PUBLIC RELATIONS

Tom Kelleher, University of Florida

Engagement. Conversation. Influence. Transparency. Trust. Public Relations presents a clear, engaging, and contemporary picture of public relations principles while seamlessly integrating technical and cultural shifts brought about by the rise of social media. Both its professional relevance and digital savvy make Public Relations the new standard for introductory public relations courses.

Public Relations by Tom Kelleher matches the classics in covering fundamental student outcomes, but it also sets a new standard for introductory public relations texts. Rather than tinkering with previous textbook outlines and adding bits of new media coverage throughout, this book “gets it” from the start. It is attuned—from the first page to the last—to both technical and cultural shifts brought about by the rise of social media.
COMMUNICATION

NEW AND RECENT BOOKS FOR COURSES
Dear Colleague:

As the world of Communication continues to evolve, Oxford remains committed to providing you with print and online course solutions that reflect the needs of your students and prepare them for successful careers in the future.

For more than 500 years, Oxford University Press, the world’s largest University Press, has published work that furthers the University of Oxford’s objective of excellence in research, scholarship, and education. As you may know, Oxford University Press is a not-for-profit publisher in the United States. This puts us in a unique position to produce high-quality educational resources at the lowest possible prices. We understand your students’ concerns about the price of textbooks. On average, an Oxford University Press textbook costs 20% less than comparable books from commercial publishers. We invite you to compare the price and quality of our books to other books you may be considering for your course.

In addition, we contribute some of the surplus we generate back to education. Over the years, Oxford University Press has funded hundreds of yearly scholarships that make an education at the University of Oxford possible for U.S. students who could not otherwise afford it. Also, surplus generated by Oxford University Press U.S.A. funds educational publishing, including academic monographs and important reference works, such as the Oxford English Dictionary.

At Oxford, we do not publish in order to generate revenue; we generate revenue in order to publish . . . and to support the University’s wider educational mission. We welcome any questions or comments you may have. Thank you for your support.

Sincerely,

Toni Magyar
Editor
Communication
Toni.Magyar@oup.com

David Jurman
Marketing Manager
Communication
David.Jurman@oup.com

Not for Profit. All for Education.

As a not-for-profit publisher, Oxford University Press USA is uniquely situated to offer the highest quality scholarship at the best possible price.
<table>
<thead>
<tr>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Communication</td>
</tr>
<tr>
<td>Public Speaking</td>
</tr>
<tr>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>Organizational Communication</td>
</tr>
<tr>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>Health Communication</td>
</tr>
<tr>
<td>Research Methods</td>
</tr>
<tr>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>Persuasion</td>
</tr>
<tr>
<td>Instructional Communication</td>
</tr>
<tr>
<td>Visual Communication</td>
</tr>
<tr>
<td>Public Relations</td>
</tr>
<tr>
<td>Media Studies</td>
</tr>
<tr>
<td>Journalism</td>
</tr>
</tbody>
</table>
INTRODUCTION TO COMMUNICATION

#1 BEST SELLER

UNDERSTANDING HUMAN COMMUNICATION
THIRTEENTH EDITION

Ronald B. Adler, Santa Barbara City College
George Rodman, Brooklyn College, City University of New York
Athena du Pré, University of West Florida

“This text is better done in terms of content, and appeals to students more than any other textbook. Understanding Human Communication begs to be used and students will not be disappointed.”
— Lisa Fitzgerald, Austin Community College

NEW TO THIS EDITION

» Updated coverage of culture and gender throughout, including cultural hegemony, cultural dominance, intersectionality, religion-based stereotyping, gender pronouns, social support, and much more

» Expanded coverage of social media, including new “Understanding Communication Technology” boxes that highlight the increasingly important role of technology in human communication

» Tips for career success in an online career appendix

» New “@Work” boxes that demonstrate how concepts can be applied in the workplace

» Chapter-opening profiles that highlight real communication challenges through compelling stories that are woven into the fabric of each chapter

» Video exercises that help students apply concepts in each chapter

» Twenty new public speaking videos with review and analysis questions

» Animated art exercises that provide a visual review of important concepts

For over three decades, this has been the best-selling text for the Human Communication course. Understanding Human Communication is written with one goal in mind: to provide students with the insights and skills to succeed in our changing world.

2016  480 pp.
eBook:  978-0-19-029712-1  $47.95
Paperback:  978-0-19-029708-4  $94.95
What counts as attractive varies by geography and coculture. The eclectic look satirized in the TV comedy *Portlandia* (top) is quite different from the New York high fashion styles featured in *Project Runway*.

What qualities are considered attractive in your social circles?

(p. 170)
“[I] LOOKED IN the mirror and I felt, ‘Oh my God,’” says Caitlyn Jenner, reflecting on her groundbreaking photo shoot as a woman. It was the first time, reflects the reality TV star and Olympic champion, that her public image matched her self-concept. “Seeing that image was powerful to me,” she recalls.1

Bruce Jenner was in the limelight for nearly 40 years, first as a record-breaking athlete and later as patriarch of the Jenner-Kardashian family. He was aware that the world viewed him as the quintessential "macho male."2 Few people suspected that, on the inside, he felt more like a woman than a man. Failing to address the discrepancy felt like a lie, Jenner admits. Nonetheless he felt compelled to keep up the façade for 65 years because, as he puts it, “I don’t want to disappoint people.”3

Jenner’s saga is a dramatic illustration of how our identities are shaped by messages from others. Like Jenner, we gain a sense of who we are partly in response to what others tell us. When we accept others’ definition of us, we act in ways to reinforce it. But if we reject the identity others impose on us, we create messages aimed at convincing them to view us differently. Either way, communication is at the heart of defining our self-concept and social identity, as we will see in this chapter.
SUPPLEMENTS

The Dashboard platform includes chapter quizzes, flashcards, learning objectives, video exercises, animated art exercises, drag-and-drop matching review questions, and interactive self-assessments.

An Instructor’s Manual written by co-author Athena du Pré provides grab-and-go lesson plans for any size, length, or style of class for the entire semester.

A Computerized Test Bank offers multiple-choice, short-answer, and essay questions.

PowerPoint and Prezi lecture slides feature key concepts, video clips, discussion questions, and more.


Cartridges for course management systems are available as an alternative to Dashboard. Instructors may order any of the digital supplements in a ready-to-upload format for their course management system.

DISTINCTIVE FEATURES

Learning Objectives correspond to major headings in each chapter and coordinate with the end-of-chapter summaries and reviews, providing a clear map of what students need to learn and where to find that material.

Key Terms are boldfaced and defined on first use and summarized in a list at the end of each chapter.

Checklists in every chapter—many of them new to this edition—provide handy reference tools to help students build their skill sets and internalize what they have learned.

Self-assessments invite students to evaluate and improve their communication skills and consider their identities as communicators.

“Understanding Diversity” boxes provide more in-depth treatments of intercultural communication topics.

Compare ... and Save!

We invite you to compare the price* and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adler</td>
<td>Understanding Human Communication, 13E</td>
<td>Oxford University Press</td>
<td>2016</td>
<td>480 pp.</td>
<td>$94.95</td>
</tr>
<tr>
<td>Wood</td>
<td>Communication in Our Lives, 8E</td>
<td>Cengage</td>
<td>2014</td>
<td>480 pp.</td>
<td>$221.95</td>
</tr>
<tr>
<td>Floyd</td>
<td>Communication Matters, 3E</td>
<td>McGraw-Hill</td>
<td>2017</td>
<td>512 pp.</td>
<td>$177.67</td>
</tr>
<tr>
<td>Beebe / Ivy</td>
<td>Communication: Principles for a Lifetime, 6E</td>
<td>Pearson</td>
<td>2015</td>
<td>480 pp.</td>
<td>$173.00</td>
</tr>
</tbody>
</table>

*List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.
Concise, compact, and visually exciting, *Essential Communication* is a fresh approach to human communication. Written by renowned author team Ron Adler, George Rodman, and Athena du Pré, the text more accurately reflects the way that today’s students communicate yet still includes more substantive content than other brief books on the market. Filled with skills-oriented concepts and learning objectives, *Essential Communication* is salient, practical, and engaging.

“Everything that I’ve been searching for to motivate my students more!”
—Frederick Shorter, Bainbridge College

“I have wanted something like this for a long time. In an age of information overload, this is fabulous. This is modern. The combination of the persuasive and informative chapters is the best textbook idea I’ve heard in ages. It makes so much sense!”
—Nancy J. Willets, Cape Cod Community College

“I appreciate that a need for improvement in connecting with our students has been recognized. This book would be a good fit for my students because it is affordable and an investment in absorbing the essential need to understand human communication. I teach my students that it is not just a course, but a life course that only serves to benefit them.”
—James Keller, Lone Star College

“The organization is strong, as is the inclusion of a chapter dealing with the mediated world. This is such a factor in student learning, and they need to recognize the pitfalls and strengths of growing as students in a sound-byte-information age.”
—Erin Perry, NHTI, Concord’s Community College

2015 448 pp.
eBook: 978-0-19934241-9  $31.95
Loose-leaf: 978-0-19-060981-8  $44.99
Paperback: 978-0-19-934236-5  $62.95
INTRODUCTION TO COMMUNICATION

DISTINCTIVE FEATURES

» A perfect balance of scholarship and practicality in a format that is comprehensive yet concise

» The most comprehensive and practical coverage of issues affecting communication in contemporary life—like social media, ethics, culture, and professionalism—in multiple contexts

» Superior ancillary materials, including an Annotated Instructor’s Edition for professors and Dashboard, a reliable and easy-to-use online homework system for students, make it easy for anyone to use this text

» Three concise chapters devoted to interpersonal communication (Chapters 7–9) reflect the increased emphasis in this course on communication in relationships with friends, family members, and romantic partners

» An entire chapter devoted to the practical essentials of communicating for success in the workplace (Chapter 10) takes students step-by-step through the process of finding, getting, and keeping a job and communicating successfully with bosses, employees, and coworkers

» Contemporary photos and captions highlight popular movies, television shows, and pop culture, prompting students to think critically about their own communication

» Questions in the margins prompt students to think critically about the essential concepts in each major section

CONTENTS

Part One: Fundamentals of Human Communication
2. The Self, Perception, and Communication
3. Communication and Culture

Part Two: Communication Elements
4. Language
5. Listening
6. Nonverbal Communication

Part Three: Interpersonal Communication
7. Communicating in Interpersonal Relationships
8. Communicating With Friends and Family
9. Communicating With Romantic Partners

Part Four: Professional Communication
10. Communicating for Career Success
11. Communicating in Groups and Teams

Part Five: Public Communication
12. Preparing Speeches
13. Presenting Speeches
14. Speaking to Inform, Persuade, and Entertain

APPENDIX A: Informative Speech
APPENDIX B: Persuasive Speech
APPENDIX C: Speech to Entertain

Notes
Glossary
Credits
Index

Compare . . . and Save!

We invite you to compare the price and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adler Rodman du Pré</td>
<td>Essential Communication</td>
<td>Oxford University Press</td>
<td>2015</td>
<td>448 pp.</td>
<td>$62.95</td>
</tr>
<tr>
<td>Devito</td>
<td>Essentials of Human Communication, 9E</td>
<td>Pearson</td>
<td>2016</td>
<td>384 pp.</td>
<td>$154.20</td>
</tr>
<tr>
<td>Engleberg Wynn</td>
<td>Think Communication, 3E</td>
<td>Pearson</td>
<td>2014</td>
<td>384 pp.</td>
<td>$85.20</td>
</tr>
<tr>
<td>Verderber</td>
<td>COMM 4</td>
<td>Cengage</td>
<td>2015</td>
<td>298 pp.</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

*List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.
Combining current research with humor, vivid examples, and practical advice, Rothwell brings human communication to life for students. Now in its fifth edition, In the Company of Others continues to use the communication competence model to help students apply theoretical lessons to their own skills.

