

Routledge

Communication Studies Textbook Catalogue Spring 2025



Routledge
Taylor & Francis Group

www.routledge.com

Welcome

Welcome to the Taylor and Francis Communication Studies Textbook Catalogue.

eBooks

We have over 50,000 eBooks available across the Humanities, Social Sciences, Behavioural Sciences, Built Environment, STM and Law, from leading Imprints, including Routledge, Focal Press and Psychology Press. These eBooks are available for both individual and institutional purchase.

INDIVIDUALS

Our eBooks are available from Amazon, Apple iBookstore, Google eBooks, Ebooks.com, Kobo, Barnes & Noble, Waterstones, Mobipocket, VitalSource, and CourseSmart.

LIBRARIES AND INSTITUTIONS

Subscribe to or purchase a wide range of eBook packages or pick and mix your own from our complete collection (a minimum number of titles applies). FREE TRIALS are available. For more information, please visit www.tandfebooks.com or contact your local sales team.

eUpdates

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

an **informa** business

Prices, publication dates and content are correct at time of going to press, but may be subject to change without notice.

Partnership Opportunities at Routledge

At Routledge we always look for innovative ways to support and collaborate with our readers and the organizations they represent.

If you or your organization would like to discuss partnership opportunities, from reciprocal marketing activities to commercial enterprises, please do get in touch on partnerships@routledge.com.

Considering Books for Course Use?



This symbol shows books that are available as complimentary exam copies for lecturers or faculty considering them for course adoption. To obtain your copy visit the URL listed beneath the title in the catalog and select your choice of print or electronic copy.

Visit www.routledge.com or in the US you can call 1-800-634-7064.

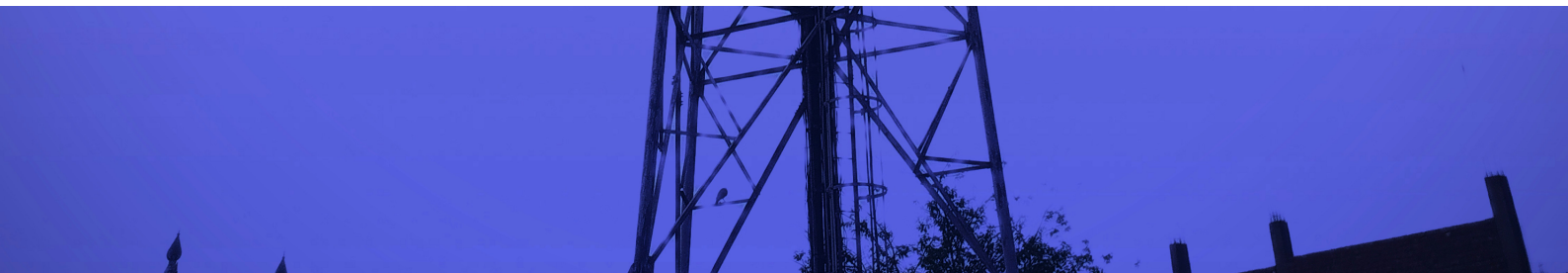


This symbol shows books that are available as electronic inspection copies only.

For a complete list, visit: www.routledge.com/representatives.

Trade Customers' Representatives, Agents and Distribution

For a complete list, visit:
www.routledge.com/representatives.



Contents

Advertising	2	Sport Communication	36
Advertising Design	2	Organizational and Group Communication	38
Advertising Digital	3	Conflict Communication	38
Advertising Management	4	Group Communication	39
Advertising Media Planning and Buying	5	Leadership Communication	40
Advertising Principles / Theory	6	Organizational Communication	41
Advertising Research	7	Persuasion, Argumentation and Debate	42
Advertising Strategy / Campaigns	8	Argumentation	42
Advertising Writing	9	Debate	43
Communication and Culture	10	Persuasion	44
Gender and Communication	10	Political Communication	45
Intercultural Communication	11	Political Communication	45
Language and Social Interaction	12	Public Relations and Strategic Communication	46
Communication Theory and Methods	13	Corporate Communication	46
Communication Research Methods	13	Internal / Employee Communication	47
Communication Theory	15	Nonprofit Communication	48
Ethics, Law, and Policy	17	Public Communication	49
Communication Ethics	17	Public Relations Digital	50
Communication Law	18	Public Relations Electives / Misc.	51
Communication Law and Ethics	19	Public Relations Ethics / Law	53
Ethics	20	Public Relations Planning / Campaigns	54
Law and Policy	21	Public Relations Research / Analytics	55
Interpersonal and Family Communication	22	Public Relations Strategy / Planning / Campaigns	56
Conflict Communication	22	Public Relations Writing	57
Family Communication	23	Public Relations / Strategic Communication Principles/Intro	59
Interpersonal Communication	24	Public Relations / Crisis Communication	60
Listening	25	Public Relations / International / Intercultural	61
Nonverbal Communication	26	Public Relations--Sports	62
Introduction to Communication	27	Rhetoric and Public Speaking	63
Introduction to Communication	27	Public Speaking	63
Media Management and Economics	28	Rhetoric	65
Media Analytics	28	Science, Health, Environmental, Risk	67
Media Economics	29	Environmental and Risk Communication	67
Media Management	30	Environmental Communication	68
Mediated and Mass Communication	31	Health Communication	69
Communication Technology	31	Science Communication	70
Computer-Mediated Communication	32	Technical / Professional Communication	71
Mass Communication	33	Business / Professional Communication	71
Mass Communication / Communication Industries	34	Technical and Professional Communication	72
Media Effects / Media Psychology	35	Technical Communication	73
		Technical / Professional Communication	75
		Visual Communication	76
		Writing / Composition	77
		Index	80

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

Routledge

March 2022 : 256pp

Pb: 978-1-032-18359-6 : **£61.99**

Hb: 978-1-032-18555-2 : **£135**

eBook: 978-1-003-25512-3

* For full contents and more information, visit: 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 : 384pp

Pb: 978-1-405-87366-6 : **£42.99**

Hb: 978-1-138-44287-0 : **£185**

eBook: 978-1-315-83415-3

* For full contents and more information, visit: www.routledge.com/9781405873666

3RD EDITION

Digital Advertising

Theory and Research



Edited by **Shelly Rodgers** University of Missouri, USA,
Esther Thorson Michigan State University, USA

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 : 496pp

Pb: 978-1-138-65445-7 : **£49.99**Hb: 978-1-138-65442-6 : **£150**

eBook: 978-1-315-62325-2

* For full contents and more information, visit: www.routledge.com/9781138654457

Advertising Management in a Digital Environment

Text and Cases



Larry D. Kelley University of Houston, USA, **Kim Bartel Sheehan** University of Oregon, USA

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 : 202pp

Pb: 978-0-367-62074-5 : **£49.99**

Hb: 978-0-367-62071-4 : **£180**

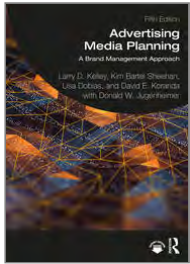
eBook: 978-1-003-10782-8

* For full contents and more information, visit: www.routledge.com/9780367620745

5TH EDITION

Advertising Media Planning

A Brand Management Approach



Larry D. Kelley University of Houston, USA, **Kim Bartel Sheehan** University of Oregon, USA, **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 : 312pp

Pb: 978-1-032-19215-4 : £51.99

Hb: 978-1-032-19217-8 : £175

eBook: 978-1-003-25816-2

* For full contents and more information, visit: www.routledge.com/9781032192154

9TH EDITION

The Media Handbook

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



Helen Katz Publicis Media

Now in its 9th edition, The Media Handbook introduces students to the media planning and buying process with a concise and industry-informed approach. This edition features a revised and expanded chapter on digital media for both planning and buying (including programmatic), with additional material on artificial intelligence, the metaverse and augmented/virtual reality, and streaming. It also includes more charts and tables to provide additional visual appeal and understanding. This text remains ideal for courses in media planning and buying in advertising and mass communication departments.

Routledge

April 2025 : 240pp

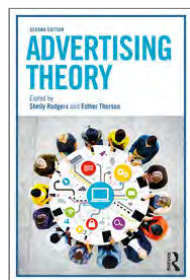
Pb: 978-1-032-67136-9 : £64.99

Hb: 978-1-032-69832-8 : £145

* For full contents and more information, visit: www.routledge.com/9781032671369

2ND EDITION

Advertising Theory



Edited by **Shelly Rodgers** University of Missouri, USA,
Esther Thorson Michigan State University, USA

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 : 570pp
Pb: 978-0-815-38250-8 : **£37.99**
Hb: 978-0-815-38249-2 : **£135**
eBook: 978-1-351-20831-4

* For full contents and more information, visit: www.routledge.com/9780815382508

Creative Advertising Concept and Copy

A Practical, Multidisciplinary Approach



Georgia-Zozeta Miliopoulou The American College of Greece, Greece

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 : 212pp
Pb: 978-1-032-36204-5 : **£34.99**
Hb: 978-1-032-35795-9 : **£135**
eBook: 978-1-003-33072-1

* For full contents and more information, visit: 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 : 330pp
Pb: 978-0-367-43623-0 : **£61.99**
Hb: 978-0-367-44336-8 : **£220**
eBook: 978-0-367-44338-2

* For full contents and more information, visit: www.routledge.com/9780367436230

Introduction to Advertising

Understanding and Managing the Advertising Process



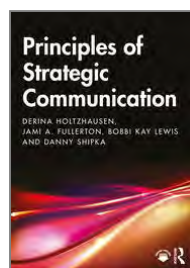
Emmanuel Mogaji University of Greenwich, UK

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 : 308pp
Pb: 978-0-367-44199-9 : **£45.99**
Hb: 978-0-367-44278-1 : **£155**
eBook: 978-1-003-00872-9

* For full contents and more information, visit: 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 : 362pp
Pb: 978-0-367-42631-6 : **£58.99**
Hb: 978-0-367-43247-8 : **£135**
eBook: 978-1-003-00204-8

* For full contents and more information, visit: www.routledge.com/9780367426316

4TH EDITION

The Advertising Handbook



Sean Brierley , Jonathan Hardy , Iain Macrury , Helen Powell University of East London, UK

Series: *Media Practice*

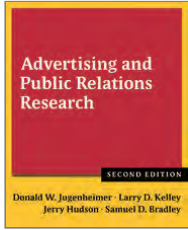
The Advertising Handbook provides a critical introduction to advertising and marketing communication today. Contributions from leading international scholars and practitioners offer extended coverage of advertising practices around the world, alongside new chapters on advertising, agencies and globalisation 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 : 302pp
Pb: 978-1-138-67883-5 : **£42.99**
Hb: 978-1-138-67882-8 : **£135**
eBook: 978-1-315-55864-6

* For full contents and more information, visit: www.routledge.com/9781138678835

2ND EDITION

Advertising and Public Relations Research



Donald W. Jugenheimer, **Larry Kelley** University of Houston, USA, **Jerry Hudson** Texas Tech University, USA, **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 : 376pp

Pb: 978-0-765-63606-5 : **£68.99**

Hb: 978-1-138-12748-7 : **£175**

eBook: 978-1-315-71656-5

* For full contents and more information, visit: www.routledge.com/9780765636065

4TH EDITION

Advertising Account Planning

Planning and Managing Strategic Communication Campaigns



Sarah Turnbull, **Larry Kelley** University of Houston, USA
, 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 : 286pp

Pb: 978-1-032-16460-1 : **£51.99**

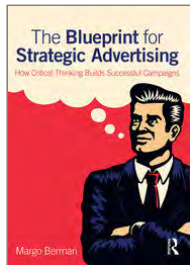
Hb: 978-1-032-16822-7 : **£180**

eBook: 978-1-003-25044-9

* For full contents and more information, visit: www.routledge.com/9781032164601

The Blueprint for Strategic Advertising

How Critical Thinking Builds Successful Campaigns



Margo Berman Florida International University, USA

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 : 224pp

Pb: 978-0-765-64658-3 : **£47.99**

Hb: 978-0-765-64657-6 : **£155**

eBook: 978-1-315-61866-1

* For full contents and more information, visit: www.routledge.com/9780765646583

6TH EDITION

Strategic Writing

Multimedia Writing for Public Relations, Advertising and More



Angie Hendershot The University of Kansas, USA, **Lisa Loewen** The University of Kansas, USA

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 : 352pp

Pb: 978-1-032-46106-9 : **£87.99**

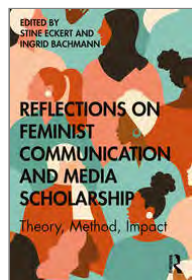
Hb: 978-1-032-46105-2 : **£145**

eBook: 978-1-032-69028-5 : **£81.99**

* For full contents and more information, visit: www.routledge.com/9781032461069

Reflections on Feminist Communication and Media Scholarship

Theory, Method, Impact



Edited by **Stine Eckert** Wayne State University, USA,
Ingrid Bachmann Pontificia Universidad Católica de Chile, Chile

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 : 204pp

Pb: 978-0-367-60983-2 : **£35.99**

Hb: 978-0-367-60987-0 : **£135**

eBook: 978-1-003-10278-6

* For full contents and more information, visit: 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 : 396pp

Pb: 978-0-367-42164-9 : **£51.99**

Hb: 978-0-367-41503-7 : **£155**

eBook: 978-0-367-82232-3

* For full contents and more information, visit: www.routledge.com/9780367421649

4TH EDITION

Among Cultures

The Challenge of Communication

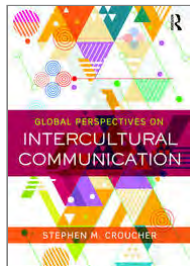


Bradford 'J' Hall Utah State University, USA, **Patricia O. Covarrubias** University of New Mexico, USA, **Kristin A. Kirschbaum** California State University in San Marcos, USA

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.

Routledge
June 2022 : 380pp
Pb: 978-0-367-62002-8 : **£71.99**
Hb: 978-0-367-62004-2 : **£135**
eBook: 978-1-003-10745-3

* For full contents and more information, visit: www.routledge.com/9780367620028

Global Perspectives on Intercultural Communication

Edited by **Stephen M. Croucher** University of Jyväskylä, Finland

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 : 386pp
Pb: 978-1-138-86078-0 : **£52.99**
Hb: 978-1-138-86077-3 : **£150**
eBook: 978-1-315-71628-2

* For full contents and more information, visit: www.routledge.com/9781138860780

Intercultural Communication for the Global Business Professional

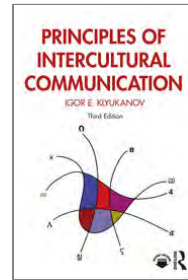
Edited by **Mara K. Berkland** North Central College, USA, **Amy Grim Buxbaum**

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 : 190pp
Pb: 978-1-032-28539-9 : **£36.99**
Hb: 978-1-032-28715-7 : **£145**
eBook: 978-1-003-29819-9

* For full contents and more information, visit: www.routledge.com/9781032285399

3RD EDITION

Principles of Intercultural Communication

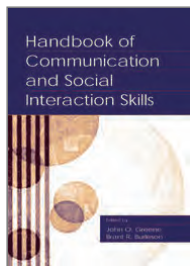
Igor E. Klyukanov Eastern Washington University, USA

This third edition provides a comprehensive view of intercultural communication through its concise style and unique theoretical framework of ten interconnected principles. This text is ideally suited for upper-level or graduate intercultural communication courses within communication, linguistics, and anthropology departments.

Routledge
October 2024 : 284pp
Pb: 978-1-032-61307-9 : **£37.99**
Hb: 978-1-032-61308-6 : **£135**
eBook: 978-1-003-46305-4

* For full contents and more information, visit: www.routledge.com/9781032613079

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 : 1050pp

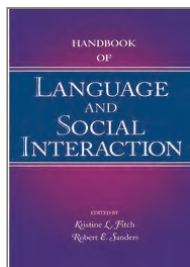
Pb: 978-0-805-83418-5 : **£120**

Hb: 978-0-805-83417-8 : **£350**

eBook: 978-1-410-60713-3

* For **full contents** and more information, visit: 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 : 528pp

Pb: 978-0-805-85319-3 : **£71.99**

Hb: 978-0-805-84240-1 : **£215**

eBook: 978-1-410-61157-4

* For **full contents** and more information, visit: www.routledge.com/9780805853193

3RD EDITION

An Integrated Approach to Communication Theory and Research



Edited by **Don W. Stacks** University of Miami, **Michael B. Salwen** University of Miami, **Kristen C. Eichhorn** State University of New York at Oswego

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 : 608pp
Pb: 978-1-138-56147-2 : **£71.99**
Hb: 978-1-138-56144-1 : **£135**
eBook: 978-0-203-71075-3

* For full contents and more information, visit: www.routledge.com/9781138561472

5TH EDITION

Analyzing Media Messages

Using Quantitative Content Analysis in Research



Daniel Riffe University of North Carolina, Chapel Hill, USA, **Stephen Lacy** Michigan State University, USA, **Brendan R. Watson**, **Jennette Lovejoy** University of Portland, USA

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 : 242pp
Pb: 978-1-032-26467-7 : **£42.99**
Hb: 978-1-032-26469-1 : **£145**
eBook: 978-1-003-28842-8

* For full contents and more information, visit: www.routledge.com/9781032264677

3RD EDITION

Applied Communication Research Methods

Getting Started as a Researcher



Michael Boyle West Chester University, USA, **Mike Schmierbach** The Pennsylvania State University, USA

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 : 334pp
Pb: 978-1-032-28881-9 : **£62.99**
Hb: 978-1-032-32806-5 : **£145**
eBook: 978-1-003-31683-1

* For full contents and more information, visit: www.routledge.com/9781032288819

Political Economy of Media and Communication

Methodological Approaches



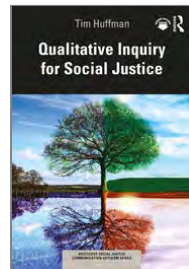
Edited by **Joan Pedro-Carañana** Univ. Complutense Madrid, Spain, **Rodrigo Gómez** Universidad Autónoma Metropolitana-Cuajimalpa, Mexico, **Thomas F. Corrigan** California State University San Bernardino, USA, **Francisco Sierra Caballero** Universidad de Sevilla, Spain

The first book dedicated specifically to research methods in the political economy of media and communication, it provides a methodological toolkit to investigate the functioning of media, technology, and cultural industries in their historical, institutional, structural, and systemic contexts. An essential text for advanced undergraduates, postgraduate students, and researchers in the areas of media, cultural and communication studies, particularly those studying topics such as the political economy of media and/or communication, media and communication theory, and research methods.

Routledge
February 2024 : 400pp
Pb: 978-1-032-47306-2 : **£34.99**
Hb: 978-1-032-47307-9 : **£135**
eBook: 978-1-003-38551-6

* For full contents and more information, visit: www.routledge.com/9781032473062

Qualitative Inquiry for Social Justice



Tim Huffman Saint Louis University, USA

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 : 392pp
Pb: 978-0-367-56765-1 : **£57.99**
Hb: 978-0-367-62024-0 : **£145**
eBook: 978-1-003-10755-2

* For full contents and more information, visit: www.routledge.com/9780367567651

2ND EDITION

Quantitative Research Methods in Communication

The Power of Numbers for Social Justice



Erica Scharrer, **Srividya Ramasubramanian**

Series: *Routledge Social Justice Communication Activism Series*

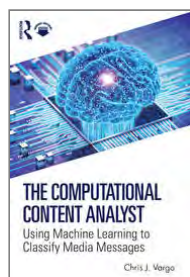
This fully updated second edition offers an advanced introduction to quantitative methods that focuses on why and how to conduct research that contributes to social justice. The book provides both inspiration and step-by-step guidance on how to conceive, design, and carry out a quantitative study. The new edition includes updated real-world case studies, interviews with scholar-activists, definitions of key concepts as well as a deeper focus on ethics, social media, computational social sciences, data analytics, and data visualization techniques. It is ideal for graduate and advanced undergraduate courses in research methods for communication and the social sciences.

Routledge
April 2025 : 352pp
Pb: 978-1-032-59987-8 : **£64.99**
Hb: 978-1-032-60494-7 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032599878

The Computational Content Analyst

Using Machine Learning to Classify Media Messages



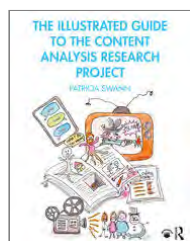
Chris J. Vargo

This book offers practical guidance and Python code to traverse the vast expanses of data—significantly enhancing productivity without compromising scholarly integrity. We'll survey a wide array of computer-based classification approaches, focusing on easy-to-understand methodological explanations and best practices to ensure that your data is being labelled accurately and precisely. It is particularly useful for academic researchers looking to classify media data, and advanced scholars in mass communications research, media studies, digital communication, political communication, and journalism.

