367-89769-7: **£135**  
Pb: 978-0-367-43781-7: **£39.99**  
eBook: 978-1-003-02101-8

\* For full contents and more information, visit: [www.routledge.com/9780367437817](http://www.routledge.com/9780367437817)

2ND EDITION

## Engaging Theories in Family Communication

Multiple Perspectives



Edited by **Dawn O. Braithwaite, Elizabeth A. Suter, Kory Floyd**

Engaging Theories in Family Communication, Second Edition delves deeply into the key theories in family communication, focusing both on those theories originating within the communication discipline and allied disciplines. Contributors write on their specific areas of expertise, resulting in an exceptional resource for scholars and students alike, who seek to understand theories spanning myriad topics, perspectives, and approaches. This second edition includes 16 new theories and an updated study of the state of family communication. Each chapter follows a common pattern for easy comparison between theories.

Routledge  
September 2017:376  
Hb: 978-1-138-70093-2: **£240**  
Pb: 978-1-138-70094-9: **£76.99**  
eBook: 978-1-315-20432-1

\* For full contents and more information, visit: [www.routledge.com/9781138700949](http://www.routledge.com/9781138700949)

3RD EDITION

## The Routledge Handbook of Family Communication



Edited by **Anita L. Vangelisti**

Series: *Routledge Communication Series*

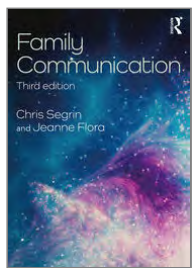
This third edition again brings together interdisciplinary contributions to provide a comprehensive and multifaceted resource that reflects the breadth and depth of research on family communication and family relationships. This handbook is ideal for students and researchers interested in interpersonal and family communication, relationships, and family therapy within the disciplines of communication, social psychology, clinical psychology, sociology, and family studies.

Routledge  
December 2021:560  
Hb: 978-0-367-48903-8: **£220**  
Pb: 978-0-367-48746-1: **£96.99**  
eBook: 978-1-003-04342-3

\* For full contents and more information, visit: [www.routledge.com/9780367487461](http://www.routledge.com/9780367487461)

3RD EDITION

## Family Communication



Chris Segrin, Jeanne Flora

Series: *Routledge Communication Series*

Family Communication carefully examines state-of-the-art research and theories of family communication and family relationships. New to the third edition is an expanded coverage of understudied family relationships and diverse family forms. Each chapter is carefully updated to include important research findings generated over the past seven years

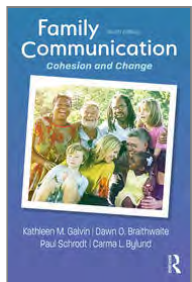
Routledge  
January 2019:600  
Hb: 978-0-815-35452-9: **£220**  
Pb: 978-0-815-35453-6: **£81.99**  
eBook: 978-1-351-13259-6

\* For full contents and more information, visit: [www.routledge.com/9780815354536](http://www.routledge.com/9780815354536)

10TH EDITION

## Family Communication

Cohesion and Change



**Kathleen M. Galvin, Dawn O. Braithwaite, Paul Schrodt, Carma L. Bylund**

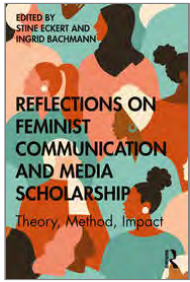
Family Communication: Cohesion and Change encourages students to think critically about family interaction patterns and to analyze them using a variety of communication theories. Using a framework of family functions, current research, and first-person narratives, this text emphasizes the diversity of today's families in structure, ethnic patterns, gender socialization, and developmental experiences. New for the 10th Edition are expanded pedagogical features to improve learning and retention, as well as updates on current theory and research integrated throughout the chapters for timely analysis and discussion.

Routledge  
October 2018:508  
Hb: 978-0-415-41782-2: **£215**  
Pb: 978-1-138-28527-9: **£96.99**  
eBook: 978-1-315-22884-6

\* For full contents and more information, visit: [www.routledge.com/9781138285279](http://www.routledge.com/9781138285279)

## Reflections on Feminist Communication and Media Scholarship

Theory, Method, Impact



*Edited by* **Stine Eckert, Ingrid Bachmann**

This collection brings together ten of the most distinguished feminist scholars whose work has been celebrated for its excellence in helping to lay the foundation of feminist communication and media research. A comprehensive and inspiring resource for students and scholars of feminist media and communication studies.

Routledge

July 2021:204

Hb: 978-0-367-60987-0: £130

Pb: 978-0-367-60983-2: £35.99

eBook: 978-1-003-10278-6

\* For full contents and more information, visit: [www.routledge.com/9780367609832](http://www.routledge.com/9780367609832)

3RD EDITION

## The Gender Communication Connection



**Teri Kwal Gamble, Michael W. Gamble**

The third edition of this classic text helps readers consider the myriad ways gendered attitudes and practices influence communication in our personal and professional interactions. Written in an engaging style, with a wide array of applicable exercises, the book integrates research with examples from contemporary life related to gender and culture, race, class, and media. Among new topics covered in this edition are multiple genders, gender activism and the Me Too movement, and challenges of 21st-century masculinities and femininities. The book is ideally suited for undergraduate courses in gender and communication within communication studies, sociology, and business departments.

Routledge

November 2020: 396

Hb: 978-0-367-41503-7: **£155**

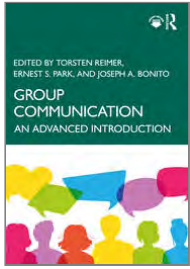
Pb: 978-0-367-42164-9: **£51.99**

eBook: 978-0-367-82232-3

\* For full contents and more information, visit: [www.routledge.com/9780367421649](http://www.routledge.com/9780367421649)

## Group Communication

An Advanced Introduction



Edited by **Torsten Reimer, Ernest S. Park, Joseph A. Bonito**

In this comprehensive, advanced introduction to group communication, the field's leading experts summarize theory, methodological advancements, and current research in the field. The book is an integrative and coherent textbook for advanced undergraduate and graduate group communication classes and a useful reference for students, scholars, and group communication professionals across different disciplines including communication studies, psychology, life sciences, business administration, management, and engineering.

Routledge

November 2023:488

Hb: 978-1-032-13061-3: **£135**

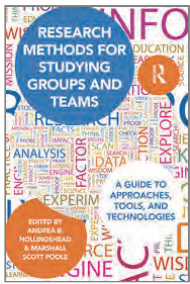
Pb: 978-1-032-11471-2: **£58.99**

eBook: 978-1-003-22745-8

\* For full contents and more information, visit: [www.routledge.com/9781032114712](http://www.routledge.com/9781032114712)

## Research Methods for Studying Groups and Teams

A Guide to Approaches, Tools, and Technologies



Edited by **Andrea Hollingshead, Marshall Scott Poole**

Series: *Routledge Communication Series*

This volume provides an overview of the methodological issues and challenges inherent in the study of small groups from the perspective of seasoned researchers in communication, psychology and other fields in the behavioral and social sciences. It summarizes the current state of group methods in a format that is readable, insightful, and useful for both new and experienced group researchers. This collection of essays will inspire new and established researchers alike to look beyond their current methodological approaches, covering both traditional and new methods for studying groups and exploring the full range of groups in face-to-face and online settings.

Routledge

November 2011:472

Hb: 978-0-415-80632-9: **£130**

Pb: 978-0-415-80633-6: **£51.99**

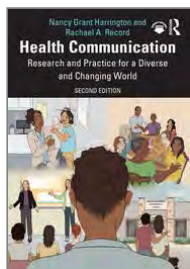
eBook: 978-0-203-80577-0

\* For full contents and more information, visit: [www.routledge.com/9780415806336](http://www.routledge.com/9780415806336)

2ND EDITION

## Health Communication

Research and Practice for a Diverse and Changing World



**Nancy Grant Harrington, Rachael A. Record**

This thoroughly revised second edition covers the major areas of research, theory, and practical application in health communication. This textbook takes an in-depth approach to health communication by analyzing and critically evaluating research conducted across multiple paradigmatic perspectives and focusing on translational application of research findings.

Routledge  
August 2023:366  
Hb: 978-1-032-10260-3: **£135**  
Pb: 978-1-032-10047-0: **£71.99**  
eBook: 978-1-003-21445-8

\* For full contents and more information, visit: [www.routledge.com/9781032100470](http://www.routledge.com/9781032100470)

3RD EDITION

## The Routledge Handbook of Health Communication



*Edited by* **Teresa L. Thompson, Nancy Grant Harrington**

*Series: Routledge Communication Series*

A seminal text in the field, this new edition of The Routledge Handbook of Health Communication provides students and scholars with a comprehensive survey of the subject's key research foundations and trends, authored by the discipline's leading scholars. The third edition has been completely updated and reorganized to guide both new researchers and experienced scholars through the most critical and contemporary topics in health communication today. The handbook will continue to serve as an invaluable resource for students, researchers, scholars, policymakers, and healthcare professionals doing work in health communication.

Routledge  
September 2021:630  
Hb: 978-0-367-48895-6: **£215**  
Pb: 978-0-367-48744-7: **£110**  
eBook: 978-1-003-04337-9

\* For full contents and more information, visit: [www.routledge.com/9780367487447](http://www.routledge.com/9780367487447)

## Health Communication for Social Justice

A Whole Person Activist Approach



**Vinita Agarwal**

*Series: Routledge Social Justice Communication Activism Series*

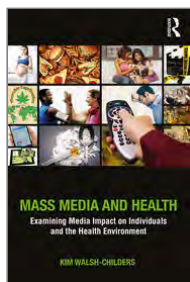
This textbook combines whole person and social justice perspectives to educate students on the role of communication in promoting inclusive and person-centered healthcare practices. This textbook serves as a core or supplemental text for graduate and upper-level undergraduate courses in health communication.

Routledge  
September 2023:420  
Hb: 978-1-032-10262-7: **£130**  
Pb: 978-1-032-08103-8: **£48.99**  
eBook: 978-1-003-21447-2

\* For full contents and more information, visit: [www.routledge.com/9781032081038](http://www.routledge.com/9781032081038)

## Mass Media and Health

Examining Media Impact on Individuals and the Health Environment



**Kim Walsh-Childers**

Mass Media and Health examines media health influences along three dimensions – the effects of media on health (individual vs public health); the intentionality of these effects; and whether the media effects are positive or negative. Author Kim Walsh-Childers synthesizes the growing body of research on media and health, helping readers to understand how mass media influence health beliefs and behaviors at the individual level, as well as affect public health policy and the environment in which individuals make health-related choices.

Routledge  
November 2016:536  
Hb: 978-1-138-92559-5: **£130**  
Pb: 978-1-138-92560-1: **£42.99**  
eBook: 978-1-315-68368-3

\* For full contents and more information, visit: [www.routledge.com/9781138925601](http://www.routledge.com/9781138925601)

4TH EDITION

## Among Cultures

The Challenge of Communication



**Bradford 'J' Hall, Patricia O. Covarrubias, Kristin A. Kirschbaum**

Through its unique approach of using narratives and stories to convey theories and concepts, this text, now in its fourth edition, gives students a foundational knowledge in intercultural communication that is imperative for understanding and navigating our increasingly complex human interactions. Online resources include self-tests, enrichment activities, reflection questions and recommendations for additional readings for students and lecture slides, chapter objectives, supplemental readings, sample discussion and test questions, and additional classroom activities for instructors. Please visit [www.routledge.com/cw/hall](http://www.routledge.com/cw/hall).

Routledge

June 2022:380

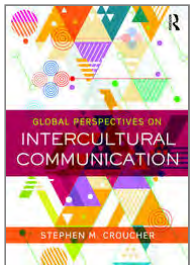
Hb: 978-0-367-62004-2: £135

Pb: 978-0-367-62002-8: £71.99

eBook: 978-1-003-10745-3

\* For full contents and more information, visit: [www.routledge.com/9780367620028](http://www.routledge.com/9780367620028)

## Global Perspectives on Intercultural Communication



*Edited by* **Stephen M. Croucher**

Understanding Global Intercultural Communication is designed to help undergraduate students better grasp the basics of intercultural communication. While many texts in this market effectively describe theoretical and cultural contexts, Croucher goes one step further by illustrating these theories and cultural contexts from different international perspectives, giving students the richly global understanding of communication necessary for today's diverse workplace.

Routledge

May 2017:386

Hb: 978-1-138-86077-3: £145

Pb: 978-1-138-86078-0: £52.99

eBook: 978-1-315-71628-2

\* For full contents and more information, visit: [www.routledge.com/9781138860780](http://www.routledge.com/9781138860780)

## Intercultural Communication for the Global Business Professional



*Edited by* **Mara K. Berkland, Amy Grim Buxbaum**

This text integrates business and communication concepts to immerse students in the global communication experiences of business professionals. This book ideal as a text for courses in international business or professional intercultural communication, or as a supplement for more general business and communication courses.

Routledge

October 2023:190

Hb: 978-1-032-28715-7: £135

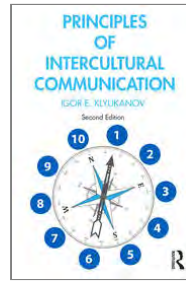
Pb: 978-1-032-28539-9: £36.99

eBook: 978-1-003-29819-9

\* For full contents and more information, visit: [www.routledge.com/9781032285399](http://www.routledge.com/9781032285399)

2ND EDITION

## Principles of Intercultural Communication



**Igor E Klyukanov**

Now in a second edition, this book guides students in developing Intercultural Communication Competence through its accessible style and unique theoretical framework of ten interconnected principles. Suitable for upper-level or graduate intercultural communication courses within communication and linguistics departments.

Routledge

July 2020:270

Hb: 978-0-367-37388-7: £115

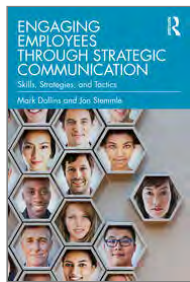
Pb: 978-0-367-37387-0: £35.99

eBook: 978-0-429-35347-5

\* For full contents and more information, visit: [www.routledge.com/9780367373870](http://www.routledge.com/9780367373870)

## Engaging Employees through Strategic Communication

Skills, Strategies, and Tactics



**Mark Dollins, Jon Stemmler**

This book provides a detailed overview of employee communication and its evolution as a tool to drive employee engagement and successful change management. Approaching the subject with the philosophy that internal audiences are essential to the success of any strategic communication plan and business strategy, it gives readers a working knowledge of employee communication strategies, skills, and tactics. The book is ideal for undergraduate and graduate students in internal, corporate, or employee communication courses and will be a useful reference for practitioners responsible for employee communication engagement and change-management campaigns.

Routledge

September 2021:272

Hb: 978-0-367-90391-6: **£135**

Pb: 978-0-367-90390-9: **£36.99**

eBook: 978-1-003-02411-8

\* For full contents and more information, visit: [www.routledge.com/9780367903909](http://www.routledge.com/9780367903909)

## Fostering Employee Buy-in Through Effective Leadership Communication



**Tim P. McMahon**

Based on a case study of leadership communication in a time of organizational change, this book gives new leaders insights into the tools and skills needed to become effective, motivating communicators in their leadership careers. Taking a holistic approach to communication and leadership, the book argues that employees buy in to change when they collectively feel engaged in meaningful work that will enrich the lives of customers, employees, and investors. It is ideal as a supplementary text in introductory leadership communication, management, and business courses or as a text for new leaders interested in inspiring organizational change.

Routledge

July 2021:296

Hb: 978-0-367-63045-4: **£130**

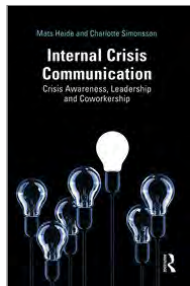
Pb: 978-0-367-62636-5: **£35.99**

eBook: 978-1-003-19512-2

\* For full contents and more information, visit: [www.routledge.com/9780367626365](http://www.routledge.com/9780367626365)

## Internal Crisis Communication

Crisis Awareness, Leadership and Coworkership



**Mats Heide, Charlotte Simonsson**

Most organizations have a crisis response plan yet much of the emphasis has been on action outside of the organization. This book is one of the first guides to communication inside organizations, before, during and after a crisis, to provide a complete, holistic guide for managers to help them manage and contain crises. It includes an in-depth real-life case study from the author's own experience, which makes practical application explicit and the methodology clear. The methods included will be invaluable for communication professionals, security officers and crisis managers, as well as valuable reading for students and researchers interested in crisis and risk management.