“In the Company of Others is the best organized, most informative intro to communication studies textbook around. Written by a gifted teacher in an honest, lively, and personal style, it features surprising insights and intriguing examples. Rothwell has an admirable sense of humor.”
— Lawrence MacKenzie, Community College of Philadelphia

“If you are looking for a text that approaches the course from a multicultural perspective, a social-constructionist perspective, or perhaps even a critical perspective, this is the text for you.”
— Steve Stogsdill, Hardin-Simmons University

DISTINCTIVE FEATURES

» Rothwell’s clear and engaging writing style uses humor and straightforward language to engage students and keep them reading

» Culture and gender are introduced early in the text and are thoroughly integrated in subsequent chapters

» “Focus on Controversy” boxes help students learn how to weigh evidence and draw conclusions supported by research

» Carefully composed model speeches (both informative and persuasive) illustrate the advice offered in the text

» Offers a more extensive treatment of speech anxiety than any other human communication textbook

CONTENTS

Part One: Fundamentals of Communication
1. Competent Communication
2. Perception of Self and Others
3. Culture and Gender
4. Language
5. Nonverbal Communication
6. Listening to Others

Part Two: Interpersonal Communication
7. Power
8. Making Relationships Work
9. Interpersonal Conflict Management

Part Three: Group Communication
10. The Anatomy of Small Groups
11. Creating Effective Groups

Part Four: Public Speaking
12. Preparing and Presenting Your First Speech
13. Building Better Speeches
14. Informative Speaking
15. Persuasive Speaking

Appendix A: Interviewing
Appendix B: Speeches for Special Occasions
Glossary
References
Credits
Index
**Practical advice for effective Communication.**
*With Rothwell, it’s not just talk.*

Compare . . . and Save!

We invite you to compare the price* and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rothwell</td>
<td><em>In the Company of Others, 5E</em></td>
<td>Oxford University Press</td>
<td>2016</td>
<td>560 pp.</td>
<td>$87.95</td>
</tr>
<tr>
<td>Verderber</td>
<td><em>Communicate!, 15E</em></td>
<td>Cengage</td>
<td>2017</td>
<td>528 pp.</td>
<td>$226.95</td>
</tr>
<tr>
<td>Beebe</td>
<td><em>Communication: Principles for a Lifetime, 6E</em></td>
<td>Pearson</td>
<td>2015</td>
<td>480 pp.</td>
<td>$173.00</td>
</tr>
<tr>
<td>O’Hair</td>
<td><em>Real Communication, 3E</em></td>
<td>Macmillan</td>
<td>2014</td>
<td>656 pp.</td>
<td>$129.99</td>
</tr>
</tbody>
</table>

*List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.

**NEW TO THIS EDITION**

- Almost 500 new references have been added while hundreds of older references have been removed
- Chapters have been condensed, reducing the overall length by forty-three pages to make reading Rothwell even quicker and easier
- Model speeches have been thoroughly updated with more current research and statistics
- Many new photos, cartoons, and graphics are included throughout the book
- At least 100 topics are given substantial coverage that other texts either ignore or provide only cursory treatment of

---

**Access free content from our highly-cited JOURNALS ONLINE!**

[Public Opinion Quarterly](poq.oxfordjournals.org)

[International Journal of Public Opinion Research](ijpor.oxfordjournals.org)
Introduction to Human Communication shows how effective communication is central to shared meaning-making, identity construction and maintenance, and responsible interaction with the world. In an inviting and engaging style, Beauchamp and Baran provide the most current and complete survey of the discipline. They cover the basics of communication theory and research with vivid examples while providing practical tools to help students become more thoughtful, confident, and ethical communicators. The text demonstrates the relevance of communication to our everyday lives and invites students to apply what they learn in a broad variety of contexts, including mass communication, organizational communication, health communication, and social media.

“Introduction to Human Communication feels much more dialogic and inviting than the average intro text. I’ve read lots of these texts, and I was drawn in immediately. It resonated with me, and the flow kept, maintained, and enhanced my interest.”

—Andrew F. Herrmann, East Tennessee State University

“The authors present essential information on the state of knowledge about communication in a manner that instructors and students will find provocative and an enhancement to learning about communication.”

—Jerry L. Allen, University of New Haven

CONTENTS
Preface
Part 1: Foundations of Communication
1. The Communication Process: Perception, Meaning, and Identity
2. Communication Research and Inquiry
3. Verbal Communication
4. Nonverbal Communication
5. Listening
Part 2: Communication Contexts
6. Relational and Conflict Communication
7. Communicating in Small Groups
8. Organizational Communication
9. Intercultural Communication
10. Mass Communication
11. Media Literacy
12. Social Media and Communication Technologies
13. Persuasion and Social Influence
14. Health Communication
15. Public Speaking: An Overview
Glossary
References
Credits
Index

Compare . . . and Save!
We invite you to compare the price* and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauchamp</td>
<td>Introduction to Human Communication</td>
<td>Oxford University Press</td>
<td>2015</td>
<td>432 pp.</td>
<td>$94.95</td>
</tr>
<tr>
<td>Wood</td>
<td>Communication Mosaics, 8E</td>
<td>Cengage</td>
<td>2016</td>
<td>400 pp.</td>
<td>$196.95</td>
</tr>
<tr>
<td>Alberts</td>
<td>Human Communication in Society, 4E</td>
<td>Pearson</td>
<td>2015</td>
<td>448 pp.</td>
<td>$165.20</td>
</tr>
</tbody>
</table>

List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.
DISTINCTIVE FEATURES

» **Vivid and contemporary examples** show students the relevance of communication in their everyday lives

» **A strong emphasis on media literacy** teaches students how to critically interpret, analyze, and engage with mediated content

» **A single chapter on public speaking** provides instructors with the flexibility to cover this material in the way that best suits their course

» **Two downloadable bonus chapters:** Public Speaking: Research, Writing, and Delivery and Types of Speeches: Persuasive, Informative, and Others

» **Boxed and marginal features** reinforce key lessons, highlight central themes throughout, and promote critical thinking

**NOW PLAYING 2017**

Learning Communication Through Film

Darin Garard, Santa Barbara City College
Heidi Kirkman, Howard Community College
Mary Ann McHugh, Oxford University Press

Integrating clips and descriptions from more than seventy films and television programs, this vibrant, student-friendly resource is **updated annually** to include movies and TV shows that have been newly released. Each entry includes details about the communication concepts featured within the film or scene, a brief synopsis, and questions for discussions or written homework assignments.

*Now Playing* can be packaged with any Oxford University Press Communication text at no additional cost to students. Qualified adopters will also receive a **free Netflix subscription** that allows them to show students the films discussed in the book.
Edgy, current, funny—Practically Speaking compels you to keep reading

PRACTICALLY SPEAKING
SECOND EDITION

J. Dan Rothwell, Cabrillo College

“You’ll forget you’re reading a textbook when laughter becomes inevitable. There’s well-applied research, the chapters are organized beautifully, and the author has not forgotten the value of communication and its field. This is my kind of reading material.”

—Laveda Joseph, Columbus State University

“This textbook is relevant with great practical knowledge about speech making and great examples included.”

—Tonya Forsythe, The Ohio State University

CONTENTS

Preface
1. Communication Competence and Public Speaking
2. Speech Anxiety
3. Audience Analysis
4. Gathering Material
5. Using Supporting Materials Effectively
6. Attention: Getting People to Listen
7. Introductions and Conclusions
8. Outlining and Organizing Speeches
9. Speaking Style: Using Language
10. Delivering Your Speech
11. Visual Aids
12. Skepticism: Becoming Critical Thinking Speakers and Listeners
13. Argument, Reasoning, and Evidence
14. Informative Speaking
15. Foundations of Persuasive Speaking
16. Persuasive Speaking Strategies
17. Speeches for Special Occasions
Appendix A: Text of an Informative Speech: “The Annual Plague”

Compare...and Save!

We invite you to compare the price* and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rothwell</td>
<td>Practically Speaking, 2E</td>
<td>Oxford University Press</td>
<td>2016</td>
<td>384 pp.</td>
<td>$49.95</td>
</tr>
<tr>
<td>DeVito</td>
<td>Essential Elements of Public Speaking, 6E</td>
<td>Pearson</td>
<td>2017</td>
<td>336 pp.</td>
<td>$128.60</td>
</tr>
</tbody>
</table>

*List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.
Humorous and sobering stories, examples, quotations, photos, and cartoons; vivid language and metaphors; and startling statistics and historical facts capture and maintain student attention.

Updated references and examples including Black Lives Matter, Stephen Colbert, Neil deGrasse Tyson, Donald Trump, and many more.

**Features**

- Numerous pop-culture references and newsworthy events show students the applicability of competent public speaking.
- Almost 700 references, both classic and contemporary.
- A separate Chapter (2) on speech anxiety appears early in the text to address an immediate concern of students.
- A full chapter on gaining and maintaining audience attention emphasizes that speakers must do far more than merely gain the immediate attention of their audiences.
- Two full chapters on persuasive speaking provide theoretical explanations for general and specific persuasive strategies.

Conversion from one strong belief to a contradictory belief is highly unlikely to occur, especially from a single speech. Would this speaker’s appearance pose an issue of identification with his audience?

Catastrophic thinking increases speech anxiety and magnifies minor mistakes into major mental meltdowns.
WORDS OF A CENTURY
The Top 100 American Speeches, 1900–1999
Stephen E. Lucas, University of Wisconsin and Martin J. Medhurst, Baylor University

“Words of a Century is simply the best anthology of its kind.”
—J. Michael Hogan, Pennsylvania State University

This unique anthology contains the complete—and authentic—texts of the best American speeches of the twentieth century as delivered to their immediate audiences.

The best text for teaching effective public speaking, deliberation, and rhetorical analysis for meaningful democratic participation

PUBLIC SPEAKING AND DEMOCRATIC PARTICIPATION
Speech, Deliberation, and Analysis in the Civic Realm
Jennifer Y. Abbott, Wabash College, Todd F. McDorman, Wabash College, David M. Timmerman, Monmouth College, and Jill Lamberton, Wabash College

“I am very intrigued and impressed by the approach that the authors take in this text and find most appealing their breadth of knowledge, substantive information and arguments, and the holistic way that they organically weave together public speaking, rhetorical discipline, and civic responsibility.”
—Scott Weiss, St. Francis College

A truly unique introductory textbook, Public Speaking and Democratic Participation: Speech, Deliberation, and Analysis in the Civic Realm provides a comprehensive introduction to the basic skills involved in public speaking—including reasoning, organization, outlining, anxiety management, style, delivery, and more—through the lens of democratic participation. It helps students develop the skills to distinguish between productive and unproductive public discourse; participate in and lead constructive discussions of community issues; and analyze public messages as an act of civic participation.
W ith its unique blend of compelling topics and rich pedagogy, the thirteenth edition of *Interplay: The Process of Interpersonal Communication* offers a perfect balance of theory and application to help students understand and improve their own relationships. *Interplay’s* inviting visual format and rich pedagogy continue to make this text the market leader in Interpersonal Communication.

“*Interplay* is a comprehensive, must-use text for the introductory interpersonal communication course. I finally found a text that students don’t complain about!”