Routledge
December 2024 : 144pp
Pb: 978-1-032-84630-9 : **£38.99**
Hb: 978-1-032-84635-4 : **£135**
eBook: 978-1-003-51423-7

* For full contents and more information, visit: www.routledge.com/9781032846309

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 : 148pp
Pb: 978-1-138-60512-1 : **£35.99**
Hb: 978-1-138-60511-4 : **£135**
eBook: 978-0-429-46830-8

* For full contents and more information, visit: www.routledge.com/9781138605121

The Illustrated Guide to the Mass Communication Research Project



Patricia Swann Utica University, USA

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 : 188pp
Pb: 978-1-032-08075-8 : **£47.99**
Hb: 978-1-032-10263-4 : **£125**
eBook: 978-1-003-21448-9

* For full contents and more information, visit: www.routledge.com/9781032080758

4TH EDITION

Understanding Communication Research Methods

A Theoretical and Practical Approach



Stephen M. Croucher Massey University, New Zealand,
Daniel Cronn-Mills Minnesota State University, USA

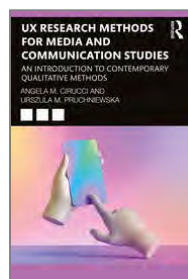
Using an engaging how-to approach that draws from scholarship, real life, and popular culture, this textbook, now in its fourth edition, offers students practical reasons why they should care about research methods and offers a practical guide for conducting research. This textbook is perfect for beginning and advanced scholars using critical, cultural, interpretive, qualitative, quantitative, rhetorical, and performance research methods.

Routledge
August 2024 : 340pp
Pb: 978-1-032-55738-0 : **£84.99**
Hb: 978-1-032-55775-5 : **£195**
eBook: 978-1-003-43217-3

* For full contents and more information, visit: www.routledge.com/9781032557380

UX Research Methods for Media and Communication Studies

An Introduction to Contemporary Qualitative Methods



Angela M. Cirucci Rowan University, USA, **Urszula M. Pruchniewska** Kutztown University, USA

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 : 202pp
Pb: 978-1-032-01866-9 : **£34.99**
Hb: 978-1-032-02078-5 : **£135**
eBook: 978-1-003-18175-0

* For full contents and more information, visit: www.routledge.com/9781032018669

3RD EDITION

An Integrated Approach to Communication Theory and Research



Edited by **Don W. Stacks** University of Miami, **Michael B. Salwen** University of Miami, **Kristen C. Eichhorn** State University of New York at Oswego

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.

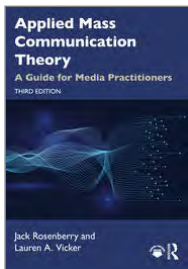
Routledge
March 2019: 608pp
Pb: 978-1-138-56147-2 : **£71.99**
Hb: 978-1-138-56144-1 : **£135**
eBook: 978-0-203-71075-3

* For full contents and more information, visit: www.routledge.com/9781138561472

3RD EDITION

Applied Mass Communication Theory

A Guide for Media Practitioners



Jack Rosenberry St John Fisher College, USA, **Lauren A. Vicker** St. John Fisher College, USA

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

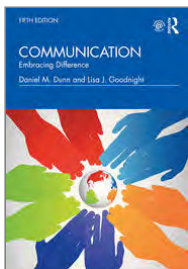
Routledge
September 2021: 310pp
Pb: 978-0-367-63036-2 : **£61.99**
Hb: 978-0-367-63991-4 : **£135**
eBook: 978-1-003-12169-5

* For full contents and more information, visit: www.routledge.com/9780367630362

5TH EDITION

Communication

Embracing Difference



Daniel M Dunn Purdue University Northwest, **Lisa J Goodnight** Purdue University Northwest

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.

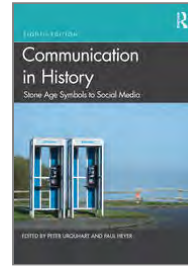
Routledge
December 2019: 366pp
Pb: 978-1-138-48351-4 : **£96.99**
Hb: 978-1-138-48350-7 : **£175**
eBook: 978-1-351-05470-6

* For full contents and more information, visit: www.routledge.com/9781138483514

8TH EDITION

Communication in History

Stone Age Symbols to Social Media



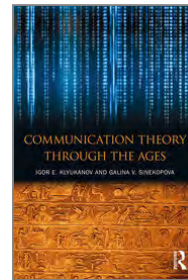
Edited by **Peter Urquhart** Wilfrid Laurier University, Canada, **Paul Heyer** Wilfrid Laurier University, Canada

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: 300pp
Pb: 978-1-032-16175-4 : **£87.99**
Hb: 978-1-032-16829-6 : **£205**
eBook: 978-1-003-25046-3

* For full contents and more information, visit: www.routledge.com/9781032161754

Communication Theory Through the Ages



Igor E Klyukanov Eastern Washington University, USA, **Galina V Sinekopova** Eastern Washington University, USA

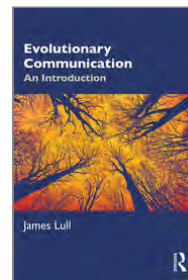
This book presents communication theory as a journey through history by way of asking engaged questions. Informed by contemporary problems, students explore theory up close through their own engaged questions. Encouraging intellectual vitality, the authors show students step by step how theoretical ideas 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: 354pp
Pb: 978-0-765-64676-7 : **£39.99**
Hb: 978-0-765-64675-0 : **£135**
eBook: 978-1-315-71866-8

* For full contents and more information, visit: 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.

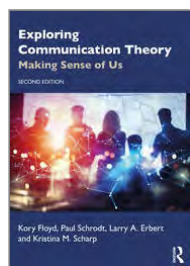
Routledge
December 2019: 342pp
Pb: 978-1-138-31225-8 : **£37.99**
Hb: 978-1-138-31224-1 : **£135**
eBook: 978-0-429-45687-9

* For full contents and more information, visit: www.routledge.com/9781138312258

2ND EDITION

Exploring Communication Theory

Making Sense of Us



Kory Floyd University of Arizona, USA, **Paul Schrod** Texas Christian University, USA, **Larry A. Erbert** University Colorado Denver, USA, **Kristina M. Scharp** Rutgers University, USA

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 to access the materials.

Routledge

June 2022 : 426pp

Pb: 978-1-032-01519-4 : **£76.99**Hb: 978-1-032-01692-4 : **£135**

eBook: 978-1-003-17963-4

* For full contents and more information, visit: www.routledge.com/9781032015194

2ND EDITION

Mass Communication Theories

Explaining Origins, Processes, and Effects



Melvin L. DeFleur, **Margaret H. DeFleur**

The second edition of this groundbreaking textbook provides a comprehensive overview of mass communication theories, as well as their origins and empirical supports in psychology, sociology, political science, and philosophy. This textbook serves as an accessible core text for undergraduate and graduate Mass Communication, Communication Theory, and Communication and Society courses.

Routledge

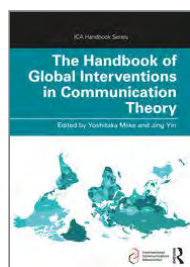
May 2022 : 366pp

Pb: 978-0-367-53353-3 : **£49.99**Hb: 978-0-367-53839-2 : **£135**

eBook: 978-1-003-08346-7

* For full contents and more information, visit: www.routledge.com/9780367533533

The Handbook of Global Interventions in Communication Theory



Edited by **Yoshitaka Miike** University of Hawai'i at Hilo, USA, **Jing Yin** University of Hawai'i at Hilo, USA

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 : 544pp

Pb: 978-0-367-48620-4 : **£86.99**Hb: 978-0-367-48890-1 : **£215**

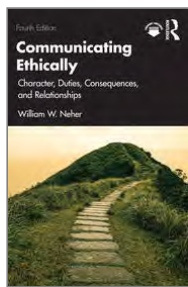
eBook: 978-1-003-04334-8

* For full contents and more information, visit: www.routledge.com/9780367486204

4TH EDITION

Communicating Ethically

Character, Duties, Consequences, and Relationships

**William Neher** Butler University, USA

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 that 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.

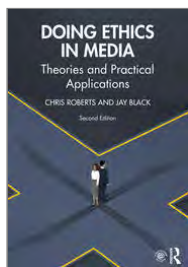
Routledge
October 2023 : 380pp
Pb: 978-1-032-50779-8 : **£76.99**
Hb: 978-1-032-51267-9 : **£145**
eBook: 978-1-032-56200-1 : **£71.99**

* For full contents and more information, visit: www.routledge.com/9781032507798

2ND EDITION

Doing Ethics in Media

Theories and Practical Applications

**Chris Roberts** University of Alabama, USA, **Jay Black** University of South Florida, USA

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 doingethicsinmedia.org for updated, real-world media ethics examples.

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

* For full contents and more information, visit: 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 : 324pp
Pb: 978-0-367-34208-1 : **£35.99**
Hb: 978-0-367-33433-8 : **£135**
eBook: 978-0-429-32447-5

* For full contents and more information, visit: www.routledge.com/9780367342081

3RD EDITION

Practicing Communication Ethics

Development, Discernment, and Decision Making

**Paula S. Tompkins** St. Cloud State University, USA

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.

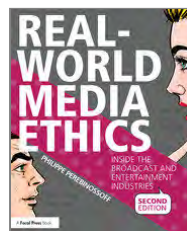
Routledge
May 2023 : 290pp
Pb: 978-1-032-28898-7 : **£71.99**
Hb: 978-1-032-32795-2 : **£150**
eBook: 978-1-032-47853-1 : **£71.99**

* For full contents and more information, visit: www.routledge.com/9781032288987

2ND EDITION

Real-World Media Ethics

Inside the Broadcast and Entertainment Industries

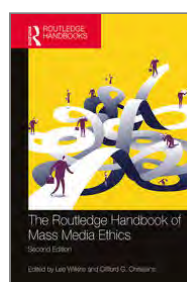
**Philippe Perebinosoff** California State University, Fullerton, USA

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 : 334pp
Pb: 978-1-138-89794-6 : **£47.99**
Hb: 978-1-138-89795-3 : **£145**
eBook: 978-1-315-70888-1

* For full contents and more information, visit: www.routledge.com/9781138897946

2ND EDITION

The Routledge Handbook of Mass Media Ethics**Edited by Lee Wilkins** Wayne State University, USA, **Clifford G. Christians** University of Illinois at Urbana-Champaign, USASeries: *Routledge Handbooks in Communication Studies*

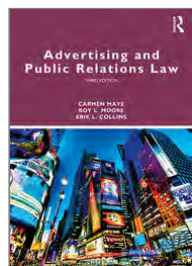
This handbook explores the depth and breadth of thinking on media ethics, representing the intellectual history of mass media ethics over the past 40 years. Chapters summarize existing research and thinking in the field, as well as setting agenda for future research grounded in philosophy and social 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 : 550pp
Pb: 978-1-138-68133-0 : **£69.99**
Hb: 978-1-138-68132-3 : **£220**
eBook: 978-1-315-54592-9

* For full contents and more information, visit: www.routledge.com/9781138681330

3RD EDITION

Advertising and Public Relations Law



Carmen Maye, **Roy L. Moore**, **Erik L. Collins** University of South Carolina, USA

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 : 372pp
Pb: 978-1-138-48448-1 : **£81.99**
Hb: 978-1-138-48446-7 : **£175**
eBook: 978-1-351-05174-3

* For full contents and more information, visit: www.routledge.com/9781138484481

4TH EDITION

Communication Law

Practical Applications in the Digital Age



Dom Caristi Ball State University, USA, **William R. Davie**, **Laurie Thomas Lee**

This fully revised fourth edition brings a fresh approach to the fundamentals of mass media and communication law in an engaging and accessible way, keeping legal jargon to a minimum and highlighting real-life examples of legal conflicts. This volume presents key principles and emphasizes the impact of timely, landmark cases on today's media world. Discussions of contemporary political, social, and cultural issues such as artificial intelligence, surveillance, cybersecurity revenge porn, deepfakes, and disinformation campaigns are highlighted. Communication Law serves as a core textbook for undergraduate courses in communication and mass media law.

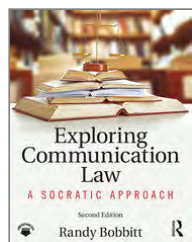
Routledge
April 2025 : 476pp
Pb: 978-1-032-61298-0 : **£100**
Hb: 978-1-032-61299-7 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032612980

2ND EDITION

Exploring Communication Law

A Socratic Approach



Randy Bobbitt University of West Florida

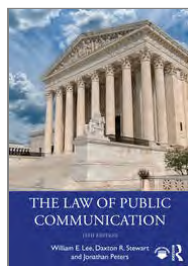
Exploring Communication Law, Second Edition, provides an overview of the law as it pertains to print, broadcast, and online journalism, as well as non-journalistic forms of expression. It begins by introducing students to the First Amendment in a general sense, then explores how the principles of free 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 : 364pp
Pb: 978-1-138-29238-3 : **£86.99**
Hb: 978-1-138-29237-6 : **£180**
eBook: 978-1-315-23293-5

* For full contents and more information, visit: www.routledge.com/9781138292383

13TH EDITION

The Law of Public Communication



William E. Lee University of Georgia, USA, **Daxton R. Stewart** Texas Christian University, USA, **Jonathan Peters** University of Georgia, USA.

This thoroughly updated 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, public relations 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 2024 : 554pp
Pb: 978-1-032-67638-8 : **£100**
Hb: 978-1-032-68853-4 : **£145**
eBook: 978-1-032-68852-7

* For full contents and more information, visit: www.routledge.com/9781032676388

7TH EDITION

Media Law and Ethics



Roy L. Moore Middle Tennessee State University, USA,
Michael D. Murray

The fully revised seventh edition of *Media Law and Ethics* provides a thorough introduction to both the legal and ethical considerations relevant to students pursuing careers in media, law and communication. It incorporates discussion of new technologies and media throughout its coverage of core topics such as intellectual property, defamation, and commercial speech. This edition introduces readers to media law in comparative international communication and explores topics such as data mining, artificial intelligence, and the dark web. It is ideal for undergraduate and graduate courses in media and communication that combine law and ethics.

Routledge

April 2025 : 510pp

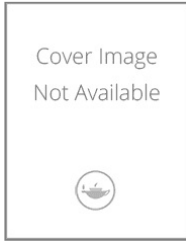
Pb: 978-1-032-60793-1 : **£105**

Hb: 978-1-032-61292-8 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032607931

Debiasing AI

Rethinking the Intersection of Innovation and Sustainability



Donghee Shin

Debiasing AI examines the vital intersection of technology, innovation, and sustainability. The book addresses the pressing challenge of bias in AI systems, exploring its far-reaching implications for fairness, trust, and ethical practices. With actionable insights, empirical case studies, and theoretical frameworks, Debiasing AI offers a roadmap for designing AI technologies that are not only innovative but also ethically sound and equitable. A must-read for scholars, industry leaders, and policymakers, this book inspires a reimagining of AI's role in creating a fairer and more sustainable future.

Routledge

May 2025 : 280pp

Pb: 978-1-032-86977-3 : **£48.99**

Hb: 978-1-032-86978-0 : **£125**

* For full contents and more information, visit: www.routledge.com/9781032869773

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 : 350pp

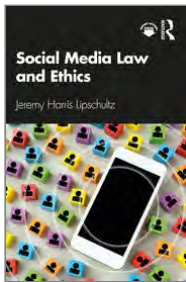
Pb: 978-1-032-26961-0 : **£56.99**

Hb: 978-1-032-26960-3 : **£145**

eBook: 978-1-003-29067-4

* For full contents and more information, visit: www.routledge.com/9781032269610

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 : 370pp

Pb: 978-0-367-43781-7 : **£39.99**

Hb: 978-0-367-89769-7 : **£135**

eBook: 978-1-003-02101-8

* For full contents and more information, visit: www.routledge.com/9780367437817

3RD EDITION

Social Media and the Law

A Guidebook for Communication Students and Professionals



Edited by **Daxton R. Stewart** Texas Christian University, USA

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 : 268pp

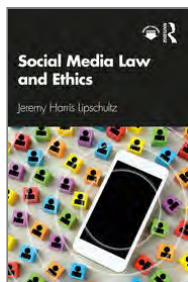
Pb: 978-0-367-77234-5 : **£42.99**

Hb: 978-1-032-00487-7 : **£125**

eBook: 978-1-003-17436-3

* For full contents and more information, visit: 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 : 370pp

Pb: 978-0-367-43781-7 : **£39.99**

Hb: 978-0-367-89769-7 : **£135**

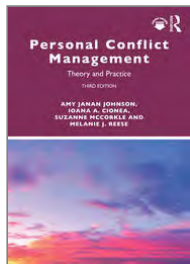
eBook: 978-1-003-02101-8

* For full contents and more information, visit: www.routledge.com/9780367437817

3RD EDITION

Personal Conflict Management

Theory and Practice



Amy Janan Johnson The University of Oklahoma, USA, **Ioana A. Cionea** University of Oklahoma, USA, **Suzanne McCorkle** Boise State University, USA, **Melanie J. Reese** Boise State University, USA

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

Routledge

July 2024 : 382pp

Pb: 978-1-032-41241-2 : £74.99

Hb: 978-1-032-41243-6 : £145

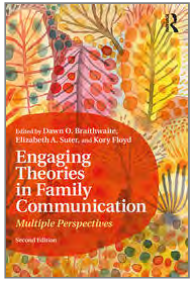
eBook: 978-1-003-35699-8

* For full contents and more information, visit: www.routledge.com/9781032412412

2ND EDITION

Engaging Theories in Family Communication

Multiple Perspectives



Edited by **Dawn O. Braithwaite** University of Nebraska, Lincoln, USA, **Elizabeth A. Suter** University of Denver, USA, **Kory Floyd** University of Arizona, USA

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

* For full contents and more information, visit: www.routledge.com/9781138700949

3RD EDITION

The Routledge Handbook of Family Communication

Edited by **Anita L. Vangelisti** University of Texas at Austin, USA

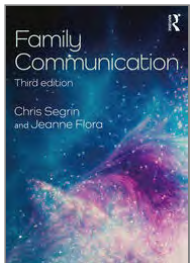
Series: *Routledge Communication Series*

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 : 560pp
Pb: 978-0-367-48746-1 : **£97.99**
Hb: 978-0-367-48903-8 : **£230**
eBook: 978-1-003-04342-3

* For full contents and more information, visit: www.routledge.com/9780367487461

3RD EDITION

Family Communication

Chris Segrin University of Arizona, USA, **Jeanne Flora** New Mexico State University, USA

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

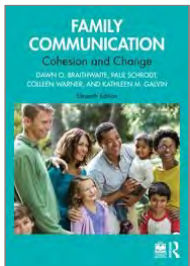
Routledge
January 2019 : 600pp
Pb: 978-0-815-35453-6 : **£81.99**
Hb: 978-0-815-35452-9 : **£220**
eBook: 978-1-351-13259-6

* For full contents and more information, visit: www.routledge.com/9780815354536

11TH EDITION

Family Communication

Cohesion and Change



Dawn O. Braithwaite, **Paul Schrodt** Texas Christian University, USA, **Colleen Warner** University of Missouri, USA, **Kathleen M. Galvin** Northwestern University, USA

Now in its eleventh edition, Family Communication: Cohesion and Change continues to provide students with a foundational, accessible, and inclusive overview of the family communication field. This edition represents the plurality of today's families, helping students see themselves and think through how the up-to-date research and theory apply to their lives. This book is ideal for undergraduate courses in family communication, allied subjects in communication studies, family studies, nursing, and social work, and offers free Instructor and Student Resources designed to test students' knowledge and save instructor's time when preparing lessons.