Routledge

June 2019:166

Hb: 978-1-138-35407-4: **£48.99**

eBook: 978-0-429-42504-2

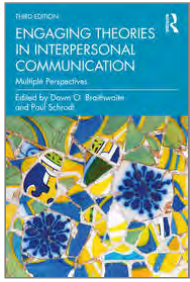
\* For full contents and more information, visit: [www.routledge.com/9781138354074](http://www.routledge.com/9781138354074)



3RD EDITION

## Engaging Theories in Interpersonal Communication

Multiple Perspectives



Edited by **Dawn O. Braithwaite, Paul Schrodt**

The third edition of this text maintains its place as a key resource for learning the foundational and emerging theories in the field of interpersonal communication. With each chapter devoted to a specific theory and authored by experts in that theory, the book gives students and scholars a comprehensive overview of this field. This edition features an expanded discussion of theory development and evaluation, a new section on theories of identity and difference in close relationships, and attention to social media. This book is an essential text for advanced undergraduate and graduate courses in interpersonal communication and is a valued resource for scholars.

Routledge

October 2021:462

Hb: 978-0-367-42529-6: £135

Pb: 978-0-367-42531-9: £58.99

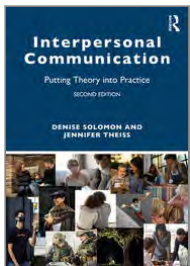
eBook: 978-1-003-19551-1

\* For full contents and more information, visit: [www.routledge.com/9780367425319](http://www.routledge.com/9780367425319)

2ND EDITION

## Interpersonal Communication

Putting Theory into Practice



Denise Solomon, Jennifer Theiss

This fully revised text demystifies interpersonal communication skills by bringing the latest research together with practical guidance that prepares students to discern key communication dynamics and communicate more effectively in all areas of their lives. The new edition draws on current theory and research to guide students through the foundations of the discipline, recent developments in scientific research, and tips for improving their own interpersonal communication skills. Interpersonal Communication, Second Edition is ideal for undergraduate students in courses on interpersonal communication and communication skills.

Routledge

March 2022:572

Hb: 978-0-815-38695-7: £170

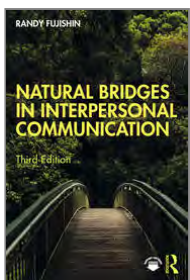
Pb: 978-0-815-38697-1: £74.99

eBook: 978-1-351-17438-1

\* For full contents and more information, visit: [www.routledge.com/9780815386971](http://www.routledge.com/9780815386971)

3RD EDITION

## Natural Bridges in Interpersonal Communication



Randy Fujishin

With a particularly student-friendly and engaging style, this third edition gives readers the fundamental tools necessary to effectively communicate in interpersonal interactions. This textbook is designed for Communication Studies, Business, and Career and Trade courses in interpersonal communication and communication skills at the community college and four-year university level.

Routledge

February 2024:276

Hb: 978-1-032-35506-1: £130

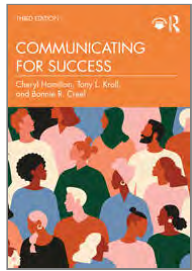
Pb: 978-1-032-35505-4: £39.99

eBook: 978-1-003-32717-2

\* For full contents and more information, visit: [www.routledge.com/9781032355054](http://www.routledge.com/9781032355054)

3RD EDITION

## Communicating for Success



**Cheryl Hamilton, Tony Kroll, Bonnie Creel**

This core textbook for Introduction to Communication courses gives students an overview of the subfields of Communication Studies and how they benefit students pursuing a wide variety of career paths, as well as practical instruction in public speaking. Communicating for Success is a core text for undergraduate courses including Introduction to Communication and Public Speaking.

Routledge  
February 2023:572  
Hb: 978-1-032-17035-0: £260  
Pb: 978-1-032-16172-3: £115  
eBook: 978-1-003-25149-1

\* For full contents and more information, visit: [www.routledge.com/9781032161723](http://www.routledge.com/9781032161723)

5TH EDITION

## Communication

Embracing Difference



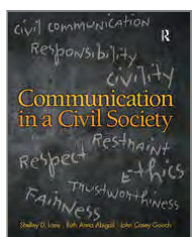
**Daniel M Dunn, Lisa J Goodnight**

Communication: Embracing Difference, 5e, provides the fundamentals of communication theory in accessible terms and emphasizes the practical application of communication skills in interpersonal, small group, and public settings, which helps students become more confident and successful communicators. Offering a foundation that readers can take beyond the classroom, this volume is designed to resonate with the diverse student populations that make up so many campuses today.

Routledge  
December 2019:366  
Hb: 978-1-138-48350-7: £170  
Pb: 978-1-138-48351-4: £94.99  
eBook: 978-1-351-05470-6

\* For full contents and more information, visit: [www.routledge.com/9781138483514](http://www.routledge.com/9781138483514)

## Communication in a Civil Society



**Shelley D. Lane, Ruth Anna Abigail, John Casey Gooch**

Uncivil acts and messages too often color our experience with others. Communication in a Civil Society offers an alternative way to teach and learn about communication. Every chapter focuses on communication based on respect, restraint, and ethical choices.

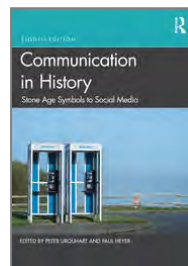
Routledge  
April 2019:386  
Pb: 978-1-138-20937-4: £46.99  
eBook: 978-1-315-45040-7

\* For full contents and more information, visit: [www.routledge.com/9781138209374](http://www.routledge.com/9781138209374)

8TH EDITION

## Communication in History

Stone Age Symbols to Social Media



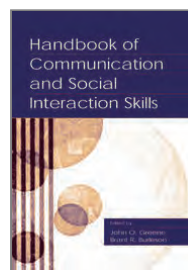
*Edited by* **Peter Urquhart, Paul Heyer**

This updated eighth edition provides a thorough and engaging history of communication and media through a collection of essential, field-defining essays. This book can be used as a core text or supplemental reader for courses in communication history, communication theory, and introductory courses in communication and media studies.

Routledge  
January 2024:300  
Hb: 978-1-032-16829-6: £180  
Pb: 978-1-032-16175-4: £79.99  
eBook: 978-1-003-25046-3

\* For full contents and more information, visit: [www.routledge.com/9781032161754](http://www.routledge.com/9781032161754)

## Handbook of Communication and Social Interaction Skills



*Edited by* **John O. Greene, Brant R. Burleson**

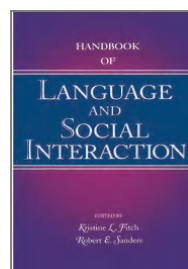
*Series: Routledge Communication Series*

First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

Routledge  
January 2003:1050  
Hb: 978-0-805-83417-8: £325  
Pb: 978-0-805-83418-5: £115  
eBook: 978-1-410-60713-3

\* For full contents and more information, visit: [www.routledge.com/9780805834185](http://www.routledge.com/9780805834185)

## Handbook of Language and Social Interaction



*Edited by* **Kristine L. Fitch, Robert E. Sanders**

*Series: Routledge Communication Series*

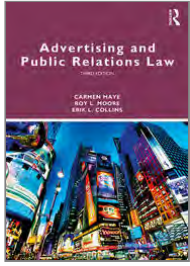
First Published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

Psychology Press  
November 2004:528  
Hb: 978-0-805-84240-1: £205  
Pb: 978-0-805-85319-3: £69.99  
eBook: 978-1-410-61157-4

\* For full contents and more information, visit: [www.routledge.com/9780805853193](http://www.routledge.com/9780805853193)

3RD EDITION

## Advertising and Public Relations Law



**Carmen Maye, Roy L. Moore, Erik L. Collins**

*Series: Routledge Communication Series*

Advertising and Public Relations Law explores the issues and ideas that affect the regulation of advertising and public relations speech, some of the most dynamic and prevalent areas of professional communications today. This updated third edition explores the categorization of different kinds of speech and their varying levels of First Amendment protection as well as common areas of litigation for communicators such as defamation, invasion of privacy and copyright and trademark infringement. The volume is developed for upper-level undergraduate and graduate students in media, advertising, and public relations law or regulation courses.

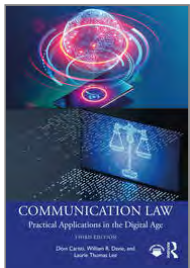
Routledge  
July 2019:372  
Hb: 978-1-138-48446-7: £170  
Pb: 978-1-138-48448-1: £79.99  
eBook: 978-1-351-05174-3

\* For full contents and more information, visit: [www.routledge.com/9781138484481](http://www.routledge.com/9781138484481)

3RD EDITION

## Communication Law

Practical Applications in the Digital Age



**Dom Caristi, William R. Davie, Laurie Thomas Lee**

This fully revised third edition brings a fresh approach to the fundamentals of mass media and communication law in a presentation that undergraduate students find engaging and accessible. This new edition offers expanded coverage of digital media law and social media, a wealth of new case studies, expanded discussions of current political, social, and cultural issues, and new features focused on ethical considerations and on international comparative law. Communication Law serves as a core textbook for undergraduate courses in communication and mass media law.

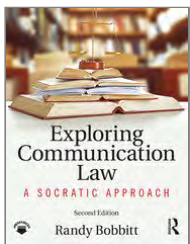
Routledge  
November 2021:502  
Hb: 978-0-367-55036-3: £135  
Pb: 978-0-367-54669-4: £91.99  
eBook: 978-1-003-09166-0

\* For full contents and more information, visit: [www.routledge.com/9780367546694](http://www.routledge.com/9780367546694)

2ND EDITION

## Exploring Communication Law

A Socratic Approach



**Randy Bobbitt**

Exploring Communication Law, Second Edition, provides an overview of the law as it pertains to print, broadcast, and online journalism, as well as non-journalistic forms of expression. It begins by introducing students to the First Amendment in a general sense, then explores how the principles of free speech are applied in various circumstances, such as political speech, sexual expression, and K-12 and college campuses. The text also explains the fundamentals of media law in areas such as defamation, privacy, the media and the courts, confidentiality and privilege, access to information, broadcasting, and cyberspace.

Routledge  
November 2017:364  
Hb: 978-1-138-29237-6: £175  
Pb: 978-1-138-29238-3: £84.99  
eBook: 978-1-315-23293-5

\* For full contents and more information, visit: [www.routledge.com/9781138292383](http://www.routledge.com/9781138292383)

6TH EDITION

## Media Law and Ethics



**Roy L. Moore, Michael D. Murray, Kyu Ho Youm**

This comprehensive textbook provides a thoughtful introduction to both the legal and ethical considerations relevant to students pursuing careers in communication and media. The fully revised, sixth edition expands upon the previous edition's exploration of international and non-US law, introduces a new chapter on digital and social media, and incorporates discussion of new technologies and media throughout its coverage of core topics such as privacy, intellectual property, defamation, and commercial speech. This hybrid textbook is ideal for undergraduate and graduate courses in media and communication that combine law and ethics.

Routledge  
September 2021:524  
Hb: 978-0-367-76421-0: £135  
Pb: 978-0-367-74856-2: £94.99  
eBook: 978-1-003-16687-0

\* For full contents and more information, visit: [www.routledge.com/9780367748562](http://www.routledge.com/9780367748562)

3RD EDITION

## Social Media and the Law

A Guidebook for Communication Students and Professionals



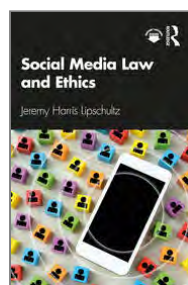
*Edited by Daxton R. Stewart*

This fully updated third edition of Social Media and the Law offers an essential guide to navigating the complex legal terrain of social media. This book is essential for students of media, mass communication, strategic communication, journalism, advertising, and public relations, as well as professional communicators that use social media in their role.

Routledge  
October 2022:268  
Hb: 978-1-032-00487-7: £125  
Pb: 978-0-367-77234-5: £42.99  
eBook: 978-1-003-17436-3

\* For full contents and more information, visit: [www.routledge.com/9780367772345](http://www.routledge.com/9780367772345)

## Social Media Law and Ethics



**Jeremy Harris Lipschultz**

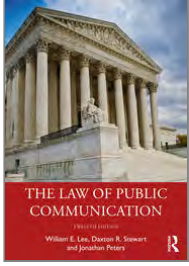
In this new textbook, social media professor Jeremy Lipschultz introduces students to the study of social media law and ethics, integrating legal concepts and ethical theories. Case studies, discussion questions, and online resources help students engage with the complexities and ambiguities of this future-oriented area of media law, making it an ideal textbook for students of media law, policy and ethics, mass media, and communication studies.

Routledge  
July 2021:370  
Hb: 978-0-367-89769-7: £135  
Pb: 978-0-367-43781-7: £39.99  
eBook: 978-1-003-02101-8

\* For full contents and more information, visit: [www.routledge.com/9780367437817](http://www.routledge.com/9780367437817)

12TH EDITION

## The Law of Public Communication



**William E. Lee, Daxton R. Stewart, Jonathan Peters**

The twelfth edition of this classic textbook provides an overview of communication and media law including the most current legal developments. It explains laws affecting the daily work of writers, broadcasters, PR practitioners, photographers, bloggers, and other public communicators. The Law of Public Communication is an ideal core textbook for undergraduate and graduate courses in communication law and mass media law.

Routledge

August 2022:604

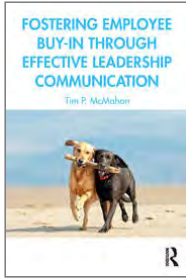
Hb: 978-1-032-20695-0: **£135**

Pb: 978-1-032-19312-0: **£91.99**

eBook: 978-1-003-26473-6

\* For full contents and more information, visit: [www.routledge.com/9781032193120](http://www.routledge.com/9781032193120)

## Fostering Employee Buy-in Through Effective Leadership Communication



**Tim P. McMahon**

Based on a case study of leadership communication in a time of organizational change, this book gives new leaders insights into the tools and skills needed to become effective, motivating communicators in their leadership careers. Taking a holistic approach to communication and leadership, the book argues that employees buy in to change when they collectively feel engaged in meaningful work that will enrich the lives of customers, employees, and investors. It is ideal as a supplementary text in introductory leadership communication, management, and business courses or as a text for new leaders interested in inspiring organizational change.

Routledge

July 2021:296

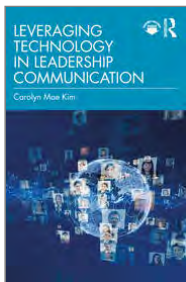
Hb: 978-0-367-63045-4: **£130**

Pb: 978-0-367-62636-5: **£35.99**

eBook: 978-1-003-19512-2

\* For full contents and more information, visit: [www.routledge.com/9780367626365](http://www.routledge.com/9780367626365)

## Leveraging Technology in Leadership Communication



**Carolyn Mae Kim**

Taking a close look at how digital media can elevate or diminish a leader's influence, this book provides a framework to guide organizational leaders' selection and application of digital tools in communication with stakeholders. The book is intended as supplementary reading in organizational, leadership, corporate, and internal communication courses at both the undergraduate and graduate level. Online instructor resources for this book include a one-sheet overview of how to use the text in a course as well as sample assignments and discussion questions. Please visit [www.routledge.com/9780367414993](http://www.routledge.com/9780367414993) to access these support materials.

Routledge

November 2021:160

Hb: 978-0-367-41501-3: **£130**

Pb: 978-0-367-41499-3: **£35.99**

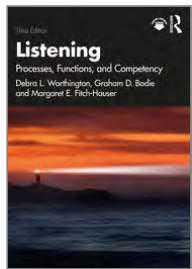
eBook: 978-1-003-22465-5

\* For full contents and more information, visit: [www.routledge.com/9780367414993](http://www.routledge.com/9780367414993)

3RD EDITION

## Listening

Processes, Functions, and Competency



**Debra L. Worthington, Graham D. Bodie, Margaret E. Fitch-Hauser**

This fully revised third edition explores the essential role of listening to human communication across contexts and cultures. Addressing listening as a cognitive process, social function, and critical professional competency, this is an essential textbook for undergraduate courses in listening and communication studies.

Routledge

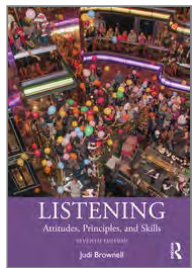
April 2024:364

Hb: 978-1-032-49126-4: **£170**Pb: 978-1-032-49125-7: **£84.99**\* For full contents and more information, visit: [www.routledge.com/9781032491257](http://www.routledge.com/9781032491257)

7TH EDITION

## Listening

Attitudes, Principles, and Skills



**Judi Brownell**

This fully updated seventh edition takes an experiential approach to listening instruction, providing extensive applied examples and cases within the context of the HURIER listening model. Listening serves as a core textbook for courses in listening, communication studies, communication skills, interpersonal communication, management, human resources and education.