—Rachel M. Reznik, Elmhurst College

“This is one of the best-written interpersonal communication texts on the market. Always has been, and still is.”

—Lowell Habel, Chapman University

“*Interplay* does an excellent job of providing a thorough, entry-level survey of Interpersonal Communication theory and research, and does so in a very accessible way. Every semester I have students tell me they are keeping the text because they liked it so much and see it as a great resource.”

—Patricia Smith Ollry, Concordia University

**NEW TO THIS EDITION**

» Expanded and updated coverage of social media’s impact on interpersonal communication, with new material in every chapter

» A significantly revised and updated Chapter 2, Culture and Interpersonal Communication

» Expanded discussions of various interpersonal contexts in Chapter 10, Communication in Close Relationships: Friends, Family, and Romantic Partners

» New discussions of perceptual biases, gender effects on language use, listening styles, facilitative emotions, relational maintenance and social support, and invitational communication

» New and updated pedagogical tools, including “Media Clip,” “Focus on Research,” “Dark Side of Communication,” “At Work,” and “Assessing Your Communication” features; “Check Your Understanding” prompts; and new TV and film examples with a corresponding YouTube channel
With over 1,500 sources, Interplay uses more current research than any other book on the market and makes it accessible to students.
Designed to help students explore interactions in both personal and professional domains, and develop the specific skills necessary to creating and maintaining healthy relationships, Inter-Act: Interpersonal Communication Concepts, Skills, and Contexts, Fourteenth Edition, retains the features that have made this book so successful: a theory-driven and skills-based focus, an accessible tone and presentation, and a multitude of useful pedagogical tools. For this edition, new co-author Erina MacGeorge has brought her in-depth knowledge of current theory to bear on each chapter, thoroughly updating the material so that it reflects the current state of knowledge in the discipline.

“Inter-Act is in a league of its own regarding the inclusion of social media and relatable examples for enhanced understanding and student comprehension. There is no other textbook that I have used or reviewed that so strongly incorporates theory, skill development, and emerging technology alongside one another for the most comprehensive presentation of interpersonal communication.”

—Jennifer Hodges, St. John’s University

“Inter-Act should rank highly among instructors looking for something a little beyond the standard texts.”

—Ibrahim Yoldash, Indiana University Northwest

**CONTENTS**

Preface

Part 1: Understanding Interpersonal Communication
1. An Orientation to Interpersonal Communication
2. Social Cognition: Understanding Others and Ourselves
3. Intercultural Communication
4. Verbal Messages
5. Nonverbal Messages
6. Communication in the Life Cycle of Relationships

Part 2: Developing Interpersonal Communication

7. Listening Effectively
8. Holding Effective Conversations
9. Supporting Others
10. Using Interpersonal Influence
11. Managing Conflict

Part 3: Using Communication Skills to Improve Relationships
13. Communication in Workplace Relationships

Glossary
References
Photo Credits
Index

*List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.
An interdisciplinary approach that focuses on communication competence in order to analyze and understand what it means to communicate in today’s world

INTERPERSONAL COMMUNICATION
SEVENTH EDITION
Sarah Trenholm, Ithaca College
Arthur Jensen, Syracuse University

“The communication competence model is an excellent feature of the textbook. It’s a wonderful conceptualization of what is truly involved in communication competence.”

—Virginia Hamilton, University of California, Davis

CONTENTS

Part One: Introductory Perspectives
1. Communication and Competence
2. Building Interpersonal Relationships

Part Two: Sending and Receiving Messages
3. Nonverbal Communication
4. Language and Interpersonal Communication
5. Listening

Part Three: Interpersonal Processes
6. Perceiving and Interpreting Social Worlds
7. Meeting Social Expectations
8. Establishing Individual Identities
9. Achieving Personal and Relational Goals

Part Four: Relational Contexts
10. Understanding Family Relationships
11. Creating Intimate Relationships
12. Managing Professional Relationships
13. Interpersonal Communication, Culture, and Change

CUSTOM PUBLISHING FROM OXFORD

You have your own teaching philosophy and style. If you can’t find textbooks and supplements that fit the way you teach your course and help your students learn, why not choose scholarly content that meets your needs and tailor-make your own materials? Oxford’s Custom Publishing program can show you how with options that allow you to:

• Select chapters or content from a single textbook
• Choose chapters or content from several volumes and organize it your way for your course
• Use one of our textbooks and supplement it with your own material. We will print and shrink-wrap your material to your chosen Oxford volume

With our Custom Publishing program, you can design materials that are an exact fit to your course and your students. From coursepacks, study guides, and lab manuals to booklets, ancillaries, and websites, we can help. Contact your sales representative for complete details or, for more information on a custom publishing project, visit us online at www.oup.com/us/he.
Organizational Communication: A Lifespan Approach

Michael W. Kramer, University of Oklahoma
Ryan S. Bisel, University of Oklahoma

Organizational Communication: A Lifespan Approach is a student-focused introduction to the field. Full of real-world stories, helpful and unique illustrations, and constant application of theory, this text engages students and shows them how to apply concepts, theories, and perspectives in every chapter.

Organizational Communication helps students understand their communication as participants in organizations throughout their lifetimes. It begins with how pre-career experiences influence our expectations for organizational experiences and ends with organizational exits, including retirement. This approach provides a seamless integration of theory and application while helping students at any stage of life reflect on past experiences, prepare for new endeavors and roles, and understand vital organizational theories and perspectives in new and concrete ways.

FEATURES
- Real-world scenarios open each chapter and are applied to key chapter concepts throughout to help students connect theory and practice
- Ethical Issue features in every chapter prompt students to think critically about how to make ethical decisions
- Communication Challenge features in every chapter present common challenges and ask students to apply what they’ve learned to solve them
- Volunteer experiences are included in every chapter to help students apply concepts to personal experience
- Work-life balance is thoroughly discussed in a unique chapter that provides students with a way to understand their experiences and take steps to manage work-life issues

CONTENTS
1. Introduction
2. Socialization
3. Organizational Encounter
4. Communication and Management Theory
5. Communication Channels and Structures
6. Communication and Organizational Culture
7. Communication with Organizational Members
8. Communication and Leadership
9. Communication and Decision Making
10. Communication and Conflict
11. Communication, Power, and Resistance
12. Communication and Work-Nonwork Issues
14. Communication during Career and Organizational Transitions
15. Communication during Organizational Exit
References
Credits
Index

SUPPLEMENTS
- An Instructor’s Manual and Test Bank provide instructors with chapter outlines, chapter summaries, discussion points, and review questions for every chapter
- A Computerized Test Bank allows instructors to customize exams using any combination of questions, incorporate their own questions, and export those assessments into print or digital formats
- Lecture PowerPoints highlight key concepts and incorporate images from each chapter
- Image PowerPoints include electronic versions of all figures from the text
- A free, open-access Companion Website at www.oup.com/us/kramer offers chapter summaries, additional quizzes, flashcards, further reading materials, and links to online quizzes
Visuals, including graphs and photographs, reinforce the narrative and map out the concepts discussed throughout each chapter.

Each chapter begins with an engaging story that helps students connect key concepts to real-world situations.

The chapter-opening story weaves throughout the chapter to help students apply the main concepts to a relatable narrative.

Applying Martin’s Three Perspectives on Organizational Culture

To make the value of each of the perspectives clear, consider the scenario of the family-owned restaurant at the beginning of the chapter. According to Martin, using all three perspectives provides a better understanding of the organization and its culture.

An Integrated Perspective

There seem to be a number of important unifying aspects of the culture of the small business. Employees all know each other and seem loyal to the business as indicated by the low turnover of employees, whether they are family members or not. The business seems to have been built on a norm of providing good customer service. It has a relaxed, friendly atmosphere for employees and customers in which no one seems rushed. Taken together, this suggests a unified culture that values positive interpersonal relationships among employees and customers and promotes a relaxed social environment. This overarching culture then might be described as a close family business, not unlike many small businesses.
“This is truly a student-centered textbook that helps readers learn about key theories and concepts in organizational communication and understand how to apply them in their daily lives. I also like how the book is structured; it incorporates various theoretical perspectives throughout each chapter, which is perfect for an undergraduate audience. I am so excited to use it!”

— Stephanie Dailey, Texas State University

“The book offers a theoretically sophisticated yet accessible introduction to organizational communication and has the potential to help students understand the importance of communication in organizations across their lifespans.”

— Kathleen Krone, University of Nebraska

“This is a well-organized and thoughtfully structured textbook that aligns organizational communication topics with students’ potential career/organizational member lifespans.”

— Michelle Fetherston, Marquette University and the University of Wisconsin-Milwaukee

“Organizational Communication offers a fresh take on a comprehensive understanding of the field’s approaches and processes. It follows a less traditional path while incorporating new and relevant examples and a basic approach to conducting and understanding organizational communication research.”

— Kimberly Smith, University of Central Florida

“Organizational Communication describes organizational communication, not from a topical or historical perspective like many other books, but from the perspective of a person entering, assimilating, and exiting an organization. It shows more of how organizational communication looks in practice than other textbooks do.”

— LaKresha Graham, Rockhurst University
Case studies offer students the opportunity to explore critical incidents and develop effective strategies for resolution. Featuring the exclusive, real-life case studies of top communication scholars, *Case Studies for Organizational Communication: Understanding Communication Processes*, Third Edition, employs a unique applied approach that allows students to use their knowledge of organizational communication to analyze typical organizational problems.

**Case Studies for Organizational Communication**

*Understanding Communication Processes*

**Third Edition**

Joann Keyton, *North Carolina State University*

Pamela Shockley-Zalabak, *University of Colorado at Colorado Springs*

---

**Not for Profit. All for Education.**

Oxford University Press is a not-for-profit publisher dedicated to offering the highest quality textbooks at the best possible prices. We believe that it is important to provide everyone with access to superior textbooks at affordable prices. Oxford University Press textbooks are 30%–70% less expensive than comparable books from commercial publishers.

The press is a department of the University of Oxford, and our publishing proudly serves the university’s mission: promoting excellence in research, scholarship, and education around the globe. We do not publish in order to generate revenue: we generate revenue in order to publish, which allows us to fund scholarships, provide start-up grants to early-stage researchers, and refurbish libraries.

What does this mean to you? It means that Oxford University Press published this book to best support your studies while also being mindful of your wallet.

UNDERSTANDING INTERCULTURAL COMMUNICATION
SECOND EDITION

Stella Ting-Toomey, California State University–Fullerton
Leeva C. Chung, University of San Diego

“One of the best undergraduate textbooks in intercultural communication.”
—Kenneth C.C. Yang, University of Texas at El Paso

“Provides a good balance between the serious and fun aspects of studying intercultural communication. The book offers more comprehensive coverage of the major concepts of intercultural communication than the competition.”
—Susan Opt, Salem College

Written in a conversational style, this book introduces students to the foundations of intercultural communication, a vibrant discipline within the field. Authors Stella Ting-Toomey and Leeva Chung take a multicontextual, inclusive approach that balances international and intercultural communication issues against U.S. domestic diversity issues. In addition to emphasizing a value-oriented perspective on intercultural encounters, the text contains a robust ethical chapter, complete with specific guidelines that will help students become ethical intercultural communicators.

By integrating current empirical research with lively intercultural examples, the authors ask thought-provoking questions and pose ethical dilemmas for students to ponder. The text offers a sprawling treatment of such topics as ethnic and cultural identity change, culture shock and intercultural adjustment, romantic relationships and raising bicultural children, global identity challenges, and decision-making choices in intercultural ethics.