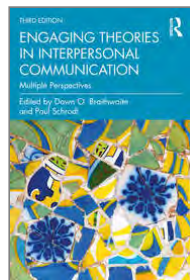
Routledge
October 2024 : 454pp
Pb: 978-0-367-72399-6 : **£79.99**
Hb: 978-0-367-74860-9 : **£215**
eBook: 978-1-032-84317-9 : **£79.99**

* For full contents and more information, visit: www.routledge.com/9780367723996

3RD EDITION

Engaging Theories in Interpersonal Communication

Multiple Perspectives



Edited by **Paul Schrodt** Texas Christian University, USA,
Kristina M. Scharp Rutgers University, USA, **Dawn O. Braithwaite**

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 : 462pp

Pb: 978-0-367-42531-9 : **£58.99**Hb: 978-0-367-42529-6 : **£135**

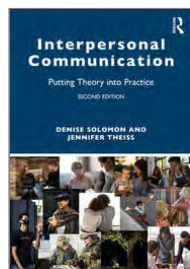
eBook: 978-1-003-19551-1

* For full contents and more information, visit: www.routledge.com/9780367425319

2ND EDITION

Interpersonal Communication

Putting Theory into Practice



Denise Solomon The Pennsylvania State University, USA,
Jennifer Theiss Rutgers University, USA

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 : 572pp

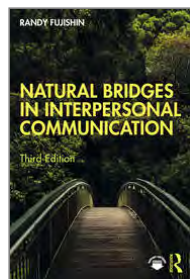
Pb: 978-0-815-38697-1 : **£74.99**Hb: 978-0-815-38695-7 : **£170**

eBook: 978-1-351-17438-1

* For full contents and more information, visit: www.routledge.com/9780815386971

3RD EDITION

Natural Bridges in Interpersonal Communication



Randy Fujishin West Valley College, USA.

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 : 276pp

Pb: 978-1-032-35505-4 : **£43.99**Hb: 978-1-032-35506-1 : **£145**

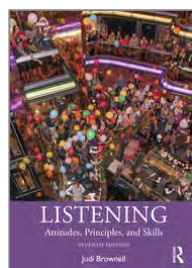
eBook: 978-1-003-32717-2

* For full contents and more information, visit: www.routledge.com/9781032355054

7TH EDITION

Listening

Attitudes, Principles, and Skills

**Judi Brownell** Cornell University, USA

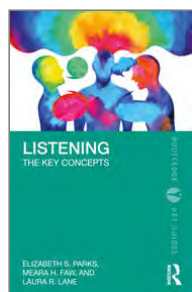
This fully updated seventh edition takes an experiential approach to listening instruction, providing extensive applied examples and cases within the context of the HURIER listening model. Listening serves as a core textbook for courses in listening, communication studies, communication skills, interpersonal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

Routledge
November 2023 : 512pp
Pb: 978-1-032-28904-5 : **£92.99**
Hb: 978-1-032-32802-7 : **£185**
eBook: 978-1-003-31679-4

* For full contents and more information, visit: www.routledge.com/9781032289045

Listening

The Key Concepts



Elizabeth S. Parks Colorado Mountain College, USA,
Meara H. Faw Colorado State University, USA, **Laura R. Lane** Colorado State University, USA

Series: Routledge Key Guides

A vital and comprehensive starting place for understanding the key concepts, this book explores 177 diverse types and styles of listening named in academic scholarship to date. The first of its kind, Listening: The Key Concepts is an expansive, state-of-the-field exploration of listening scholarship that can be used as a guidebook for undergraduate and graduate students in Listening, Public Speaking, Interpersonal Communication, and Intercultural Communication courses as well as other related disciplines.

Routledge
August 2024 : 272pp
Pb: 978-1-032-53184-7 : **£37.99**
Hb: 978-1-032-53185-4 : **£145**
eBook: 978-1-003-41077-5

* For full contents and more information, visit: www.routledge.com/9781032531847

3RD EDITION

Listening

Processes, Functions, and Competency



Debra L. Worthington Auburn University, USA, **Graham D. Bodie** University of Mississippi, USA, **Margaret E. Fitch-Hauser** Auburn University, USA

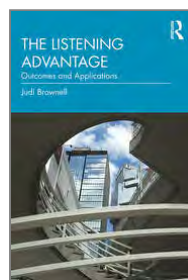
This fully revised third edition explores the essential role of listening to human communication across contexts and cultures. Addressing listening as a cognitive process, social function, and critical professional competency, this is an essential textbook for undergraduate courses in listening and communication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

Routledge
May 2024 : 364pp
Pb: 978-1-032-49125-7 : **£91.99**
Hb: 978-1-032-49126-4 : **£190**
eBook: 978-1-032-49127-1 : **£86.99**

* For full contents and more information, visit: www.routledge.com/9781032491257

The Listening Advantage

Outcomes and Applications

**Judi Brownell** Cornell University, USA

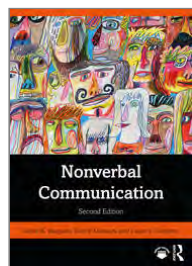
This outcome-based text offers principles and skill-building experiences for the critical competence of listening. It serves as an adaptable supplement for courses in communication and professional studies. The Listening Advantage is an invaluable supplement for courses in communication studies and professional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

Routledge
August 2019 : 188pp
Pb: 978-0-815-36054-4 : **£37.99**
Hb: 978-0-815-36052-0 : **£135**
eBook: 978-1-351-11802-6

* For full contents and more information, visit: www.routledge.com/9780815360544

2ND EDITION

Nonverbal Communication



Judee K Burgoon , Valerie Manusov , Laura K. Guerrero Arizona State University

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 : 570pp

Pb: 978-0-367-55738-6 : **£86.99**

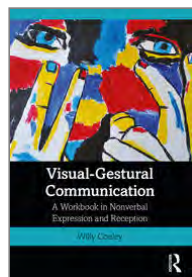
Hb: 978-0-367-55878-9 : **£150**

eBook: 978-1-003-09555-2

* For full contents and more information, visit: 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 : 256pp

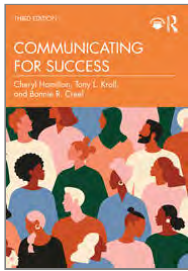
Pb: 978-1-138-60586-2 : **£33.99**

Hb: 978-1-138-60585-5 : **£140**

eBook: 978-0-429-46790-5

* For full contents and more information, visit: www.routledge.com/9781138605862

3RD EDITION

Communicating for Success

Cheryl Hamilton Tarrant County College, USA, **Tony Kroll** Tarrant County College, USA, **Bonnie Creel** Texas Christian University and Tarrant County College, USA

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.

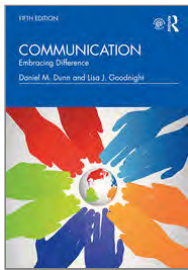
Routledge
February 2023 : 572pp
Pb: 978-1-032-16172-3 : **£115**
Hb: 978-1-032-17035-0 : **£260**
eBook: 978-1-003-25149-1

* For full contents and more information, visit: www.routledge.com/9781032161723

5TH EDITION

Communication

Embracing Difference



Daniel M Dunn Purdue University Northwest, **Lisa J Goodnight** Purdue University Northwest

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 : 366pp
Pb: 978-1-138-48351-4 : **£96.99**
Hb: 978-1-138-48350-7 : **£175**
eBook: 978-1-351-05470-6

* For full contents and more information, visit: www.routledge.com/9781138483514

2ND EDITION

Communication in a Civil Society

Shelley D. Lane University of Texas at Dallas, USA, **Ruth Anna Abigail** Azusa Pacific University, USA, **John Casey Gooch** University of Texas at Dallas, USA

Using the concept of "civility" as the major theme, this fully updated second edition offers a unique and alternative way to teach and learn about communication. Communication in a Civil Society is an ideal textbook for Introduction to Communication, Interpersonal Communication and Public Speaking courses.

Routledge
March 2024 : 474pp
Pb: 978-1-032-51326-3 : **£99.99**
Hb: 978-1-032-51328-7 : **£170**
eBook: 978-1-003-40171-1

* For full contents and more information, visit: www.routledge.com/9781032513263

8TH EDITION

Communication in History

Stone Age Symbols to Social Media



Edited by **Peter Urquhart** Wilfrid Laurier University, Canada, **Paul Heyer** Wilfrid Laurier University, Canada

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.

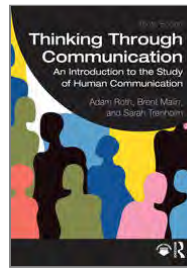
Routledge
January 2024 : 300pp
Pb: 978-1-032-16175-4 : **£87.99**
Hb: 978-1-032-16829-6 : **£205**
eBook: 978-1-003-25046-3

* For full contents and more information, visit: www.routledge.com/9781032161754

10TH EDITION

Thinking Through Communication

An Introduction to the Study of Human Communication



Adam Roth, **Brent Malin**, **Sarah Trenholm** Ithaca College, USA

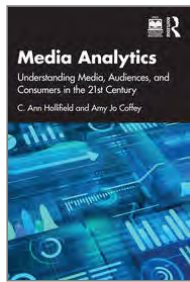
Organized into three parts, this fully updated tenth edition of Thinking Through Communication explores communication in a variety of contexts including interpersonal, group, organizational, and mass media and explains the basic perspectives used by scholars in the field. This edition includes an additional chapter on health communication, reflects the changing nature and norms of communication in the workplace and provides a post-COVID assessment of models, methods, and evaluations of telecommuting practices. It is an ideal textbook for Introduction to Communication courses that aim to provide a comprehensive overview of the field.

Routledge
April 2025 : 426pp
Pb: 978-1-032-49907-9 : **£130**
Hb: 978-1-032-51013-2 : **£205**
IEPB: 978-1-032-82694-3 : **£45.99**

* For full contents and more information, visit: www.routledge.com/9781032499079

Media Analytics

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



C. Ann Hollifield University of Florida, USA, **Amy Jo Coffey** University of Georgia, USA

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 : 438pp

Pb: 978-1-138-58105-0 : **£57.99**

Hb: 978-1-138-58103-6 : **£145**

eBook: 978-0-429-50695-6

* For **full contents** and more information, visit: www.routledge.com/9781138581050

3RD EDITION

The Media Economy



Alan B. Albarran University of North Texas, USA

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 : 220pp

Pb: 978-1-032-49133-2 : **£73.99**

Hb: 978-1-032-49134-9 : **£230**

eBook: 978-1-003-39229-3

* For full contents and more information, visit: www.routledge.com/9781032491332

Media Management Matters

Challenges and Opportunities for Bridging Theory and Practice



Edited by **Ulrike Rohn**, **Tom Evens**

Series: *Media Management and Economics Series*

Media Management Matters explores media management as an engaged scholarship, bridging theory and practice and discussing research collaboration between academia, policymakers, and the media industry. It covers topics from digital transformation, media entrepreneurship, and business models in digital journalism to ad-blocking, location-based services, and digital privacy. Investigating the practical value of the research undertaken, it shows how media management research can provide actionable, practice-relevant knowledge to decision makers in the media industry and policy. Simply put, this book aims to demonstrate why media management matters.

Routledge

March 2020 : 280pp

Pb: 978-0-367-21100-4 : **£36.99**

Hb: 978-0-367-21099-1 : **£135**

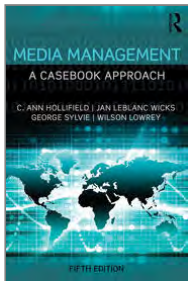
eBook: 978-0-429-26539-6

* For full contents and more information, visit: www.routledge.com/9780367211004

5TH EDITION

Media Management

A Casebook Approach



Ann Hollifield University of Georgia, USA, **Jan LeBlanc Wicks** University of Arkansas, USA, **George Sylvie** University of Texas at Austin, USA, **Wilson Lowrey** The University of Alabama, USA

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 : 438pp

Pb: 978-1-138-90102-5 : **£81.99**

Hb: 978-1-138-90101-8 : **£210**

eBook: 978-1-315-70033-5

* For full contents and more information, visit: www.routledge.com/9781138901025

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 : 310pp

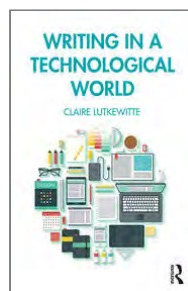
Pb: 978-0-367-21150-9 : **£39.99**

Hb: 978-0-367-21149-3 : **£150**

eBook: 978-0-429-26572-3

* For full contents and more information, visit: 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

Routledge

December 2019 : 434pp

Pb: 978-1-138-58098-5 : **£29.99**

Hb: 978-1-138-58097-8 : **£115**

eBook: 978-0-429-50701-4

* For full contents and more information, visit: www.routledge.com/9781138580985

17TH EDITION

Communication Technology Update and Fundamentals

17th Edition



Edited by **August E. Grant** University of South Carolina, USA, **Jennifer Meadows** California State University-Chico, USA

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 : 370pp

Pb: 978-0-367-42016-1 : **£61.99**

Hb: 978-0-367-42013-0 : **£135**

eBook: 978-0-367-81739-8

* For full contents and more information, visit: www.routledge.com/9780367420161

5TH EDITION

Now Media

The Evolution of Electronic Communication



Norman J. Medoff , Barbara K. Kaye

Now in its fifth 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. Now Media provides a comprehensive view of the development of media and the subsequent advancements into 'now' digital media. This book remains a key text and trusted resource for students and scholars of digital mass communication and communication history alike.

Routledge

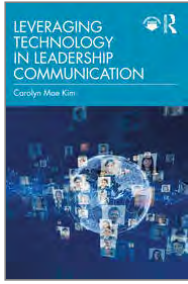
May 2025 : 400pp

Pb: 978-1-032-70430-2 : **£71.99**

Hb: 978-1-032-70432-6 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032704302

Leveraging Technology in Leadership Communication



Carolyn Mae Kim Biola University, USA

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 to access these support materials.

Routledge

November 2021 : 160pp

Pb: 978-0-367-41499-3 : **£36.99**

Hb: 978-0-367-41501-3 : **£135**

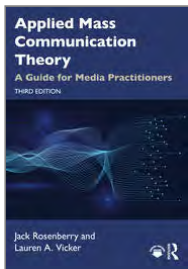
eBook: 978-1-003-22465-5

* For full contents and more information, visit: www.routledge.com/9780367414993

3RD EDITION

Applied Mass Communication Theory

A Guide for Media Practitioners

**Jack Rosenberry** St John Fisher College, USA, **Lauren A. Vicker** St. John Fisher College, USA

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

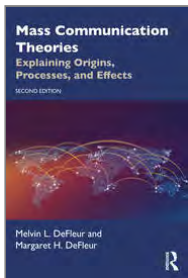
Routledge
September 2021 : 310pp
Pb: 978-0-367-63036-2 : **£61.99**
Hb: 978-0-367-63991-4 : **£135**
eBook: 978-1-003-12169-5

* For full contents and more information, visit: www.routledge.com/9780367630362

2ND EDITION

Mass Communication Theories

Explaining Origins, Processes, and Effects

**Melvin L. DeFleur**, **Margaret H. DeFleur**

The second edition of this groundbreaking textbook provides a comprehensive overview of mass communication theories, as well as their origins and empirical supports in psychology, sociology, political science, and philosophy. This textbook serves as an accessible core text for undergraduate and graduate Mass Communication, Communication Theory, and Communication and Society courses.

Routledge
May 2022 : 366pp
Pb: 978-0-367-53353-3 : **£49.99**
Hb: 978-0-367-53839-2 : **£135**
eBook: 978-1-003-08346-7

* For full contents and more information, visit: www.routledge.com/9780367533533

3RD EDITION

Mass Media Revolution**J. Charles Sterin** University of Maryland University College, USA, **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.

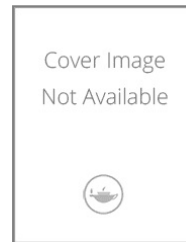
Routledge
November 2017 : 566pp
Hb: 978-1-138-23264-8 : **£195**
eBook: 978-1-315-31181-4
Pb: 978-1-138-23265-5 : **£110**

* For full contents and more information, visit: www.routledge.com/9781138232655

5TH EDITION

Now Media

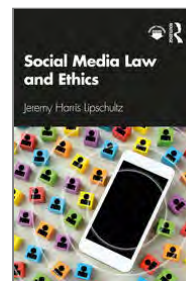
The Evolution of Electronic Communication

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

Now in its fifth 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. Now Media provides a comprehensive view of the development of media and the subsequent advancements into 'now' digital media. This book remains a key text and trusted resource for students and scholars of digital mass communication and communication history alike.

Routledge
May 2025 : 400pp
Pb: 978-1-032-70430-2 : **£71.99**
Hb: 978-1-032-70432-6 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032704302

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

* For full contents and more information, visit: www.routledge.com/9780367437817

8TH EDITION

Media Today

Mass Communication in a Converging World



Joseph Turow University of Pennsylvania, USA

This eighth edition of Joseph Turow'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 : 532pp

Pb: 978-0-367-68029-9 : **£82.99**Hb: 978-0-367-68032-9 : **£165**

eBook: 978-1-003-13393-3

* For **full contents** and more information, visit: www.routledge.com/9780367680299

5TH EDITION

Race/Gender/Class/Media

Considering Diversity Across Audiences, Content, and Producers



Edited by **Rebecca Ann Lind** University of Illinois at Chicago, USA

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 : 344pp

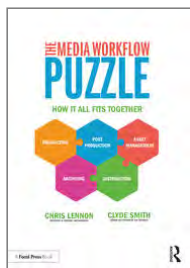
Pb: 978-1-032-04211-4 : **£62.99**Hb: 978-1-032-04542-9 : **£125**

eBook: 978-1-003-19370-8

* For **full contents** and more information, visit: www.routledge.com/9781032042114

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 : 272pp

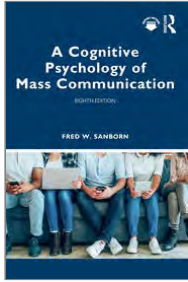
Pb: 978-0-815-39290-3 : **£35.99**Hb: 978-0-815-39289-7 : **£135**

eBook: 978-1-351-18955-2

* For **full contents** and more information, visit: www.routledge.com/9780815392903

8TH EDITION

A Cognitive Psychology of Mass Communication



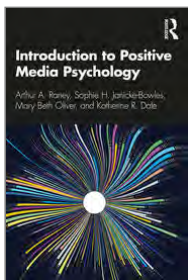
Fred Sanborn North Carolina Wesleyan University, USA.

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 : 568pp
Pb: 978-0-367-71355-3 : **£76.99**
Hb: 978-0-367-72381-1 : **£135**
eBook: 978-1-003-15457-0

* For full contents and more information, visit: www.routledge.com/9780367713553

Introduction to Positive Media Psychology



Arthur A. Raney, **Sophie H. Janicke-Bowles**, **Mary Beth Oliver** The Pennsylvania State University, USA,
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 : 254pp
Pb: 978-0-367-37390-0 : **£36.99**
Hb: 978-0-367-37391-7 : **£135**
eBook: 978-0-429-35348-2

* For full contents and more information, visit: www.routledge.com/9780367373900

4TH EDITION

Media Effects

Advances in Theory and Research



Edited by **Mary Beth Oliver** The Pennsylvania State University, USA, **Arthur A. Raney** Florida State University, USA, **Jennings Bryant** University of Alabama, USA

Series: **Routledge Communication Series**

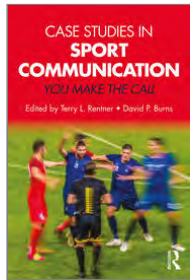
Now in its fourth edition, *Media Effects* again features essays from some of the finest scholars in the field and serves as a comprehensive reference volume for scholars, teachers, and students. It contains both new and updated content that reflects our media-saturated environments, including chapters 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 : 454pp
Pb: 978-1-138-59022-9 : **£81.99**
Hb: 978-1-138-59018-2 : **£180**
eBook: 978-0-429-49114-6

* For full contents and more information, visit: www.routledge.com/9781138590229

Case Studies in Sport Communication

You Make the Call



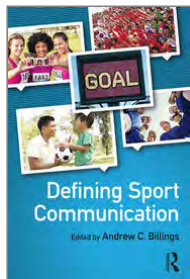
Edited by **Terry L. Rentner**, **David P. Burns**

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 : 314pp
Pb: 978-1-138-72953-7 : **£61.99**
Hb: 978-1-138-72952-0 : **£135**
eBook: 978-1-315-18983-3

* For full contents and more information, visit: www.routledge.com/9781138729537

Defining Sport Communication



Andrew C. Billings University of Alabama, USA

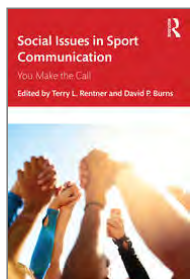
Defining Sport Communication is a comprehensive resource addressing core topics and issues, including humanistic, organizational, relational, and mediated approaches to the study of sport communication. It provides foundational work in sport communication for students and scholars, reflecting the abundance 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 : 370pp
Pb: 978-1-138-90960-1 : **£47.99**
Hb: 978-1-138-90959-5 : **£185**
eBook: 978-1-315-69391-0

* For full contents and more information, visit: www.routledge.com/9781138909601

Social Issues in Sport Communication

You Make the Call



Edited by **Terry L. Rentner** Bowling Green State University, USA, **David P. Burns** Salisbury University, USA

Combining theory with practical application, this collection of real-life, provocative case studies on social issues in sports provides students with the opportunity to make the call on ethical and professional dilemmas faced by a variety of sport and communication professionals. This collection serves as a scholarly text for courses in sport communication, business, intercultural communication, public relations, journalism, media studies, and sport management.