Routledge

November 2023:512

Hb: 978-1-032-32802-7: **£180**Pb: 978-1-032-28904-5: **£84.99**

eBook: 978-1-003-31679-4

\* For full contents and more information, visit: [www.routledge.com/9781032289045](http://www.routledge.com/9781032289045)

## The Listening Advantage

Outcomes and Applications



**Judi Brownell**

This outcome-based text offers principles and skill-building experiences for the critical competence of listening. It serves as an adaptable supplement for courses in communication and professional studies. The Listening Advantage is an invaluable supplement for courses in communication studies and professional fields including education, healthcare, helping professions, law, management, and service.

Routledge

August 2019:188

Hb: 978-0-815-36052-0: **£130**Pb: 978-0-815-36054-4: **£36.99**

eBook: 978-1-351-11802-6

\* For full contents and more information, visit: [www.routledge.com/9780815360544](http://www.routledge.com/9780815360544)

## Social Media Law and Ethics



### Jeremy Harris Lipschultz

In this new textbook, social media professor Jeremy Lipschultz introduces students to the study of social media law and ethics, integrating legal concepts and ethical theories. Case studies, discussion questions, and online resources help students engage with the complexities and ambiguities of this future-oriented area of media law, making it an ideal textbook for students of media law, policy and ethics, mass media, and communication studies.

Routledge

July 2021: 370

Hb: 978-0-367-89769-7: £135

Pb: 978-0-367-43781-7: £39.99

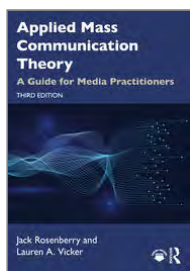
eBook: 978-1-003-02101-8

\* For full contents and more information, visit: [www.routledge.com/9780367437817](http://www.routledge.com/9780367437817)

3RD EDITION

## Applied Mass Communication Theory

A Guide for Media Practitioners



**Jack Rosenberry, Lauren A. Vicker**

Now in its third edition, this dynamic textbook blends coverage of the major theories and research methods in mass communication to enable students to apply their knowledge in today's media and communication careers. The book's hybrid and flexible nature make it a useful textbook for both introductory and capstone courses on mass communication and media theory and research methods, as well as courses focused on media industries and professional skills. Instructors can access an online instructor's manual, including sample exercises, test questions, and a syllabus, at [www.routledge.com/9780367639914](http://www.routledge.com/9780367639914)

Routledge  
September 2021:310  
Hb: 978-0-367-63991-4: **£135**  
Pb: 978-0-367-63036-2: **£61.99**  
eBook: 978-1-003-12169-5

\* For full contents and more information, visit: [www.routledge.com/9780367630362](http://www.routledge.com/9780367630362)

3RD EDITION

## Mass Media Revolution



**J. Charles Sterin, Tameka Winston**

Now in its Third Edition, Mass Media Revolution remains a dynamic guide to the world of mass media, enhancing its readers' development as critical consumers. The text employs a storytelling narrative style and integrated, chapter-specific digital material, providing a seamless learning experience. It features a wealth of expanded content—with particular attention to diversity in the media industry, reality TV, ethics and social media, and the evolution of online journalism. Chapter content, both print and online, is aligned to the ACEJMC national academic standards. Along with student video resources, this text includes an accompanying instructor resource manual and Power Point slides.

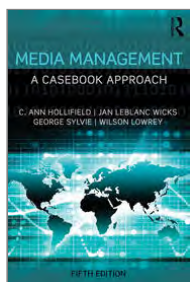
Routledge  
November 2017:566  
Hb: 978-1-138-23264-8: **£195**  
eBook: 978-1-315-31181-4

\* For full contents and more information, visit: [www.routledge.com/9781138232648](http://www.routledge.com/9781138232648)

5TH EDITION

## Media Management

A Casebook Approach



**Ann Hollifield, Jan LeBlanc Wicks, George Sylvie, Wilson Lowrey**

*Series: Routledge Communication Series*

Media Management: A Casebook Approach provides a detailed consideration of the manager's role in today's media organizations, highlighting critical skills and responsibilities. Using media-based cases that promote critical thinking and problem-solving, this text addresses topics of key concern to managers: diversity, group cultures, progressive discipline, training, and market-driven journalism, among others. The cases provide real-world scenarios to help students anticipate and prepare for experiences in their future careers.

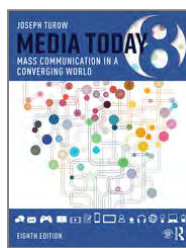
Routledge  
August 2015:438  
Hb: 978-1-138-90101-8: **£210**  
Pb: 978-1-138-90102-5: **£81.99**  
eBook: 978-1-315-70033-5

\* For full contents and more information, visit: [www.routledge.com/9781138901025](http://www.routledge.com/9781138901025)

8TH EDITION

## Media Today

Mass Communication in a Converging World



**Joseph Turov**

This eighth edition of Joseph Turov's pathbreaking media textbook uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. It teaches students to think critically about the role of media, and what these changes mean for their lives. Media Today is an excellent introduction to the world of media in the digital age, perfect for students seeking a solid grounding in media studies. Extensive pedagogical materials also make this a highly teachable book, well suited to the classroom. The accompanying website has also been updated with new resources, including chapter recaps, recommended readings, and instructor's manual.

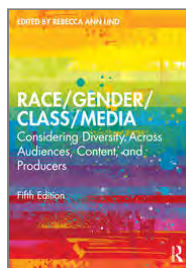
Routledge  
September 2022:532  
Hb: 978-0-367-68032-9: **£165**  
Pb: 978-0-367-68029-9: **£82.99**  
eBook: 978-1-003-13393-3

\* For full contents and more information, visit: [www.routledge.com/9780367680299](http://www.routledge.com/9780367680299)

5TH EDITION

## Race/Gender/Class/Media

Considering Diversity Across Audiences, Content, and Producers



*Edited by Rebecca Ann Lind*

The fifth edition of this popular textbook considers diversity in the mass media in three main settings: Audiences, Content, and Production. This volume is an essential introduction to interdisciplinary studies of race, gender, and class across mass media.

Routledge  
March 2023:344  
Hb: 978-1-032-04542-9: **£125**  
Pb: 978-1-032-04211-4: **£62.99**  
eBook: 978-1-003-19370-8

\* For full contents and more information, visit: [www.routledge.com/9781032042114](http://www.routledge.com/9781032042114)

3RD EDITION

## The Media Economy



**Alan B. Albarran**

*Series: Media Management and Economics Series*

This fully updated third edition analyzes the media industries and their activities from macro to micro levels, using concepts and theories to demonstrate the role the media plays in the economy as a whole. Written in an accessible style and presenting a holistic global perspective of the role of media in the global economy, the textbook provides crucial insights for students and practitioners of media economics, media management and media industries.

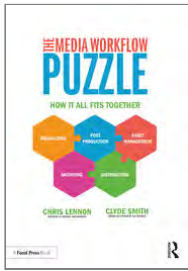
Routledge  
November 2023:220  
Hb: 978-1-032-49134-9: **£200**  
Pb: 978-1-032-49133-2: **£66.99**  
eBook: 978-1-003-39229-3

\* For full contents and more information, visit: [www.routledge.com/9781032491332](http://www.routledge.com/9781032491332)



## The Media Workflow Puzzle

How It All Fits Together



*Edited by* **Clyde Smith, Chris Lennon**

This edited collection brings together a team of top industry experts to provide a comprehensive look at the entire media workflow from start to finish. Professionals and students alike looking to understand how to manage media content for its entire lifecycle will find this to be an invaluable resource.

Routledge

March 2021: 272

Hb: 978-0-815-39289-7: £135

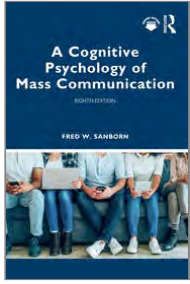
Pb: 978-0-815-39290-3: £35.99

eBook: 978-1-351-18955-2

\* For full contents and more information, visit: [www.routledge.com/9780815392903](http://www.routledge.com/9780815392903)

8TH EDITION

## A Cognitive Psychology of Mass Communication



**Fred Sanborn**

The eighth edition of this text remains an indispensable resource for mass communication psychology and media effects courses. Written in an engaging, readable style, the text is appropriate for graduate or undergraduate students in media psychology, mass communication psychology, and media effects courses.

Routledge

September 2022:568

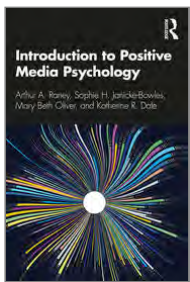
Hb: 978-0-367-72381-1: **£135**

Pb: 978-0-367-71355-3: **£76.99**

eBook: 978-1-003-15457-0

\* For full contents and more information, visit: [www.routledge.com/9780367713553](http://www.routledge.com/9780367713553)

## Introduction to Positive Media Psychology



**Arthur A. Raney, Sophie H. Janicke-Bowles, Mary Beth Oliver, Katherine R. Dale**

The first systematic overview of the emerging field of positive media psychology, this book summarizes and synthesizes the key concepts, theories, and empirical findings on the positive emotional, cognitive, and behavioral effects of media use. It explores the way media use can create greater connectedness, cultivate compassion, and foster psychological wellbeing, with particular emphasis on entertainment content. A benchmark of theory and research, it is made for the current and future generations of advanced undergraduate students, graduate students, and scholars in communication, psychology, education, and social work.

Routledge

December 2020:254

Hb: 978-0-367-37391-7: **£130**

Pb: 978-0-367-37390-0: **£35.99**

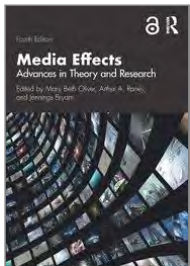
eBook: 978-0-429-35348-2

\* For full contents and more information, visit: [www.routledge.com/9780367373900](http://www.routledge.com/9780367373900)

4TH EDITION

## Media Effects

Advances in Theory and Research



*Edited by* **Mary Beth Oliver, Arthur A. Raney, Jennings Bryant**

*Series: Routledge Communication Series*

Now in its fourth edition, *Media Effects* again features essays from some of the finest scholars in the field and serves as a comprehensive reference volume for scholars, teachers, and students. It contains both new and updated content that reflects our media-saturated environments, including chapters on social media, video games, mobile communication, and virtual technologies as well as new chapters on narratives, positive media, the self and identity, media selection, and cross-cultural media effects. As scholarship in media effects continues to evolve and expand, it serves as a benchmark of theory and research for the current and future generations of scholars.

Routledge

June 2019:454

Hb: 978-1-138-59018-2: **£180**

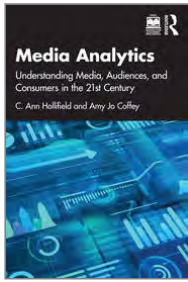
Pb: 978-1-138-59022-9: **£81.99**

eBook: 978-0-429-49114-6

\* For full contents and more information, visit: [www.routledge.com/9781138590229](http://www.routledge.com/9781138590229)

## Media Analytics

Understanding Media, Audiences, and Consumers in the 21st Century



**C. Ann Hollifield, Ann Hollifield**

This textbook takes a case study approach to media and audience analytics. Realizing the best way to understand analytics in the digital age is to practice it, the authors have created a collection of cases using data sets that present real and hypothetical scenarios for students to work through. Aimed at upper-level students in the fast-growing area of media analytics in a cross-platform world, students using this text will learn how to find the stories in the data and to present those stories in an engaging way to others.

Routledge

June 2023:438

Hb: 978-1-138-58103-6: **£135**

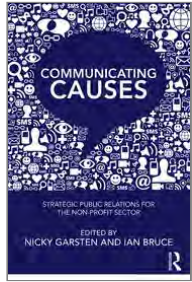
Pb: 978-1-138-58105-0: **£54.99**

eBook: 978-0-429-50695-6

\* For full contents and more information, visit: [www.routledge.com/9781138581050](http://www.routledge.com/9781138581050)

## Communicating Causes

Strategic public relations for the non-profit sector



Edited by **Nicky Garsten, Ian Bruce**

Non-profit organizations (NPOs) across the world are facing approbation as well as criticisms. Trust in NPOs needs to grow for NPOs to operate effectively to support causes; but how? The editors of this book have persuaded PR experts from the UK and around the world, and from a variety of PR specialisms operating across different organisational forms, to share their knowledge, experience and some of their secrets. These contributions are scaffolded with many authoritative academic and practical references to allow readers to follow up their interests.

Routledge

June 2018:290

Hb: 978-0-815-39400-6: **£130**

Pb: 978-0-815-39401-3: **£36.99**

eBook: 978-1-351-02222-4

\* For full contents and more information, visit: [www.routledge.com/9780815394013](http://www.routledge.com/9780815394013)

## Culturally Mindful Communication

Essential Skills for Public and Nonprofit Professionals



**Masami Nishishiba**

Drawing on research in intercultural communication, psychology, and public and nonprofit administration, *Culturally Mindful Communication* provides strategies for students and practitioners of public service to improve their intercultural communication skills. Topics include: expectations for public and nonprofit professionals in a multicultural society; frameworks for assessing cultural differences and similarities; verbal and nonverbal communication in the intercultural context; barriers for effective intercultural communication; key considerations for effective multicultural teams; approaches for effective multicultural community engagement; mindful leadership.

Routledge

July 2017:216

Hb: 978-0-765-64400-8: **£145**

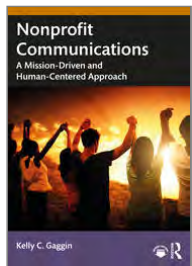
Pb: 978-0-765-64401-5: **£38.99**

eBook: 978-1-315-27734-9

\* For full contents and more information, visit: [www.routledge.com/9780765644015](http://www.routledge.com/9780765644015)

## Nonprofit Communications

A Mission-Driven and Human-Centered Approach



**Kelly C. Gaggin**

This text provides a guide to strategic communications for nonprofit organizations that is rooted in the desire to serve and do good. Its approach to communications is mission-based and human-centric to align the values of the nonprofit sector with the campaign planning process. The text offers a view of nonprofits at local, national, and international levels of impact and explores those relationships while keeping in mind the value and needs of those being served. Ideal for undergraduate and graduate courses in nonprofit strategic communications and/or management as well as a resource for nonprofit industry professionals.

Routledge

April 2024:190

Hb: 978-1-032-46116-8: **£130**

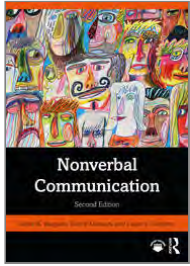
Pb: 978-1-032-46114-4: **£39.99**

eBook: 978-1-003-38014-6

\* For full contents and more information, visit: [www.routledge.com/9781032461144](http://www.routledge.com/9781032461144)

2ND EDITION

## Nonverbal Communication



**Judee K Burgoon, Valerie Manusov, Laura K. Guerrero**

The newly revised edition of this groundbreaking textbook provides a comprehensive overview of the theory, research, and applications of nonverbal communication. Authored by three of the foremost scholars in the field and drawing on multidisciplinary research from communication studies, psychology, linguistics, and family studies, *Nonverbal Communication* speaks to today's students with modern examples that illustrate nonverbal communication in their lived experiences. A core textbook for undergraduate and graduate courses in communication and psychology, its online resource include an extensive instructor's manual with sample exercises and a test bank.

Routledge

September 2021:570

Hb: 978-0-367-55878-9: £150

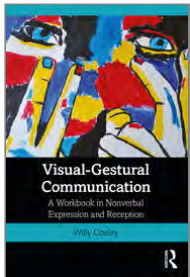
Pb: 978-0-367-55738-6: £86.99

eBook: 978-1-003-09555-2

\* For full contents and more information, visit: [www.routledge.com/9780367557386](http://www.routledge.com/9780367557386)

## Visual-Gestural Communication

A Workbook in Nonverbal Expression and Reception



**Willy Conley**

*Visual-Gestural Communication* is a unique volume in non-language communication devoted to the study of universal gestures, facial expressions, body language, and pantomime. The text and online resources feature a wealth of icebreakers, sequenced yet modular activities and assignments, as well as resources, student exercises, and teacher-guided tasks that explore aspects and amalgamations of nonverbal communication, theatre, and sign language. It is a tremendous resource for students of visual-gestural communication, sign language interpretation, American Sign Language, nonverbal communication, and performance studies, as well as community educators in deaf awareness and advocacy.

