

2016/17

COMMUNICATION

CATALOGUE



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and go on to realise their full potential.

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We would like to grow these campaigns and effect change in even MORE deserving students' lives.

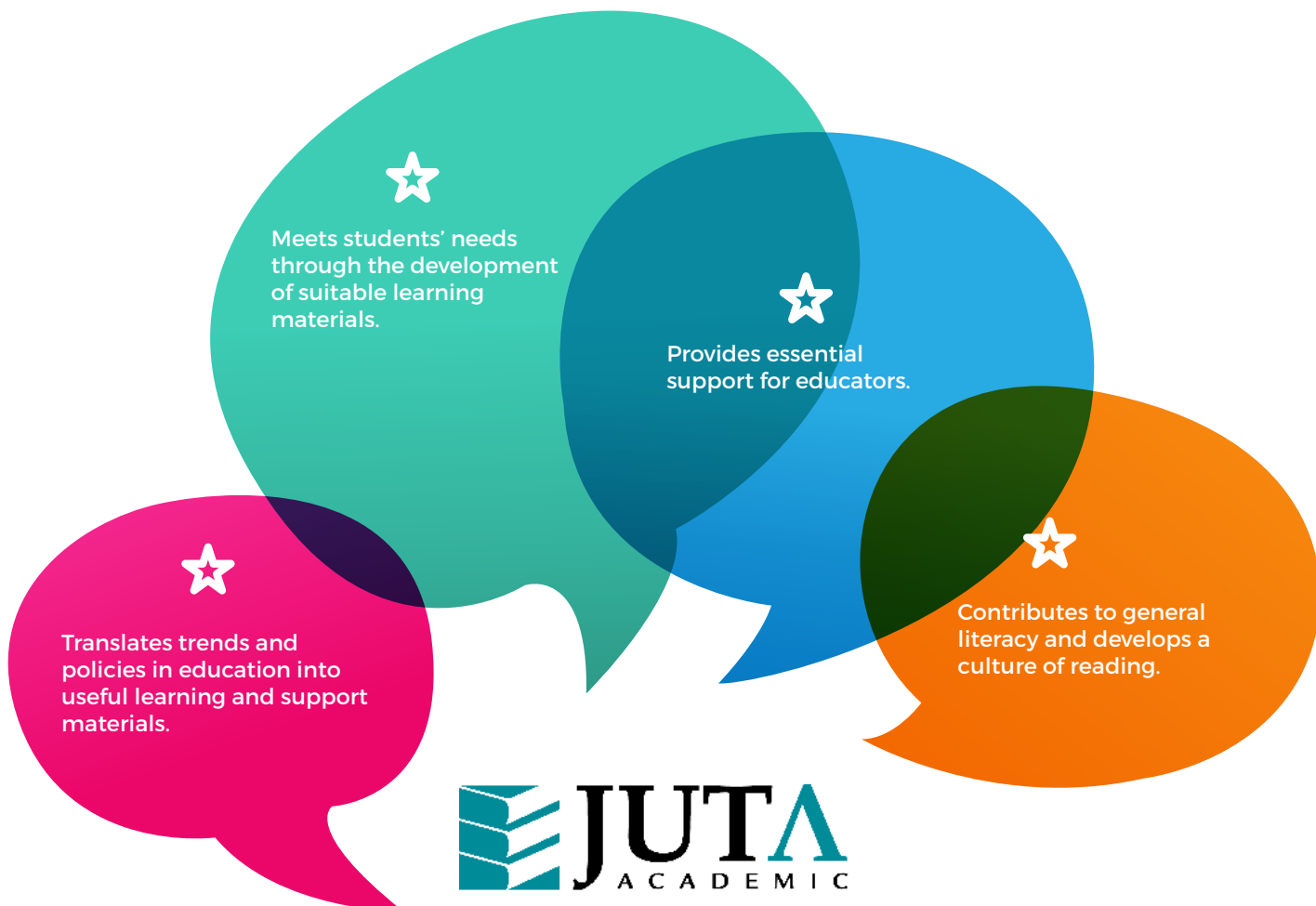
We are inviting you to be part of the 2017 first semester campaign. To discuss how you can get involved please contact us at **jutagoingplaces@juta.co.za**

COMMUNICATION

CATALOGUE

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Juta continually strives to raise the bar for academic publishing to address the needs of the students, academics and professionals whom we serve. We share the national dream of making higher education more accessible to all, through contributing teaching and learning solutions that are of the highest quality while being affordable and relevant to southern African students and lecturers.