Routledge
February 2023 : 354pp
Pb: 978-1-032-28896-3 : **£44.99**
Hb: 978-1-032-32797-6 : **£130**
eBook: 978-1-003-31676-3

* For full contents and more information, visit: www.routledge.com/9781032288963

Sport Communication

An International Approach



Chuka Onwumechili Howard University, USA

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 : 374pp
Pb: 978-1-138-28187-5 : **£39.99**
Hb: 978-1-138-28186-8 : **£150**
eBook: 978-1-315-27092-0

* For full contents and more information, visit: www.routledge.com/9781138281875

3RD EDITION

Sports Media

Reporting, Producing, and Planning



Bradley Schultz University of Mississippi, USA, **Edward Arke** Messiah College, USA

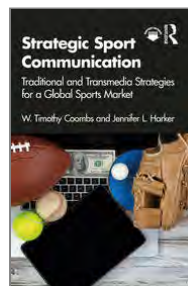
Sports Media covers reporting, anchoring, and production, and offers thorough descriptions of the sports reporter and anchor's function in sports journalism. It offers important historical background on the evolution of the sports industry, some grounding in the business of sports, and a discussion of 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 : 244pp
Pb: 978-1-138-90283-1 : **£58.99**
Hb: 978-1-138-90285-5 : **£175**
eBook: 978-1-315-69724-6

* For full contents and more information, visit: www.routledge.com/9781138902831

Strategic Sport Communication

Traditional and Transmedia Strategies for a Global Sports Market



W. Timothy Coombs Texas A&M University, USA, **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 : 186pp
Pb: 978-0-367-89872-4 : **£47.99**
Hb: 978-0-367-90299-5 : **£135**
eBook: 978-1-003-03116-1

* For full contents and more information, visit: www.routledge.com/9780367898724

2ND EDITION

Total Sports Media

Production, Performance and Career Development



Marc Zumoff Comcast Sportsnet–Television Voice of the Philadelphia 76ers, USA, **Max Negin** Elon University, USA

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 : 362pp

Pb: 978-1-138-39159-8 : **£58.99**

Hb: 978-1-138-39158-1 : **£135**

eBook: 978-0-429-42264-5

* For full contents and more information, visit: www.routledge.com/9781138391598

10TH EDITION

Working Through Conflict

Strategies for Relationships, Groups, and Organizations



Joseph P. Folger , Marshall Scott Poole , Randall K. Stutman CRA, Inc., USA

Thoroughly encompassing theory, research, and practice, this tenth edition provides an introduction to conflict communication and conflict management. This edition features new sections and references on recognizing intractable conflict and managing online conflict, a new exhibit on conflict escalation, a new section on interpersonal goals, as well as an updated list of powerful ways to resolve and manage conflict. This textbook is ideally suited to undergraduate or graduate courses on conflict communication within communication studies, business and management, political science, and counseling programs.

Routledge

October 2024 : 376pp

Pb: 978-1-032-48918-6 : **£115**

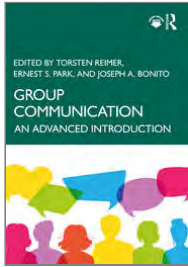
Hb: 978-1-032-46410-7 : **£180**

eBook: 978-1-003-38155-6

* For full contents and more information, visit: www.routledge.com/9781032489186

Group Communication

An Advanced Introduction



Edited by **Torsten Reimer** Purdue University, USA, **Ernest S. Park** Grand Valley State University, USA, **Joseph A. Bonito** The University of Arizona, USA

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 : 488pp

Pb: 978-1-032-11471-2 : **£62.99**

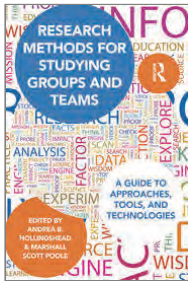
Hb: 978-1-032-13061-3 : **£145**

eBook: 978-1-003-22745-8

* For full contents and more information, visit: www.routledge.com/9781032114712

Research Methods for Studying Groups and Teams

A Guide to Approaches, Tools, and Technologies



Edited by **Andrea Hollingshead** University of Southern California, USA, **Marshall Scott Poole** University of Illinois, Urbana-Champaign, USA

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 : 472pp

Pb: 978-0-415-80633-6 : **£53.99**

Hb: 978-0-415-80632-9 : **£135**

eBook: 978-0-203-80577-0

* For full contents and more information, visit: www.routledge.com/9780415806336

Fostering Employee Buy-in Through Effective Leadership Communication



Tim P. McMahon Creighton University, USA

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 : 296pp

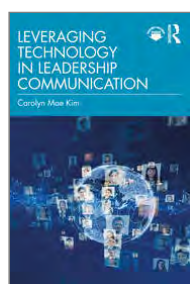
Pb: 978-0-367-62636-5 : **£36.99**

Hb: 978-0-367-63045-4 : **£135**

eBook: 978-1-003-19512-2

* For full contents and more information, visit: www.routledge.com/9780367626365

Leveraging Technology in Leadership Communication



Carolyn Mae Kim Biola University, USA

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 to access these support materials.

Routledge

November 2021 : 160pp

Pb: 978-0-367-41499-3 : **£36.99**

Hb: 978-0-367-41501-3 : **£135**

eBook: 978-1-003-22465-5

* For full contents and more information, visit: www.routledge.com/9780367414993

4TH EDITION

Applied Organizational Communication

Theory and Practice in a Global Environment



Thomas E. Harris University of Alabama, USA, **Mark D. Nelson** University of Alabama, USA

Series: Routledge Communication Series

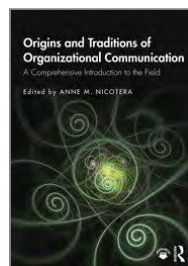
Applied Organizational Communication provides a current, in-depth analysis of the theories and practices critical to understanding organizational communication concepts in a global environment. Building on the successful foundation of the previous editions, this fourth edition has been thoroughly updated 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 : 292pp
Pb: 978-1-138-49718-4 : **£76.99**
Hb: 978-1-138-48348-4 : **£165**
eBook: 978-1-351-01958-3

* For full contents and more information, visit: www.routledge.com/9781138497184

Origins and Traditions of Organizational Communication

A Comprehensive Introduction to the Field



Edited by Anne M. Nicotera George Mason University, USA

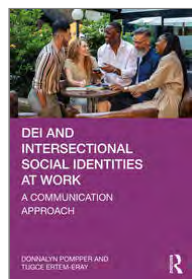
Origins and Traditions of Organizational Communication provides a sophisticated overview of the fundamentals of organizational communication as a field of study, examining the field's foundations and providing an assessment of the field to date. It also includes pedagogical features appropriate for graduate-level 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 : 458pp
Pb: 978-1-138-57031-3 : **£58.99**
Hb: 978-1-138-57030-6 : **£135**
eBook: 978-0-203-70362-5

* For full contents and more information, visit: www.routledge.com/9781138570313

DEI and Intersectional Social Identities at Work

A Communication Approach



Donnalyn Pompper University of Oregon, USA, **Tugce Ertem-Eray** North Carolina State University, USA

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 : 274pp
Pb: 978-1-032-24528-7 : **£39.99**
Hb: 978-1-032-24529-4 : **£145**
eBook: 978-1-003-27912-9

* For full contents and more information, visit: www.routledge.com/9781032245287

Movements in Organizational Communication Research

Current Issues and Future Directions



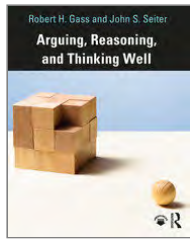
Edited by Jamie McDonald University of Texas at San Antonio, USA, **Rahul Mitra** Wayne State University, USA

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

* For full contents and more information, visit: www.routledge.com/9781138304468

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.

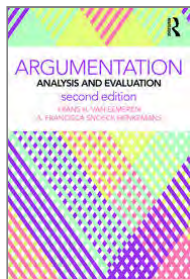
Routledge
June 2019 : 280pp
Pb: 978-0-815-37433-6 : **£76.99**
Hb: 978-0-815-37432-9 : **£155**
eBook: 978-1-351-24249-3

* For full contents and more information, visit: www.routledge.com/9780815374336

2ND EDITION

Argumentation

Analysis and Evaluation



Frans H. van Eemeren University of Amsterdam, 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 : 184pp
Pb: 978-1-138-22508-4 : **£49.99**
Hb: 978-1-138-22507-7 : **£145**
eBook: 978-1-315-40114-0

* For full contents and more information, visit: www.routledge.com/9781138225084

2ND EDITION

Argumentation

Keeping Faith with Reason



John P. Nordin , Edward Schiappa Massachusetts
Institute of Technology

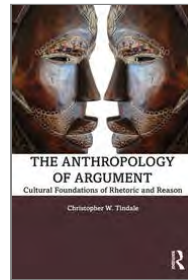
This extensively updated second edition provides a comprehensive introduction to argumentation skills for undergraduates. Argumentation: Keeping Faith with Reason is an ideal textbook for undergraduate courses in argumentation, persuasion, critical thinking, and informal logic.

Routledge
May 2024 : 378pp
Pb: 978-1-032-54122-8 : **£55.99**
Hb: 978-1-032-54123-5 : **£155**
eBook: 978-1-003-41526-8

* For full contents and more information, visit: www.routledge.com/9781032541228

The Anthropology of Argument

Cultural Foundations of Rhetoric and Reason



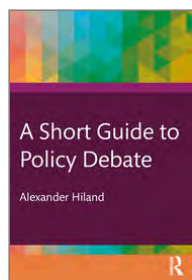
Christopher W. Tindale

This book reinvigorates argumentation studies by exploring the experience of argument across cultures, introducing an anthropological perspective into the domains of rhetoric, communication, and philosophy. It fills a gap in contemporary argumentation theory by shifting the focus away from the purely propositional element of arguments and onto how they emerge from the experiences of peoples with diverse backgrounds, examining argumentation as a means of expression and a gathering place of ideas and styles. The book will interest scholars and upper-level students in communication, philosophy, argumentation theory, anthropology, rhetoric, linguistics, and cultural studies.

Routledge
December 2020 : 212pp
Pb: 978-0-367-61924-4 : **£36.99**
Hb: 978-0-367-62038-7 : **£135**
eBook: 978-1-003-10763-7

* For full contents and more information, visit: www.routledge.com/9780367619244

A Short Guide to Policy Debate



Alexander Hiland Rensselaer Polytechnic Institute, USA

A Short Guide to Policy Debate offers a step-by-step guidance on how to prepare and analyze topics, cases, and rebuttals and outlines the norms and rules of contemporary interscholastic competition in the United States. Written in an accessible style, this book explains how to conduct research and compete online, the strategies behind constructing a case, and includes guidance on how to determine judge tendencies. Providing a streamlined, student-focused approach to policy debate, this book will be of interest to students and instructors in the fields of debate, persuasion, public speaking, and argumentation.

Routledge

November 2024 : 194pp

Pb: 978-1-032-61312-3 : **£34.99**

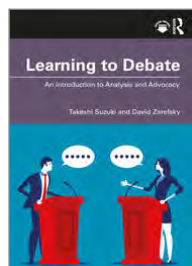
Hb: 978-1-032-61311-6 : **£130**

eBook: 978-1-003-46307-8

* For full contents and more information, visit: www.routledge.com/9781032613123

Learning to Debate

An Introduction to Analysis and Advocacy



Takeshi Suzuki, David Zarefsky Northwestern University, USA

Written in an accessible style, this textbook introduces undergraduate students to the theoretical and practical aspects of debate and outlines the fundamental skills of analysis and advocacy. This book allows readers to face such problems head on by equipping them with the knowledge and skills to analyze a situation, propose solutions, and present debates and arguments in a persuasive manner. Providing students with the tools to become responsible members of a democratic society, Learning to Debate: An Introduction to Analysis and Advocacy is an ideal textbook for undergraduate Argumentation and Debate and Speech Communication courses.

Routledge

April 2025 : 200pp

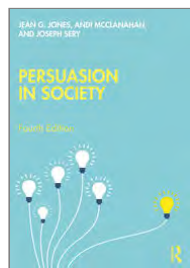
Pb: 978-1-032-67139-0 : **£39.99**

Hb: 978-1-032-68826-8 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032671390

4TH EDITION

Persuasion in Society



Jean G. Jones Edinboro University, USA, **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 : 374pp

Pb: 978-0-367-61572-7 : **£84.99**

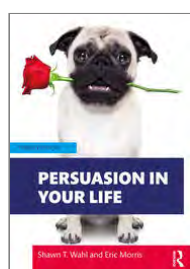
Hb: 978-0-367-62043-1 : **£135**

eBook: 978-1-003-10765-1

* For full contents and more information, visit: www.routledge.com/9780367615727

3RD EDITION

Persuasion in Your Life



Shawn T. Wahl Missouri State University, USA, **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 : 356pp

Pb: 978-0-367-48630-3 : **£91.99**

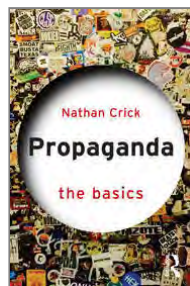
Hb: 978-0-367-48898-7 : **£135**

eBook: 978-1-003-04339-3

* For full contents and more information, visit: www.routledge.com/9780367486303

Propaganda

The Basics



Nathan Crick Texas A&M University, USA.

Series: The Basics

This concise and accessible guide makes clear the ubiquity of propaganda so that readers can understand its function in all layers of society, for both good or for ill, and ultimately use it to make their own voice heard. Using short, easy to understand examples drawn from politics, culture, and advertising from around the world, this book introduces readers to the basic theory, research, and techniques of propaganda from the American Revolution to the present day. Propaganda: The Basics is an essential read for students in various fields including rhetoric and communication or anyone approaching the subject of propaganda for the first time.

Routledge

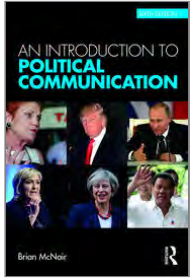
May 2025 : 190pp

Pb: 978-1-003-86323-6 : **£19.99**

Hb: 978-1-003-86328-1 : **£135**

* For full contents and more information, visit: www.routledge.com/9781003863236

6TH EDITION

An Introduction to Political Communication

Brian McNair, Brian McNair Queensland University of Technology, Australia

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.

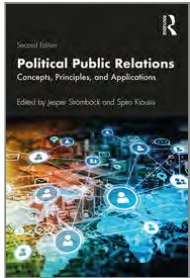
Routledge
June 2017 : 266pp
Pb: 978-0-415-73942-9 : **£35.99**
Hb: 978-0-415-73941-2 : **£135**
eBook: 978-1-315-75029-3

* For full contents and more information, visit: www.routledge.com/9780415739429

2ND EDITION

Political Public Relations

Concepts, Principles, and Applications



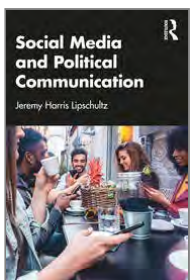
Edited by **Jesper Stromback** Mid Sweden University, Sundsvall, Sweden, **Spiro Kiouis** University of Florida, USA

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 : 414pp
Pb: 978-1-138-48405-4 : **£53.99**
Hb: 978-1-138-48404-7 : **£135**
eBook: 978-1-351-05314-3

* For full contents and more information, visit: www.routledge.com/9781138484054

Social Media and Political Communication

Jeremy Harris Lipschultz University of Nebraska at Omaha, USA

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 : 222pp
Pb: 978-0-367-77242-0 : **£34.99**
Hb: 978-0-367-77253-6 : **£135**
eBook: 978-1-003-17047-1

* For full contents and more information, visit: www.routledge.com/9780367772420

3RD EDITION

The Dynamics of Political Communication

Media and Politics in a Digital Age



Richard M. Perloff Cleveland State University, USA

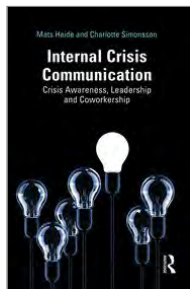
This third edition continues its comprehensive coverage of communication and politics, focusing on problematic issues that bear on the functioning of democracy in an age of partisanship, social media, and political leadership that questions media's legitimacy. The book covers the intersections between 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 : 524pp
Pb: 978-0-367-27941-7 : **£76.99**
Hb: 978-0-367-25282-3 : **£76.99**
eBook: 978-0-429-29885-1

* For full contents and more information, visit: www.routledge.com/9780367279417

Internal Crisis Communication

Crisis Awareness, Leadership and Coworkership



Mats Heide Lund University, Sweden, **Charlotte Simonsson** Lund University, Sweden.

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 : 166pp
Hb: 978-1-138-35407-4 : **£49.99**
eBook: 978-0-429-42504-2

* For full contents and more information, visit: www.routledge.com/9781138354074

5TH EDITION

Reputation Management

The Key to Successful Public Relations, Corporate Communication and Sustainable Organizations



John Doorley , **Helio Fred Garcia**

The fifth edition of this classic text, which was the first on the subject of reputation management, gives readers the guidance and skills needed to manage brand reputation through effective performance, behavior, identity, and communication strategies. This edition is updated throughout, including current information on digital media, new global examples, and a renewed emphasis on organizational and environmental sustainability. It is a must-have reference for students taking classes in public relations management, corporate communication, communication management, and business.

Routledge
April 2025 : 450pp
Pb: 978-1-032-57798-2 : **£74.99**
Hb: 978-1-032-57799-9 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032577982

Understanding Corporate Communications



Dmytro Oltarzhevskiy University of Kyiv, Ukraine,
Yevgen Zagorulko University of Kyiv, Ukraine

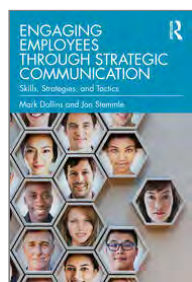
With the aim to synthesize and simplify the core concepts of corporate communications, Understanding Corporate Communications offers a clear look at the history of the discipline and profession with attention to essential principles for practice. The book's main goal is to make explicit well-known global theories and the practical experiences of corporate communications professionals in an easily visualized style accessible to a wide readership. This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals.

Routledge
March 2025 : 310pp
Pb: 978-1-032-77761-0 : **£42.99**
Hb: 978-1-032-77767-2 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032777610

Engaging Employees through Strategic Communication

Skills, Strategies, and Tactics



Mark Dollins, Jon Stemmle

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 : 272pp

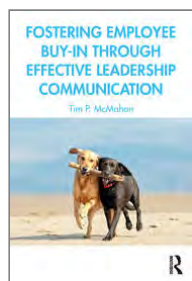
Pb: 978-0-367-90390-9 : **£37.99**

Hb: 978-0-367-90391-6 : **£140**

eBook: 978-1-003-02411-8

* For full contents and more information, visit: www.routledge.com/9780367903909

Fostering Employee Buy-in Through Effective Leadership Communication



Tim P. McMahon Creighton University, USA

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 : 296pp

Pb: 978-0-367-62636-5 : **£36.99**

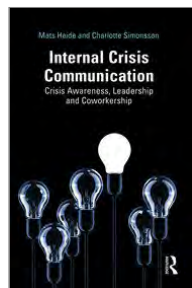
Hb: 978-0-367-63045-4 : **£135**

eBook: 978-1-003-19512-2

* For full contents and more information, visit: www.routledge.com/9780367626365

Internal Crisis Communication

Crisis Awareness, Leadership and Coworkership



Mats Heide Lund University, Sweden, **Charlotte Simonsson** Lund University, Sweden.