SUPPLEMENTS

» An Instructor’s Manual and Test Bank contains more than 500 pages of original exercises, activities, up-to-date media resources, classical and contemporary film lists, sample syllabi, and paper assignments


eBook:  978-0-19-994111-7  $49.95  
Paperback:  978-0-19-973979-0  $99.95
A distinctive reader for the intercultural communication course featuring the actual voices of contributors writing from their own particular cultural settings

OUR VOICES

Essays in Culture, Ethnicity, and Communication

SIXTH EDITION

Alberto González, Bowling Green State University
Yea-Wen Chen, Ohio University

“I very much like the approach of this text. The attention to the voices of historically marginalized authors and the use of personal voice—rather than other approaches that have historically Othered and silenced us—are important in understanding the goals of this book.”

—Bernadette Calafell, University of Denver

“The realness of this text is its most distinctive feature. In it we read about the struggles, the successes, the challenges, the learning experiences, the joys, and the spiritual uplift and rejuvenation of the authors.”

—Patreece Boone, St. Louis University

Our Voices: Essays in Culture, Ethnicity, and Communication examines intercultural communication through an array of cultural and personal perspectives, with each of its contributors writing a first-person account of his or her experiences in the real world. While most readers are collections of scholarly essays that describe intercultural communication, Our Voices presents short, student-oriented readings chosen with an eye toward engaging the reader.

Praised by students for its abundance of short, first-person narratives, Our Voices traverses topics as diverse as queer identity, racial discourse, and codes of communication in nontraditional families.
#1 BEST SELLER

Communicating About Health: Current Issues and Perspectives is an indispensable resource that connects current issues, scholarship, and practical applications in the complex world of health care

COMMUNICATING ABOUT HEALTH
Current Issues and Perspectives
FIFTH EDITION
Athena du Pré, University of West Florida

“Now in its fifth edition, Communicating About Health: Current Issues and Perspectives continues to live up to its long-standing reputation as the most dynamic and current exploration of health communication on the market. The book offers rich, current research, and in-depth analysis of the cultural, social, and organizational issues that influence health communication and health advocacy.

This text is an excellent choice for students or practitioners looking for an equal balance of scholarship and application. The examples are engaging and the research is the best the field has to offer. You won’t find a more comprehensive yet digestible text than this one.”
—Elizabeth Petrun, University of Maryland

“This Communicating About Health is a strong introduction to the various elements of health communication. It moves beyond the theories of behavior and attitude to address skills important to health communication initiatives. This book highlights how organizational, cultural, and interpersonal communication affects public health initiatives and outcomes.”
—Virginia McDermott, High Point University

NEW TO THIS EDITION

» Health and Communication Technology boxes that describe the impact of technology on health communication

» Up-to-date coverage of health care reform, the Affordable Care Act, global health, and current debates over Ebola, AIDS, childhood vaccinations, and other health-related issues

» Enhanced presentation of diversity, including a discussion of the sociocultural model of health and an exploration of how social structures and personal identity influence health and health communication

» Additional coverage of a wide array of professional perspectives, including those of health care administrators, pharmacists, allied health personnel, dentists, therapists, physicians, nurses, public health professionals, marketing and public relations professionals, and others

» Daily lesson plans and a computerized test bank authored by Athena du Pré

FEATURES

» Boxed features including What Do You Think?, Can You Guess?, Perspectives, and In Your Experience that stimulate critical thinking and discussion

» Perspectives from a diverse array of health-related professions, including health care administration, dentistry, medicine, nursing, public health, marketing, public relations, and more

» Links and resources that provide information about salaries, desired qualifications, market demand, and job duties for more than 125 careers related to health communication

» Communication Skill Builder sections that feature practical strategies for communicating with patients and caregivers, avoiding burnout, stimulating teamwork, designing public health campaigns, and more

» Chapter 9, eHealth, mHealth, and Telehealth, considers the impact of emerging technologies, including personal devices, on health care and patient empowerment

» Chapter 12, Public Health and Crisis Communication, features updated coverage of current issues like Ebola, AIDS, and the controversy over childhood vaccines
CONTENTS for Communicating About Health, Fifth Edition

Preface

Part I. Establishing a Context for Health Communication
Chapter 1 Introduction
Chapter 2 The Landscape for Health Communication

Part II. The Roles of Patients and Professional Caregivers
Chapter 3 Patient-Caregiver Communication
Chapter 4 Patient Perspectives
Chapter 5 Caregiver Perspectives

Part III. Sociocultural Issues
Chapter 6 Diversity and Health Care
Chapter 7 Cultural Conceptions of Health and Illness

Part IV. Coping and Health Resources
Chapter 8 Social Support, Family Caregiving, and End of Life
Chapter 9 eHealth, mHealth, and Telehealth

Part V. Communication in Health Organizations
Chapter 10 Health Care Administration, Human Resources, Marketing, and PR

Part VI. Media, Public Policy, and Health Promotion
Chapter 11 Health Images in the Media
Chapter 12 Public Health and Crisis Communication
Chapter 13 Planning Health Promotion Campaigns
Chapter 14 Designing and Implementing Health Campaigns
References
Credits
Author Index
Subject Index

An invaluable collection of foundational and cutting-edge readings from top scholars in the rapidly growing area of health communication

BEYOND THESE WALLS
Readings in Health Communication
Edited by Linda C. Lederman, Arizona State University

Beyond These Walls is an invaluable collection of foundational and cutting-edge readings from top scholars in the rapidly growing area of health communication. This innovative anthology demonstrates that health care and communication about health often take place at home, at work, at school, and in recreational and social settings—not just in doctors’ offices and hospitals. A unique topical matrix, which identifies relevant subject categories in each chapter, places the research within the larger context of health communication.

Editor Linda C. Lederman has compiled essays that—through a wide range of theoretical and methodological approaches—investigate the following diverse topics:

» The historical background of health communication
» The development of patient-provider communication as a key object of study
» The prevalence of health promotion and other persuasive messages in public and individual health
» The importance of social support offered inside and outside of traditional medical experiences
» The growing importance of media literacy, particularly in a rapidly expanding information age
» The increasingly relevant relationship between health communication and the organizations that help construct it
» The future of health communication

To see a complete table of contents for this book, please visit www.oup.com/us/he.
Effective argumentation is at the very heart of communication and a key component to understanding and conducting communication research. Using clear language, concrete examples, and the Toulmin model of claim-data-warrants, Communication Research Methods introduces students to multiple ways of knowing, helps them think critically about communication, and provides them with the tools they need to explore the often murky depths of communication research.

Ideal for research methods courses covering multiple methodologies, this is the only text that uses a research-as-argument approach to help students become not only more effective researchers, but more insightful consumers of research.

“This is a very insightful text with a compelling ‘research as argument’ frame and a unique but helpful approach to the paradigms of research.”

—Rick Olsen, University of North Carolina Wilmington

“This Communication Research Methods is the most balanced methods textbook I have ever used in class. It is well organized and very thorough. It does an excellent job outlining the foundational concepts we teach in research methods. It also includes complete theoretical rationales for students to consider.”

—Mary LeAnne Lagasse, Texas Tech University

Contents

Preface
Foreword

Part One: The What and Why of Communication Research
1. Introduction to Communication Research
2. Three Paradigms of Knowing
3. Ethics and Communication
4. Making Claims
5. What Counts as Communication Data?
6. Warrants for Research

Part Two: How to Interpret & Critique Communication
7. Ethnography: How to Interpret Participants’ Realities
8. Conversation and Discourse Analysis: How to Explain and Interpret Talk
9. Rhetorical Criticism: How to Interpret Persuasive Texts & Artifacts
10. How to Critique Texts

Part Three: How to Discover Communication
11. How to Design Discovery Research
12. Content Analysis
13. Survey Research
14. How to Conduct Experimental Research
15. Descriptive Statistics and Hypothesis Testing
16. Inferential Statistics: Differences and Relationships

Glossary
References
Index

NEW TO THIS EDITION

» New order of how-to chapters that facilitates students completing their own research projects in one term
» Screen-capture shots and step-by-step instructions for using SPSS and EXCEL to run descriptive and inferential statistics
» A new Chapter 11, How to Design Discovery Research, that helps students create causal arguments
» Better integration of mass media research throughout the text
Quantitative Research Methods for Communication: A Hands-On Approach, Third Edition, is a comprehensive and engaging guide to quantitative research. Drawing on their extensive research and teaching experience, the authors encourage students to take an active, hands-on role in the learning process. After giving students the tools they need to locate, conduct, collect, and present their research, the text provides them with the opportunity to immediately apply these skills in research scenarios.

“If you’re teaching a quantitative methods course, this is the best of all alternatives. Very thorough approach.”
—Douglas A. Ferguson, College of Charleston

“A thorough review of the major methodological choices facing communication researchers that is full of examples drawn directly from the field.”
—Bree McEwan, Western Illinois University

NEW TO THIS EDITION

» A new chapter on big data and how researchers use it
» Coverage of conflicts of interest in Chapter 3: Research Ethics
» A thorough discussion of the major epistemological traditions within the field of communication
» A new section on presenting research to external audiences highlighting the differences between research for academic audiences and research for the general public
» Presentation of valuable information in a sidebar feature without disrupting the narrative
» A new section on ordinary vs. scientific ways of knowing
» Updated references and bolded key terms throughout
» Examination of the modern use of infographics to display complicated statistical information
» A new section on ex-post-facto experiments to examine how many experiments may not follow the traditional guidelines

CONTENTS

1. An Introduction to Communication Research
2. Empirical Research
3. Research Ethics
4. Searching for Previous Research and APA Style
5. Research Structure and Literature Reviews
6. Variables
7. Measurement
8. Reliability and Validity
9. Survey Research
10. Content Analysis
11. Experimental Design
12. Big Data
13. Sampling Methods
14. Hypothesis Testing
15. Descriptive Statistics
16. Chi-Square Test of Independence
17. Independent Samples t-Tests
18. One-Way Analysis of Variance (ANOVA)
19. Correlation
20. Regression
21. Advanced Statistical Procedures
22. Presenting Research
Appendix A: Qualitative Research
Appendix B: Textbook Questionnaire
Appendix C: Open-Source Statistical Software Alternatives
An innovative “sensory” approach to nonverbal communication that uses the latest research and practice to capture all of the senses

NONVERBAL COMMUNICATION
Studies and Applications
SIXTH EDITION
Nina-Jo Moore, Appalachian State University
Mark Hickson III, University of Alabama at Birmingham
Don W. Stacks, University of Miami

Providing a thoughtful balance of theory and practice, Nonverbal Communication: Studies and Applications, Sixth Edition, offers students an engaging, sophisticated, and up-to-date introduction to the field. Nina-Jo Moore, Mark Hickson III, and Don W. Stacks use examples from everyday life and television to help students understand how nonverbal communication affects the real world.

DISTINCTIVE FEATURES
» Engaging, sophisticated, and up-to-date introduction to the field of non-verbal communication
» Takes a unique “sensory” approach to nonverbal communication, addressing non-traditional topics including body alterations, biofeedback, and olfactics
» Each chapter includes “Observational Studies,” “Student Voices,” and “Questions for Thought”

PERSUASION
Theory and Applications
Lillian Beeson, University of Pittsburgh, Greensburg

“Lillian Beeson offers students and teachers of rhetoric and persuasion one of the most complete texts in our field. This outstanding volume presents readers with a perfect balance of theory and application, and explores both historical and contemporary perspectives. It is well suited for a variety of classes, both in and out of Communication.”