MORE ABOUT OUR PUBLISHING PROGRAMME:

- Juta offers a comprehensive selection of higher education content and teaching and learning resources, covering a wide range of disciplines with a variety of product types.
- Extensive lecturer support materials are available to support lecturer and student success.
- Juta products support academic literacy, develop professional competence and workplace readiness and our content focus assists in the decolonisation of curricula.
- Because we understand the need to upgrade South Africa's delivery capacity through distance education, we have designed our materials for education at a distance and self-directed learning.
- Juta customises print and electronic content to serve the specific needs of institutions and training providers with flexible, integrated, learning solutions.
- Juta is a wholly owned subsidiary of Kagiso Media. Dividends support the developmental endeavours of the Kagiso Education Trust and the Tiso Foundation in South Africa.
- Over the years we have developed a strong pool of highly qualified authors who are experts in their fields.
- We welcome comments from our readers and ideas from prospective authors. We regularly run author workshops, and are always ready to develop new talent because, ultimately, the people of southern Africa are our most valuable assets.

PROSPECTIVE AUTHORS

We are always interested in proposals for new books. Please send the relevant publisher a synopsis and an indication of the market for which your book is intended. Contact details appear on the opposite page.

CONTACT US

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PRICES



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MOBI
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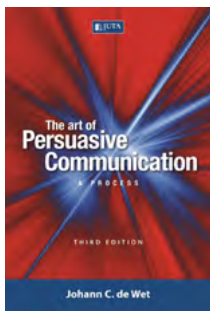
KEY FEATURES



AUTHOR/EDITOR
INFORMATION



DISTRIBUTION
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**FORTHCOMING
NEW EDITION IN 2017**



SUITABLE FOR

- Communication science scholars and practitioners, as well as those active in related disciplines such as political science, sociology, social psychology and rhetorical studies.

ART OF PERSUASIVE COMMUNICATION, THE - A PROCESS J DE WET



SOFT COVER 9780702177774 9780702196386 3E 2010 244 PAGES R 294.00

This third edition of *The Art of Persuasive Communication – A process* situates contemporary persuasive practices against the background of the rich history of rhetoric and within the setting of a democratic state. Throughout, the author addresses critical issues that are important to communication science scholars and practitioners, as well as those active in related disciplines such as political science, sociology, social psychology and rhetorical studies.

CONTENTS

- Communication and persuasion: A democratic setting
- Persuasive communication: The historical context
- Broad starting points of interpersonal persuasion
- Theories of interpersonal persuasion
- Persuasion, the mass media and public opinion
- Perspectives on propaganda
- Persuasive language and politics
- The performance dimensions of persuasion in politics: Selected aspects
- Persuasion and political negotiation
- Rhetorical discourses of South African statesmen

KEY FEATURES



- The arrangement of the contents has been revised to facilitate greater understanding
- Contemporary examples related to South Africa have been included
- A name index and subject index are included.

ABOUT THE AUTHOR



Professor Johann de Wet has chaired the Department of Communication Science at the University of the Free State in Bloemfontein. He teaches, and consults on, persuasive, political and leadership communication.



If you are a teaching academic or course leader, you may request a **FREE inspection** copy to consider as textbooks for students on your course. The Request Form is at the back of this catalogue; alternatively, go to **bit.ly/jutainspection**

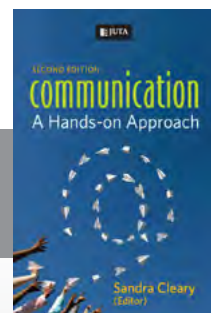
COMMUNICATION

- A HANDS-ON APPROACH

S CLEARY (EDITOR)



SOFT COVER 9780702197970 9780702189289 9781485115328 2E 2014 448 PAGES R 377.00



The second edition of *Communication: A Hands-on Approach* focuses on different forms of communication, emphasising writing as a communication tool, particularly within the business environment. The evolution of technology and its use in the business environment has been taken into account and a new chapter on digital media has been included to show how blogs, Twitter and other social media can be used effectively.

CONTENTS

- Communication Theory
- Small-group Communication
- Reading and Note-taking
- Listening
- Audience and Purpose
- Oral Communication
- Written Communication
- Business Correspondence
- Shorter Business Messages
- Digital Media
- Business Career: Employment Procedures
- Academic Writing
- Information Literacy and Referencing
- Articles and Media Releases
- Report Writing
- Meetings
- Grammar in Use

KEY FEATURES



- Learning objectives for students to judge how successfully they have engaged with the topics covered in the different chapters
- Updated exercises and application activities at the end of each chapter
- Highlighted guidelines, making the examples a practical learning tool
- A chapter devoted to some of the more difficult areas of English grammar, specifically for those who speak English as an additional language
- Guidelines on how to use social media in the workplace, including the appropriate use of Facebook and Twitter, effective business blogging and the use of Pinterest as a tool to enhance business communication.