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 : 166pp

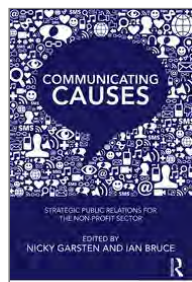
Hb: 978-1-138-35407-4 : **£49.99**

eBook: 978-0-429-42504-2

* For full contents and more information, visit: www.routledge.com/9781138354074

Communicating Causes

Strategic public relations for the non-profit sector



Edited by **Nicky Garsten** Greenwich University, UK, **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 : 290pp

Pb: 978-0-815-39401-3 : **£37.99**

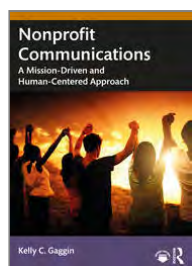
Hb: 978-0-815-39400-6 : **£135**

eBook: 978-1-351-02222-4

* For full contents and more information, visit: www.routledge.com/9780815394013

Nonprofit Communications

A Mission-Driven and Human-Centered Approach



Kelly C. Gaggin Syracuse University, USA

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 : 190pp

Pb: 978-1-032-46114-4 : **£42.99**

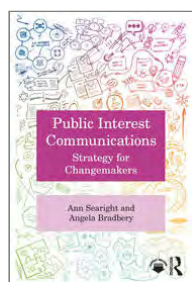
Hb: 978-1-032-46116-8 : **£145**

eBook: 978-1-003-38014-6

* For full contents and more information, visit: www.routledge.com/9781032461144

Public Interest Communications

Strategy for Changemakers



Ann Searight , Angela Bradbery

Written by two practitioners with deep professional experience, this book introduces readers to the practice of public interest communications, a profession that takes an evidence-based approach to using strategic communications to drive positive social change. The authors provide a step-by-step framework for practicing public interest communications and illustrate each framework with diverse and inclusive voices through practitioner interviews. This book is an ideal resource for students in public relations, marketing, advertising, and journalism programs, helping bright minds acquire the mindset of a public interest.

Routledge

May 2025 : 312pp

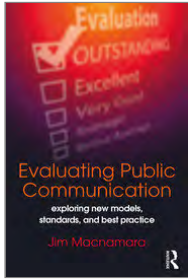
Pb: 978-1-032-53191-5 : **£52.99**

Hb: 978-1-032-53192-2 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032531915

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 : 412pp

Pb: 978-1-138-22858-0 : **£39.99**

Hb: 978-1-138-22857-3 : **£135**

eBook: 978-1-315-39198-4

* For full contents and more information, visit: www.routledge.com/9781138228580

2ND EDITION

Social Media Campaigns

Strategies for Public Relations and Marketing

**Carolyn Mae Kim** Biola University, USA

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

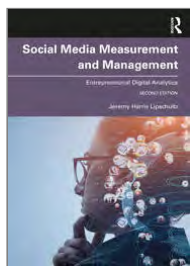
December 2020 : 226pp

Pb: 978-0-367-89620-1 : **£47.99**Hb: 978-0-367-89629-4 : **£135**eBook: 978-0-367-74584-4 : **£47.99*** For full contents and more information, visit: www.routledge.com/9780367896201

2ND EDITION

Social Media Measurement and Management

Entrepreneurial Digital Analytics

**Jeremy Harris Lipschultz** University of Nebraska at Omaha, USA

This revised and updated textbook applies a critical and practical lens to the world of social media analytics. Author Jeremy Harris Lipschultz explores the foundations of digital data, strategic tools, and best practices in an accessible volume for students and practitioners of social media communication. A perfect primer for this developing industry, this book is ideal for students, scholars, and practitioners of digital media seeking to hone their skills and expand their bank of new tools and resources.

Routledge

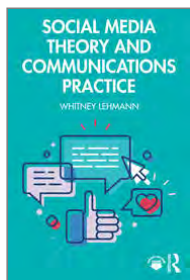
August 2024 : 328pp

Pb: 978-1-032-24786-1 : **£42.99**Hb: 978-1-032-25210-0 : **£130**

eBook: 978-1-003-28209-9

* For full contents and more information, visit: www.routledge.com/9781032247861

Social Media Theory and Communications Practice

**Whitney Lehmann** Nova Southeastern University, USA

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

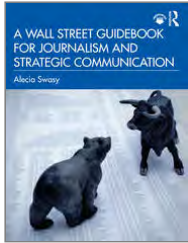
July 2023 : 220pp

Pb: 978-1-032-18587-3 : **£39.99**Hb: 978-1-032-18683-2 : **£145**

eBook: 978-1-003-25573-4

* For full contents and more information, visit: 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 : 164pp

Pb: 978-0-367-34806-9 : **£37.99**

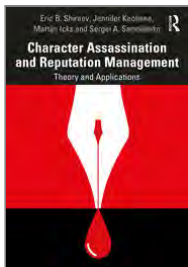
Hb: 978-0-367-34803-8 : **£155**

eBook: 978-0-429-32816-9

* For full contents and more information, visit: www.routledge.com/9780367348069

Character Assassination and Reputation Management

Theory and Applications



Eric B. Shiraev George Mason University, USA, **Jennifer Keohane** George Mason University, USA, **Martijn Icks**, **Sergei A. Samoilenko** George Mason, University, USA

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 : 280pp

Pb: 978-1-138-60918-1 : **£45.99**

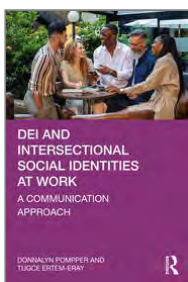
Hb: 978-1-138-60917-4 : **£135**

eBook: 978-0-429-46626-7

* For full contents and more information, visit: www.routledge.com/9781138609181

DEI and Intersectional Social Identities at Work

A Communication Approach



Donnalyn Pompper University of Oregon, USA, **Tugce Ertem-Eray** North Carolina State University, USA

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 : 274pp

Pb: 978-1-032-24528-7 : **£39.99**

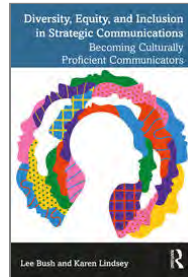
Hb: 978-1-032-24529-4 : **£145**

eBook: 978-1-003-27912-9

* For full contents and more information, visit: www.routledge.com/9781032245287

Diversity, Equity, and Inclusion in Strategic Communications

Becoming Culturally Proficient Communicators



Lee Bush Elon University, USA, **Karen Lindsey** Elon University, USA

Taking a DEI-first approach, this book teaches students to become culturally proficient communicators by approaching diversity, equity, and inclusion (DEI) with intentionality in every aspect of strategic communications. Ideal for students at the undergraduate level with relevance to graduate students as well, the book can be used as a stand-alone text in DEI communications courses, as a supplement to core advertising or public relations texts, or in modules in advanced communications courses.

Routledge

August 2024 : 192pp

Pb: 978-1-032-53386-5 : **£38.99**

Hb: 978-1-032-53387-2 : **£145**

eBook: 978-1-003-41179-6

* For full contents and more information, visit: www.routledge.com/9781032533865

How to Succeed in a PR Agency

Real Talk to Grow Your Career & Become Indispensable



Kristin Johnson, **Sharon 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 : 160pp

Pb: 978-1-138-35268-1 : **£32.99**

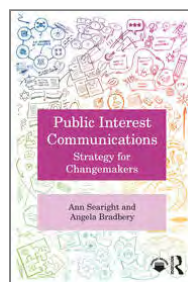
Hb: 978-1-138-35267-4 : **£135**

eBook: 978-0-429-43462-4

* For full contents and more information, visit: www.routledge.com/9781138352681

Public Interest Communications

Strategy for Changemakers



Ann Searight, **Angela Bradbery**

Written by two practitioners with deep professional experience, this book introduces readers to the practice of public interest communications, a profession that takes an evidence-based approach to using strategic communications to drive positive social change. The authors provide a step-by-step framework for practicing public interest communications and illustrate each framework with diverse and inclusive voices through practitioner interviews. This book is an ideal resource for students in public relations, marketing, advertising, and journalism programs, helping bright minds acquire the mindset of a public interest.

Routledge

May 2025 : 312pp

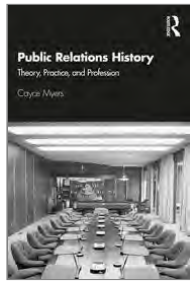
Pb: 978-1-032-53191-5 : **£52.99**

Hb: 978-1-032-53192-2 : **£145**

* For full contents and more information, visit: www.routledge.com/9781032531915

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 : 184pp

Pb: 978-1-138-49141-0 : **£36.99**

Hb: 978-1-138-49140-3 : **£135**

eBook: 978-1-351-03301-5

* For **full contents** and more information, visit: www.routledge.com/9781138491410

Public Relations Theory III

In the Age of Publics



Edited by **Carl Botan** George Mason University, USA,
Erich Sommerfeldt University of Minnesota, USA

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 : 556pp

Pb: 978-0-367-68331-3 : **£61.99**

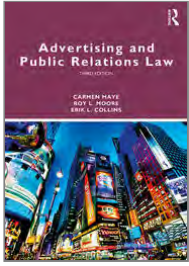
Hb: 978-0-367-69328-2 : **£125**

eBook: 978-1-003-14139-6

* For **full contents** and more information, visit: www.routledge.com/9780367683313

3RD EDITION

Advertising and Public Relations Law



Carmen Maye , Roy L. Moore , Erik L. Collins University of South Carolina, USA

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 : 372pp

Pb: 978-1-138-48448-1 : **£81.99**

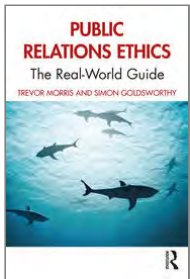
Hb: 978-1-138-48446-7 : **£175**

eBook: 978-1-351-05174-3

* For full contents and more information, visit: www.routledge.com/9781138484481

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 : 252pp

Pb: 978-0-367-61227-6 : **£35.99**

Hb: 978-0-367-62017-2 : **£135**

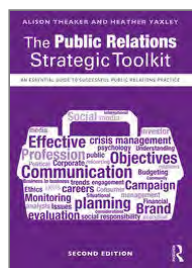
eBook: 978-1-003-10749-1

* For full contents and more information, visit: www.routledge.com/9780367612276

2ND EDITION

The Public Relations Strategic Toolkit

An Essential Guide to Successful Public Relations Practice



Alison Theaker , Heather Yaxley

The Public Relations Strategic Toolkit, Second edition presents readers with essential guidance on developing public relations skills across the key themes of planning, corporate communications, and stakeholder engagement, as well as giving in-depth coverage of professional practice. A range of supporting key features are included to aid classroom use and self-study, including updated case studies on a range of different public relations campaigns, Talking, Action and Reading Points throughout each chapter offering opportunities for further discussion, reading and study, as well as 'day in the life' profiles of industry professionals.

Routledge

October 2017 : 430pp

Pb: 978-1-138-67867-5 : **£38.99**

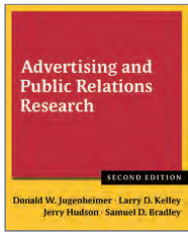
Hb: 978-1-138-67865-1 : **£145**

eBook: 978-1-315-55879-0

* For full contents and more information, visit: www.routledge.com/9781138678675

2ND EDITION

Advertising and Public Relations Research



Donald W. Jugenheimer, **Larry Kelley** University of Houston, USA, **Jerry Hudson** Texas Tech University, USA, **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 : 376pp

Pb: 978-0-765-63606-5 : **£68.99**

Hb: 978-1-138-12748-7 : **£175**

eBook: 978-1-315-71656-5

* For full contents and more information, visit: www.routledge.com/9780765636065

Data-Driven Public Relations Research

21st Century Practices and Applications



Jim Eggensperger, **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 : 212pp

Pb: 978-1-138-71707-7 : **£53.99**

Hb: 978-1-138-71706-0 : **£135**

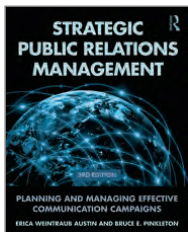
eBook: 978-1-315-19668-8

* For full contents and more information, visit: www.routledge.com/9781138717077

3RD EDITION

Strategic Public Relations Management

Planning and Managing Effective Communication Campaigns



Erica Weintraub Austin Washington State University, USA, **Bruce E. Pinkleton** Washington State University, USA

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 : 398pp

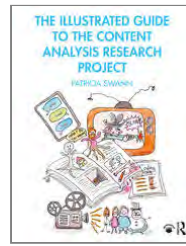
Pb: 978-0-415-51769-0 : **£84.99**

Hb: 978-0-415-51768-3 : **£240**

eBook: 978-1-315-75483-3

* For full contents and more information, visit: 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 : 148pp

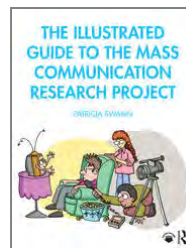
Pb: 978-1-138-60512-1 : **£35.99**

Hb: 978-1-138-60511-4 : **£135**

eBook: 978-0-429-46830-8

* For full contents and more information, visit: www.routledge.com/9781138605121

The Illustrated Guide to the Mass Communication Research Project



Patricia Swann Utica University, USA

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 : 188pp

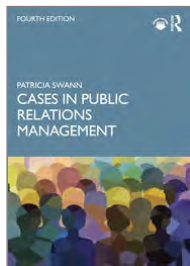
Pb: 978-1-032-08075-8 : **£47.99**

Hb: 978-1-032-10263-4 : **£125**

eBook: 978-1-003-21448-9

* For full contents and more information, visit: www.routledge.com/9781032080758

4TH EDITION

Cases in Public Relations Management**Patricia Swann** Utica College, USA

This fourth edition of *Cases in Public Relations Management* features a combination of new and tried-and-tested cases that give students a practical view of how on-the-ground public relations is practiced today. Showcasing both successes and failures in public relations management, this text uses a problem-based case study approach that encourages readers to put their knowledge to the test to assess what has worked and consider alternate approaches to the situations these cases explore. It features questions for discussion and prompts to “dig deeper” into the cases at hand.

Routledge
April 2025 : 478pp
Pb: 978-1-032-16364-2 : **£76.99**
Hb: 978-1-032-15752-8 : **£180**

* For full contents and more information, visit: www.routledge.com/9781032163642

Media Strategies

Managing content, platforms and relationships

**Jane Johnston** University of Queensland, **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.

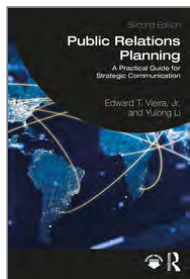
Routledge
July 2018 : 342pp
Pb: 978-1-760-29519-6 : **£31.99**
Hb: 978-0-367-71874-9 : **£135**
eBook: 978-1-003-11652-3

* For full contents and more information, visit: www.routledge.com/9781760295196

2ND EDITION

Public Relations Planning

A Practical Guide for Strategic Communication

**Edward T. Vieira, Jr.**, **Yulong Li**

Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the authors bring years of practical experience to the project, helping students see how theoretical elements fit together in reality and preparing them for the workplace. Providing a solid foundation to the PR planning process, this text is core reading for advanced undergraduate, postgraduate and executive education students studying *Public Relations Strategy*, *Public Relations Campaigns*, and *Strategic Communications*.

Routledge
June 2024 : 684pp
Pb: 978-1-032-56580-4 : **£61.99**
Hb: 978-1-032-56581-1 : **£220**
eBook: 978-1-003-43619-5

* For full contents and more information, visit: www.routledge.com/9781032565804

2ND EDITION

Social Media Campaigns

Strategies for Public Relations and Marketing

**Carolyn Mae Kim** Biola University, USA

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 : 226pp
Pb: 978-0-367-89620-1 : **£47.99**
Hb: 978-0-367-89629-4 : **£135**
eBook: 978-0-367-74584-4 : **£47.99**

* For full contents and more information, visit: www.routledge.com/9780367896201

4TH EDITION

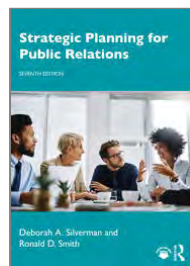
Strategic Integrated Marketing Communications**Larry Percy** Larry Percy Consulting, USA

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

* For full contents and more information, visit: www.routledge.com/9780367770624

7TH EDITION

Strategic Planning for Public Relations**Deborah A. Silverman** SUNY Buffalo State College, USA, **Ronald D. Smith** SUNY Buffalo State College, USA

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.

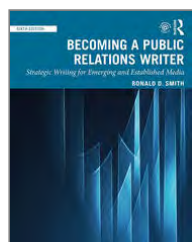
Routledge
March 2024 : 556pp
Pb: 978-1-032-39116-8 : **£76.99**
Hb: 978-1-032-39117-5 : **£145**
eBook: 978-1-003-34846-7

* For full contents and more information, visit: 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 : 506pp

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

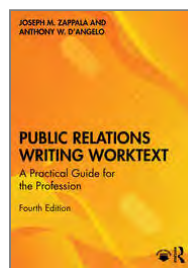
eBook: 978-0-429-30040-0

* For full contents and more information, visit: www.routledge.com/9780367281571

4TH EDITION

Public Relations Writing Worktext

A Practical Guide for the Profession

**Joseph M. Zappala** Cornell University, USA, **Anthony W. D'Angelo**

With a concise approach that engages students and practitioners, this thoroughly updated fourth edition provides the fundamental knowledge and basic skill preparation required for the professional practice of public relations writing. Building on the strengths of previous editions, this edition focuses more closely on PR writing as a strategic function and on planning and content strategy design. The text is suitable for undergraduate and graduate students in a public relations writing course preparing for entry-level public relations and communications roles, as well as a useful reference for early-career practitioners.

Routledge

December 2024 : 200pp

Pb: 978-0-367-86002-8 : **£51.99**Hb: 978-0-367-86000-4 : **£135**

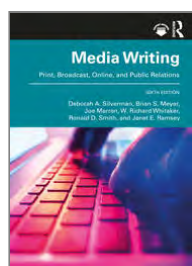
eBook: 978-1-003-01634-2

* For full contents and more information, visit: www.routledge.com/9780367860028

6TH EDITION

MediaWriting

Print, Broadcast, Online, and Public Relations



Deborah A. Silverman SUNY Buffalo State College, USA, **Brian S. Meyer**, **Joe Marren**, **W. Richard Whitaker** Buffalo State College, USA, **Ronald D. Smith** SUNY Buffalo State College, USA, **Janet E. Ramsey** Buffalo State College, USA

Accessible and engaging, this book is an invaluable resource for students planning to enter the dynamic and changing world of media writing. Drawing on a wealth of real-world examples and featuring helpful "How To" boxes throughout, *MediaWriting* explains the various styles of writing for print, broadcast, online, social media, public relations, and multimedia outlets. Designed to meet the needs of students of digital, print, and broadcast media, public relations, or a wannabe jack-of-all trades in the online media environment, this reader-friendly primer will equip beginners with all the skills necessary to succeed in their chosen writing field.

Routledge

August 2024 : 454pp

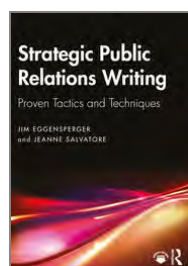
Pb: 978-1-032-49580-4 : **£74.99**Hb: 978-1-032-49581-1 : **£155**

eBook: 978-1-003-39450-1

* For full contents and more information, visit: www.routledge.com/9781032495804

Strategic Public Relations Writing

Proven Tactics and Techniques

**Jim Eggensperger**, **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 : 232pp

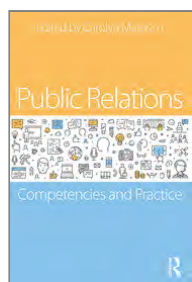
Pb: 978-1-032-16387-1 : **£56.99**Hb: 978-1-032-15731-3 : **£135**

eBook: 978-1-003-24833-0

* For full contents and more information, visit: www.routledge.com/9781032163871

Public Relations

Competencies and Practice

*Edited by* **Carolyn Mae Kim** Biola University, USA

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 Practice* focuses on the required competencies expected and applications of public relations into specific sectors of practice.

Routledge

February 2019 : 338pp

Pb: 978-1-138-55234-0 : **£39.99**Hb: 978-1-138-55233-3 : **£135**

eBook: 978-1-315-14810-6

* For full contents and more information, visit: www.routledge.com/9781138552340

6TH EDITION

Strategic Writing

Multimedia Writing for Public Relations, Advertising and More

**Angie Hendershot** The University of Kansas, USA, **Lisa Loewen** The University of Kansas, USA

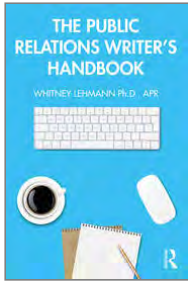
Featuring examples of strategic writing throughout the book, this practical, multidisciplinary text takes students through the fundamental concepts, genres, and techniques of writing for strategic communicators to connect with their publics. *Strategic Writing*, Sixth Edition is an essential textbook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

Routledge

March 2024 : 352pp

Pb: 978-1-032-46106-9 : **£87.99**Hb: 978-1-032-46105-2 : **£145**eBook: 978-1-032-69028-5 : **£81.99*** For full contents and more information, visit: www.routledge.com/9781032461069

The Public Relations Writer's Handbook



Whitney Lehmann Nova Southeastern University, USA

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 : 202pp

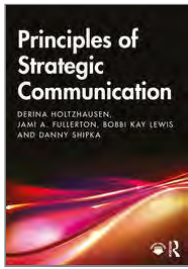
Pb: 978-0-815-36528-0 : **£54.99**

Hb: 978-0-815-36529-7 : **£135**

eBook: 978-1-351-26192-0

* For full contents and more information, visit: www.routledge.com/9780815365280

Principles of Strategic Communication



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

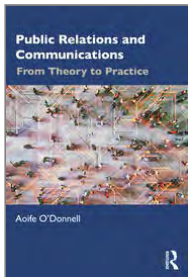
Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. It introduces students to the theories of strategic communication while at 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 : 362pp
Pb: 978-0-367-42631-6 : **£58.99**
Hb: 978-0-367-43247-8 : **£135**
eBook: 978-1-003-00204-8

* For full contents and more information, visit: www.routledge.com/9780367426316

Public Relations and Communications

From Theory to Practice



Aoife O'Donnell Griffith College, Ireland

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.