Routledge

April 2019:256

Hb: 978-1-138-60585-5: £135

Pb: 978-1-138-60586-2: £32.99

eBook: 978-0-429-46790-5

\* For full contents and more information, visit: [www.routledge.com/9781138605862](http://www.routledge.com/9781138605862)

4TH EDITION

## Applied Organizational Communication

Theory and Practice in a Global Environment



**Thomas E. Harris, Mark D. Nelson**

Series: *Routledge Communication Series*

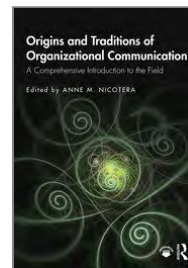
Applied Organizational Communication provides a current, in-depth analysis of the theories and practices critical to understanding organizational communication concepts in a global environment. Building on the successful foundation of the previous editions, this fourth edition has been thoroughly updated and revised to reflect the most current organizational communication theory and research. As an accessible and practical examination of organizational communication, this text is intended for use in organizational communication, leadership, organizational development, and organizational intervention courses at the advanced undergraduate and graduate level.

Routledge  
November 2018:292  
Hb: 978-1-138-48348-4: **£165**  
Pb: 978-1-138-49718-4: **£76.99**  
eBook: 978-1-351-01958-3

\* For full contents and more information, visit: [www.routledge.com/9781138497184](http://www.routledge.com/9781138497184)

## Origins and Traditions of Organizational Communication

A Comprehensive Introduction to the Field



Edited by **Anne M. Nicotera**

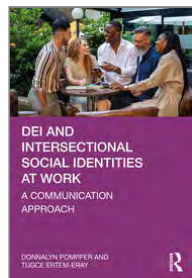
Origins and Traditions of Organizational Communication provides a sophisticated overview of the fundamentals of organizational communication as a field of study, examining the field's foundations and providing an assessment of the field to date. It also includes pedagogical features appropriate for graduate-level students including supplementary reading lists and PowerPoint presentations. Written at an accessible level for early graduate students, yet still sophisticated enough for doctoral students, the book is ideal for students and teachers of organizational communication and communication history.

Routledge  
July 2019:458  
Hb: 978-1-138-57030-6: **£135**  
Pb: 978-1-138-57031-3: **£58.99**  
eBook: 978-0-203-70362-5

\* For full contents and more information, visit: [www.routledge.com/9781138570313](http://www.routledge.com/9781138570313)

## DEI and Intersectional Social Identities at Work

A Communication Approach



**Donnalyn Pompper, Tugce Ertem-Eray**

This book equips readers—both students and communication practitioners—with the theoretical understanding and practical skills they need to support nonprofit and for-profit management to create and assess diversity, equity, inclusion (DEI), and social identity intersectionality goals in their organizations. This is an ideal text for advanced undergraduates and graduate courses in organizational communication, strategic communication, marketing communication, human resources, and public relations, as well as for communication practitioners working in these subdisciplines.

Routledge  
June 2024:274  
Hb: 978-1-032-24529-4: **£130**  
Pb: 978-1-032-24528-7: **£39.99**

\* For full contents and more information, visit: [www.routledge.com/9781032245287](http://www.routledge.com/9781032245287)

## Movements in Organizational Communication Research

Current Issues and Future Directions



Edited by **Jamie McDonald, Rahul Mitra**

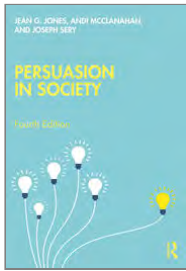
Movements in Organizational Communication Research is an essential resource for anyone wishing to become familiar with the current state of organizational communication research and key trends in the field. Seasoned organizational communication scholars will find that the book provides unique insights by way of the intergenerational dialogue that is found in the book, as well as the contributors' stories about their scholarly trajectories. Those who are new to the field will find that the book enables them to familiarize themselves with the field and become a part of the organizational communication scholarly community in an inviting and accessible way.

Routledge  
March 2019:302  
Hb: 978-1-138-30444-4: **£135**  
Pb: 978-1-138-30446-8: **£39.99**  
eBook: 978-0-203-73008-9

\* For full contents and more information, visit: [www.routledge.com/9781138304468](http://www.routledge.com/9781138304468)

4TH EDITION

## Persuasion in Society



**Jean G. Jones, Andi McClanahan, Joseph Sery**

This fully-updated fourth edition introduces readers to the rich tapestry of persuasive technique and scholarship, interweaving perspectives from rhetoric, critical theory, and social science and applying their insights to practical political, social, and business contexts. This textbook will be a valuable tool for students of communication, media studies, politics, psychology, and business and advertising. Online resources for instructors include PowerPoint slides and test bank.

Routledge

March 2022:374

Hb: 978-0-367-62043-1: **£135**

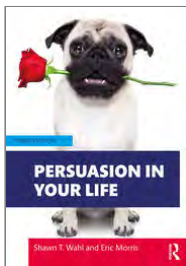
Pb: 978-0-367-61572-7: **£84.99**

eBook: 978-1-003-10765-1

\* For full contents and more information, visit: [www.routledge.com/9780367615727](http://www.routledge.com/9780367615727)

3RD EDITION

## Persuasion in Your Life



**Shawn T. Wahl, Eric Morris**

This accessible introductory textbook in persuasive communication speaks directly to the student by focusing on real-life experiences in personal, social, and professional contexts. Through its use of rhetoric, criticism, and social scientific research, it helps readers understand, analyze, and use persuasion in their lives and careers, from business and professional communication to everyday life and social advocacy. This book is a student-friendly introduction suitable for use in undergraduate courses in persuasion, health communication, and business communication.

Routledge

September 2021:356

Hb: 978-0-367-48898-7: **£135**

Pb: 978-0-367-48630-3: **£91.99**

eBook: 978-1-003-04339-3

\* For full contents and more information, visit: [www.routledge.com/9780367486303](http://www.routledge.com/9780367486303)

6TH EDITION

## An Introduction to Political Communication



**Brian McNair, Brian McNair**

*Series: Communication and Society*

An Introduction to Political Communication explores the evolving world of political media and its effect upon audiences. The communicative practices of organizations at all levels are analysed, from grassroots protests through to global campaigns by governments and international bodies. Extensive updates cover party political advertising, political public relations, pressure group publicity and globalised political communication. There is also a broader range of international examples, drawn from Asia, Latin America, Australia and the Arab Spring uprisings. The companion website hosts new pedagogical features, including glossary questions, annotated course notes and links to further content.

Routledge

June 2017:266

Hb: 978-0-415-73941-2: **£135**

Pb: 978-0-415-73942-9: **£35.99**

eBook: 978-1-315-75029-3

\* For full contents and more information, visit: [www.routledge.com/9780415739429](http://www.routledge.com/9780415739429)

2ND EDITION

## Political Public Relations

Concepts, Principles, and Applications



*Edited by Jesper Stromback, Spiro Kiouis*

*Series: Routledge Communication Series*

The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations. The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today. Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media, increasing political polarization, and the growth of political populism. This volume is ideal for researchers and courses at the intersection of public relations, political communication, and political science.

Routledge

August 2019:414

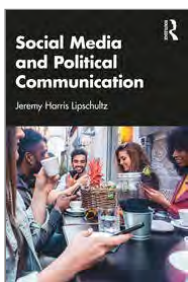
Hb: 978-1-138-48404-7: **£130**

Pb: 978-1-138-48405-4: **£51.99**

eBook: 978-1-351-05314-3

\* For full contents and more information, visit: [www.routledge.com/9781138484054](http://www.routledge.com/9781138484054)

## Social Media and Political Communication



**Jeremy Harris Lipschultz**

This book offers a wide-scale, interdisciplinary analysis and guide to social media and political communication, examining the political use of social media platforms such as Twitter, Facebook, Instagram, and TikTok. Essential reading for students of Media and Cultural Studies, Communication, Journalism, Political Science, and Information Technology, as well as anyone wishing to understand the current intersection of social media and politics.

Routledge

July 2022:222

Hb: 978-0-367-77253-6: **£135**

Pb: 978-0-367-77242-0: **£34.99**

eBook: 978-1-003-17047-1

\* For full contents and more information, visit: [www.routledge.com/9780367772420](http://www.routledge.com/9780367772420)

3RD EDITION

## The Dynamics of Political Communication

Media and Politics in a Digital Age



**Richard M. Perloff**

This third edition continues its comprehensive coverage of communication and politics, focusing on problematic issues that bear on the functioning of democracy in an age of partisanship, social media, and political leadership that questions media's legitimacy. The book covers the intersections between politics and communication, calling on related social science disciplines as well as normative political philosophy. Accompanied by online resources for students and instructors, it's ideally suited for upper-level undergraduate and graduate political communication courses in communication, journalism and political science programs.

Routledge

July 2021:524

Hb: 978-0-367-25282-3: **£76.99**

Pb: 978-0-367-27941-7: **£76.99**

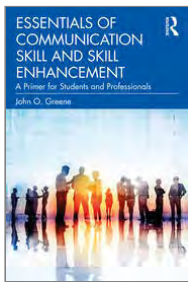
eBook: 978-0-429-29885-1

\* For full contents and more information, visit: [www.routledge.com/9780367279417](http://www.routledge.com/9780367279417)



## Essentials of Communication Skill and Skill Enhancement

A Primer for Students and Professionals



**John O. Greene**

For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator. Predicated on four simple notions—that communication can be done well or poorly, that communication skills matter, that people differ in those skills, and that those skills can be improved—the book helps readers identify and enhance their own communication strengths and address weaknesses, assess the communication skills of others, and coach others to improvement. This book is written for students and professionals in fields such as human resources, sales, training, counseling, customer relations, education, and healthcare.

Routledge

March 2021:174

Hb: 978-0-367-53838-5: **£130**

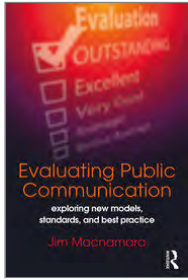
Pb: 978-0-367-53428-8: **£35.99**

eBook: 978-1-003-08345-0

\* For full contents and more information, visit: [www.routledge.com/9780367534288](http://www.routledge.com/9780367534288)

## Evaluating Public Communication

Exploring New Models, Standards, and Best Practice



**Jim Macnamara**

Evaluating Public Communication presents an integrated approach to campaign evaluation, drawing on public relations and advertising practice and research, as well as specialist expertise from different fields of communication. Jim Macnamara establishes the theoretical foundations of evaluation, exploring the need to critically examine communication and key principles, concepts, and theories of evaluation, whilst also investigating practice, from using digital and social media metrics to evaluate public communication and how to use evaluation findings. International case studies on evaluation explore the impact of campaigns from areas including health, corporate and political communication.

Routledge

September 2017: 412

Hb: 978-1-138-22857-3: **£130**

Pb: 978-1-138-22858-0: **£39.99**

eBook: 978-1-315-39198-4

\* For full contents and more information, visit: [www.routledge.com/9781138228580](http://www.routledge.com/9781138228580)

4TH EDITION

## Reputation Management

The Key to Successful Public Relations and Corporate Communication



**John Doorley, Helio Fred Garcia**

Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition, fully updated throughout and featuring notable contributions from some of the world's leaders in public relations, corporate communication, business and academia, reflects leading-edge thought, practice and scholarship. This book was the first book on reputation management and, now in its fourth edition, is still a must have resource for students taking classes in Public Relations Management, Corporate Communication, and Communication Management, as well as CEOs, business leaders, and professionals working in these areas.

Routledge

July 2020:472

Hb: 978-0-815-37695-8: **£135**

Pb: 978-0-815-37697-2: **£74.99**

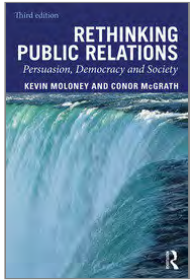
eBook: 978-1-351-23502-0

\* For full contents and more information, visit: [www.routledge.com/9780815376972](http://www.routledge.com/9780815376972)

3RD EDITION

## Rethinking Public Relations

Persuasion, Democracy and Society



**Kevin Moloney, Conor McGrath**

This third edition of Rethinking Public Relations continues the argument of previous editions that public relations is weak propaganda. However, while earlier editions focused on PR as representative of the uneven power distribution in society, this book goes further, conceiving the power of PR as more than just structural but also as having an important rhetorical component. Maintaining the rigorous and critical stance of previous editions, this new edition will also prove accessible to Masters level and final-year undergraduate students studying public relations, media and communications studies. It will also be of great value to practitioners who seek to widen PR's 'voice'.

Routledge

July 2019:206

Hb: 978-1-138-59365-7: **£170**

Pb: 978-0-367-31300-5: **£42.99**

eBook: 978-0-429-48931-0

\* For full contents and more information, visit: [www.routledge.com/9780367313005](http://www.routledge.com/9780367313005)

2ND EDITION

## Social Media Campaigns

Strategies for Public Relations and Marketing



**Carolyn Mae Kim**

This book outlines a four-step process for developing a successful social media campaign. This second edition includes: new end-of-chapter activities; added content on influencers and crowd-funding; coverage of research evaluation and articulating the ROI; and expanded discussion of ethical considerations. Suited to both undergraduate and post-graduate students for courses in social/digital media marketing and public relations. Accompanying online resources include chapter reviews and further resources; instructor guides; in-class exercises; a sample syllabus, assignments, and exams; and lecture slides.

Routledge

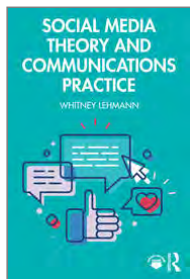
December 2020:226

Hb: 978-0-367-89629-4: **£135**

Pb: 978-0-367-89620-1: **£47.99**

\* For **full contents** and more information, visit: [www.routledge.com/9780367896201](http://www.routledge.com/9780367896201)

## Social Media Theory and Communications Practice



**Whitney Lehmann**

Fusing the academic with the applied, this book provides a comprehensive introduction to social media for future communications professionals. This book is ideal for introductory social media courses in communication, public relations, and mass communication departments as well as courses in digital media and public relations.

Routledge

July 2023:220

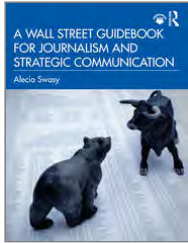
Hb: 978-1-032-18683-2: **£135**

Pb: 978-1-032-18587-3: **£36.99**

eBook: 978-1-003-25573-4

\* For **full contents** and more information, visit: [www.routledge.com/9781032185873](http://www.routledge.com/9781032185873)

## A Wall Street Guidebook for Journalism and Strategic Communication



**Alecia Swasy**

This book provides media professionals the savvy they need to navigate the world of finance and money. Breaking down essential skills like how to read key financial statements, find and interpret key data on companies, and employ that research in crafting compelling stories and messages for both readers and clients, author Alecia Swasy dives into topics like the Securities and Exchange Commission, how to avoid illegal activity in reporting and research, understanding Mergers and Acquisitions, and the history and current state of Wall Street. This book is for students and professionals alike seeking to gain the financial literacy necessary to succeed in today's competitive marketplace.

Routledge

June 2020:164

Hb: 978-0-367-34803-8: **£150**

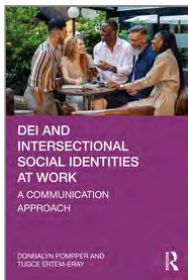
Pb: 978-0-367-34806-9: **£36.99**

eBook: 978-0-429-32816-9

\* For full contents and more information, visit: [www.routledge.com/9780367348069](http://www.routledge.com/9780367348069)

## DEI and Intersectional Social Identities at Work

A Communication Approach



**Donalyn Pompper, Tugce Ertem-Eray**

This book equips readers—both students and communication practitioners—with the theoretical understanding and practical skills they need to support nonprofit and for-profit management to create and assess diversity, equity, inclusion (DEI), and social identity intersectionality goals in their organizations. This is an ideal text for advanced undergraduates and graduate courses in organizational communication, strategic communication, marketing communication, human resources, and public relations, as well as for communication practitioners working in these subdisciplines.

Routledge

June 2024:274

Hb: 978-1-032-24529-4: **£130**

Pb: 978-1-032-24528-7: **£39.99**

\* For full contents and more information, visit: [www.routledge.com/9781032245287](http://www.routledge.com/9781032245287)

## How to Succeed in a PR Agency

Real Talk to Grow Your Career & Become Indispensable



**Kristin Johnson, Shalon Roth**

Learning how to be successful in a public relations agency is a stressful on-the-job, sink-or-swim, immersive experience. While other texts teach public relations theory and practice, no other book guides early to mid-career public relations professionals through the day-to-day life of working in an agency and the skills required to excel and build a career. This text demystifies the public relations agency experience with foundational information to simplify and clarify agency life. This is a must read for communications students and early-career public relations professionals looking to grow their career and become indispensable to teams and clients.