ABOUT THE AUTHORS



The author team first worked together in the Department of Languages at the former Port Elizabeth Technicon, now part of the Nelson Mandela Metropolitan University. Their paths have since diverged to pursue interest in areas as diverse as Academic Literacies, Language and Discourse Studies, Literature and Professional Communication, as well as research.



SUITABLE FOR

- Undergraduate students at university and university of technology who wish to gain a grounded understanding of the communication process in the workplace.



COMMUNICATION HANDBOOK, THE

- A STUDENT GUIDE TO EFFECTIVE COMMUNICATION

S CLEARY (EDITOR)



SOFT COVER



9781485105541



9781485104681



3e 2015



368 PAGES



R 323.00



SUITABLE FOR

- Undergraduate students at university and university of technology who wish to gain a grounded understanding of the communication process in the workplace.

The advent of globalisation, and the rise of entrepreneurialism and the virtual office, make the ability to communicate independently and effectively increasingly valuable. Against a background of technological innovation, this third edition of *The Communication Handbook* sets out the principles underlying effective communication today and then focuses on their application, enabling students in all fields of study to develop and refine their reading, listening, speaking and writing practices.

MAIN UPDATES IN THE NEW EDITION

- A new chapter on some of the more challenging areas of English language
- A new chapter on digital media, which highlights online communication tools such as SMS, websites and social media
- Guidance on the business and professional use of digital media
- Updated exercises at the end of each chapter, challenging students to apply their knowledge in a range of case studies and communication tasks and activities.

CONTENTS

- Communication Theory
- Small-group Communication
- Reading and Note-taking
- Listening
- Audience and Purpose
- Oral Communication
- Written Communication
- Business Correspondence
- Shorter Business Messages
- Digital Media
- Business Career: Employment Procedures
- Academic Writing
- Information Literacy and Referencing
- Articles and Media Releases
- Report Writing
- Meetings
- Grammar in Use

KEY FEATURES



- Learning objectives for students to judge how successfully they have engaged with the topics covered in the different chapters
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COMMUNICATION RESEARCH

- TECHNIQUES, METHODS AND APPLICATIONS

GM DU PLOOY



SOFT COVER 9780702177101 9780702195976 R 485.00 2e 2009 460 PAGES

Communication Research deals with qualitative and quantitative approaches to research methodology; the steps followed in the research process; data collection (sampling, measuring, questioning and observing); and the procedures followed when applying a research design and interpreting research data. Various research techniques and methods are applied to conducting research for advertising, mass-media audiences and mass-media efficiency, and for conducting research in organisational and development contexts. A framework of scientific criteria and guidelines is included.

CONTENTS

- Quantitative and Qualitative approaches to communication research
- Steps in the research process
- Data Collection: sampling, measuring, questioning and observing
- Procedures followed when applying a research design and interpreting research data
- Research of advertising, mass-media audiences and mass-media efficiency
- Organisational and development communication research
- The research report

KEY FEATURES

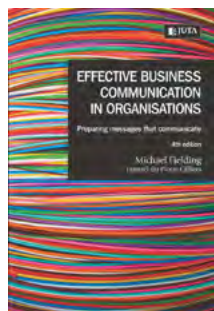


- Learning aids, such as executive summaries, self-evaluation and portfolio tasks, plus criteria that students, lecturers and examiners can use to assess the achievement of learning outcomes and evidences of performance
- A very useful framework of scientific criteria and guidelines to be used when planning, writing, analysing and evaluating research reports.



SUITABLE FOR

- Students who conduct communication research as part of an academic programme.



EFFECTIVE BUSINESS COMMUNICATION IN ORGANISATIONS

- MESSAGES THAT COMMUNICATE

M FIELDING & F DU PLOOY-CILLIERS (EDITORS)



SOFT COVER 9780702197826 9781485104179 4e 2014 624 PAGES R432.00



SUITABLE FOR

- Undergraduate students at university and university of technology who wish to gain a grounded understanding of the communication process in the workplace.

Modern-day organisations are more dependent on communication to achieve success than ever before. Rapid development and greater complexity of communication technologies, and the growing importance and popularity of social media, mean that organisations can no longer rely on traditional methods alone to engage in effective business communication. Each of these communication forms come with their own challenges and pitfalls. This book builds on traditional communication forms, discusses new communication trends and the changing nature of communication in businesses.