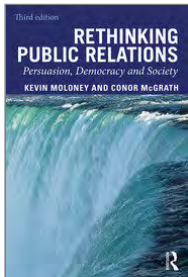
Routledge
July 2023 : 238pp
Pb: 978-1-032-17043-5 : **£42.99**
Hb: 978-1-032-18290-2 : **£145**
eBook: 978-1-003-25381-5

* For full contents and more information, visit: www.routledge.com/9781032170435

3RD EDITION

Rethinking Public Relations

Persuasion, Democracy and Society



Kevin Moloney Bournemouth University, UK, **Conor McGrath** University of Ulster, UK

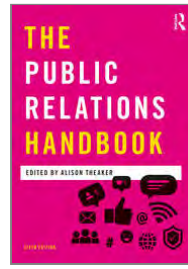
This third edition of Rethinking Public Relations continues the argument of previous editions that public relations is weak propaganda. However, while earlier editions focused on PR as representative of the uneven power distribution in society, this book goes further, conceiving the power of PR as more 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 : 206pp
Pb: 978-0-367-31300-5 : **£43.99**
Hb: 978-1-138-59365-7 : **£175**
eBook: 978-0-429-48931-0

* For full contents and more information, visit: www.routledge.com/9780367313005

6TH EDITION

The Public Relations Handbook



Edited by Alison Theaker

Series: Media Practice

The Public Relations Handbook, 6th edition provides an engaging, in-depth exploration of the dynamic and ever-evolving public relations industry. Containing student-friendly features including clear chapter aims, analytical discussion questions, and key further reading throughout the text, The Public Relations Handbook is an ideal resource for students of public relations, corporate and strategic communications, and media studies.

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

* For full contents and more information, visit: www.routledge.com/9780367278915

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

* For full contents and more information, visit: www.routledge.com/9781760876432

Crisis Communication

Managing Stakeholder Relationships



Audra Diers-Lawson Kristiania Univ. College, Norway

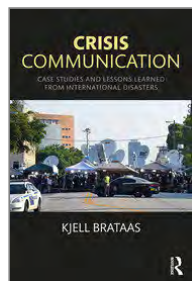
Crises come in many shapes and sizes, including media blunders, social media activism, extortion, product tampering, security issues, natural disasters, accidents, or negligence – just to name a few. For organizations, crises are pervasive, challenging and catastrophic, as well as opportunities for organizations 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 : 342pp
Pb: 978-1-138-34624-6 : **£39.99**
Hb: 978-1-138-34625-3 : **£135**
eBook: 978-0-429-43738-0

* For full contents and more information, visit: www.routledge.com/9781138346246

Crisis Communication

Case Studies and Lessons Learned from International Disasters



Kjell Brataas Brataas Crisis Communication, Norway

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

* For full contents and more information, visit: www.routledge.com/9781498751346

6TH EDITION

Crisis Communications

A Casebook Approach



Kathleen Fearn-Banks University of Washington, USA,
Kevin Kawamoto University of Hawaii, USA

Series: *Routledge Communication Series*

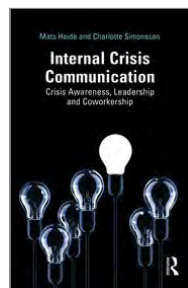
Now in its sixth edition, this book provides engaging, practice-oriented case studies analyzing communication professionals' crisis preparation and responses, illustrating key considerations for communicating with both internal and external stakeholders during and after a crisis. Crisis Communications,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

Routledge
June 2024 : 394pp
Pb: 978-0-367-89445-0 : **£69.99**
Hb: 978-0-367-89456-6 : **£145**
eBook: 978-1-003-01928-2

* For full contents and more information, visit: www.routledge.com/9780367894450

Internal Crisis Communication

Crisis Awareness, Leadership and Coworkership



Mats Heide Lund University, Sweden, **Charlotte Simonsson** Lund University, Sweden.

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.

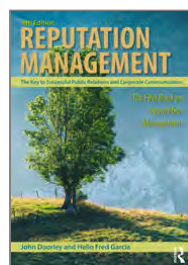
Routledge
June 2019 : 166pp
Hb: 978-1-138-35407-4 : **£49.99**
eBook: 978-0-429-42504-2

* For full contents and more information, visit: www.routledge.com/9781138354074

4TH EDITION

Reputation Management

The Key to Successful Public Relations and Corporate Communication



John Doorley, **Helio Fred Garcia**

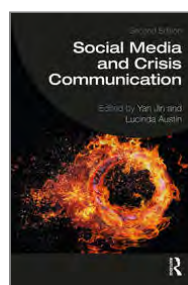
Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition, fully updated throughout and featuring notable contributions from some of the world's leaders in public relations, corporate communication, business and 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 : 472pp
Pb: 978-0-815-37697-2 : **£74.99**
Hb: 978-0-815-37695-8 : **£135**
eBook: 978-1-351-23502-0

* For full contents and more information, visit: www.routledge.com/9780815376972

2ND EDITION

Social Media and Crisis Communication



Edited by **Yan Jin**, **Lucinda L. Austin** Elon University, USA

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.

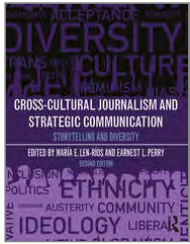
Routledge
February 2022 : 432pp
Pb: 978-0-367-48900-7 : **£36.99**
Hb: 978-0-367-48899-4 : **£135**
eBook: 978-1-003-04340-9

* For full contents and more information, visit: www.routledge.com/9780367489007

2ND EDITION

Cross-Cultural Journalism and Strategic Communication

Storytelling and Diversity



Edited by **Maria E Len-Rios** University of Georgia, USA, **Earnest L Perry**

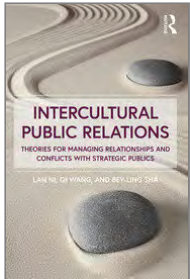
Built using the hands-on and pioneering Missouri Method, this textbook prepares readers to write about and communicate with people of different backgrounds, offering real-world examples of how to practice excellent journalism and strategic communication that takes culture into account. A fantastic introduction 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: 428pp
Pb: 978-1-138-59522-4 : **£48.99**
Hb: 978-1-138-59521-7 : **£135**
eBook: 978-0-429-48841-2

* For full contents and more information, visit: www.routledge.com/9781138595224

Intercultural Public Relations

Theories for Managing Relationships and Conflicts with Strategic Publics



Edited by **Lan Ni**, **Qi Wang** Villanova University, USA, **Bey-Ling Sha** California State University, Fullerton, USA

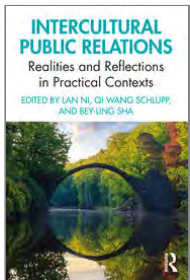
Intercultural Public Relations: Theories for Managing Relationships and Conflicts with Strategic Publics develops a coherent framework to unify the theories of public relations and intercultural communication, and within the framework, examines empirical studies of intercultural interactions. This book 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: 340pp
Pb: 978-1-138-18922-5 : **£43.99**
Hb: 978-1-138-18921-8 : **£180**
eBook: 978-1-315-64173-7

* For full contents and more information, visit: www.routledge.com/9781138189225

Intercultural Public Relations

Realities and Reflections in Practical Contexts



Edited by **Lan Ni** University of Houston, USA, **Qi Wang Schlupp** Villanova University, USA, **Bey-Ling Sha** California State University, Fullerton, USA

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: 302pp
Pb: 978-1-138-18925-6 : **£43.99**
Hb: 978-1-138-18924-9 : **£180**
eBook: 978-1-315-64172-0

* For full contents and more information, visit: www.routledge.com/9781138189256

3RD EDITION

Pitch, Tweet, or Engage on the Street

How to Practice Global Public Relations and Strategic Communication



Kara Alaimo

The third edition of Pitch, Tweet, or Engage on the Street is an updated guide to practicing global public relations and strategic communication, preparing professionals to craft and implement international and intercultural communications campaigns. Key updates to this edition include new case studies highlighting best practices in countries around the globe as well as updated information on best practices in different countries. This book is an essential resource for graduate and upper-level undergraduate communication and public relations students as well as practitioners in intercultural markets.

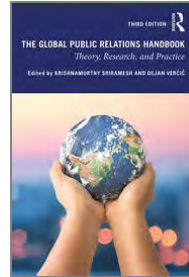
Routledge
February 2025: 380pp
Pb: 978-1-032-51122-1 : **£64.99**
Hb: 978-1-032-53110-6 : **£145**
eBook: 978-1-003-41035-5

* For full contents and more information, visit: www.routledge.com/9781032511221

3RD EDITION

The Global Public Relations Handbook

Theory, Research, and Practice



Edited by **Krishnamurthy Sriramesh** University of Colorado, Boulder, USA, **Dejan Verčič** University of Ljubljana, Slovenia

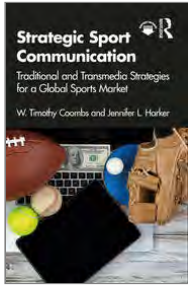
This edition of The Global Public Relations Handbook offers state-of-the-art discussions of the global public relations industry blending research-based theory with practice presented in essays from both academics and practitioners. The 28 essays in three sections take into account changes in the global 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: 366pp
Pb: 978-0-367-37013-8 : **£81.99**
Hb: 978-1-138-04314-5 : **£230**
eBook: 978-1-315-17329-0

* For full contents and more information, visit: www.routledge.com/9780367370138

Strategic Sport Communication

Traditional and Transmedia Strategies for a Global Sports Market



W. Timothy Coombs Texas A&M University, USA,
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.

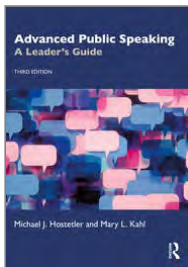
Routledge
September 2021 : 186pp
Pb: 978-0-367-89872-4 : **£47.99**
Hb: 978-0-367-90299-5 : **£135**
eBook: 978-1-003-03116-1

* For full contents and more information, visit: www.routledge.com/9780367898724

3RD EDITION

Advanced Public Speaking

A Leader's Guide

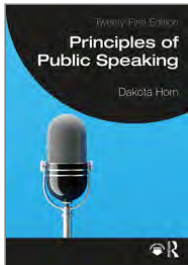
**Michael J. Hostetler** St. John's University, USA, **Mary L. Kahl**

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 : 212pp
Pb: 978-1-032-53186-1 : **£62.99**
Hb: 978-1-032-53187-8 : **£140**
eBook: 978-1-003-41078-2

* For full contents and more information, visit: www.routledge.com/9781032531861

21ST EDITION

Principles of Public Speaking**Dakota Horn** Bradley University, USA.

Now in its 21st edition, this introductory public speaking textbook encourages the reader to see public speaking as a way to build community in today's diverse world. This textbook is ideal for general courses on public speaking as well as specialized programs in business, management, political communication, and public affairs.

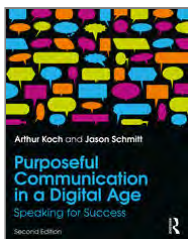
Routledge
April 2024 : 246pp
Pb: 978-1-032-53763-4 : **£100**
Hb: 978-1-032-54052-8 : **£220**
eBook: 978-1-032-72308-2 : **£96.99**

* For full contents and more information, visit: www.routledge.com/9781032537634

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 : 270pp
Pb: 978-1-138-08219-9 : **£79.99**
Hb: 978-1-138-08218-2 : **£150**
eBook: 978-0-203-72856-7

* For full contents and more information, visit: www.routledge.com/9781138082199

4TH EDITION

Rhetorical Public Speaking

Social Influence in the Digital Age

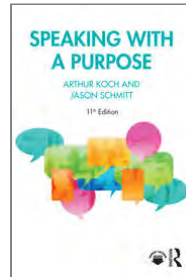
**Nathan Crick** Texas A&M University, USA.

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

* For full contents and more information, visit: www.routledge.com/9781032289847

11TH EDITION

Speaking with a Purpose**Arthur Koch, Jason Schmitt** Clarkson University, USA

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 : 194pp
Pb: 978-1-032-50270-0 : **£56.99**
Hb: 978-1-032-51294-5 : **£150**
eBook: 978-1-003-40153-7

* For full contents and more information, visit: www.routledge.com/9781032502700

10TH EDITION

The Natural Speaker**Randy Fujishin** West Valley College, USA.

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

* For full contents and more information, visit: www.routledge.com/9780367748326

The Routledge Handbook of Public Speaking Research and Theory



Edited by **Stevie M. Munz** Utah Valley University, USA,
Tim McKenna-Buchanan Manchester University, USA,
Anna M. Wright Illinois College, USA

Series: Routledge Handbooks in Communication Studies

Providing a comprehensive survey of the empirical research, theory, and history of public speaking, this handbook fills a crucial gap in public speaking pedagogy resources and provides a foundation for future research and pedagogical development. Reinforcing the relevance, importance, and significance of public speaking in individual, interpersonal, social, and cultural communication contexts, this accessibly written handbook will be an indispensable resource for public speaking instructors and program administrators. It will also be valuable reading for Communication Pedagogy and Introduction to Graduate Studies courses.

Routledge

April 2024 : 432pp

Hb: 978-1-032-36782-8 : £230

eBook: 978-1-003-33377-7

* For full contents and more information, visit: www.routledge.com/9781032367828

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 : 266pp
Pb: 978-1-138-50171-3 : **£37.99**
Hb: 978-1-138-50170-6 : **£135**
eBook: 978-1-315-14453-5

* For full contents and more information, visit: www.routledge.com/9781138501713

Democratic Vernaculars

Rhetorics of Reading, Writing, Speaking, and Criticism since the Enlightenment



J Michael Sproule

Democratic Vernaculars is a comprehensive, culturally inclusive, and thematically unified history of the communicative, audience-centered rhetorical vernacular that occupies the "middle range" of English, bounded on the one side by expressive structure (grammar and linguistics) and on the other by aesthetics (literature). By considering a vast collection of vernacular resources, from elementary readers to rhetorical treatises, it tells the story of the emergence of everyday English idioms. Essential reading for scholars in rhetoric and the histories of language and education, it can serve as a text for upper-division undergraduate and graduate courses in rhetoric.

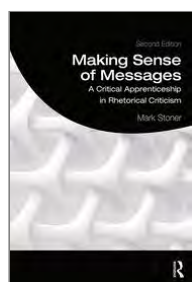
Routledge
February 2020 : 382pp
Pb: 978-0-367-41666-9 : **£36.99**
Hb: 978-0-367-41667-6 : **£135**
eBook: 978-0-367-81558-5

* For full contents and more information, visit: www.routledge.com/9780367416669

2ND EDITION

Making Sense of Messages

A Critical Apprenticeship in Rhetorical Criticism



Mark Stoner

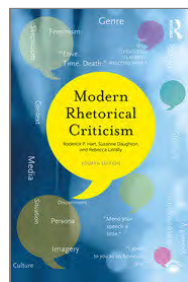
Making Sense of Messages, now in its second edition, retains the apprenticeship approach which facilitates effectively learning the complex content and skills of rhetorical theory and criticism. This textbook is ideal for introductory courses in contemporary rhetoric, rhetorical criticism, and critical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

Routledge
November 2019 : 386pp
Pb: 978-0-815-35540-3 : **£76.99**
Hb: 978-0-815-35538-0 : **£185**
eBook: 978-1-351-13012-7

* For full contents and more information, visit: www.routledge.com/9780815355403

4TH EDITION

Modern Rhetorical Criticism



Roderick P Hart University of Texas at Austin, USA,
Suzanne M. Daughton Southern Illinois University,
Carbondale, USA, **Rebecca Lavalley**

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 : 372pp
Pb: 978-1-138-70249-3 : **£86.99**
Hb: 978-1-138-70248-6 : **£180**
eBook: 978-1-315-20358-4

* For full contents and more information, visit: www.routledge.com/9781138702493

On African-American Rhetoric



Keith Gilyard, **Adam Banks**

On African-American Rhetoric traces the arc of strategic language use by African Americans from rhetorical forms such as slave narratives and the spirituals to Black digital expression and contemporary activism. The governing idea is to illustrate the basic call-response process of African-American culture and to demonstrate how this dynamic has been and continues to be central to the language used by African Americans to make collective cultural and political statements. Ranging across genres and disciplines, including rhetorical theory, poetry, fiction, and memes, Gilyard and Banks consider language developments that have occurred both inside and outside of organizations and institutions.

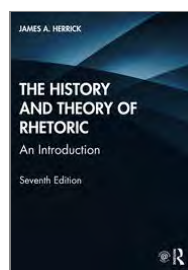
Routledge
April 2018 : 154pp
Pb: 978-1-138-09044-6 : **£36.99**
Hb: 978-1-138-09042-2 : **£135**
eBook: 978-1-315-10863-6

* For full contents and more information, visit: www.routledge.com/9781138090446

7TH EDITION

The History and Theory of Rhetoric

An Introduction



James A. Herrick Hope College, USA

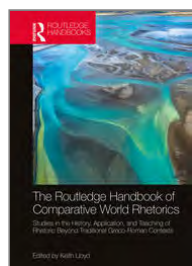
Tracing the traditional progression of rhetoric from the Greek Sophists to contemporary theorists, this textbook provides a conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. Its expansive historical purview 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 : 340pp
Pb: 978-0-367-42734-4 : **£81.99**
Hb: 978-0-367-42929-4 : **£155**
eBook: 978-1-003-00019-8

* For full contents and more information, visit: 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 : 460pp
Pb: 978-0-367-49077-5 : **£44.99**
Hb: 978-0-367-40902-9 : **£220**
eBook: 978-0-367-80976-8

* For full contents and more information, visit: www.routledge.com/9780367490775

The Routledge Handbook of Contemporary Feminist Rhetoric



Edited by **Jacqueline Rhodes, Suban Nur Cooley**

Series: *Routledge Handbooks in Communication Studies*

The Routledge Handbook of Contemporary Feminist Rhetoric explores the histories, concerns, and possible futures of feminist rhetorical work in the late 20th and early 21st centuries. The first of its kind, this accessibly written handbook will be an indispensable resource for scholars and researchers in the fields of rhetoric, writing studies, communication studies and women's and gender studies.

Routledge
December 2024 : 442pp
Hb: 978-1-032-51305-8 : **£215**
eBook: 978-1-003-40163-6

* For full contents and more information, visit: www.routledge.com/9781032513058

The Routledge Handbook of Queer Rhetoric



Edited by **Jacqueline Rhodes** The University of Texas at Austin, USA, **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 : 500pp
Pb: 978-0-367-70151-2 : **£44.99**
Hb: 978-0-367-69658-0 : **£220**
eBook: 978-1-003-14480-9

* For full contents and more information, visit: www.routledge.com/9780367701512

The Routledge Handbook of Rhetoric and Power



Edited by **Nathan Crick** Texas A&M University, USA.

Series: *Routledge Handbooks in Communication Studies*

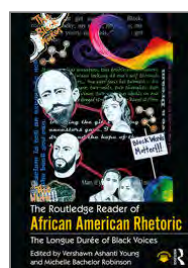
The Routledge Handbook of Rhetoric and Power represents the first comprehensive disciplinary investigation into the relationship between rhetoric and power as it is expressed in different aspects of society. Featuring contributions from key scholars, this accessibly written handbook will be an indispensable resource for researchers and students in the fields of rhetoric, writing studies, communication studies, political communication, and social justice.