—Geoffrey Klinger, DePauw University

“Persuasion provides a good mixture of rhetoric and social-science perspectives on persuasion. Beeson nicely blends the history and evolution of persuasion with current thought and practice.”

—Bonnie Kay, California State University, Sacramento

By including works from Aristotle to Kenneth Burke, Persuasion: Theory and Applications provides a comprehensive introduction to persuasion. Author Lillian Beeson offers a balance of classic rhetorical theories and contemporary social-science approaches, demonstrating how these multiple perspectives apply to various fields.
EIGHT ESSENTIAL QUESTIONS TEACHERS ASK

A Guidebook for Communicating with Students
Deanna Dannels, North Carolina State University

Eight Essential Questions Teachers Ask: A Guidebook for Communicating with Students acknowledges and addresses the essential questions and concerns that emerge for teachers in all stages of development. Using a narrative style that incorporates actual voices of teachers, this book offers readers relevant research, peer mentoring, communication-focused recommendations, and reflective practice opportunities. This unique resource provides useful strategies for addressing communication questions that emerge in the teacher development process.

The five primary objectives of this book are:
1. Acknowledging the lived, experienced communication concerns of new teachers
2. Providing a foundation of research essentials that speak to teacher communication concerns
3. Harnessing the power of peer guidance to provide insight into teacher communication concerns
4. Providing concrete, communication-focused recommendations to mitigate teacher communication concerns
5. Encouraging reflective practice about teacher communication concerns

Why should you consider an Oxford University Press textbook?

As a not-for-profit publisher, Oxford University Press is uniquely situated to offer the highest quality scholarship at the best possible prices.

CONSIDER AN OXFORD TEXTBOOK and WE PROMISE YOU:

The highest quality educational resources — our books are published only after a thorough review

A reasonable price — our textbooks are 30%–70% less expensive than comparable books from commercial publishers

Excellent customer support from the world’s largest university press

Want to learn more about what we do with the surplus we generate? Visit www.oup.com/us/he to read about our story and to browse our latest product catalog.

Find out how we can offer lower prices and still maintain the quality that you expect.
Using clear, accessible language, vivid examples, and more than 250 full-color illustrations, the authors both explain and apply theory as they discuss how we see paintings, prints, photographs, film, television, video, advertisements, the news, the Internet, digital media, and visualization techniques in medicine and science. This truly interdisciplinary text bridges art history, film, media, and cultural studies to investigate how images carry meaning within and between different cultural arenas in everyday life, from art and commerce to science and the law. Sturken and Cartwright analyze images in relation to a wide spectrum of cultural and representational issues (desire, power, the gaze, bodies, sexuality, and ethnicity) and methodologies (semiotics, Marxism, psychoanalysis, feminism, and postcolonial theory). Challenging yet accessible, *Practices of Looking*, Third Edition, is ideal for courses across a range of disciplines, including media and film studies, communication, art history, and photography.

The third edition is being updated to represent the contemporary visual cultural landscape, rapid circulation of images and media, visual activism, and the rise of prosumer and remix culture. This new edition will also include 225 new images.

**CONTENTS**

1. Images, Power, and Politics
2. Viewers Make Meaning
3. Modernity: Spectatorship, the Gaze, and Power
4. Realism and Perspective: From Renaissance Painting to Digital Media
5. Visual Technologies, Reproduction, and the Copy
6. Media in Everyday Life
7. Brand Culture: The Images and Spaces of Consumption
8. Postmodernism: Irony, Parody, and Pastiche
9. Scientific Looking, Looking at Science
10. The Global Flow of Visual Culture
Glossary
Credits
Index
The most contemporary introduction to public relations

PUBLIC RELATIONS

Tom Kelleher, University of Florida

Engagement. Conversation. Influence. Transparency. Trust. Public Relations presents a clear, engaging, and contemporary picture of public relations principles while seamlessly integrating technical and cultural shifts brought about by the rise of social media. Both its professional relevance and digital savvy make Public Relations the new standard for introductory public relations courses.

Public Relations by Tom Kelleher matches the classics in covering fundamental student outcomes, but it also sets a new standard for introductory public relations texts. Rather than tinkering with previous textbook outlines and adding bits of new media coverage throughout, this book “gets it” from the start. It is attuned—from the first page to the last—to both technical and cultural shifts brought about by the rise of social media.

DISTINCTIVE FEATURES

» Extended case studies in every chapter show students how to apply the chapter’s core concepts
» Ethics—including coverage of the six provisions in the Public Relations Society of America Code of Ethics—are discussed in every chapter
» “In Case You Missed It” (ICYMI) boxes at the end of each chapter summarize practical tips, including important guidelines for social media use
» Learning outcomes are aligned with the Universal Accreditation Board’s competencies to ensure that the text is professionally relevant
» Each chapter includes a “Voices from the Field” Q&A with a scholar, practitioner, or social media influencer who provides additional from-the-field perspectives and insights

SUPPLEMENTS

For Instructors
The following resources are available on https://arc2.oup-arc.com/access/kelleher-1e
» An Instructor’s Resource Manual offers chapter overviews, chapter objectives, key terms, activities, and case-study discussions to accompany each chapter
» A full set of Lecture PowerPoint slides highlights key concepts and incorporates images from each chapter
» A complete Test Bank provides instructors with over 350 multiple-choice, short-answer, and essay questions
» The comprehensive Computerized Test Bank allows instructors to customize exams using any combination of questions, incorporate their own questions, and export those assessments into print or digital formats

For Students
» Available at no additional cost, the Companion Website provides students with chapter overviews, interactive flashcards, chapter activities, assessments, and web links
» The Dashboard platform by Oxford University Press delivers high-quality content, tools, and assessments to track student progress in an intuitive, web-based learning environment. It includes multiple-choice quizzes for each chapter and interactive flashcards to aid in self-study. Available with an Interactive E-Book.
“Public Relations is the textbook you’ve always wanted. It covers all the important aspects of public relations thoroughly and in a style of writing that appeals to a younger audience wanting to learn more about our profession.”

— Kirk Hazlett, Curry College

“I would strongly recommend Public Relations primarily because of its digital emphasis, its pedagogical features, its emphasis on both strategic and tactical communications, and its relevancy to contemporary public relations practice.”

— Shirley Stapes Carter, University of South Carolina

Each chapter includes a Q&A with a practitioner or scholar who provides additional perspectives and insights from the field.

Every chapter weaves at least one extended case study into the narrative of the chapter, thoroughly applying chapter concepts to real-world public relations practice.

Ethics are integral to the first chapter and discussed in every chapter thereafter. Each of the provisions for conduct in the PRSA Code of Ethics is covered.
Focusing on the day-to-day matters of running a PR operation, *Managing Public Relations* is the first book to balance both corporate and agency needs while addressing the management of a public relations function. Its unique approach stresses the function of PR within the larger scope of business, showing students how to think like their future bosses and colleagues and making them more competitive in today’s job market.

**DISTINCTIVE FEATURES**

» Gives students the *business know-how* they need in order to succeed in public relations

» Directly *applies current, foundational research to the day-to-day management concerns of public relations operations*, allowing students to connect theory to practice in a demanding environment

» Balances coverage of both *agency and corporate* (for-profit, non-profit, non-governmental, and governmental) public relations operations

» “Executive Viewpoints”—first-person *testimonials* from actual PR executives—bring concepts, methods, and tools to life for readers as they realize how senior managers work and why

» Rich pedagogy in each chapter assists students in their reading

**CONTENTS**

Preface

1. Leadership & Management in Public Relations. Two Sides of the Same Coin

2. Distinctions Between Corporate & Agency Operations

3. Professionalism, Ethics, and Law: The Good Person Representing Organizations Well


6. Decision Making in Tune with the Corporate Strategic Plan

7. Business-development Principles

8. Requests for Proposals (RFPs) & New-business Pitches

9. Team Management

10. Client-centered Communication

11. Personal Career Planning Strategies

Appendices

A. Strategic Plan Content Summary

B. Example Strategic Plan

C. Calling Scripts

D. Resumes, Cover Letters, and Beyond

Index

“The go-to guide on how to manage the important function of public relations.”

—Sandra Duhé, *Southern Methodist University*

“This text provides more content on business-related strategies than other PR texts. The writing is clear, well edited, and accessible to readers with limited business knowledge.”

—Jeffrey Brand, *University of Northern Iowa*
From reading news on tablets to video calling on smartphones, digital media has changed the ways in which we communicate. Placing convergence at the center of the discussion, Converging Media: A New Introduction to Mass Communication, Fifth Edition, uses the technologies we employ every day to explain our current media environment—and to consider where we might be headed.

NEW TO THIS EDITION

» Reflects the current media world in new and updated chapter-opening vignettes and convergence, ethics, and international features
» Portrays relevant, contemporary examples with thoroughly updated photos, figures, and tables
» Includes clear coverage of new topics like the convergence of interpersonal and mass communication, gamification, augmented reality, cybersecurity, and the third screen
» Emphasizes career paths in media through updated “Media Pioneers” features and new end-of-chapter “Media Careers” discussions
» Integrates discussion questions throughout to encourage critical thinking

DISTINCTIVE FEATURES

» Provides a fresh perspective on media through the lens of convergence, showing how different aspects of media are parts of a whole and examining how they influence each other
» Places social media within a larger media and sociocultural context and is the first text to devote an entire chapter to social media
» Utilizes cutting-edge examples that are diverse, interesting, and up-to-date to illustrate how the landscape of media has evolved—and is still evolving
» Presents an international perspective that helps students obtain an appreciation for different media systems throughout the world
» Emphasizes career paths in media with discussions of media professionals and traditional and emerging career trends

“Converging Media takes the disruptive changes occurring across the media landscape and incorporates them into an understandable and navigable text while offering students many relevant examples, both historical and contemporary.”

—Andrew Nelson, Loyola University New Orleans
Engaging Pedagogy for Visual Learners

New Visual Tables
Information previously found in infographics is now presented in easier-to-understand tables that highlight important information in an interesting style.

Updated Timelines
Redesigned timelines are now easier to read and include the most up-to-date information.

Compare ... and Save!
We invite you to compare the price* and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pavlik</td>
<td>Converging Media: A New Introduction to Mass Communication, 5E</td>
<td>Oxford University Press</td>
<td>2016</td>
<td>504 pp</td>
<td>$94.95</td>
</tr>
<tr>
<td>Straubhaar/ LaRose/ Davenport</td>
<td>Media Now: Understanding Media, Culture, and Technology, 10E</td>
<td>Cengage</td>
<td>2017</td>
<td>582 pp</td>
<td>$244.95</td>
</tr>
<tr>
<td>Dominick</td>
<td>The Dynamics of Mass Communication, 12E</td>
<td>McGraw-Hill</td>
<td>2012</td>
<td>496 pp</td>
<td>$203.33</td>
</tr>
</tbody>
</table>

*List (suggested retail) prices as advertised on publishers' websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.
Understanding Media Industries examines the influence of media industry organization and practices on society

UNDERSTANDING MEDIA INDUSTRIES
SECOND EDITION

Timothy Havens, University of Iowa
Amanda D. Lotz, University of Michigan

“Havens and Lotz have their fingers on the pulse of the media industry.”
—Vicki Mayer, Tulane University

NEW TO THIS EDITION

» Chapter One: Understanding Media Industries has been thoroughly revised to expand on important concepts and developments including agency, ideology, culture, the public sphere, and production
» Chapter Two: The Industrialization of Culture Framework and Key Economic Concepts is a new chapter in which the authors devote full attention to outlining their unique and important framework
» Coverage of the symbolic economy and auxiliary practices is now integrated throughout the text—instead of being bracketed off in separate chapters—to create more complete discussions of all topics in the text
» “Key Takeaways” at the start of each chapter guide students’ reading by helping them focus on what they will learn and how to apply it

CONTENTS

1. Understanding Media Industries
2. The Industrialization of Culture Framework and Key Economic Concepts
3. Media Industry Mandates
4. Regulation of the Media Industries
5. Economic Conditions in Media Production
6. Technological Conditions of the Media Industries
7. Creative Practices and Media Work
8. Media Distribution and Aggregation Practices
9. Digitization
10. Media Globalization

A n engaging and accessible introduction to the field, Understanding Media Industries helps students develop deeper and more critical knowledge of industries. This book provides students with a thorough discussion of how media industries work, why they work as they do, and the broader theoretical and practical implications of media industry structure and function. The authors’ unique “Industrialization of Culture” framework organizes the book and helps students to consider media industries in different nations and historical periods.