Routledge

December 2018:160

Hb: 978-1-138-35267-4: **£135**

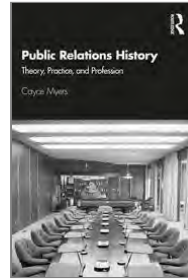
Pb: 978-1-138-35268-1: **£32.99**

eBook: 978-0-429-43462-4

\* For full contents and more information, visit: [www.routledge.com/9781138352681](http://www.routledge.com/9781138352681)

## Public Relations History

Theory, Practice, and Profession



**Cayce Myers**

This book traces the development of the public relations profession and its practices in a variety of sectors, ranging from politics, education, social movements, corporate communication, and entertainment. Myers examines the institutional pressures, including financial, legal, and ethical considerations, that have led to the parameters in which public relations is executed today, exploring the role underrepresented groups and sectors (both in the U.S. and internationally) played in its formation. The book is suited to upper level undergraduate and graduate courses in public relations theory, management, and administration; mass communication history; and media history.

Routledge

July 2020:184

Hb: 978-1-138-49140-3: **£130**

Pb: 978-1-138-49141-0: **£35.99**

eBook: 978-1-351-03301-5

\* For full contents and more information, visit: [www.routledge.com/9781138491410](http://www.routledge.com/9781138491410)

## Public Relations Theory III

In the Age of Publics



*Edited by Carl Botan, Erich Sommerfeldt*

*Series: Routledge Communication Series*

This important book chronicles, responds to, and advances the leading theories in the public relations discipline. This book is a touchstone for advanced undergraduate and graduate courses in public relations theory and a key reference for researchers.

Routledge

February 2023:556

Hb: 978-0-367-69328-2: **£125**

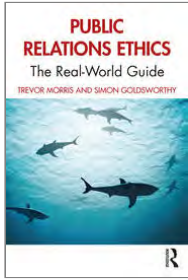
Pb: 978-0-367-68331-3: **£61.99**

eBook: 978-1-003-14139-6

\* For full contents and more information, visit: [www.routledge.com/9780367683313](http://www.routledge.com/9780367683313)

## Public Relations Ethics

The Real-World Guide



**Trevor Morris, Simon Goldsworthy**

This book is a pragmatic, case-rich guide to how current and future public relations professionals can apply ethical principles and the industry's codes of ethics to their day-to-day work. Drawing on their years of industry experience, the authors incorporate interviews with industry practitioners, offering contrasting perspectives as well as recent examples of real-life complaints and disciplinary issues, all with an international frame of reference. The book is ideal at the undergraduate, postgraduate, and continuing education level as a core text for public relations ethics courses and a supplementary text for general public relations survey courses.

Routledge

December 2020:252

Hb: 978-0-367-62017-2: **£130**

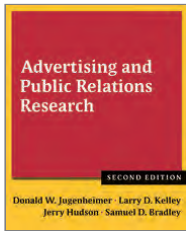
Pb: 978-0-367-61227-6: **£34.99**

eBook: 978-1-003-10749-1

\* For full contents and more information, visit: [www.routledge.com/9780367612276](http://www.routledge.com/9780367612276)

2ND EDITION

## Advertising and Public Relations Research



**Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley**

Designed to serve as a comprehensive, primary text for research methods courses in advertising and/or public relations programs, this book concentrates on the uses and applications of research in advertising and public relations situations. The authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.

Routledge  
February 2014:376  
Hb: 978-1-138-12748-7: £175  
Pb: 978-0-765-63606-5: £68.99  
eBook: 978-1-315-71656-5

\* For full contents and more information, visit: [www.routledge.com/9780765636065](http://www.routledge.com/9780765636065)

## Data-Driven Public Relations Research

21st Century Practices and Applications



**Jim Eggenberger, Natalie Redcross**

Data-Driven Public Relations offers PR students and practitioners an overview of new data-driven practices in PR, including contemporary cases involving brand-name companies who are blazing new trails in the use of metrics in public relations. It presents a practical, accessible approach that requires no prior training or experience, with step-by-step measurement examples from existing campaigns. Accompanied by online resources such as sample spreadsheets showing pivot tables, the book enables readers to export lessons from the classroom to the office, where use of statistical packages is rare and can give PR practitioners an advantage over competitors.

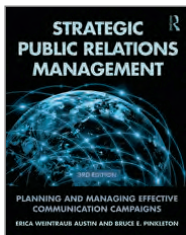
Routledge  
October 2018:212  
Hb: 978-1-138-71706-0: £130  
Pb: 978-1-138-71707-7: £51.99  
eBook: 978-1-315-19668-8

\* For full contents and more information, visit: [www.routledge.com/9781138717077](http://www.routledge.com/9781138717077)

3RD EDITION

## Strategic Public Relations Management

Planning and Managing Effective Communication Campaigns



**Erica Weintraub Austin, Bruce E. Pinkleton**

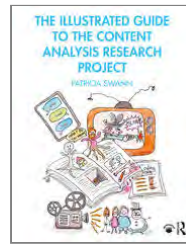
*Series: Routledge Communication Series*

Strategic Public Relations Management features an applied approach to evidence-based, strategic public relations management. It emphasizes understanding audiences through research and demonstrates success through quantitative evaluation methods. It presents a scientific approach that helps future and current practitioners understand and communicate the value of public relations to others, using performance metrics to demonstrate return on investment. The book's accessibility will be welcomed by instructors and students with definitions and a how-to approach throughout the book.

Routledge  
February 2015:398  
Hb: 978-0-415-51768-3: £240  
Pb: 978-0-415-51769-0: £84.99  
eBook: 978-1-315-75483-3

\* For full contents and more information, visit: [www.routledge.com/9780415517690](http://www.routledge.com/9780415517690)

## The Illustrated Guide to the Content Analysis Research Project



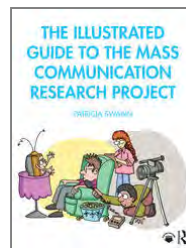
**Patricia Swann**

Author Patricia Swann provides a colorful, step-by-step guide to developing a typical mass media research project using the content analysis method. The fundamental elements of this research method are presented in plainspoken language perfect for undergraduates and new researchers, complete with engaging illustrations and an informal narrative that tackle students' most common sticking-points when learning and applying research methods. This book is an excellent companion to research-centered courses in mass media, communication studies, marketing, and public relations at the introductory level.

Routledge  
July 2020:148  
Hb: 978-1-138-60511-4: £130  
Pb: 978-1-138-60512-1: £34.99  
eBook: 978-0-429-46830-8

\* For full contents and more information, visit: [www.routledge.com/9781138605121](http://www.routledge.com/9781138605121)

## The Illustrated Guide to the Mass Communication Research Project



**Patricia Swann**

This book makes mass communication research projects more accessible to the new student researcher through a balance between an academically rigorous guide and an informal and humorous student-centered approach. Ideal for students in research-centered courses in mass media, communication studies, marketing, and public relations, whether at the undergraduate or graduate level, this text will continue to serve as a valuable resource into a future communications and marketing career.

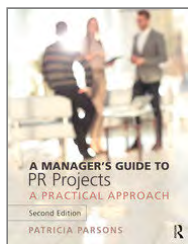
Routledge  
August 2022:188  
Hb: 978-1-032-10263-4: £125  
Pb: 978-1-032-08075-8: £47.99  
eBook: 978-1-003-21448-9

\* For full contents and more information, visit: [www.routledge.com/9781032080758](http://www.routledge.com/9781032080758)

2ND EDITION

## A Manager's Guide to PR Projects

A Practical Approach

**Patricia Parsons**

A Manager's Guide to PR Projects, Second Edition provides hands-on guidance in planning the preliminary research for a public relations project and creating a plan to achieve specific goals, guiding the reader through managing the project's implementation. It contains worksheets that can be used for a visual representation of the planning process for both student edification and presentation to clients. Intended as a learning tool for use in both the class and beyond, this book's approaches are based on real experiences in the management of communications projects designed to meet organizational goals through achieving public relations objectives.

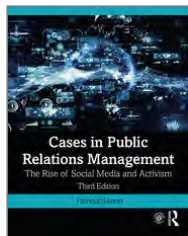
Routledge  
November 2017:118  
Hb: 978-1-138-09992-0: **£140**  
Pb: 978-1-138-09993-7: **£35.99**  
eBook: 978-1-315-10385-3

\* For full contents and more information, visit: [www.routledge.com/9781138099937](http://www.routledge.com/9781138099937)

3RD EDITION

## Cases in Public Relations Management

The Rise of Social Media and Activism

**Patricia Swann**

Now in its third edition, Cases in Public Relations Management uses recent cases in strategic communication designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager, with the help of extensive supplemental materials. Key features of this text include coverage of the latest controversies in current events, discussion of the ethical issues that have made headlines in recent years, and strategies used by public relations practitioners. The problem-based case study approach encourages readers to assess what they know about communication theory, the public relations process, and management practices.

Routledge  
August 2019:634  
Hb: 978-1-138-08886-3: **£165**  
Pb: 978-1-138-08887-0: **£79.99**  
eBook: 978-1-315-10958-9

\* For full contents and more information, visit: [www.routledge.com/9781138088870](http://www.routledge.com/9781138088870)

## Media Strategies

Managing content, platforms and relationships

**Jane Johnston, Katie Rowney**

A guide to professional communications designed for today's fast-moving digital media environment. The authors identify the new skills and attributes needed to sustain a successful career in communications, while recognising the traditional skills which will continue to give the very best practitioners the edge.

Routledge  
July 2018:342  
Hb: 978-0-367-71874-9: **£130**  
Pb: 978-1-760-29519-6: **£31.99**  
eBook: 978-1-003-11652-3

\* For full contents and more information, visit: [www.routledge.com/9781760295196](http://www.routledge.com/9781760295196)

## Public Relations Planning

A Strategic Approach

**Edward T. Vieira, Jr.**

This book lays out the steps involved in planning and executing a successful PR campaign. A strategic approach and plenty of practical insights give students a real edge when it comes to executing an effective campaign.

Routledge  
October 2018:556  
Hb: 978-1-138-10516-4: **£185**  
Pb: 978-1-138-10517-1: **£61.99**  
eBook: 978-1-315-10188-0

\* For full contents and more information, visit: [www.routledge.com/9781138105171](http://www.routledge.com/9781138105171)

2ND EDITION

## Social Media Campaigns

Strategies for Public Relations and Marketing

**Carolyn Mae Kim**

This book outlines a four-step process for developing a successful social media campaign. This second edition includes: new end-of-chapter activities; added content on influencers and crowd-funding; coverage of research evaluation and articulating the ROI; and expanded discussion of ethical considerations. Suited to both undergraduate and post-graduate students for courses in social/digital media marketing and public relations. Accompanying online resources include chapter reviews and further resources; instructor guides; in-class exercises; a sample syllabus, assignments, and exams; and lecture slides.

Routledge  
December 2020:226  
Hb: 978-0-367-89629-4: **£135**  
Pb: 978-0-367-89620-1: **£47.99**

\* For full contents and more information, visit: [www.routledge.com/9780367896201](http://www.routledge.com/9780367896201)

4TH EDITION

## Strategic Integrated Marketing Communications

**Larry Percy**

This book provides a disciplined, systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications (IMC) programme. Throughout, attention is paid to balancing theory with practical application, how to successfully implement theory for effective communication. A detailed, practical overview of the strategic planning process is provided, illustrated by numerous examples and cases, along with 'desktop' tools and worksheets for developing and implementing an IMC plan.

Routledge  
March 2023:318  
Hb: 978-0-367-77061-7: **£155**  
Pb: 978-0-367-77062-4: **£43.99**  
eBook: 978-1-003-16963-5

\* For full contents and more information, visit: [www.routledge.com/9780367770624](http://www.routledge.com/9780367770624)



7TH EDITION

## Strategic Planning for Public Relations



**Deborah A. Silverman, Ronald D. Smith**

The seventh edition of *Strategic Planning for Public Relations* continues its place as a leading text to guide students in developing successful public relations campaigns. As a leader in teaching public relations strategy, this text is ideal for students in upper division undergraduate and graduate courses in public relations strategy and campaigns.

Routledge

March 2024:556

Hb: 978-1-032-39117-5: **£130**

Pb: 978-1-032-39116-8: **£69.99**

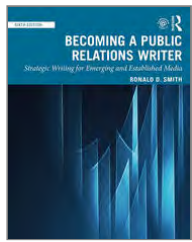
eBook: 978-1-003-34846-7

\* For full contents and more information, visit: [www.routledge.com/9781032391168](http://www.routledge.com/9781032391168)

6TH EDITION

## Becoming a Public Relations Writer

Strategic Writing for Emerging and Established Media

**Ronald D. Smith**

The sixth edition of *Becoming a Public Relations Writer* continues its place as an essential guide to the writing process for public relations practice. Smith provides comprehensive examples, guidelines, and exercises that allow students to both learn the fundamentals of public relations writing and practice their writing skills. Ethical and legal issues are woven throughout the text, which covers public relations writing formats for both journalistic and organizational media.

Routledge

November 2019:506

Hb: 978-0-367-28159-5: **£180**Pb: 978-0-367-28157-1: **£71.99**

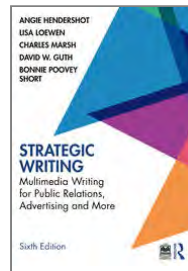
eBook: 978-0-429-30040-0

\* For full contents and more information, visit: [www.routledge.com/9780367281571](http://www.routledge.com/9780367281571)

6TH EDITION

## Strategic Writing

Multimedia Writing for Public Relations, Advertising and More

**Angie Hendershot, Lisa Loewen, Charles Marsh, David W. Guth, Bonnie Poovey Short**

Featuring examples of strategic writing throughout the book, this practical, multidisciplinary text takes students through the fundamental concepts, genres, and techniques of writing for strategic communicators to connect with their publics. *Strategic Writing*, Sixth Edition is an essential textbook for undergraduate courses in public relations, advertising and strategic communication writing, particularly those that take a multidisciplinary approach.

Routledge

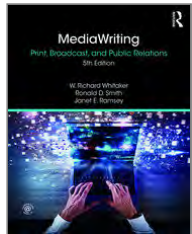
March 2024:352

Hb: 978-1-032-46105-2: **£130**Pb: 978-1-032-46106-9: **£79.99**\* For full contents and more information, visit: [www.routledge.com/9781032461069](http://www.routledge.com/9781032461069)

5TH EDITION

## MediaWriting

Print, Broadcast, and Public Relations

**W. Richard Whitaker, Ronald D. Smith, Janet E. Ramsey**

*MediaWriting* is an invaluable resource for students planning to enter the dynamic and changing world of media writing in the 21st century. With easy-to-read chapters, a wealth of updated, real-world examples, and helpful "how to" boxes throughout, this textbook explains the various styles of writing for print, broadcast, online, social media, public relations, and multimedia outlets.

Routledge

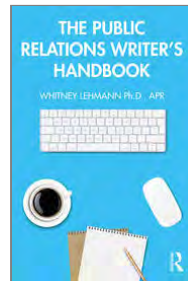
March 2019:414

Hb: 978-1-138-34177-7: **£145**Pb: 978-1-138-34178-4: **£71.99**

eBook: 978-0-429-43999-5

\* For full contents and more information, visit: [www.routledge.com/9781138341784](http://www.routledge.com/9781138341784)

## The Public Relations Writer's Handbook

**Whitney Lehmann**

From pitches and press releases to news and feature stories to social media writing and more, this new book by author Whitney Lehmann and a handful of experienced contributors breaks down the most widely used types of public relations writing needed to become a PR pro. Whether you're a PR major or PR practitioner, this book is for you. Lehmann has combined her industry and classroom experience to create a handbook that's accessible for PR students and practitioners alike. A dedicated eResource also supports the book, with writing templates and answer keys (for instructors) to the end-of-chapter exercises in the text.

Routledge

December 2019:202

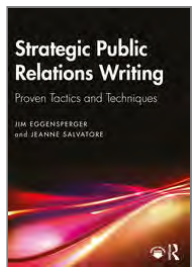
Hb: 978-0-815-36529-7: **£135**Pb: 978-0-815-36528-0: **£54.99**

eBook: 978-1-351-26192-0

\* For full contents and more information, visit: [www.routledge.com/9780815365280](http://www.routledge.com/9780815365280)

## Strategic Public Relations Writing

Proven Tactics and Techniques

**Jim Eggenesperger, Jeanne Salvatore**

Putting strategy front and center, this public relations writing textbook coaches students to readiness for a career as an effective strategic communicator. This text is suited to public relations writing courses at the undergraduate and postgraduate level, particularly those with a focus on strategy or that combine strategy and writing into one course.

Routledge

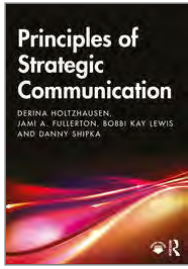
June 2022:232

Hb: 978-1-032-15731-3: **£135**Pb: 978-1-032-16387-1: **£56.99**

eBook: 978-1-003-24833-0

\* For full contents and more information, visit: [www.routledge.com/9781032163871](http://www.routledge.com/9781032163871)

## Principles of Strategic Communication



**Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka**

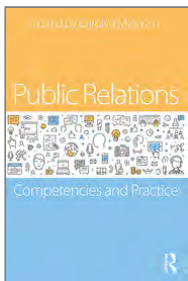
Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. It introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. Principles of Strategic Communication is ideal as a core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs.