Routledge
October 2024 : 482pp
Hb: 978-1-032-55469-3 : **£240**
eBook: 978-1-003-43085-8

* For full contents and more information, visit: www.routledge.com/9781032554693

The Routledge Reader of African American Rhetoric

The Longue Duree of Black Voices



Edited by **Vershawn Ashanti Young** University of Waterloo, Canada, **Michelle Bachelor Robinson** Spelman College, USA

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 : 894pp
Pb: 978-0-415-73106-5 : **£79.99**
Hb: 978-0-415-73105-8 : **£185**
eBook: 978-1-003-57253-4

* For full contents and more information, visit: www.routledge.com/9780415731065

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 : 318pp

Pb: 978-1-032-15549-4 : **£36.99**

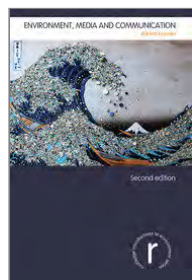
Hb: 978-1-032-21058-2 : **£135**

eBook: 978-1-003-26654-9

* For full contents and more information, visit: www.routledge.com/9781032155494

2ND EDITION

Environment, Media and Communication



Anders Hansen University of Leicester, UK

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 : 262pp

Pb: 978-1-138-65047-3 : **£36.99**

Hb: 978-1-138-65045-9 : **£135**

eBook: 978-1-315-62531-7

* For full contents and more information, visit: www.routledge.com/9781138650473

The Handbook of International Trends in Environmental Communication



Edited by **Bruno Takahashi** Michigan State University, USA, **Julia Metag** University of Muenster, Germany, **Jagadish Thaker** University of Auckland, New Zealand, **Suzannah Evans Comfort** Indiana University Bloomington, USA

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 : 540pp

Pb: 978-0-367-27521-1 : **£87.99**

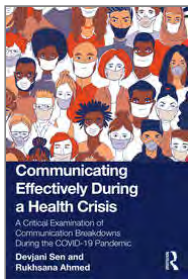
Hb: 978-0-367-27518-1 : **£220**

eBook: 978-0-367-27520-4

* For full contents and more information, visit: www.routledge.com/9780367275211

Communicating Effectively During a Health Crisis

A Critical Examination of Communication Breakdowns During the COVID-19 Pandemic



Devjani Sen Algonquin College, Canada, **Rukhsana Ahmed** University at Albany, State University of New York, USA

Exploring how and why communication breakdowns occur during pandemics and world disasters, this book offers solutions for improving communication and managing future public health crises. An interdisciplinary critique of the delivery and reception of messages during global disasters, this text is suitable for undergraduate and graduate courses in Communication Studies, Health Communication, Risk Communication and Public Health, Psychology, Sociology, and Disaster Management.

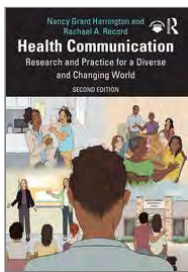
Routledge
July 2024 : 202pp
Pb: 978-1-032-49682-5 : **£38.99**
Hb: 978-1-032-49684-9 : **£130**
eBook: 978-1-003-39498-3

* For full contents and more information, visit: www.routledge.com/9781032496825

2ND EDITION

Health Communication

Research and Practice for a Diverse and Changing World



Nancy Grant Harrington University of Kentucky, USA, **Rachael A. Record** San Diego State University, USA

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 : 366pp
Pb: 978-1-032-10047-0 : **£76.99**
Hb: 978-1-032-10260-3 : **£145**
eBook: 978-1-003-21445-8

* For full contents and more information, visit: www.routledge.com/9781032100470

Health Communication for Social Justice

A Whole Person Activist Approach



Vinita Agarwal Salisbury University, USA

Series: Routledge Social Justice Communication Activism Series

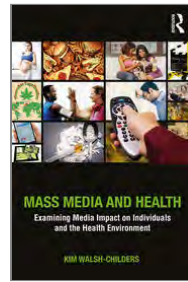
This textbook combines whole person and social justice perspectives to educate students on the role of communication in promoting inclusive and person-centered healthcare practices. This textbook serves as a core or supplemental text for graduate and upper-level undergraduate courses in health communication.

Routledge
September 2023 : 420pp
Pb: 978-1-032-08103-8 : **£49.99**
Hb: 978-1-032-10262-7 : **£145**
eBook: 978-1-003-21447-2

* For full contents and more information, visit: www.routledge.com/9781032081038

Mass Media and Health

Examining Media Impact on Individuals and the Health Environment



Kim Walsh-Childers University of Florida

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 : 536pp
Pb: 978-1-138-92560-1 : **£43.99**
Hb: 978-1-138-92559-5 : **£135**
eBook: 978-1-315-68368-3

* For full contents and more information, visit: www.routledge.com/9781138925601

3RD EDITION

The Routledge Handbook of Health Communication



Edited by **Teresa L. Thompson** University of Dayton, USA, **Nancy Grant Harrington** University of Kentucky, USA

Series: Routledge Handbooks in Communication Studies

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 : 630pp
Pb: 978-0-367-48744-7 : **£115**
Hb: 978-0-367-48895-6 : **£220**
eBook: 978-1-003-04337-9

* For full contents and more information, visit: www.routledge.com/9780367487447

The Routledge Handbook of Health Communication and Popular Culture



Edited by **Christina S. Beck** Ohio University, USA

Series: Routledge Handbooks in Communication Studies

The Routledge Handbook of Health Communication and Popular Culture offers rich insights into the ways in which communication about health through popular culture become a part of healing, wellness, and health-related decisions. The Handbook will be of interest to students and scholars in the fields of Communication Studies, Health Communication, Public Health Policy, Media Literacy and Cultural Studies.

Routledge
December 2024 : 392pp
Hb: 978-1-032-56618-4 : **£210**
eBook: 978-1-003-43640-9

* For full contents and more information, visit: www.routledge.com/9781032566184

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 : 276pp

Pb: 978-1-032-03399-0 : **£36.99**

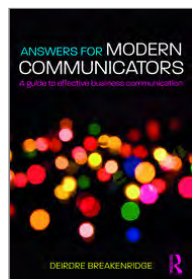
Hb: 978-1-032-04139-1 : **£135**

eBook: 978-1-003-19072-1

* For full contents and more information, visit: www.routledge.com/9781032033990

Answers for Modern Communicators

A Guide to Effective Business Communication



Deirdre Breakenridge Pure Performance Communications, USA

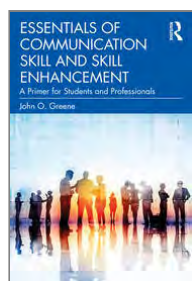
This book provides students and professionals with practical answers to important career and communication questions, helping them to communicate successfully in a business setting. Communication expert, Deirdre Breakenridge, examines the ways in which professionals can make the most of their careers 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 : 234pp
Pb: 978-0-415-30392-7 : **£49.99**
Hb: 978-1-138-71443-4 : **£175**
eBook: 978-1-315-23075-7

* For full contents and more information, visit: www.routledge.com/9780415303927

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 : 174pp
Pb: 978-0-367-53428-8 : **£36.99**
Hb: 978-0-367-53838-5 : **£135**
eBook: 978-1-003-08345-0

* For full contents and more information, visit: www.routledge.com/9780367534288

Intercultural Communication for the Global Business Professional



Edited by **Mara K. Berkland** North Central College, USA,
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 : 190pp
Pb: 978-1-032-28539-9 : **£36.99**
Hb: 978-1-032-28715-7 : **£145**
eBook: 978-1-003-29819-9

* For full contents and more information, visit: www.routledge.com/9781032285399

Designing Technical and Professional Communication

Strategies for the Global Community



Deborah C. Andrews , Jason C. K. Tham Texas Tech University, USA

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 : 366pp

Pb: 978-0-367-54960-2 : **£49.99**

Hb: 978-0-367-55492-7 : **£135**

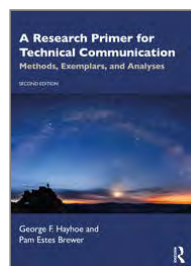
eBook: 978-1-003-09376-3

* For full contents and more information, visit: www.routledge.com/9780367549602

2ND EDITION

A Research Primer for Technical Communication

Methods, Exemplars, and Analyses



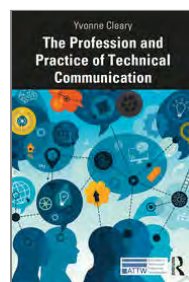
George F Hayhoe, Pam Estes Brewer

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 : 328pp
Pb: 978-0-367-53148-5 : **£51.99**
Hb: 978-0-367-53147-8 : **£130**
eBook: 978-1-003-08068-8

* For full contents and more information, visit: www.routledge.com/9780367531485

The Profession and Practice of Technical Communication



Yvonne Cleary

Series: *ATTW Series in Technical and Professional Communication*

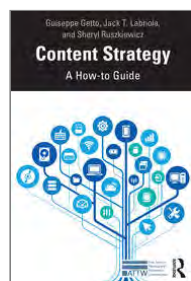
This practical text offers a research-based account of the technical communication profession and its practice, outlining emergent touchpoints of this fast-changing field while highlighting its diversity. Through research on the history and the globalization of technical communication and up-to-date 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 : 266pp
Pb: 978-0-367-55737-9 : **£36.99**
Hb: 978-0-367-55809-3 : **£135**
eBook: 978-1-003-09525-5

* For full contents and more information, visit: www.routledge.com/9780367557379

Content Strategy

A How-to Guide



Guiseppe Getto East Carolina University, USA, Jack T. Labriola Kennesaw State University, USA, Sheryl Ruszkiewicz Oakland University, USA

Series: *ATTW Series in Technical and Professional Communication*

This comprehensive text provides a how-to guide for content strategy, enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts. Content Strategy works as a core or supplemental textbook for undergraduate and graduate classes, as well as certification courses, in content strategy, content management, and technical communication. It also provides an accessible introduction for professionals looking to develop their skills and knowledge.

Routledge
November 2022 : 226pp
Pb: 978-0-367-75103-6 : **£33.99**
Hb: 978-0-367-75950-6 : **£125**
eBook: 978-1-003-16480-7

* For full contents and more information, visit: www.routledge.com/9780367751036

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 : 242pp
Pb: 978-0-367-22862-0 : **£35.99**
Hb: 978-0-367-22854-5 : **£135**
eBook: 978-0-429-27723-8

* For full contents and more information, visit: www.routledge.com/9780367228620

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.

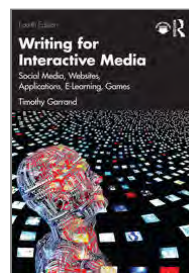
Routledge
September 2021 : 482pp
Pb: 978-0-367-43823-4 : **£39.99**
Hb: 978-0-367-43830-2 : **£135**
eBook: 978-1-003-00606-0

* For full contents and more information, visit: www.routledge.com/9780367438234

4TH EDITION

Writing for Interactive Media

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



Timothy Garrand

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 : 322pp
Pb: 978-1-032-55424-2 : **£39.99**
Hb: 978-1-032-55425-9 : **£145**
eBook: 978-1-003-43061-2

* For full contents and more information, visit: 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

Routledge

December 2019 : 434pp

Pb: 978-1-138-58098-5 : **£29.99**

Hb: 978-1-138-58097-8 : **£115**

eBook: 978-0-429-50701-4

* For full contents and more information, visit: www.routledge.com/9781138580985

Design Thinking in Technical Communication

Solving Problems through Making and Collaboration



Jason C. K. Tham Texas Tech University, USA

Series: ATTW Series in Technical and Professional Communication

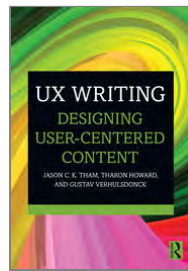
This book explicates the relationships between design thinking, critical making, and socially responsive technical communication. It leverages the recent technology-powered DIY culture called "the Maker Movement" to identify how citizen innovation can inform cutting-edge social innovation that advocates for equitable change and progress on today's "wicked" problems. Essential reading for instructors, students, and practitioners of technical communication, it can be used as a supplemental text for graduate and undergraduate courses in usability and user-centered design and research.

Routledge
May 2021 : 168pp
Pb: 978-0-367-47821-6 : **£36.99**
Hb: 978-0-367-47832-2 : **£135**
eBook: 978-1-003-03676-0

* For full contents and more information, visit: www.routledge.com/9780367478216

UX Writing

Designing User-Centered Content



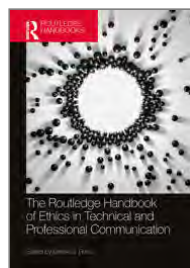
Jason C.K. Tham Texas Tech University, USA, **Tharon Howard** Clemson University, USA, **Gustav Verhulsdonck** Central Michigan University, USA

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 : 266pp
Pb: 978-1-032-22740-5 : **£38.99**
Hb: 978-1-032-22838-9 : **£145**
eBook: 978-1-003-27441-4

* For full contents and more information, visit: www.routledge.com/9781032227405

The Routledge Handbook of Ethics in Technical and Professional Communication



Edited by **Derek G. Ross** Auburn University, USA

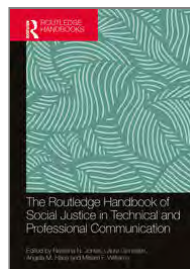
Series: Routledge Handbooks in Communication Studies

Featuring specially commissioned chapters from scholars and practitioners across the field, this handbook serves as a touchstone for those who wish to do ethical technical and professional communication in its myriad forms. The first of its kind, this accessibly written volume explores descriptive, normative, applied, and meta-ethics. It will be an indispensable resource for researchers and students in the fields of Technical and Professional Communication, Writing Studies, Rhetoric and Design.

Routledge
March 2025 : 534pp
Hb: 978-1-032-56196-7 : **£230**

* For full contents and more information, visit: www.routledge.com/9781032561967

The Routledge Handbook of Social Justice in Technical and Professional Communication



Edited by **Natasha N. Jones**, **Laura Gonzales**, **Angela M. Haas**, **Miriam F. Williams**

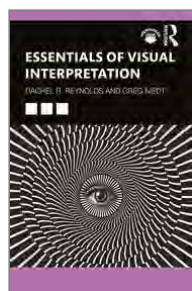
Series: Routledge Handbooks in Communication Studies

This handbook interrogates and illustrates contemporary approaches to Technical and Professional Communication (TPC) by focusing on emerging issues in the field. Using a social justice-centered approach, the handbook provides a view of the current state of the discipline and highlights emerging directions and perspectives that will influence the trajectory of the field in the coming years. Providing frameworks and strategies for embracing a social justice-driven approach, this handbook will be of interest to scholars, teachers, administrators, community leaders, and workplace and industry practitioners within the field of Technical and Professional Communication and Writing.

Routledge
May 2025 : 480pp
Hb: 978-1-032-59556-6 : **£230**

* For full contents and more information, visit: www.routledge.com/9781032595566

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 : 236pp
Pb: 978-0-367-49128-4 : **£19.99**
Hb: 978-0-367-49240-3 : **£96.99**
eBook: 978-1-003-04527-4

* For full contents and more information, visit: www.routledge.com/9780367491284

Visual Communication

Integrating Media, Art, and Science



Rick Williams Lane Community College, USA, **Julianne Newton** University of Oregon, USA

Series: Routledge Communication Series

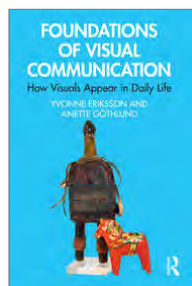
Visual Communication focuses on cultivating visual and media literacy from both consumption and production points of view and introduces students to the application of intuitive intelligence to a visual context. Innovative in its field, it provides a solid theoretical overview of the most advanced thinking 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 : 488pp
Pb: 978-0-805-85066-6 : **£71.99**
Hb: 978-0-805-85065-9 : **£135**
eBook: 978-0-203-87499-8

* For full contents and more information, visit: www.routledge.com/9780805850666

Foundations of Visual Communication

How Visuals Appear in Daily Life



Yvonne Eriksson Mälardalen University, Eskilstuna, Sweden, **Anette Göthlund** Konstfack University of Arts Crafts and Design, Sweden

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.

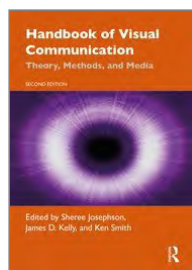
Routledge
June 2023 : 142pp
Pb: 978-0-367-76963-5 : **£39.99**
Hb: 978-0-367-77155-3 : **£150**
eBook: 978-1-003-17003-7

* For full contents and more information, visit: www.routledge.com/9780367769635

2ND EDITION

Handbook of Visual Communication

Theory, Methods, and Media



Edited by **Sheree Josephson** Weber State University, Ogden, Utah, **James Kelly** Indiana University Bloomington, **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.

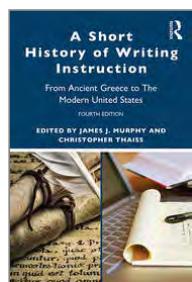
Routledge
April 2020 : 518pp
Pb: 978-1-138-59031-1 : **£96.99**
Hb: 978-1-138-59030-4 : **£210**
eBook: 978-0-429-49111-5

* For full contents and more information, visit: 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** University of California at Davis, USA, **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.

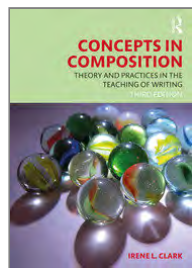
Routledge
April 2020 : 378pp
Pb: 978-0-367-34980-6 : **£54.99**
Hb: 978-0-367-34979-0 : **£135**
eBook: 978-1-003-02089-9

* For full contents and more information, visit: www.routledge.com/9780367349806

3RD EDITION

Concepts in Composition

Theory and Practices in the Teaching of Writing



Irene L. Clark California State University, Northridge, USA

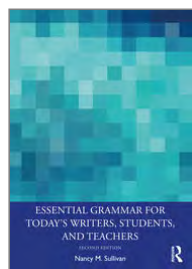
Concepts in Composition is designed to foster reflection on how theory impacts practice, allowing prospective teachers to assume the dual role of both teacher and student as they enter the discipline of Writing Studies and become familiar with some of its critical conversations. Now in its Third Edition, 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 : 478pp
Pb: 978-1-138-08865-8 : **£61.99**
Hb: 978-1-138-08864-1 : **£145**
eBook: 978-0-203-72865-9

* For full contents and more information, visit: www.routledge.com/9781138088658

2ND EDITION

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



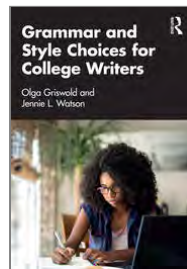
Nancy M. Sullivan Texas A&M University, Corpus Christi, USA

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

* For full contents and more information, visit: www.routledge.com/9780367148683

Grammar and Style Choices for College Writers



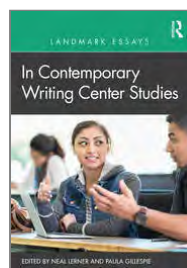
Olga Griswold California State Polytechnic University, USA, **Jennie Watson** California State Polytechnic University, USA.

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

* For full contents and more information, visit: www.routledge.com/9780367740689

Landmark Essays in Contemporary Writing Center Studies



Edited by **Neal Lerner**, **Paula Gillespie**

Series: *Landmark Essays Series*

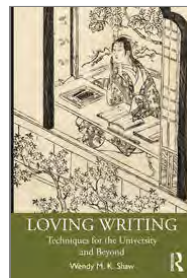
This volume collects essential writings in the field of writing center studies as it has blossomed and developed since the 1995 publication of *Landmark Essays on Writing Centers*. These writings offer a new generation of writing center readers provocative ideas and research-based praxis on the topics 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 : 342pp
Pb: 978-0-367-20640-6 : **£53.99**
Hb: 978-0-367-20634-5 : **£165**
eBook: 978-1-003-57194-0

* For full contents and more information, visit: www.routledge.com/9780367206406

Loving Writing

Techniques for the University and Beyond



Wendy M.K. Shaw

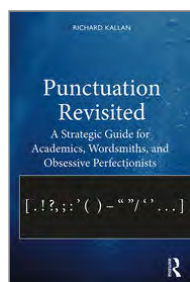
This writing textbook bridges factual, critical, and expressive modes of writing to help students develop a reflective sense of why and how to write for university, professional, and public audiences. Exploring the ways in which writing builds tools for argument both in and beyond the university, it 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 : 280pp
Pb: 978-0-367-61250-4 : **£35.99**
Hb: 978-0-367-62037-0 : **£135**
eBook: 978-1-003-10762-0

* For full contents and more information, visit: 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.