2016 304 pp.
eBook: 978-0-19-061925-1 $31.95
Paperback: 978-0-19-021532-3 $62.95
Seeks to answer the question: have media and technology created a social gap, eroding our sense of community?

**INTERPERSONAL DIVIDE**

The Search for Community in a Technological Age

Michael Bugeja, Iowa State University

*Interpersonal Divide: The Search for Community in a Technological Age* seeks to answer the question: have media and technology created a social gap, eroding our sense of community? Author Michael Bugeja tackles this question by taking a broad and interdisciplinary approach, incorporating a number of different viewpoints, including global, ethical, philosophical, corporate, pop-cultural, and sociological perspectives. Bugeja analyzes the “interpersonal divide”—the void that develops between people when we spend too much time in virtual rather than in real communities—and makes a case for face-to-face communication in a technological world.

**CONTENTS**

- Introduction: The Need to Belong
- 1. Displacement in the Global Village
- 2. The Human Condition
- 3. Habits of a High-Tech Age
- 4. Impact of Media and Technology
- 5. Blurring of Identity and Place
- 6. The Medium is the Moral
- 7. Icons and Caricatures
- 8. Living Three-Dimensionally
- 9. Repatriation to the Village
- Notes
- Index

Identifying principles that apply across media platforms, this award-winning text encourages critical thinking through examples that build, challenge, and enhance readers’ value systems.

**LIVING ETHICS**

Across Media Platforms

Michael Bugeja, Iowa State University

In a seamlessly wired world of television, computers, and BlackBerrys, where does ethics fit in? To address that question, *Living Ethics* calls for a moral convergence to complement the technological one. Identifying principles that apply across media platforms, Michael Bugeja has created a thorough and well-researched work that avoids the prescriptive language used by many texts; instead, he encourages critical thinking through examples that build, challenge, and enhance readers’ value systems.

While many ethics texts focus almost exclusively on journalistic ethics, this award-winning text (recipient of the 2009 Clifford G. Christians Award for Research in Media Ethics) emphasizes unifying principles that collapse and transcend the boundaries of a wide variety of media sources—including newspapers, magazines, radio, television, public relations, photojournalism, advertising, and other forms of traditional and online mass communication. As readers will discover, the circumstances of ethical issues may vary, but the moral processes used to resolve them are basically the same.
The most widely used and cited anthology of critical writings about film

FILM THEORY AND CRITICISM
Introductory Readings
EIGHTH EDITION

Edited by Leo Braudy and Marshall Cohen, both at University of Southern California

"A near-exhaustive collection of essential film writing. The essays contained in Film Theory and Criticism testify not only to the diversity of topics that make up the study of film, but to their increasing relevance in our globalized, digitized age. At over 900 pages, there's not a clunker in it."

—John Bruns, College of Charleston

Since publication of the first edition in 1974, Leo Braudy and Marshall Cohen's Film Theory and Criticism has been the most widely used and cited anthology of critical writings about film. Now in its eighth edition, this landmark text continues to offer outstanding coverage of more than a century of thought and writing about the movies. Incorporating classic texts by pioneers in film theory and cutting-edge essays by contemporary scholars, the text examines both historical and theoretical viewpoints on the subject.

Building upon the wide range of selections and the extensive historical coverage that marked previous editions, this new compilation stretches from the earliest attempts to define the cinema to the most recent efforts to place film in the contexts of psychology, sociology, and philosophy, and to explore issues of gender and race. Reorganized into ten sections—each comprising the major fields of critical controversy and analysis—this new edition features reformulated introductions and biographical headnotes that contextualize the readings, making the text more accessible than ever to students, film enthusiasts, and general readers alike.

A wide-ranging critical and historical survey, Film Theory and Criticism remains the leading text for undergraduate courses in film theory. It is also ideal for graduate courses in film theory and criticism.
TELEVISION AND
AMERICAN CULTURE
Jason Mittell, Middlebury College

“Mittell brings much-needed energy to television studies—a well-rounded treatment of television as culture, industry, form, production, and technology.”
—Anandam Kavoori, University of Georgia

To understand American popular culture, we need to come to grips with the enormous role that television has played in shaping that culture over the past sixty years. In this timely and provocative book, Jason Mittell provides students with a uniquely thorough look at the medium of television.

Exploring television at once as a technological medium, an economic system, a facet of democracy, and a part of everyday life, this landmark text uses numerous sidebars and case studies to demonstrate the past, immediate, and far-reaching effects of American culture on television—and television’s influence on American culture. Arranged topically, the book provides a broad historical overview of television while also honing in on such finer points as the formal attributes of its various genres and its role in gender and racial identity formation.

For more information about this book, including updates, corrections, links, videos, and teaching resources, visit the Companion Website at http://tvamericanculture.net

2009 320 pp. paper 978-0-19-530667-5 $69.95

A contextual history of this enormously popular medium

THE CULTURES OF
AMERICAN FILM
Robert P. Kolker, University of Maryland

Since its inception in 1894, American film has developed many genres and created many important directors and stars while maintaining an intensely loyal audience. How has this incredibly popular medium managed to stay so relevant for more than a century?

The Cultures of American Film’s chronological organization provides a historical overview of film, while its analytical approach addresses form and content: how films work and how we respond to them. Placing films in their cultural contexts, it examines and analyzes the ways in which film works on an individual level and within society.

The text provides close analyses of films from the nineteenth century to the present day, discusses how and why films are made, and investigates the responses that films require and we desire. Suggestions for further reading and critical analysis appear at the end of each chapter.

2014 384 pp. paper 978-0-19-975342-0 $54.95

The definitive guide to making documentary film

DOCUMENTARY FILMMAKING
A Contemporary Field Guide
SECOND EDITION
John Hewitt, San Francisco State University, and Gustavo Vazquez, University of California, Santa Cruz

“This is a very thorough and clear explanation of documentary filmmaking from initial conception to finished product. I highly recommend it.”
—Sally Rubin, Chapman University

Documentary Filmmaking: A Contemporary Field Guide, Second Edition, is a skills-oriented, step-by-step guide to creating documentary films, from the initial idea phase to distribution. Thoroughly updated to highlight the effects of technological advances and social media, this compact handbook offers something for all types of students: documentary recommendations (for the film buff); illustrations, examples, and commentary from working documentary makers, producers, editors, and distributors (for the more grounded, visual learner); the latest trends in Internet video (for the more “techie” documentarian); and practical financial tips, fundraising ideas, and legal considerations (for the more idealistic—and not always realistic—visionary).

2013 256 pp. spiral-bound 978-0-19-930086-0 $49.95
TELEVISION
The Critical View
SEVENTH EDITION
Edited by Horace Newcomb, University of Georgia

First published in 1976, Television: The Critical View set the foundation for the serious study of television, becoming the gold standard of anthologies in the field. With this seventh edition, editor Horace Newcomb has moved the book from one merely intended to legitimize the critical inquiry of television to a text that reflects how complex critical approaches to television have become today. Television: The Critical View remains a well-established and critically acclaimed text essential for courses in critical studies, communication studies, cultural studies, media history, television criticism, television history, and broadcasting.

CONTENTS

*To see a complete TOC for this book, please visit our website.
Preface to the Seventh Edition
Preface to the First Edition

Part One: History
Featuring articles by Mark Alvey, Aniko Bodroghkozy, Marsha Casidy & Mimi White, Susan Murray, and Nathan Godfried

Part Two: The Production Context
Featuring articles by Elana Levine, Caroline-Isabelle Caron, Greg Siegel, Yeidy M. Rivero, and Amanda D. Lotz

Part Three: The Programming Context
Featuring articles by Christopher Castiglia & Christopher Reed, Jason Mittell, Trevor Parry-Giles & Shawn J. Parry-Giles, Jane Arthurs, Sarah Banet-Weiser, Sheldon H. Lu, Silvio Waisbord, John Corner, Jeffrey P. Jones, and David Thorburn

Part Four: Audiences, Viewers, Users

Part Five: Considering Television
Featuring articles by Horace Newcomb, Deborah L. Jaramillo, John Hartley, Elizabeth Jacka, Nicholas Garnham, Lynn Spiegel, and Roger Silverstone

2006 784 pp. paper 978-0-19-530116-8 $85.95

Oxford—Your Source for Film & Television Studies Handbooks

THE OXFORD HANDBOOK OF SOUND STUDIES
Edited by Trevor Pinch, Cornell University, and Karin Bijsterveld, Maastricht University
New and engaging perspectives on the significance of sound in its material and cultural forms
2013 612 pp. paper 978-0-19-999581-3 $53.00

THE OXFORD HANDBOOK OF FILM MUSIC STUDIES
Edited by David Neumeyer, The University of Texas at Austin
Gathers two dozen original essays that chart the history and current state of interdisciplinary scholarship on music in audiovisual media
2013 704 pp. cloth 978-0-19-532849-3 $160.00
2015 704 pp. paper 978-0-19-025059-1 $50.00

THE OXFORD HANDBOOK OF NEW AUDIOVISUAL AESTHETICS
Edited by John Richardson, University of Turku, Finland, Claudia Gorbman, University of Washington, Tacoma, and Carol Vernallis, Stanford University
Provides powerful ways to understand changes in the current media landscape
2013 752 pp. cloth 978-0-19-973386-6 $160.00
2015 792 pp. paper 978-0-19-024459-0 $50.00

THE OXFORD HANDBOOK OF VIRTUALITY
Edited by Mark Grimshaw, Aalborg University, Denmark
First wide-ranging anthology of virtuality as it relates to a number of diverse fields of study
2014 792 pp. cloth 978-0-19-982616-2 $160.00
2015 792 pp. paper 978-0-19-027035-3 $50.00

THE OXFORD HANDBOOK OF SOUND AND IMAGE IN DIGITAL MEDIA
Edited by Carol Vernallis, Arizona State University, Amy Herzog, Queens College, and John Richardson, University of Turku, Finland
This collection surveys the contemporary landscape of audiovisual media
2013 832 pp. cloth 978-0-19-975764-0 $160.00
2015 832 pp. paper 978-0-19-025817-7 $50.00
Substance has never looked so good

WRITING AND REPORTING FOR THE MEDIA

ELEVENTH EDITION

John R. Bender, University of Nebraska–Lincoln
Lucinda D. Davenport, Michigan State University
Michael W. Drager, Shippensburg University of Pennsylvania
Fred Fedler, University of Central Florida

“The very best part about this textbook is the pace and easy-to-read writing. A journalism text should be written in plain English, and this one is.”
—Sharon O’Malley, University of Maryland University College

“Stands out as a point-by-point guide to publishable journalistic writing.”
—Vincent Arnold Mackowiak, Eastern Michigan University

“The ease of reading it, the clear descriptions and the exercises make this an excellent book for beginning students.”
—Karen Cristiano, Drexel University

CONTENTS

Preface

Section I: The Tools of Journalism
1. Journalism Today
2. Selecting and Reporting the News
3. Newswriting Style
4. The Language of News

Section II: The Law and Ethics of Journalism
5. Libel, Privacy and Newsgathering Issues
6. Ethics

Section III: The Basic Skills of Journalism
7. Basic News Leads
8. Alternative Leads
9. The Body of a News Story
10. Quotations and Attribution
11. Interviewing
12. Writing for Radio and TV News
13. Digital Media: Online, Mobile and Social Media
14. Visual Journalism

Section IV: Applying the Skills of Journalism
15. Speeches and Meetings
16. Brights, Follow-ups, Roundups, Sidebars and Obituaries
17. Feature Stories
18. Public Affairs Reporting
19. Introduction to Investigative Reporting
20. Journalism and Public Relations

Appendix A: City Directory
Appendix B: Rules for Forming Possessives
Appendix C: Answer Keys
Credit Lines
Index

Compare . . . and Save!