Routledge  
July 2021:362  
Hb: 978-0-367-43247-8: **£135**  
Pb: 978-0-367-42631-6: **£58.99**  
eBook: 978-1-003-00204-8

\* For full contents and more information, visit: [www.routledge.com/9780367426316](http://www.routledge.com/9780367426316)

## Public Relations

Competencies and Practice



*Edited by Carolyn Mae Kim*

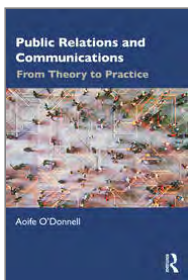
The industry of public relations is rapidly evolving, requiring practitioners to have greater specialization than ever before. Hand in hand with the growth of the industry, educational programs have developed to address the growing need for quality preparation for future practitioners. Public Relations: Competencies and Practise focuses on the required competencies expected and applications of public relations into specific sectors of practice.

Routledge  
February 2019:338  
Hb: 978-1-138-55233-3: **£130**  
Pb: 978-1-138-55234-0: **£38.99**  
eBook: 978-1-315-14810-6

\* For full contents and more information, visit: [www.routledge.com/9781138552340](http://www.routledge.com/9781138552340)

## Public Relations and Communications

From Theory to Practice



**Aoife O'Donnell**

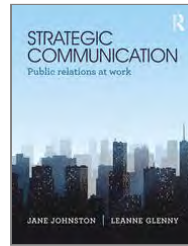
This book provides an introduction to public relations that employs pedagogical experiential learning models to assist students in developing the skills and competencies required by the public relations industry. This book is ideal for introductory public relations modules, particularly those with experiential and/or blended learning pedagogical approaches.

Routledge  
July 2023:238  
Hb: 978-1-032-18290-2: **£135**  
Pb: 978-1-032-17043-5: **£39.99**  
eBook: 978-1-003-25381-5

\* For full contents and more information, visit: [www.routledge.com/9781032170435](http://www.routledge.com/9781032170435)

## Strategic Communication

Public relations at work



**Jane Johnson, Leanne Glenny**

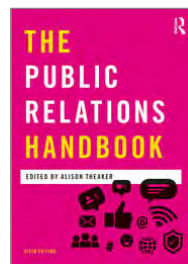
This complete introduction to the fundamentals of communication and public relations presents innovative and creative approaches to deliver 100 tools and tactics, over 30 theories and models, and three levels of strategy that underpin successful communication. The authors include examples from around the world, from private sector, public sector and not for profit organisations. They show how strategic communication and public relations plug into the social, economic and political world, creating crucial links between organisations and people.

Routledge  
September 2020:336  
Hb: 978-0-367-64108-5: **£135**  
Pb: 978-1-760-87643-2: **£34.99**  
eBook: 978-1-003-12193-0

\* For full contents and more information, visit: [www.routledge.com/9781760876432](http://www.routledge.com/9781760876432)

6TH EDITION

## The Public Relations Handbook



*Edited by Alison Theaker*

*Series: Media Practice*

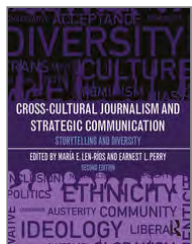
Routledge  
October 2020:440  
Hb: 978-0-367-27890-8: **£135**  
Pb: 978-0-367-27891-5: **£34.99**  
eBook: 978-0-429-29857-8

\* For full contents and more information, visit: [www.routledge.com/9780367278915](http://www.routledge.com/9780367278915)

2ND EDITION

## Cross-Cultural Journalism and Strategic Communication

Storytelling and Diversity



Edited by **Maria E Len-Rios, Earnest L Perry**

Built using the hands-on and pioneering Missouri Method, this textbook prepares readers to write about and communicate with people of different backgrounds, offering real-world examples of how to practice excellent journalism and strategic communication that takes culture into account. A fantastic introduction to this complex but important field, this book is perfect for students, teachers, and early career communicators. The combination of a hands-on approach and pull-out boxes with the diverse voices curated by editors Maria Len-Rios and Earnest Perry make this an ideal text for the classroom and beyond.

Routledge

November 2019:428

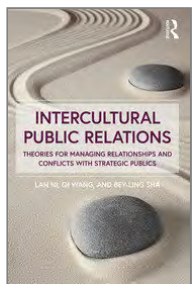
Hb: 978-1-138-59521-7: **£135**Pb: 978-1-138-59522-4: **£48.99**

eBook: 978-0-429-48841-2

\* For full contents and more information, visit: [www.routledge.com/9781138595224](http://www.routledge.com/9781138595224)

## Intercultural Public Relations

Theories for Managing Relationships and Conflicts with Strategic Publics



Edited by **Lan Ni, Qi Wang, Bey-Ling Sha**

Intercultural Public Relations: Theories for Managing Relationships and Conflicts with Strategic Publics develops a coherent framework to unify the theories of public relations and intercultural communication, and within the framework, examines empirical studies of intercultural interactions. This book follows an intercultural approach, which considers how individuals and entities with dissimilar cultural identities interact and negotiate to solve problems and reach mutually satisfying outcomes. This work provides a theory-driven, empirically supported framework it provides will inform and guide the research and practices of intercultural public relations.

Routledge

June 2018:340

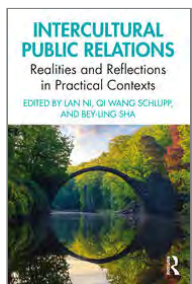
Hb: 978-1-138-18921-8: **£175**Pb: 978-1-138-18922-5: **£42.99**

eBook: 978-1-315-64173-7

\* For full contents and more information, visit: [www.routledge.com/9781138189225](http://www.routledge.com/9781138189225)

## Intercultural Public Relations

Realities and Reflections in Practical Contexts



Edited by **Lan Ni, Qi Wang Schlupp, Bey-Ling Sha**

This book continues the groundbreaking work begun in Intercultural Public Relations: Theories for Managing Relationships and Conflicts with Strategic Publics (Routledge, 2018), by applying the theoretical framework of intercultural public relations to actual practice. Offering practical guidance while examining both best practices and difficult challenges, this book is useful for public relations researchers, practitioners, and students as they explore how intercultural public relations contributes to organizational effectiveness and social change.

Routledge

February 2022:302

Hb: 978-1-138-18924-9: **£175**Pb: 978-1-138-18925-6: **£42.99**

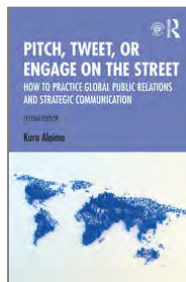
eBook: 978-1-315-64172-0

\* For full contents and more information, visit: [www.routledge.com/9781138189256](http://www.routledge.com/9781138189256)

2ND EDITION

## Pitch, Tweet, or Engage on the Street

How to Practice Global Public Relations and Strategic Communication



**Kara Alaimo**

This second edition is a modern guide for how to practice public relations and strategic communication around the globe. Drawing upon interviews with public relations professionals in over 30 countries as well as the author's own experience, this book explains how to adapt public relations strategies, messages, and tactics for countries and cultures around the globe. Featuring updates to country profiles, expanded coverage of social media and influencer engagement, and a new section on "Global PR in the Era of Fake News and Filter Bubbles", this book is ideal for graduate and upper-level undergraduate PR students as well as practitioners in intercultural markets.

Routledge

December 2020:444

Hb: 978-0-367-18851-1: **£150**Pb: 978-0-367-18852-8: **£56.99**

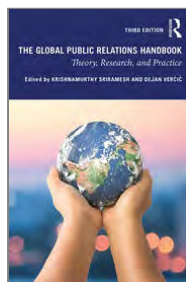
eBook: 978-0-429-19876-2

\* For full contents and more information, visit: [www.routledge.com/9780367188528](http://www.routledge.com/9780367188528)

3RD EDITION

## The Global Public Relations Handbook

Theory, Research, and Practice



Edited by **Krishnamurthy Sriramesh, Dejan Verčič**

This edition of The Global Public Relations Handbook offers state-of-the-art discussions of the global public relations industry blending research-based theory with practice presented in essays from both academics and practitioners. The 28 essays in three sections take into account changes in the global communication landscape especially since the second edition. An essential resource for students, researchers, and practitioners of public relations, strategic communication, and international communication.

Routledge

November 2019:366

Hb: 978-1-138-04314-5: **£210**Pb: 978-0-367-37013-8: **£77.99**

eBook: 978-1-315-17329-0

\* For full contents and more information, visit: [www.routledge.com/9780367370138](http://www.routledge.com/9780367370138)

2ND EDITION

**Political Public Relations**

Concepts, Principles, and Applications

Edited by **Jesper Stromback, Spiro Kioussis**Series: *Routledge Communication Series*

The second edition of *Political Public Relations* offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations. The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today. Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media, increasing political polarization, and the growth of political populism. This volume is ideal for researchers and courses at the intersection of public relations, political communication, and political science.

Routledge

August 2019:414

Hb: 978-1-138-48404-7: £130

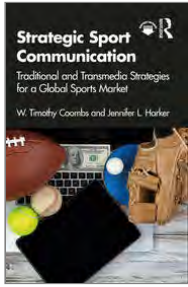
Pb: 978-1-138-48405-4: £51.99

eBook: 978-1-351-05314-3

\* For full contents and more information, visit: [www.routledge.com/9781138484054](http://www.routledge.com/9781138484054)

## Strategic Sport Communication

Traditional and Transmedia Strategies for a Global Sports Market



**W. Timothy Coombs, Jennifer L. Harker**

Authors Coombs and Harker provide step-by-step guidance on how the strategic communication process—an integration of marketing communication, public relations, and advertising—can be applied to sports communication for individual athletes, teams, and leagues. Emphasizing an understanding of fanbases and revenue sources, this book lays out the traditional multi-step, linear approach to strategic communication message development along with the non-linear Transmedia Narrative Transportation method focused engaging and encouraging audience contribution. It is an ideal text for undergraduate and graduate courses in public relations or strategic communication and sport communication.

Routledge

September 2021: 186

Hb: 978-0-367-90299-5: **£135**

Pb: 978-0-367-89872-4: **£47.99**

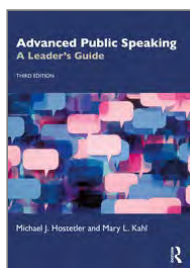
eBook: 978-1-003-03116-1

\* For full contents and more information, visit: [www.routledge.com/9780367898724](http://www.routledge.com/9780367898724)

3RD EDITION

**Advanced Public Speaking**

A Leader's Guide

**Michael J. Hostetler, Mary L. Kahl**

Providing users with the opportunity to increase their speaking abilities across a wide variety of complex and specific contexts, this student-engagement focused and flexible text serves as a core textbook for upper-level undergraduate public speaking courses.

Routledge  
March 2024:212  
Hb: 978-1-032-53187-8: **£125**  
Pb: 978-1-032-53186-1: **£56.99**  
eBook: 978-1-003-41078-2

\* For full contents and more information, visit: [www.routledge.com/9781032531861](http://www.routledge.com/9781032531861)

2ND EDITION

**Purposeful Communication in a Digital Age**

Speaking for Success

**Jason Schmitt, Arthur Koch**

Purposeful Communication in a Digital Age, 2nd Edition provides a practical, step-by-step approach to developing and delivering effective speeches. Offering supplementary articles, case studies, and interviews with key leaders within the text and online, this is an all-in-one resource for the traditional, online, or hybrid classroom. The new edition devotes focus to presenting in the digital world, addressing both traditional and contemporary forms of presentation, and specifically directs students on seeking out credible sources when conducting research. Its companion website features video speech examples, classroom exercises, an instructor manual, quiz bank, and more.

Routledge  
June 2018:270  
Hb: 978-1-138-08218-2: **£145**  
Pb: 978-1-138-08219-9: **£77.99**  
eBook: 978-0-203-72856-7

\* For full contents and more information, visit: [www.routledge.com/9781138082199](http://www.routledge.com/9781138082199)

4TH EDITION

**Rhetorical Public Speaking**

Social Influence in the Digital Age

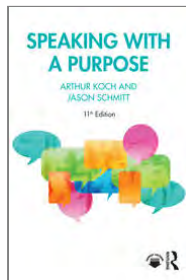
**Nathan Crick**

This textbook offers an innovative approach to public speaking by employing the rhetorical canon as a means of constructing artful speech in a multi-mediated environment. This textbook for courses in public speaking and rhetoric will particularly appeal to instructors wishing to foreground speaking as engaged citizens on public and political issues.

Routledge  
October 2022:172  
Hb: 978-1-032-32800-3: **£125**  
Pb: 978-1-032-28984-7: **£47.99**  
eBook: 978-1-003-31678-7

\* For full contents and more information, visit: [www.routledge.com/9781032289847](http://www.routledge.com/9781032289847)

11TH EDITION

**Speaking with a Purpose****Arthur Koch, Jason Schmitt**

Now in its 11th edition, Speaking with a Purpose is designed to help speakers develop the skills they need to prepare and deliver effective speeches. A valuable resource in the traditional, online, or hybrid classroom, this is an essential textbook for general courses in public speaking and speech communication and composition.

Routledge  
August 2023:194  
Hb: 978-1-032-51294-5: **£145**  
Pb: 978-1-032-50270-0: **£54.99**  
eBook: 978-1-003-40153-7

\* For full contents and more information, visit: [www.routledge.com/9781032502700](http://www.routledge.com/9781032502700)

10TH EDITION

**The Natural Speaker****Randy Fujishin**

The Natural Speaker is a friendly step-by-step guide to public speaking that explores the fundamental skills necessary to present a natural, and rewarding speech to any audience. By providing an overview of speech construction, practice, and delivery, this book is designed to enhance and improve upon students' natural strengths. This book serves as an accessible core textbook for Public Speaking and Introduction to Communication courses, and also provides guidance for individual readers and public speaking workshops. Online resources include an instructor's manual with sample test questions and exercises.

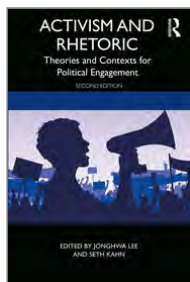
Routledge  
December 2021:258  
Hb: 978-0-367-75551-5: **£135**  
Pb: 978-0-367-74832-6: **£61.99**  
eBook: 978-1-003-16293-3

\* For full contents and more information, visit: [www.routledge.com/9780367748326](http://www.routledge.com/9780367748326)

2ND EDITION

## Activism and Rhetoric

Theories and Contexts for Political Engagement



Edited by **Jonghwa Lee, Seth Kahn**

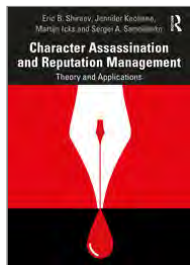
The second edition of this formative collection offers analysis of the work rhetoric plays in the principles and practices of today's culture of democratic activism. Simultaneously challenging and accessible, *Activism and Rhetoric: Theories and Contexts for Political Engagement* is a must-read for students and scholars who are interested in or actively engaged in rhetoric, composition, political communication, and social justice.

Routledge  
December 2019:266  
Hb: 978-1-138-50170-6: **£130**  
Pb: 978-1-138-50171-3: **£36.99**  
eBook: 978-1-315-14453-5

\* For full contents and more information, visit: [www.routledge.com/9781138501713](http://www.routledge.com/9781138501713)

## Character Assassination and Reputation Management

Theory and Applications



Edited by **Eric B. Shiraev, Jennifer Keohane, Martijn Icks, Sergei A. Samoilenko**

This lively book offers the first comprehensive examination of character assassination, designed to help understand, critically analyze, and effectively defend against character attacks. The chapters analyze and apply the "five pillars" of character assassination, reinforced by in-depth discussions and case studies ranging from antiquity to contemporary times. Featuring an extensive glossary of key terms, critical thinking exercises, and summaries to encourage problem-based learning, this book will prove invaluable to the undergraduate and postgraduate students in communication, political science, global affairs, history, sociology, and psychology departments.

Routledge  
August 2021:280  
Hb: 978-1-138-60917-4: **£135**  
Pb: 978-1-138-60918-1: **£45.99**  
eBook: 978-0-429-46626-7

\* For full contents and more information, visit: [www.routledge.com/9781138609181](http://www.routledge.com/9781138609181)

2ND EDITION

## Making Sense of Messages

A Critical Apprenticeship in Rhetorical Criticism



**Mark Stoner**

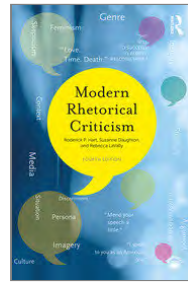
*Making Sense of Messages*, now in its second edition, retains the apprenticeship approach which facilitates effectively learning the complex content and skills of rhetorical theory and criticism. This textbook is ideal for introductory courses in contemporary rhetoric, rhetorical criticism, and critical analysis of mass media.