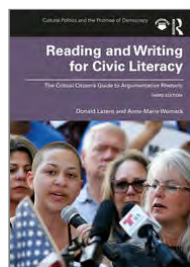
Routledge
April 2020 : 154pp
Pb: 978-1-138-33828-9 : **£36.99**
Hb: 978-1-138-33827-2 : **£135**
eBook: 978-0-429-44182-0

* For full contents and more information, visit: 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 : 338pp
Pb: 978-0-415-79366-7 : **£49.99**
Hb: 978-0-415-79365-0 : **£135**
eBook: 978-1-315-16946-0

* For full contents and more information, visit: www.routledge.com/9780415793667

Scripting Media



Frank Barnas , Marie Barnas

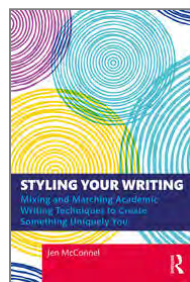
Bringing together professional standards, practices, and jargon from across the industry, Scripting Media provides a complete overview of writing for divergent forms of media. While some forms of media writing have been honed and standardized over generations, others demand new ways of thinking and collaborating. 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 : 200pp
Pb: 978-1-032-22922-5 : **£35.99**
Hb: 978-1-032-22923-2 : **£135**
eBook: 978-1-003-27476-6

* For full contents and more information, visit: www.routledge.com/9781032229225

Styling Your Writing

Mixing and Matching Academic Writing Techniques to Create Something Uniquely You



Jen McConnell

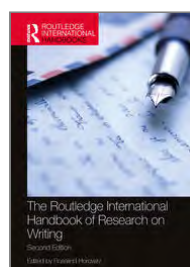
This text helps developing writers in the academy and beyond think through their writing process and develop strategies for styling their writing to meet the demands of a wide range of goals. This book serves as a core or supplemental text for writing courses at the undergraduate, graduate, or high school level, or as a writing guide for individual readers.

Routledge
May 2022 : 156pp
Pb: 978-1-032-13977-7 : **£36.99**
Hb: 978-1-032-15553-1 : **£135**
eBook: 978-1-003-24465-3

* For full contents and more information, visit: www.routledge.com/9781032139777

2ND EDITION

The Routledge International Handbook of Research on Writing



Edited by **Rosalind Horowitz** The University of Texas at San Antonio, USA

Series: Routledge Handbooks in Communication Studies

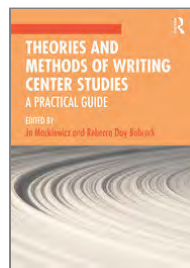
This scholarly research handbook aggregates the broad-ranging, interdisciplinary, multidimensional strands of writing research from scholars worldwide and brings them together into a common intellectual space. This volume serves as a comprehensive resource for scholars, graduate students, and advanced undergraduates in writing studies and rhetoric, composition, creative expression, education, and literacy studies.

Routledge
February 2023 : 630pp
Pb: 978-1-138-34525-6 : **£87.99**
Hb: 978-1-138-34523-2 : **£200**
eBook: 978-0-429-43799-1

* For full contents and more information, visit: www.routledge.com/9781138345256

Theories and Methods of Writing Center Studies

A Practical Guide



Edited by **Jo Mackiewicz , Rebecca Babcock**

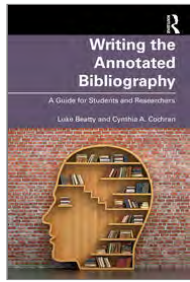
This collection helps students and researchers understand the foundations of writing center studies in order to make sound decisions about the types of methods and theoretical lenses that will help them formulate and answer their research questions. It introduces an array of theories, including genre theory, second-language acquisition theory, transfer theory, and disability theory. Ideal for courses on writing center studies and pedagogy, it is essential reading for researchers and administrators in writing centers and writing across the curriculum or writing in the disciplines programs.

Routledge
November 2019 : 246pp
Pb: 978-0-367-18849-8 : **£35.99**
Hb: 978-0-367-18848-1 : **£120**
eBook: 978-0-429-19875-5

* For full contents and more information, visit: www.routledge.com/9780367188498

Writing the Annotated Bibliography

A Guide for Students & Researchers



Luke Beatty St. Ambrose University, USA, **Cynthia A. Cochran** Illinois College, USA

Writing the Annotated Bibliography is a comprehensive and practical guide to creating and using annotated bibliographies for research projects in any discipline. The definitive resource for the finer points of this crucial research skill, it covers the elements of annotated bibliographies, key disciplinary conventions, and tips for working with digital sources. Suitable for both undergraduate and graduate students and for researchers at all levels, it's an essential resource for first-year and advanced composition classes, courses in writing across the disciplines, library science programs, and academic libraries at the secondary level and beyond.

Routledge

July 2020 : 162pp

Pb: 978-0-367-40886-2 : **£37.99**

Hb: 978-0-367-40887-9 : **£140**

eBook: 978-0-367-85305-1

* For full contents and more information, visit: www.routledge.com/9780367408862

A.	Communicating Ethically	17	Evolutionary Communication	15	Listening	25
A Cognitive Psychology of Mass Communication	Communicating for Success	27	Exploring Communication Ethics	17	Loving Writing	77
Activism and Rhetoric	Communication	27	Exploring Communication Law	18		
Advanced Public Speaking	Communication	15	Exploring Communication Theory	16		
Advertising Account Planning	Communication in a Civil Society	27			M.	
Advertising and Public Relations Law	Communication in History	15	F.		Making Sense of Messages	65
Advertising and Public Relations Law	Communication in History	27	Family Communication	23	Mass Communication Theories	33
Advertising and Public Relations Research	Communication Law	18	Family Communication	23	Mass Communication Theories	16
Advertising and Public Relations Research	Communication Technology Update and		Fostering Employee Buy-in Through Effective		Mass Media and Health	69
Advertising Design by Medium	Fundamentals	31	Leadership Communication	47	Mass Media Revolution	33
Advertising Management in a Digital Environment	Communication Theory Through the Ages	15	Fostering Employee Buy-in Through Effective		Media Analytics	28
Advertising Media Planning	Concepts in Composition	77	Leadership Communication	40	Media Effects	35
Advertising Theory	Content Strategy	73	Foundations of Visual Communication	76	Media Law and Ethics	19
A History of Communication Technology	Creative Advertising Concept and Copy	6			Media Management	30
Among Cultures	Crisis Communication	60	G.		Media Management Matters	30
Analyzing Media Messages	Crisis Communication	60	Global Perspectives on Intercultural		Media Strategies	56
An Integrated Approach to Communication	Crisis Communication	60	Communication	11	Media Today	34
Theory and Research	Cross-Cultural Journalism and Strategic		Grammar and Style Choices for College Writers		MediaWriting	57
An Integrated Approach to Communication	Communication	61	Group Communication	39	Mixed Media	20
Theory and Research					Modern Rhetorical Criticism	65
An Introduction to Political Communication	D.				Movements in Organizational Communication	
Answers for Modern Communicators	Data-Driven Public Relations Research	55			Research	41
Applied Communication Research Methods	Debiasing AI	20	H.			
Applied Mass Communication Theory	Defining Sport Communication	36	Handbook of Communication and Social		N.	
Applied Mass Communication Theory	DEI and Intersectional Social Identities at Work	41	Interaction Skills	12	Natural Bridges in Interpersonal Communication	
Applied Organizational Communication	DEI and Intersectional Social Identities at Work	51	Handbook of Language and Social Interaction	12	Nonprofit Communications	24
A Research Primer for Technical Communication	Democratic Vernaculars	65	Handbook of Visual Communication	76	Nonprofit Communications	48
Arguing, Reasoning, and Thinking Well	Design for Media	2	Health Communication	69	Nonverbal Communication	26
Argumentation	Designing Technical and Professional		Health Communication for Social Justice	69	Now Media	33
Argumentation	Communication	72	How to Succeed in a PR Agency	51	Now Media	31
A Short Guide to Policy Debate	Design Thinking in Technical Communication	75				
A Short History of Writing Instruction	Digital Advertising	3	I.		O.	
A Wall Street Guidebook for Journalism and	Diversity, Equity, and Inclusion in Strategic		Integrated Marketing Communication		On African-American Rhetoric	65
Strategic Communication	Communications	51	Intercultural Communication for the Global		Origins and Traditions of Organizational	
	Doing Ethics in Media	17	Business Professional	71	Communication	41
B.			Intercultural Communication for the Global			
Becoming a Public Relations Writer	E.		Intercultural Communication for the Global		P.	
	Embodied Environmental Risk in Technical		Intercultural Public Relations	11	Personal Conflict Management	22
	Communication	67	Intercultural Public Relations	61	Persuasion in Society	44
C.	Engaging Employees through Strategic		Internal Crisis Communication	60	Persuasion in Your Life	44
Cases in Public Relations Management	Communication	47	Internal Crisis Communication	46	Pitch, Tweet, or Engage on the Street	61
Case Studies in Sport Communication	Engaging Theories in Family Communication	23	Internal Crisis Communication	47	Political Economy of Media and	
Character Assassination and Reputation	Engaging Theories in Interpersonal		Interpersonal Communication	24	Communication	13
Management	Communication	24	Introduction to Advertising	6	Political Public Relations	45
Communicating Causes	Environment, Media and Communication	68	Introduction to Positive Media Psychology	35	Practicing Communication Ethics	17
Communicating Effectively During a Health Crisis	Essential Grammar for Today's Writers, Students,				Principles of Intercultural Communication	11
	and Teachers	77	L.		Principles of Public Speaking	63
	Essentials of Communication Skill and Skill		Landmark Essays in Contemporary Writing Center		Principles of Strategic Communication	6
	Enhancement	71	Studies	77	Principles of Strategic Communication	59
	Essentials of Visual Interpretation	76	Learning to Debate	43		
	Evaluating Public Communication	49	Leveraging Technology in Leadership			
			Communication	32		
			Leveraging Technology in Leadership			
			Communication	40		
			Listening	25		
			Listening	25		

Propaganda	44	Speaking with a Purpose	63	The Routledge Handbook of Comparative World Rhetorics	66
Public Interest Communications	48	Sport Communication	36	The Routledge Handbook of Contemporary Feminist Rhetoric	66
Public Interest Communications	51	Sports Media	36	The Routledge Handbook of Ethics in Technical and Professional Communication	75
Public Relations	57	Strategic Communication	59	The Routledge Handbook of Family Communication	23
Public Relations and Communications	59	Strategic Integrated Marketing Communications	56	The Routledge Handbook of Health Communication	69
Public Relations Ethics	53	Strategic Planning for Public Relations	56	The Routledge Handbook of Health Communication and Popular Culture	69
Public Relations History	52	Strategic Public Relations Management	55	The Routledge Handbook of Mass Media Ethics	17
Public Relations Planning	56	Strategic Public Relations Writing	57	The Routledge Handbook of Public Speaking Research and Theory	64
Public Relations Theory III	52	Strategic Sport Communication	62	The Routledge Handbook of Queer Rhetoric	66
Public Relations Writing Worktext	57	Strategic Sport Communication	36	The Routledge Handbook of Rhetoric and Power	66
Punctuation Revisited	78	Strategic Writing	57	The Routledge Handbook of Social Justice in Technical and Professional Communication	75
Purposeful Communication in a Digital Age	63	Strategic Writing	9	The Routledge International Handbook of Research on Writing	78
Q		Styling Your Writing	78	The Routledge Reader of African American Rhetoric	66
Qualitative Inquiry for Social Justice	13	T		Thinking Through Communication	27
Quantitative Research Methods in Communication	13	Technical Communication	73	Total Sports Media	37
R		The Advertising Handbook	6	U	
Race/Gender/Class/Media	34	The Anthropology of Argument	42	Understanding Communication Research Methods	14
Reading and Writing for Civic Literacy	78	The Blueprint for Strategic Advertising	8	Understanding Corporate Communications	46
Real-World Media Ethics	17	The Computational Content Analyst	14	UX on the Go	73
Reflections on Feminist Communication and Media Scholarship	10	The Dynamics of Political Communication	45	UX Research Methods for Media and Communication Studies	14
Reputation Management	60	The Gender Communication Connection	10	UX Writing	75
Reputation Management	46	The Global Public Relations Handbook	61	V	
Research Methods for Studying Groups and Teams	39	The Handbook of Global Interventions in Communication Theory	16	Visual-Gestural Communication	26
Rethinking Public Relations	59	The Handbook of International Trends in Environmental Communication	68	Visual Communication	76
Rhetorical Public Speaking	63	The History and Theory of Rhetoric	65	W	
S		The Illustrated Guide to the Content Analysis Research Project	55	Working Through Conflict	38
Science in the Media	70	The Illustrated Guide to the Content Analysis Research Project	14	Writing for Interactive Media	73
Scripting Media	78	The Illustrated Guide to the Mass Communication Research Project	14	Writing in a Technological World	31
Social Issues in Sport Communication	36	The Illustrated Guide to the Mass Communication Research Project	55	Writing in a Technological World	74
Social Media and Crisis Communication	60	The Law of Public Communication	18	Writing the Annotated Bibliography	79
Social Media and Political Communication	45	The Listening Advantage	25		
Social Media and the Law	21	The Media Economy	29		
Social Media Campaigns	50	The Media Handbook	5		
Social Media Campaigns	56	The Media Workflow Puzzle	34		
Social Media Law and Ethics	20	The Natural Speaker	63		
Social Media Law and Ethics	21	Theories and Methods of Writing Center Studies	78		
Social Media Law and Ethics	33	The Profession and Practice of Technical Communication	73		
Social Media Measurement and Management	50	The Public Relations Handbook	59		
Social Media Theory and Communications Practice	50	The Public Relations Strategic Toolkit	54		
		The Public Relations Writer's Handbook	58		

A.

Agarwal	69
Alaimo	61
Albarran	29
Andrews, Tham	72
Austin, Pinkleton	55

B.

Balzotti	73
Barnas, Barnas	78
Beatty, Cochran	79
Beck	69
Berkland, Buxbaum	71
Berkland, Buxbaum	11
Berman	8
Billings	36
Bivins	20
Blakeman	2
Bobbitt	18
Bobbitt	17
Botan, Sommerfeldt	52
Boyle, Schmierbach	13
Braithwaite, Schrodtt, Warner, Galvin	23
Braithwaite, Suter, Floyd	23
Brataas	60
Breakenridge	71
Brewer, Ley	70
Brierley, Hardy, Macrury, Powell	6
Brownell	25
Brownell	25
Burgoon, Manusov, Guerrero	26
Bush, Lindsey	51

C.

Caristi, Davie, Lee	18
Cirucci, Pruchniewska	14
Clark	77
Cleary	73
Conley	26
Coombs, Harker	62
Coombs, Harker	36

Crick	66
Crick	44
Crick	63
Croucher	11
Croucher, Cronn-Mills	14

D.

DeFleur, DeFleur	16
DeFleur, DeFleur	33
Diers-Lawson	60
Dollins, Stemmler	47
Doorley, Garcia	46
Doorley, Garcia	60
Dunn, Goodnight	15
Dunn, Goodnight	27

E.

Eckert, Bachmann	10
Eggensperger, Redcross	55
Eggensperger, Salvatore	57
Eriksson, Göthlund	76

F.

Fearn-Banks, Kawamoto	60
Fitch, Sanders	12
Floyd, Schrodtt, Erbert, Scharp	16
Folger, Poole, Stutman	38
Fujishin	24
Fujishin	63

G.

Gaggin	48
Gamble, Gamble	10
Garrand	73
Garsten, Bruce	48
Gass, Seiter	42
Getto, Labriola, Ruszkiewicz	73
Gilyard, Banks	65
Grant, Meadows	31
Greene	71
Greene, Burlison	12
Griswold, Watson	77

H.

Hall, Covarrubias, Kirschbaum	11
---	----

Hamilton, Kroll, Creel	27
Hand, Middleditch	2
Hansen	68
Harrington, Record	69
Harris, Nelson	41
Hart, Daughton, Lavalley	65
Hayhoe, Brewer	73
Heide, Simonsson	60
Heide, Simonsson	47
Heide, Simonsson	46
Hendershot, Loewen	9
Hendershot, Loewen	57
Herrick	65
Hiland	43
Hollifield, Coffey	28
Hollifield, Wicks, Sylvie, Lowrey	30
Hollingshead, Poole	39
Holtzhausen, Fullerton, Lewis, Shipka	59
Holtzhausen, Fullerton, Lewis, Shipka	6
Horn	63
Horowitz	78
Hostetler, Kahl	63
Huffman	13

J.

Jin, Austin	60
Johnson, Cionea, McCorkle, Reese	22
Johnson, Glenn	59
Johnson, Roth	51
Johnston, Rowney	56
Jones, Gonzales, Haas, Williams	75
Jones, McClanahan, Sery	44
Josephson, Kelly, Smith	76
Jugenheimer, Kelley, Hudson, Bradley	7
Jugenheimer, Kelley, Hudson, Bradley	55
Juska	6

K.

Kallan	78
Katz	5
Kelley, Bartel Sheehan	4
Kelley, Sheehan, Dobias, Koranda, Jugenheimer	5

Kim	32
Kim	57
Kim	40
Kim	56
Kim	50
Klyukanov	11
Klyukanov, Sinekopova	15
Koch, Schmitt	63

L.

Lane, Abigail, Gooch	27
Lazere, Womack	78
Lee, Kahn	65
Lee, Stewart, Peters	18
Lehmann	58
Lehmann	50
Len-Rios, Perry	61
Lerner, Gillespie	77
Lind	34
Lipschultz	20
Lipschultz	21
Lipschultz	33
Lipschultz	45
Lipschultz	50
Lloyd	66
Loubere	31
Lull	15
Lutkewitte	74
Lutkewitte	31

M.

Mackiewicz, Babcock	78
Macnamara	49
Mara	73
Maye, Moore, Collins	53
Maye, Moore, Collins	18
McConnel	78
McDonald, Mitra	41
McMahon	47
Katz	5
McMahon	40
McNair, McNair	45
Medoff, Kaye	31

Medoff, Kaye	33	Rodgers, Thorson	6	Swann	14
Miike, Yin	16	Rodgers, Thorson	3	Swasy	51
Miliopoulou	6	Rohn, Evens	30		
Mogaji	6	Rosenberry, Vicker	33	T	
Moloney, McGrath	59	Rosenberry, Vicker	15	Takahashi, Metag, Thaker, Comfort	68
Moore, Murray	19	Ross	75	Tham	75
Morris, Goldsworthy	53	Roth, Malin, Trenholm	27	Tham, Howard, Verhulsdonck	75
Munz, McKenna-Buchanan, Wright	64			Theaker	59
Murphy, Thaïss	77	S		Theaker, Yaxley	54
Myers	52	Sanborn	35	Thompson, Harrington	69
		Scharrer, Ramasubramanian	13	Tindale	42
N		Schmitt, Koch	63	Tompkins	17
Neher	17	Schrod, Scharp, Braithwaite	24	Turnbull, Kelley, Jugenheimer	8
Ni, Wang, Sha	61	Schultz, Arke	36	Turow	34
Ni, Wang Schlupp, Sha	61	Searight, Bradbery	48		
Nicotera	41	Searight, Bradbery	51	U	
Nordin, Schiappa	42	Segrin, Flora	23	Urquhart, Heyer	27
		Sen, Ahmed	69	Urquhart, Heyer	15
O		Shaw	77		
O'Donnell	59	Shin	20	V	
Oliver, Raney, Bryant	35	Shirae, Keohane, Icks, Samoilenko	51	van Eemeren, Henkemans	42
Oltaarzhvskyi, Zagonulko	46	Silverman, Meyer, Marren, Whitaker, Smith, Ramsey	57	Vangelisti	23
Onwumechili	36	Silverman, Smith	56	Vargo	14
		Smith	57	Vieira, Jr., Li	56
P		Smith, Lennon	34		
Parks, Faw, Lane	25	Solomon, Theiss	24	W	
Pedro-Carañana, Gómez, Corrigan, Sierra Caballero	13	Sproule	65	Wahl, Morris	44
Percy	56	Sriramesh, Verčič	61	Walsh-Childers	69
Perebinosoff	17	Stacks, Salwen, C. Eichhorn	13	Wilkins, Christians	17
Perloff	45	Stacks, Salwen, C. Eichhorn	15	Williams, Newton	76
Pompper, Ertem-Eray	41	Sterin, Winston	33	Worthington, Bodie, Fitch-Hauser	25
Pompper, Ertem-Eray	51	Stewart	21		
		Stinson, Le Rouge	67	Y	
R		Stoner	65	Young, Robinson	66
Raney, Janicke-Bowles, Oliver, Dale	35	Stromback, Kiousis	45		
Reimer, Park, Bonito	39	Sullivan	77	Z	
Rentner, Burns	36	Suzuki, Zarefsky	43	Zappala, D'Angelo	57
Rentner, Burns	36	Swann	55	Zumoff, Negin	37
Reynolds, Niedt	76	Swann	56		
Rhodes, Alexander	66	Swann	14		
Rhodes, Nur Cooley	66	Swann	55		
Riffe, Lacy, Watson, Lovejoy	13				
Roberts, Black	17				