We invite you to compare the price* and quality of our book to other books published for your course:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Pub. Date</th>
<th>Page Count</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bender</td>
<td>Reporting for the Media, 11E</td>
<td>Oxford University Press</td>
<td>2015</td>
<td>504 pp.</td>
<td>$96.95</td>
</tr>
<tr>
<td>Rich</td>
<td>Writing and Reporting News, 8E</td>
<td>Cengage</td>
<td>2015</td>
<td>496 pp.</td>
<td>$167.95</td>
</tr>
<tr>
<td>The Missouri Group</td>
<td>News Reporting and Writing, 12E</td>
<td>Macmillan</td>
<td>January 2017</td>
<td>576 pp.</td>
<td>$128.99</td>
</tr>
</tbody>
</table>

*List (suggested retail) prices as advertised on publishers’ websites as of February 2017. Prices quoted are for comparable formats. Other formats may be available. Prices subject to change.

NEWS WRITING AND REPORTING
The Complete Guide for Today’s Journalist
SECOND EDITION
Chip Scanlan, The Poynter Institute
Richard Craig, San José State University

“The best reporting textbook on the market.”
—Christopher Frear, Sussex County Community College

DISTINCTIVE FEATURES
- Emphasizes three pillars of excellent journalism: Process, Coaching and Storytelling
- Organized to be a useful insider’s guide that students can keep and use when working in the field
- Every chapter underscores the basic writing instruction by providing examples and advice from practicing journalists

Do your students need more practice?

A Word to Aspiring Journalists from Chip Scanlan:
Cultivate curiosity. Do what you fear. Collaboration, especially in online journalism, is key. Master technology, but never forget that tools enhance your capabilities and the basics of good journalism never change. You may have to start out small, but jobs are out there for journalists who are committed to public service. That is the heart of excellent journalism. Never stop learning. Never give up. Have fun.
THE RESPONSIBLE JOURNALIST
An Introduction to News Reporting and Writing
Jennie Dear and Faron Scott, both at Fort Lewis College

“There really isn’t anything out there like this. It combines the practical with the critical in a way that I don’t remember seeing very often. The authors pull together a lot of important critical and sociological literature that most basic textbooks ignore (at their peril).”
—John Jenks, Dominican University

CONTENTS

UNIT 1: What Distinguishes a Good Journalist?
1. The public’s champion
2. How do ethics and critical thinking apply to everyday reporting?
UNIT 2: Get It in Writing
3. How is news language different?
4. How do you tell a basic news story?
5. The story changes with the medium
UNIT 3: Background for Your Stories
6. A journalist’s skeptical research
7. Plagiarism and copyright infringement: stealing other people’s stuff
UNIT 4: Working with Sources
8. Who gets the spotlight?
9. How do you conduct an interview?
10. How do you report what sources say?
11. Working a beat
UNIT 5: Storytelling in Other Forms
12. Leading with something different
13. What about other kinds of news stories?
14. IMHO: Expressing your opinions as a journalist

WRITING AND REPORTING THE NEWS
THIRD EDITION
Jerry Lanson, Emerson College
Mitchell Stephens, New York University

Writing and Reporting the News, Third Edition, is a comprehensive and accessible introductory text for journalism students. Jerry Lanson and Mitchell Stephens provide thorough instruction on writing and reporting, hundreds of examples of good and bad writing and extensive opportunities to apply their advice through practical exercises. Based on the authors’ careers as journalists and journalism professors—and on the experience of dozens of other first-rate reporters—this unique textbook/workbook gives students a clear, logical introduction to the craft of journalism.

2007 560 pp. paper 978-0-19-530666-8 $89.95

AIR WORDS
Writing Broadcast News in the Internet Age
FOURTH EDITION
John Hewitt, San Francisco State University

Praised by both students and journalists for its no-nonsense instructional approach, accessible writing style, and extensive supply of practical exercises, Air Words is a comprehensive newswriting text that is designed to help students learn the fundamental sentence structure and grammar required to write for broadcast news.

2011 242 pp. paper 978-0-19-976003-9 $65.95
A comprehensive and dynamic guide to becoming a journalist in today’s multimedia landscape

THE MULTIMEDIA JOURNALIST
Storytelling for Today’s Media Landscape
Jennifer George-Pallonis, Ball State University

“Outlining the issues and techniques that are fundamental to journalism in today’s multimedia world, The Multimedia Journalist: Storytelling for Today’s Media Landscape teaches students how to become visual storytellers—a necessity in new media. Author Jennifer George-Pallonis expertly balances theoretical concepts and practical skills for becoming a journalist in our shifting multimedia landscape. With an interactive Companion Website and “Professional Perspective” boxes that include points of view from professionals in the field, The Multimedia Journalist is a versatile text for students pursuing storytelling in the multimedia age.”

2012 288 pp.  paper 978-0-19-976452-5  $54.95

Gives students the skills to become versatile, working journalists in today’s media landscape

PRINCIPLES OF CONVERGENT JOURNALISM
SECOND EDITION
Jeffrey S. Wilkinson, Houston Baptist University, August E. Grant, University of South Carolina, and Douglas J. Fisher, University of South Carolina

“A comprehensive and dynamic guide to becoming a journalist in today’s multimedia landscape

PRINCIPLES OF CONVERGENT JOURNALISM
SECOND EDITION
Jeffrey S. Wilkinson, Houston Baptist University, August E. Grant, University of South Carolina, and Douglas J. Fisher, University of South Carolina

“From the small town to the large metropolis, the convergent journalist is the contemporary journalist. And this book recognizes that fact.”
—Andrew Dunn, East Tennessee State University

From iPads to smartphones to laptops, journalism’s days of living solely on the printed page are over. Principles of Convergent Journalism teaches emerging journalists how to move confidently across media platforms, providing an essential guide to navigating today’s complex media landscape. In addition to learning the basic reporting and interviewing skills needed for all media, students will learn how to repurpose broadcast and print news for the internet and how to incorporate convergent journalism techniques into other emerging media.

2012 320 pp.  paper 978-0-19-983865-3  $49.95

What is news? Why are we so eager to exchange it? Why does it so often seem sensational? How does the way news is gathered and presented affect our politics and our lives? A History of News, Third Edition, provides an extended, international history of journalism that ranges from preliterate societies to the digital age. It examines the strengths and weaknesses of news and provides unique insights into contemporary journalism. Author Mitchell Stephens, an accomplished writer and media critic, analyzes news in all of its manifestations—spoken, written, visual and digital—from an international perspective.

For the third edition, Stephens has broadened the scope of the book’s international coverage, expanded the section on television news, increased coverage of women and minorities and added new material on the Internet and the digital revolution. The book also features questions at the end of each chapter and new boxes, many of which underline connections between older news systems and issues in contemporary journalism.

2006 384 pp.  paper 978-0-19-518991-9  $99.95
A concise copyediting worktext that provides more examples, exercises, and accessible AP style lessons than any other book on the market

COPYCRAFTING
Editing for Journalism Today
Kenneth L. Rosenauer, Missouri Western State University

From newspapers to Twitter, the media’s ability to deliver news and interact with audiences is constantly changing. In Copycrafting, author Kenneth Rosenauer provides aspiring journalists and copyeditors with essential tools for delivering content effectively and correctly, regardless of the media platform. More than just the basics of copyediting and AP style, this complete package provides a wealth of examples and exercises for practice. This allows students to actively learn the editing skills that they will need to flourish in the constantly evolving media landscape.

DISTINCTIVE FEATURES
» Excellent coverage of AP style with explanations and examples
» Tips on writing headlines, editing problem leads, editing images and designing pages
» Stories for students to edit
» An Appendix that contains a directory for students to consult as they complete the exercises

JOURNALISM UNBOUND
New Approaches to Reporting and Writing
Mitchell Stephens, New York University

“Journalism Unbound’s greatest strength is the author’s use of masterful writing. Stephens uses great examples that should inspire any student.”
—Jennifer Atwater, Towson University

Journalism is rapidly changing. Journalism education must too. In Journalism Unbound, Mitchell Stephens introduces new methods of teaching reporting and writing—for video, audio and the written word. In lively chapters full of examples and anecdotes, he explores a number of ways journalism might take advantage of the current digital revolution to become less formulaic and more engaging, searching, diverse in its concerns and relevant, particularly to younger audiences. Although the focus is on what journalism might be, the book employs as examples the best of what journalism has been—from Joan Didion to Nate Silver, Edward R. Murrow to Samantha Power, and James Baldwin to Adrian Nicole LeBlanc.

CONTENTS
Preface
Introduction: Aiming Higher
1. Wondering: New Perspectives
2. Learning: More-Penetrating Approaches
3. Wandering: Less-Familiar Places
4. Recognizing: Deeper Truths
5. Pondering: Wiser Understandings
6. Enlivening: More Engaging Styles
7. Elevating: Finer Wordings
8. Sculpting: More Shapely Forms
Notes
The most comprehensive coverage of magazines on the market

THE MAGAZINE FROM COVER TO COVER
THIRD EDITION
Sammye Johnson, Trinity University
Patricia Prijatel, Drake University

“In terms of scope and depth, no other textbook can hold a candle to The Magazine from Cover to Cover. The authors accurately and vividly describe how the industry is evolving in the digital age. It’s the only book I’d recommend for a course on contemporary magazine publishing.”
—Jennifer Rauch, Long Island University

The leading textbook on how to turn a budding idea into a full-fledged magazine has evolved, adapting to the current trends in the industry. This edition has been thoroughly updated to include the effects of technology and current events on magazine publishing. This comprehensive survey provides a fascinating perspective on the rich history of magazines in America, an overview of present publication practices, discussion of groundbreaking research, and a look forward to the challenges and opportunities in store for the industry.

Sound, sensible advice on the ins and outs of feature writing

THE ART OF FEATURE WRITING
From Newspaper Features and Magazine Articles to Commentary
Earl R. Hutchison, Tennessee Technological University

From basic newspaper features to in-depth magazine articles and incisive commentary, The Art of Feature Writing introduces students to the myriad tasks of a journalist—including researching, interviewing, organizing, writing and marketing. Replete with accessible, dynamic examples drawn from a variety of diverse sources, this book takes a step-by-step approach to give students the skills, tools and confidence they need to produce their own distinctive material.