Routledge  
November 2019:386  
Hb: 978-0-815-35538-0: **£180**  
Pb: 978-0-815-35540-3: **£74.99**  
eBook: 978-1-351-13012-7

\* For full contents and more information, visit: [www.routledge.com/9780815355403](http://www.routledge.com/9780815355403)

4TH EDITION

## Modern Rhetorical Criticism



Edited by **Roderick P. Hart, Suzanne M. Daughton, Rebecca Lavally**

A comprehensive and up-to-date introduction to the analysis of public rhetoric, *Modern Rhetorical Criticism* teaches readers how to examine and interpret rhetorical situations, ideas, arguments, structure, and style. The text covers a wide range of critical techniques, from cultural and dramatic analysis to feminist and Marxist approaches. A wealth of original criticism demonstrates how to analyze such diverse forms as junk mail, campaign speeches, and popular entertainment, as well as literature.

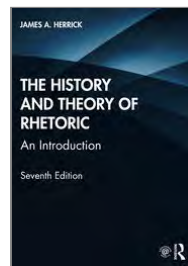
Routledge  
December 2017:372  
Hb: 978-1-138-70248-6: **£175**  
Pb: 978-1-138-70249-3: **£84.99**  
eBook: 978-1-315-20358-4

\* For full contents and more information, visit: [www.routledge.com/9781138702493](http://www.routledge.com/9781138702493)

7TH EDITION

## The History and Theory of Rhetoric

An Introduction



**James A. Herrick**

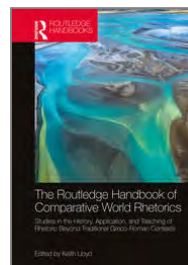
Tracing the traditional progression of rhetoric from the Greek Sophists to contemporary theorists, this textbook provides a conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. Its expansive historical purview illustrates how persuasive public discourse performs essential social functions and shapes our daily worlds, drawing on the ideas of some of history's greatest thinkers and theorists. This seventh edition serves as a core textbook for rhetoric courses in both English and communication programs covering both the historical tradition of rhetoric and contemporary rhetoric studies.

Routledge  
December 2020:340  
Hb: 978-0-367-42929-4: **£155**  
Pb: 978-0-367-42734-4: **£81.99**  
eBook: 978-1-003-00019-8

\* For full contents and more information, visit: [www.routledge.com/9780367427344](http://www.routledge.com/9780367427344)

## The Routledge Handbook of Comparative World Rhetorics

Studies in the History, Application, and Teaching of Rhetoric Beyond Traditional Greco-Roman Contexts



Edited by **Keith Lloyd**

Series: *Routledge Handbooks in Communication Studies*

The *Routledge Handbook of Comparative World Rhetorics* offers a broad and comprehensive understanding of comparative or world rhetoric, from ancient times to the modern day. Bringing together an international team of established and emergent scholars, this Handbook looks beyond Greco-Roman traditions in the study of rhetoric to provide an international, cross-cultural study of communication practices around the globe.

Routledge  
August 2022:460  
Hb: 978-0-367-40902-9: **£205**  
Pb: 978-0-367-49077-5: **£42.99**  
eBook: 978-0-367-80976-8

\* For full contents and more information, visit: [www.routledge.com/9780367490775](http://www.routledge.com/9780367490775)



## The Routledge Handbook of Queer Rhetoric



Edited by **Jacqueline Rhodes, Jonathan Alexander**

Series: *Routledge Handbooks in Communication Studies*

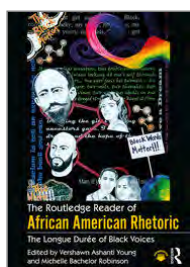
The Routledge Handbook of Queer Rhetoric maps the ongoing becoming of queer rhetoric in the late 20th and early 21st centuries, offering a dynamic overview of the history of and scholarly research in this field. This Handbook is an invaluable resource for scholars, graduate students, and advanced undergraduate students studying rhetoric, communication, cultural studies, and queer studies.

Routledge  
January 2024:500  
Hb: 978-0-367-69658-0: **£215**  
Pb: 978-0-367-70151-2: **£43.99**  
eBook: 978-1-003-14480-9

\* For full contents and more information, visit: [www.routledge.com/9780367701512](http://www.routledge.com/9780367701512)

## The Routledge Reader of African American Rhetoric

The Longue Duree of Black Voices



Edited by **Vershawn Ashanti Young, Michelle Bachelor Robinson**

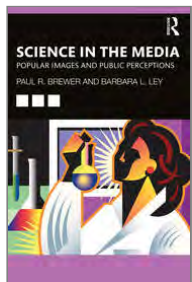
The Routledge Reader of African American Rhetoric is a collection of primary texts that is designed for use by students, teachers, scholars of rhetoric, and the general public interested in the history of African American communication. The volume and its companion website include dialogues, creative works, essays, folklore, music, interviews, news stories, raps, videos, and speeches that are performed or written by African Americans. Both the book as a whole and its various selections speak directly to the artistic, cultural, economic, gendered, social, and political condition of African Americans from the enslavement period in America to the present, as well as to the Black Diaspora.

Routledge  
August 2018:894  
Hb: 978-0-415-73105-8: **£185**  
Pb: 978-0-415-73106-5: **£79.99**

\* For full contents and more information, visit: [www.routledge.com/9780415731065](http://www.routledge.com/9780415731065)

## Science in the Media

Popular Images and Public Perceptions



**Paul R Brewer, Barbara L Ley**

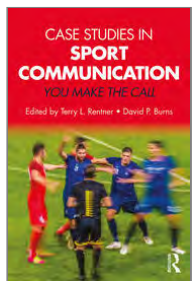
This timely and accessible text shows how portrayals of science in popular media influence public attitudes around messages from the scientific community, affect the kinds of research that receive support, and inform perceptions of who can become a scientist. The book builds on theories of cultivation, priming, framing, and media models while drawing on years of content analyses, national surveys, and experiments. It explores a wide variety of media genres, from Hollywood blockbusters to children's cartoons, and serves as a supplemental text for courses in science communication and media studies, and will be of interest to anyone concerned with publicly engaged science.

Routledge  
September 2021:276  
Hb: 978-1-032-04139-1: **£135**  
Pb: 978-1-032-03399-0: **£36.99**  
eBook: 978-1-003-19072-1

\* For full contents and more information, visit: [www.routledge.com/9781032033990](http://www.routledge.com/9781032033990)

## Case Studies in Sport Communication

You Make the Call



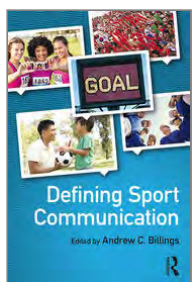
*Edited by* **Terry L. Rentner, David P. Burns**

Case Studies in Sport Communication: You Make the Call goes beyond the box scores by offering readers the opportunity to evaluate popular and diverse issues in sport—including management, crisis, health, ethics, gender, race, and social media. Each chapter incorporates theory and communication principles as well as topical background information, and concludes with discussion questions and engaging assignments. This volume presents real-life, provocative sports cases that bring contemporary headlines into perspective and inspire critical thinking. Each chapter features scholarly evidence that will keep the conversation lively, thoughtful, and informative.

Routledge  
September 2018:314  
Hb: 978-1-138-72952-0: **£130**  
Pb: 978-1-138-72953-7: **£59.99**  
eBook: 978-1-315-18983-3

\* For full contents and more information, visit: [www.routledge.com/9781138729537](http://www.routledge.com/9781138729537)

## Defining Sport Communication



**Andrew C. Billings**

Defining Sport Communication is a comprehensive resource addressing core topics and issues, including humanistic, organizational, relational, and mediated approaches to the study of sport communication. It provides foundational work in sport communication for students and scholars, reflecting the abundance of research published in recent years and the ever-increasing interest in this area of study. Bringing together scholars from various epistemological viewpoints within communication, this volume provides a unique opportunity for defining the breadth and depth of sport communication research. It will serve as a seminal reference for existing scholarship while also providing an agenda for future research.

Routledge  
October 2016:370  
Hb: 978-1-138-90959-5: **£180**  
Pb: 978-1-138-90960-1: **£46.99**  
eBook: 978-1-315-69391-0

\* For full contents and more information, visit: [www.routledge.com/9781138909601](http://www.routledge.com/9781138909601)

## Sport Communication

An International Approach



**Chuka Onwumechili**

Sport is a global business. Now more than ever, sport communication professionals need to understand sport's global reach in order to develop their full potential. This is the first textbook to introduce the fundamental principles and practice of sport communication from an international perspective. Combining business strategies with insights into social issues such as gender, disability and national identity, this is an accessible, practical and engaging guide to the essentials of sport communication.

Routledge  
September 2017:374  
Hb: 978-1-138-28186-8: **£145**  
Pb: 978-1-138-28187-5: **£38.99**  
eBook: 978-1-315-27092-0

\* For full contents and more information, visit: [www.routledge.com/9781138281875](http://www.routledge.com/9781138281875)

3RD EDITION

## Sports Media

Reporting, Producing, and Planning



**Bradley Schultz, Edward Arke**

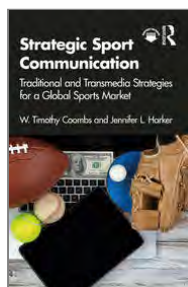
Sports Media covers reporting, anchoring, and production, and offers thorough descriptions of the sports reporter and anchor's function in sports journalism. It offers important historical background on the evolution of the sports industry, some grounding in the business of sports, and a discussion of social issues including the experience of women in sports journalism. This edition features a new introduction focused on the intersection of economics, technology, and culture that drives modern sports journalism; a new chapter on the evolution of the industry to today's audience-driven, social media-influenced landscape; a new chapter on storytelling; and updated material throughout.

Routledge  
October 2015:244  
Hb: 978-1-138-90285-5: **£175**  
Pb: 978-1-138-90283-1: **£58.99**  
eBook: 978-1-315-69724-6

\* For full contents and more information, visit: [www.routledge.com/9781138902831](http://www.routledge.com/9781138902831)

## Strategic Sport Communication

Traditional and Transmedia Strategies for a Global Sports Market



**W. Timothy Coombs, Jennifer L. Harker**

Authors Coombs and Harker provide step-by-step guidance on how the strategic communication process—an integration of marketing communication, public relations, and advertising—can be applied to sports communication for individual athletes, teams, and leagues. Emphasizing an understanding of fanbases and revenue sources, this book lays out the traditional multi-step, linear approach to strategic communication message development along with the non-linear Transmedia Narrative Transportation method focused on engaging and encouraging audience contribution. It is an ideal text for undergraduate and graduate courses in public relations or strategic communication and sport communication.

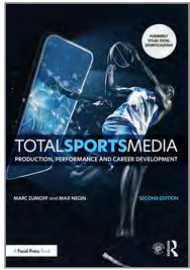
Routledge  
September 2021:186  
Hb: 978-0-367-90299-5: **£135**  
Pb: 978-0-367-89872-4: **£47.99**  
eBook: 978-1-003-03116-1

\* For full contents and more information, visit: [www.routledge.com/9780367898724](http://www.routledge.com/9780367898724)

2ND EDITION

## Total Sports Media

Production, Performance and Career Development

**Marc Zumoff, Max Negin**

This thoroughly revised second edition of Total Sports Media (formerly Total Sportscasting) offers a complete guide to sports media across TV, radio and digital broadcasting. Total Sports Media is an essential resource for both students and instructors of sports media, as well as for industry professionals interested in a wide-reaching look at this changing field.

Routledge

June 2022:362

Hb: 978-1-138-39158-1: **£135**Pb: 978-1-138-39159-8: **£58.99**

eBook: 978-0-429-42264-5

\* For full contents and more information, visit: [www.routledge.com/9781138391598](http://www.routledge.com/9781138391598)

2ND EDITION

## A Research Primer for Technical Communication

Methods, Exemplars, and Analyses



**George F. Hayhoe, Pam Estes Brewer**

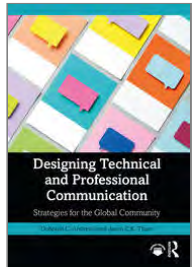
This fully revised edition provides a practical introduction to research methods for anyone conducting or critically reading technical communication research. The book is presented in two sections, tackling the methodology of the core types of technical communication research in the Methods section before bolstering understanding with the section of Exemplars and Analysis. This book is an essential introduction to research methods for students of technical communication and for industry professionals who need to conduct and engage with research on the job.

Routledge  
September 2020:328  
Hb: 978-0-367-53147-8: £130  
Pb: 978-0-367-53148-5: £51.99  
eBook: 978-1-003-08068-8

\* For full contents and more information, visit: [www.routledge.com/9780367531485](http://www.routledge.com/9780367531485)

## Designing Technical and Professional Communication

Strategies for the Global Community



**Deborah C. Andrews, Jason C. K. Tham**

This core textbook for courses in technical and professional communication emphasizes collaboration, a global perspective, inclusivity, and rhetorical approaches to creating communication products. Applying a design thinking framework for solving problems and fostering innovation, it introduces students to the core skills, knowledge, and habits of successful technical communicators who work in the diverse, flexible, and mobile workplaces of the 21st century. Four sections provide concrete guidance for communicating in the global community, managing projects through design, designing content for audiences, and applying design to technical and professional communication.

Routledge  
November 2021:366  
Hb: 978-0-367-55492-7: £130  
Pb: 978-0-367-54960-2: £48.99  
eBook: 978-1-003-09376-3

\* For full contents and more information, visit: [www.routledge.com/9780367549602](http://www.routledge.com/9780367549602)

## Technical Communication

A Design-Centric Approach



**Jon Balzotti**

Technical Communication: A Design-Centric Approach is a comprehensive textbook for introductory courses in technical communication and professional writing. Technical Communication takes a design approach to foundational and emergent technical communication skills such as document design, job applications and interviews, workplace collaboration, and report writing, providing students with practical guidance on matters of ethics, style, and problem solving in a range of professional and organizational contexts. This is a core textbook suitable for undergraduate courses in technical and professional communication.

Routledge  
September 2021:482  
Hb: 978-0-367-43830-2: £130  
Pb: 978-0-367-43823-4: £39.99  
eBook: 978-1-003-00606-0

\* For full contents and more information, visit: [www.routledge.com/9780367438234](http://www.routledge.com/9780367438234)

## Technical Communication After the Social Justice Turn

Building Coalitions for Action



**Rebecca Walton, Kristen Moore, Natasha Jones**

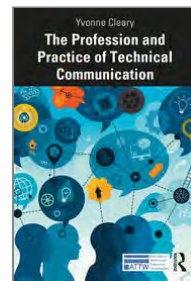
Series: *ATTW Series in Technical and Professional Communication*

Technical Communication After the Social Justice Turn moves readers from conceptual explorations of oppression and justice to a theoretical framework that allows for the concepts to be applied and implemented in a variety of practical contexts. It historicizes the recent social justice turn in TPC scholarship, models a social justice approach to building theories and heuristics, presents scenarios that illustrate how to develop sustainable practices of activism and social justice, and proposes action items for the field.

Routledge  
May 2019:208  
Hb: 978-0-367-18846-7: £135  
Pb: 978-0-367-18847-4: £37.99  
eBook: 978-0-429-19874-8

\* For full contents and more information, visit: [www.routledge.com/9780367188474](http://www.routledge.com/9780367188474)

## The Profession and Practice of Technical Communication



**Yvonne Cleary**

Series: *ATTW Series in Technical and Professional Communication*

This practical text offers a research-based account of the technical communication profession and its practice, outlining emergent touchpoints of this fast-changing field while highlighting its diversity. Through research on the history and the globalization of technical communication and up-to-date industry analysis, including first-hand narratives from industry practitioners, this book brings together common threads through the industry, suggests future trends, and points toward strategic routes for development. It offers essential guidance for students, early professionals, and lateral entrants to the profession, and can be used as a textbook for technical communication courses.

Routledge  
July 2021:266  
Hb: 978-0-367-55809-3: £135  
Pb: 978-0-367-55737-9: £36.99  
eBook: 978-1-003-09525-5

\* For full contents and more information, visit: [www.routledge.com/9780367557379](http://www.routledge.com/9780367557379)

## UX on the Go

A Flexible Guide to User Experience Design



**Andrew Mara**

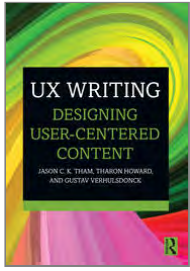
Designed with flexibility and readers' needs in mind, this purpose driven book offers new UX practitioners succinct and complete instructions on how to conduct user research and rapidly design interfaces and products in the classroom or the office. Written for professionals looking to learn or expand their skills and students studying technical communication, information technology, web and product design, business, or engineering, this accessible book provides a foundational knowledge of this diverse and evolving field. A companion website will include examples of contemporary UX projects, material to illustrate key techniques, and other resources for students and instructors.

Routledge  
July 2020:242  
Hb: 978-0-367-22854-5: £130  
Pb: 978-0-367-22862-0: £34.99  
eBook: 978-0-429-27723-8

\* For full contents and more information, visit: [www.routledge.com/9780367228620](http://www.routledge.com/9780367228620)

## UX Writing

Designing User-Centered Content



**Jason C.K. Tham, Tharon Howard, Gustav Verhulsdonck**

This flexible textbook provides an integrated approach to User Experience (UX) writing and equips students and practitioners with the essential principles and methods to succeed in writing for user experience. Outlining the key principles and theories for writing user-centered content design, this core textbook is fundamental reading for students and early career practitioners in UX, technical communication, digital marketing, and other areas of professional writing.

Routledge

October 2023:266

Hb: 978-1-032-22838-9: £135

Pb: 978-1-032-22740-5: £35.99

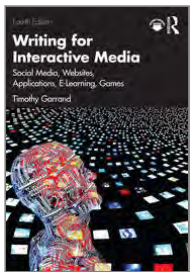
eBook: 978-1-003-27441-4

\* For full contents and more information, visit: [www.routledge.com/9781032227405](http://www.routledge.com/9781032227405)

4TH EDITION

## Writing for Interactive Media

Social Media, Websites, Applications, e-Learning, Games



**Timothy Garrard**

This thoroughly revised fourth edition teaches students and professionals how to create interactive content for all types of new media and become successful writers or designers in a variety of fields. Writing for Interactive Media prepares students for the writing challenges of today's technology and media. It can be used as a core textbook for courses in UX Writing, Writing for Digital Media, and Technical and Professional Communication and is a valuable resource for writing professionals at all levels.

Routledge

October 2023:322

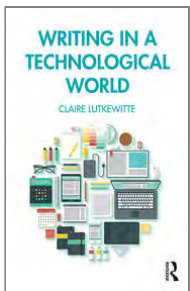
Hb: 978-1-032-55425-9: £135

Pb: 978-1-032-55424-2: £39.99

eBook: 978-1-003-43061-2

\* For full contents and more information, visit: [www.routledge.com/9781032554242](http://www.routledge.com/9781032554242)

## Writing in a Technological World



**Claire Lutkewitte**

Writing in a Technological World explores how to think rhetorically, act multimodally, and be sensitive to diverse audiences while writing in technological contexts such as social media, websites, podcasts and mobile technologies. This is the ideal text for advanced undergraduate and graduate courses in composition, writing with technologies, and professional/business writing. A supplementary guide for instructors is available at [www.routledge.com/9781138580985](http://www.routledge.com/9781138580985)

Routledge

December 2019:434

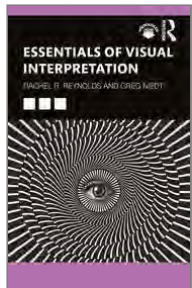
Hb: 978-1-138-58097-8: £110

Pb: 978-1-138-58098-5: £29.99

eBook: 978-0-429-50701-4

\* For full contents and more information, visit: [www.routledge.com/9781138580985](http://www.routledge.com/9781138580985)

## Essentials of Visual Interpretation



Rachel R Reynolds, Greg Niedt

This book teaches students to talk and write critically about visual media and to examine how evolving visual environments, media, and technologies affect human self-understanding and culture formation. Lively and accessibly written chapters include examples ranging from cave paintings to memes, from optical science to visual analytics, from ancient pictographs to smart phones, engaging students with the fascinating complexity of visual interpretation. The book is ideal as a primer in visual analysis and visual communication for introductory students in courses within communication studies, cultural studies, semiotics, media studies, and visual anthropology.

Routledge  
December 2020:236  
Hb: 978-0-367-49240-3: £96.99  
Pb: 978-0-367-49128-4: £19.99  
eBook: 978-1-003-04527-4

\* For full contents and more information, visit: [www.routledge.com/9780367491284](http://www.routledge.com/9780367491284)

## Visual Communication

Integrating Media, Art, and Science



Rick Williams, Julianne Newton

Series: *Routledge Communication Series*

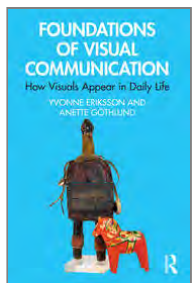
Visual Communication focuses on cultivating visual and media literacy from both consumption and production points of view and introduces students to the application of intuitive intelligence to a visual context. Innovative in its field, it provides a solid theoretical overview of the most advanced thinking and research about visual communication, teaching readers how to apply theory to enhance their understanding of and work with images. Selected Contents: Introduction: Knowledge Beyond Words: Intuitive and Rational Intelligence Part I: Vision and Intelligence: Understanding Intelligence as Intuitive and Rational Part II: Visual Illiteracy and Education: What We Don't Learn Part III: The Public as Art and Image: The Academy, the Media, and Visual Presentation

Routledge  
July 2007:472  
Hb: 978-0-805-85065-9: £130  
Pb: 978-0-805-85066-6: £69.99  
eBook: 978-0-203-87499-8

\* For full contents and more information, visit: [www.routledge.com/9780805850666](http://www.routledge.com/9780805850666)

## Foundations of Visual Communication

How Visuals Appear in Daily Life



Yvonne Eriksson, Anette Göthlund

Drawing upon theories from visual studies, critical visual culture studies, and cognitive psychology, and with a special focus on gender and ethnicity, this book gives students a theoretical foundation for future work as visual communicators. This book serves as a main or supplementary text for visual communication or visual culture courses.

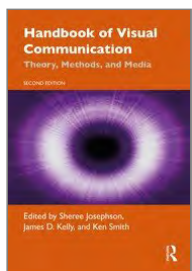
Routledge  
June 2023:142  
Hb: 978-0-367-77155-3: £135  
Pb: 978-0-367-76963-5: £36.99  
eBook: 978-1-003-17003-7

\* For full contents and more information, visit: [www.routledge.com/9780367769635](http://www.routledge.com/9780367769635)

2ND EDITION

## Handbook of Visual Communication

Theory, Methods, and Media



Edited by Sheree Josephson, James Kelly, Ken Smith

Series: *Routledge Communication Series*

This Handbook of Visual Communication explores the key theoretical areas and research methods of visual communication. With chapters contributed by many of the best-known and respected scholars in visual communication, this volume brings together significant and influential work in the discipline. The Handbook serves as an invaluable reference for visual communication theory as well as a useful resource book of research methods in the discipline. It defines the current state of theory and research in visual communication and serves as a foundation for future scholarship and study.

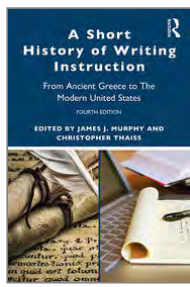
Routledge  
April 2020:518  
Hb: 978-1-138-59030-4: £210  
Pb: 978-1-138-59031-1: £96.99  
eBook: 978-0-429-49111-5

\* For full contents and more information, visit: [www.routledge.com/9781138590311](http://www.routledge.com/9781138590311)

4TH EDITION

## A Short History of Writing Instruction

From Ancient Greece to The Modern United States



Edited by **James J. Murphy, Chris Thaiss**

This newly revised 30th Anniversary edition provides a robust scholarly introduction to the history of writing instruction in the West, from Ancient Greece to the present-day United States. An ideal text for undergraduate and graduate courses in writing studies, rhetoric and composition, and the history of education, *A Short History of Writing Instruction's* longitudinal approach enables students to track the recurrence over time not only of specific teaching methods, but also of major issues such as writing as power, the effects of technologies, the rise of vernaculars, writing as a force for democratization, and the roles of women in rhetoric and writing instruction.

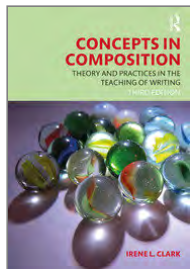
Routledge  
April 2020:378  
Hb: 978-0-367-34979-0: **£130**  
Pb: 978-0-367-34980-6: **£52.99**  
eBook: 978-1-003-02089-9

\* For full contents and more information, visit: [www.routledge.com/9780367349806](http://www.routledge.com/9780367349806)

3RD EDITION

## Concepts in Composition

Theory and Practices in the Teaching of Writing



**Irene L. Clark**

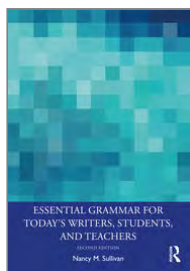
*Concepts in Composition* is designed to foster reflection on how theory impacts practice, allowing prospective teachers to assume the dual role of both teacher and student as they enter the discipline of Writing Studies and become familiar with some of its critical conversations. Now in its Third Edition, the volume offers up-to-date scholarship and a deeper focus on diversity, both in the classroom and in relation to writing studies and literacy more broadly. This text continues to offer a wealth of practical assignments, classroom activities, and readings in each chapter. It is the ideal resource for the undergraduate or graduate student looking to pursue a career in writing instruction.

Routledge  
May 2019:478  
Hb: 978-1-138-08864-1: **£145**  
Pb: 978-1-138-08865-8: **£61.99**  
eBook: 978-0-203-72865-9

\* For full contents and more information, visit: [www.routledge.com/9781138088658](http://www.routledge.com/9781138088658)

2ND EDITION

## Essential Grammar for Today's Writers, Students, and Teachers



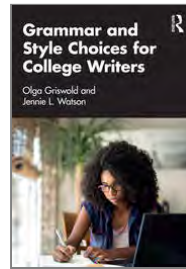
**Nancy M. Sullivan**

This innovative grammar text is an ideal resource for writers, language students, and current and future classroom teachers who need an accessible "refresher" in a step-by-step guide to essential grammar. This updated edition features two new sections as well as online resources with additional exercises, relevant links, and answer key. Instructor materials accompanying the text provide teachers with activities designed for face-to-face, hybrid, and online instruction to enliven these basic grammar lessons as well as writing activities to integrate these concepts into students' own writing.

Routledge  
July 2020:254  
Hb: 978-0-367-14866-9: **£135**  
Pb: 978-0-367-14868-3: **£36.99**  
eBook: 978-0-429-05367-2

\* For full contents and more information, visit: [www.routledge.com/9780367148683](http://www.routledge.com/9780367148683)

## Grammar and Style Choices for College Writers



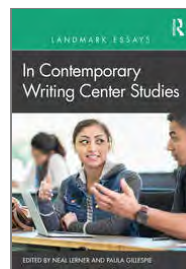
**Olga Griswold, Jennie Watson**

This textbook provides a practical guide to grammar and style choices for college writers, giving students a basic vocabulary for thinking and talking about language use and enabling them to make purposeful choices in their writing. This textbook can be used as a core textbook for grammar course as well as supplementary text for composition courses. It is also suitable for courses tailored to multilingual, advanced non-native, or non-standard speakers of English.

Routledge  
September 2022:250  
Hb: 978-0-367-74859-3: **£135**  
Pb: 978-0-367-74068-9: **£35.99**  
eBook: 978-1-003-15988-9

\* For full contents and more information, visit: [www.routledge.com/9780367740689](http://www.routledge.com/9780367740689)

## Landmark Essays in Contemporary Writing Center Studies



Edited by **Neal Lerner, Paula Gillespie**

Series: *Landmark Essays Series*

This volume collects essential writings in the field of writing center studies as it has blossomed and developed since the 1995 publication of *Landmark Essays on Writing Centers*. These writings offer a new generation of writing center readers provocative ideas and research-based praxis on the topics covered in the book's four sections: writing center history, critical perspectives on current practices, writing center research, and writing centers in new spaces. It is essential reading for undergraduate and graduate students in composition and education, as well as writing center staff and directors.

Routledge  
October 2020:342  
Hb: 978-0-367-20634-5: **£160**  
Pb: 978-0-367-20640-6: **£51.99**

\* For full contents and more information, visit: [www.routledge.com/9780367206406](http://www.routledge.com/9780367206406)

## Loving Writing

Techniques for the University and Beyond



**Wendy M.K. Shaw**

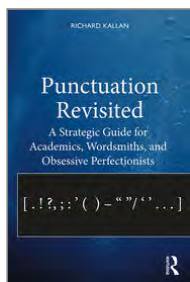
This writing textbook bridges factual, critical, and expressive modes of writing to help students develop a reflective sense of why and how to write for university, professional, and public audiences. Exploring the ways in which writing builds tools for argument both in and beyond the university, it enables students to break out of the dusty and formulaic patterns of writing that too often threaten to render academic studies irrelevant. Playful and personal, *Loving Writing* can be used as a textbook for advanced or introductory college writing courses and provides innovative guidance to liberal arts students seeking to develop their writing abilities.

Routledge  
September 2021:280  
Hb: 978-0-367-62037-0: **£130**  
Pb: 978-0-367-61250-4: **£34.99**  
eBook: 978-1-003-10762-0

\* For full contents and more information, visit: [www.routledge.com/9780367612504](http://www.routledge.com/9780367612504)

## Punctuation Revisited

A Strategic Guide for Academics, Wordsmiths, and Obsessive Perfectionists



**Richard Kallan**

Punctuation Revisited is an advanced, comprehensive guide to the importance of punctuation in conveying meaning and augmenting the power of a message. This book is a wonderful resource for students of composition and writing, an essential read for writing center tutors and faculty, as well as the perfect addition to anyone's professional library.

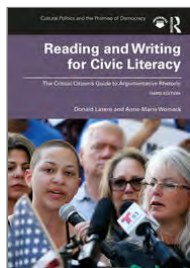
Routledge  
April 2020:154  
Hb: 978-1-138-33827-2: £130  
Pb: 978-1-138-33828-9: £35.99  
eBook: 978-0-429-44182-0

\* For full contents and more information, visit: [www.routledge.com/9781138338289](http://www.routledge.com/9781138338289)

3RD EDITION

## Reading and Writing for Civic Literacy

The Critical Citizen's Guide to Argumentative Rhetoric, Brief Edition



**Donald Lazere, Anne-Marie Womack**

This textbook is based on critical reading and writing for a new era of disputes over race, gender, and economic inequality, compounded by the escalating polarization of American public rhetoric. Designed for first-year or more advanced composition and critical thinking courses, it trains students to locate logical fallacies and other weaknesses in argumentation. Exercises analyzing readings help students understand the ideological positions and rhetoric that underlies opposing views. Widely debated issues of whether objectivity is possible and whether there is a liberal or conservative bias in news and entertainment media are foregrounded as topics for rhetorical analysis.

Routledge  
October 2020:338  
Hb: 978-0-415-79365-0: £130  
Pb: 978-0-415-79366-7: £48.99  
eBook: 978-1-315-16946-0

\* For full contents and more information, visit: [www.routledge.com/9780415793667](http://www.routledge.com/9780415793667)

## Scripting Media



**Frank Barnas, Marie Barnas**

Bringing together professional standards, practices, and jargon from across the industry, *Scripting Media* provides a complete overview of writing for divergent forms of media. While some forms of media writing have been honed and standardized over generations, others demand new ways of thinking and collaborating. Covering traditional forms of scriptwriting, such as news, advertising, and film scripting, as well as newer and more emerging areas of social media and virtual reality, this book is designed to prepare readers for the varying formats, styles and techniques specific to each medium.

Routledge  
August 2023:200  
Hb: 978-1-032-22923-2: £135  
Pb: 978-1-032-22922-5: £35.99  
eBook: 978-1-003-27476-6

\* For full contents and more information, visit: [www.routledge.com/9781032229225](http://www.routledge.com/9781032229225)



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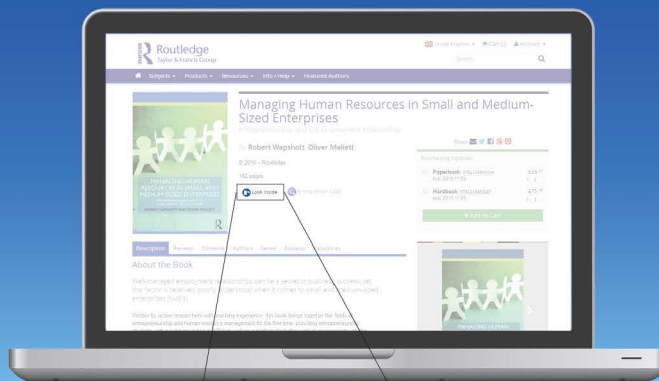
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