With the encouraging voice of an experienced teacher, Hutchison imparts sensible advice on both the craft of writing and the more practical concerns of a freelancer. The book is enhanced by rich pedagogical features including key points, chapter summaries and numerous exercises. From writing a lead that sings to the income tax implications of a freelance career, The Art of Feature Writing helps students generate compelling copy as they develop a more sophisticated understanding of the career of a writer.
## OXFORD COMMUNICATION COURSE GUIDE

This quick reference grid highlights just a few of the textbooks and supporting reading material that Oxford University Press offers in Communication. To find out about the full range of titles in any area of Communication, please contact your OUP sales representative or call 800-280-0280.

### INTRODUCTION TO COMMUNICATION
- Adler, *Understanding Human Communication*, 13E
- Adler, *Essential Communication*
- Rothwell, *In the Company of Others*, 5E
- Beauchamp, *Introduction to Human Communication*
- Garard, *Now Playing 2017*

### PUBLIC SPEAKING
- Rothwell, *Practically Speaking*, 2E
- Lucas, *Words of a Century*
- Abbott, *Public Speaking and Democratic Participation*

### INTERPERSONAL COMMUNICATION
- Adler, *Interplay*, 13E
- Verderber, *Inter-Act*, 14E
- Trenholm, *Interpersonal Communication*, 7E

### ORGANIZATIONAL COMMUNICATION
- Kramer, *Organizational Communication*
- Keyton, *Case Studies for Organizational Communication*, 3E

### INTERCULTURAL COMMUNICATION
- Ting-Toomey, *Understanding Intercultural Communication*, 2E
- González, *Our Voices*, 6E

### HEALTH COMMUNICATION
- du Pré, *Communicating About Health*, 5E
- Lederman, *Beyond These Walls*

### RESEARCH METHODS
- Merrigan, *Communication Research Methods*, 3E
- Wrench, *Quantitative Research Methods for Communication*, 3E

### NONVERBAL COMMUNICATION
- Moore, *Nonverbal Communication*, 6E

### PERSUASION
- Beeson, *Persuasion*

### INSTRUCTIONAL COMMUNICATION
- Dannels, *Eight Essential Questions Teachers Ask*

### VISUAL COMMUNICATION
- Sturken, *Practices of Looking*, 2E

### PUBLIC RELATIONS
- Kelleher, *Public Relations*
- Smudde, *Managing Public Relations*

### MEDIA STUDIES
- Pavlik, *Converging Media*, 5E
- Havens, *Understanding Media Industries*, 2E
- Bugeja, *Interpersonal Divide*
- Bugeja, *Living Ethics*
- Braudy, *Film Theory and Criticism*, 8E
- Mittell, *Television and American Culture*
- Kolker, *The Cultures of American Film*
- Hewitt, *Documentary Film Making*, 2E
- Newcomb, *Television*, 7E
- The Oxford Handbook of Sound Studies
- The Oxford Handbook of Film Music Studies
- The Oxford Handbook of New Audiovisual Aesthetics
- The Oxford Handbook of Virtuality
- The Oxford Handbook of Sound and Image in Digital Media

### JOURNALISM
- Bender, *Writing and Reporting for the Media*, 11E
- Scanlan, *Reporting and Writing*, 2E
- Dear, *The Responsible Journalist*
- Lanson, *Writing and Reporting the Media*, 3E
- Hewitt, *Air Words*, 4E
- Wilkinson, *Principles of Convergent Journalism*
- George-Palilonis, *The Multimedia Journalist*
- Stephens, *History of the News*, 2E
- Rosenauer, *Copycrafting*
- Stephens, *Journalism Unbound*
- Johnson, *The Magazine from Cover to Cover*, 3E
- Hutchison, *The Art of Feature Writing*
<table>
<thead>
<tr>
<th>A</th>
<th>D</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbott, Jennifer Y., 14</td>
<td>Dannels, Deanna, 30</td>
<td>In the Company of Others, 8</td>
</tr>
<tr>
<td>Adler, Ronald B., 2, 6, 15</td>
<td>Davenport, Lucinda D., 43</td>
<td>Inter-Act, 17</td>
</tr>
<tr>
<td>Air Words, 45</td>
<td>Dear, Jennie, 45</td>
<td>International Journal of Public Opinion Research, 9</td>
</tr>
<tr>
<td>Art of Feature Writing, The, 48</td>
<td>Documentary Filmmaking, 41</td>
<td>Interpersonal Communication, 18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baran, Stanley J., 10</td>
<td>Eight Essential Questions Teachers Ask, 30</td>
<td>Fedler, Fred, 43</td>
</tr>
<tr>
<td>Beauchamp, Susan R., 10</td>
<td>Essential Communication, 6</td>
<td>Film Theory and Criticism, 39</td>
</tr>
<tr>
<td>Beeson, Lillian, 29</td>
<td>Dear, Jennie, 45</td>
<td>Fisher, Douglas J., 46</td>
</tr>
<tr>
<td>Bender, John R., 43</td>
<td>Documentary Filmmaking, 41</td>
<td></td>
</tr>
<tr>
<td>Beyond These Walls, 26</td>
<td>Drager, Michael W., 43</td>
<td></td>
</tr>
<tr>
<td>Bisel, Ryan S., 19</td>
<td>du Pré, Athena, 2, 6, 25</td>
<td></td>
</tr>
<tr>
<td>Braudy, Leo, 39</td>
<td>documentary Filmmaking, 41</td>
<td></td>
</tr>
<tr>
<td>Bugeja, Michael, 38</td>
<td>Documentary Filmmaking, 41</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cartwright, Lisa, 31</td>
<td>Garard, Darin, 11</td>
<td>Havens, Timothy, 37</td>
</tr>
<tr>
<td>Case Studies for Organizational Communication, 22</td>
<td>George-Palilonis, Jennifer, 46</td>
<td>Hewitt, John, 41, 45</td>
</tr>
<tr>
<td>Chen, Yea-Wen, 24</td>
<td>González, Alberto, 24</td>
<td>Hickson, Mark, 29</td>
</tr>
<tr>
<td>Chung, Leeva C., 23</td>
<td>Grant, August E., 46</td>
<td>History of News, A, 46</td>
</tr>
<tr>
<td>Communication Research Methods, 27</td>
<td>Introduction to Human Communication, 10</td>
<td></td>
</tr>
<tr>
<td>Converging Media, 35</td>
<td>Interpersonal Communication, 18</td>
<td></td>
</tr>
<tr>
<td>Copycrafting, 47</td>
<td>Interpersonal Divide, 38</td>
<td></td>
</tr>
<tr>
<td>Craig, Richard, 44</td>
<td>Interplay, 15</td>
<td></td>
</tr>
<tr>
<td>Cultures of American Film, The, 41</td>
<td>Introduction to Human Communication, 10</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>J</th>
<th>K</th>
<th>L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jensen, Arthur, 18</td>
<td>Kelleher, Tom, 32</td>
<td>Lamberton, Jill, 14</td>
</tr>
<tr>
<td>Johnson, Sammye, 48</td>
<td>Keyton, Joann, 22</td>
<td>Lanson, Jerry, 45</td>
</tr>
<tr>
<td>Journalism Unbound, 47</td>
<td>Kirkman, Heidi, 11</td>
<td>Lederman, Linda C., 26</td>
</tr>
<tr>
<td></td>
<td>Kolker, Robert P., 41</td>
<td>Living Ethics, 38</td>
</tr>
<tr>
<td></td>
<td>Kramer, Michael W., 19</td>
<td>Lotz, Amanda D., 37</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lucas, Stephen E., 14</td>
</tr>
</tbody>
</table>
INDEX

M

MacGeorge, Erina L., 17
Magazine from Cover to Cover, The, 48
Managing Public Relations, 34
McCroskey, James C., 28
McDorman, Todd F., 14
McHugh, Mary Ann, 11
McIntosh, Shawn, 35
Medhurst, Martin J., 14
Merrigan, Gerianne, 27
Mittell, Jason, 41
Moore, Nina-Jo, 29
Multimedia Journalist, The, 46

N

Newcomb, Horace, 42
News Writing and Reporting, 44
Nonverbal Communication, 29
Now Playing 2017, 11

O

Organizational Communication, 19
Our Voices, 24
Oxford Handbook of Film Music Studies, The, 42
Oxford Handbook of New Audiovisual Aesthetics, The, 42
Oxford Handbook of Sound and Image in Digital Media, The, 42
Oxford Handbook of Sound Studies, The, 42
Oxford Handbook of Virtuality, The, 42

P

Pavlak, John V., 35
Richmond, Virginia Peck, 28
Persuasion, 29
Practically Speaking, 12
Practices of Looking, 31
Prijatel, Patricia, 48
Principles of Convergent Journalism, 46
Proctor, Russell F., 15
Public Opinion Quarterly, 9
Public Relations, 32
Public Speaking and Democratic Participation, 14

Q

Quantitative Research Methods for Communication, 28
Responsible Journalist, The, 45
Rodman, George, 2, 6
Rosenauer, Kenneth L., 47
Rosenfeld, Lawrence B., 15
Rothwell, J. Dan, 8, 12

S

Scanlan, Chip, 44
Scott, Faron, 45
Shockley-Zalabak, Pamela, 22
Smudde, Peter, 34
Stacks, Don W., 29
Stephens, Mitchell, 45, 46, 47
Sturken, Marita, 31

T

Television, 42
Television and American Culture, 41
Thomas-Maddox, Candice, 28
Timmerman, David M., 14
Ting-Toomey, Stella, 23
Trenholm, Sarah, 18
Understanding Human Communication, 2
Understanding Intercultural Communication, 23
Understanding Media Industries, 37

V

Vazquez, Gustavo, 41
Verderber, Kathleen S., 17
Wilkinson, Jeffrey S., 46
Words of a Century, 46
Wrench, Jason S., 28
Writing and Reporting for the Media, 43
Writing and Reporting the News, 45

W

Wrench, Jason S., 28
Writing and Reporting for the Media, 43
Writing and Reporting the News, 45
**NOT FOR PROFIT. ALL FOR EDUCATION.**

With origins dating back to 1478, Oxford University Press (OUP) is the world's largest university press with the widest global presence. Our Global Academic Publishing program spans the entire academic and higher education spectrum, including a wide array of scholarly and general interest books, journals, and online products.

At OUP, we believe in the power of the written word and the scholarship that stands behind it. The press is a department of the University of Oxford, and our publishing proudly serves the university's mission: promoting excellence in research, scholarship, and education around the globe. As a press, we take pride in this mission, which allows us to enable, support, and facilitate research and scholarship. We do not publish in order to generate revenue: we generate revenue in order to publish and also to fund scholarships, provide start-up grants to early-stage researchers, and refurbish libraries.

Oxford University Press is a not-for-profit publisher dedicated to offering the highest quality textbooks at the best possible prices. We believe that it is important to provide everyone with access to superior textbooks at affordable prices. Oxford University Press textbooks are 30%–70% less expensive than comparable books from commercial publishers.

What does this mean to you? It means that Oxford University Press publishes books to best support your studies while also being mindful of your students' wallets.
The #1 choice for over 30 years . . . and the best just got better!

Concise, compact, and visually exciting: a fresh approach to human communication

The most comprehensive, balanced, and engaging survey of the field

The only organizational communication textbook written with beginning students in mind

Connects current issues, scholarship, and practical applications in the complex world of health care

Tradition meets innovation

The outstanding scholarship you want; the practical insights your students need