CONTENTS

- Business Communication in Organisations
- The Communication Process
- Interpersonal Communication
- Small Group Communication
- Communication in Organisations
- Intercultural Communication
- The Interview
- Formal Meetings
- Grammar, Style and Tone in the Organisational
- Writing Summaries and Essays
- How to Approach a Case Study
- Referencing
- The Elements of Readability
- Planning, Organising and Constructing Messages for Organisations
- Corporate Image and Corporate Identity
- Good Customer Relations and Telephone Etiquette
- Mass Communication in the Organisational
- Business Proposals, Business Plans and Academic Proposals
- Reports
- Instructional Graphics
- Oral Messages

KEY FEATURES



- An interactive student workbook available online that can be used for both formative and summative assessment purposes. It includes multiple choice questions, short and essay-type questions as well as case studies and activities.

ABOUT THE EDITORS



Michael Fielding was the founding director of the Professional Communication Unit at the University of Cape Town. He has also worked as a consultant in business communication for the past thirty years.

Franzél du Plooy-Cilliers is the Head of the Faculty of Applied Humanities at the Independent Institute of Education (the IIE). She holds a doctorate in Interpersonal Communication and a master's degree in Organisational Communication. She is a referee for several accredited journals and is a programme evaluator for the Council on Higher Education (CHE).

INTEGRATED ORGANISATIONAL COMMUNICATION

G ANGELOPULO & R BARKER (EDITORS)



SOFT COVER 9780702189845



9780702197000



9780702196737



ZAR



2e 2013



512 PAGES

Communication is often described as the glue that binds an organisation, enabling interaction with its customers, agents and the broader public. It is central to their activities and functions:

- Communication, public relations, management communication, corporate communication, etc.
- in determining and implementing strategy, operations and processes
- in all interaction
- as the foundation of corporate culture.

This edition covers these aspects and addresses the growing need among students and practitioners for a book that takes a broad look at organisations' communication.

CONTENTS

- Section A: Introduction to organisational communication and communication integration
- Communication and the organisation
- Communication integration
- Section B: Communication of the organisation: Focus areas
- Dynamics of organisational communication
- The role of communication and management approaches in the organisational change process
- The marketing context
- Integrated marketing communication
- Public relations
- Contextualisation of traditional advertising
- Advertising management
- Integrated online communication
- Section C: Introduction to organisational communication and communication integration
- Assessing organisational communication
- Integrated communication measurement
- Section D: Practical application
- Integrated communication campaigns

KEY FEATURES



- Places emphasis on corporate branding, the communication foundations of the brand and alignment of all communication processes with the brand
- Adopts the perspective of the practising communication professional in an organisation
- Relates theory to practice in areas such as research, implementation and campaign planning.

ABOUT THE EDITORS



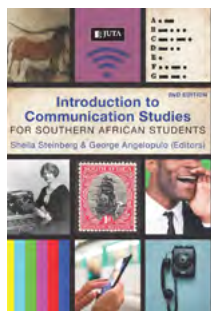
George Angelopoulos holds a DLitt et Phil degree in Communication Science. He is involved in teaching and research at the University of South Africa and CENTRUM Católica in Peru, and has years of experience in the private sector.

Rachel Barker holds a DLitt et Phil in Communication Science and a Postgraduate Certificate in Marketing Management. She has more than 20 years' experience in the private sector. At Unisa she is actively involved in research and she teaches both undergraduate and postgraduate students in the Department of Communication Science.



SUITABLE FOR

- All communication students and practitioners.



INTRODUCTION TO COMMUNICATION STUDIES, AN - FOR SOUTHERN AFRICAN STUDENTS S STEINBERG & G ANGELOPULO (EDITORS)



SOFT COVER



9781485102717



9781485104766



9781485115304



R 479.00



2e 2014



364 PAGES



SUITABLE FOR

- First-year students in Communication Studies.

An Introduction to Communication Studies for southern African Students 2e consists of the contributions a group of highly experienced academics in the field of communication from a wide variety of South African tertiary institutions. They have drawn on the work of Sheila Steinberg as well as their own research and academic experience to write the new edition. While the Communication Theory is based on research done at international universities, the authors have followed in Steinberg's footsteps in illustrating the text with a wide variety of southern African comments and examples.

NEW TO THIS EDITION

- The authors have included the newest and most up-to date theoretical approaches in Communication Studies today and have updated the text to be accessible and relevant to South African and southern African students alike.
- In addition to the text, an interactive student workbook is available online that can be used for both formative and summative assessment purposes. This is supplemented by online lecturer support material and a list of online resources.

CONTENTS

- A brief introduction to human communication
- Conceptualising communication: theory and method
- Conceptualising communication: theory in practice
- Sensing and sense making
- Nonverbal communication
- Language and communication
- Intrapersonal communication
- Interpersonal communication
- Small group communication
- Mass communication
- Digital communication
- Some specialisation areas in communication studies

KEY FEATURES



- 'Test yourself' questions at the end of every chapter
- Definitions highlighted in the text assist students in their navigation of the terminology
- Examples of how the theory can be applied in practice
- Online content that enhances the learning experience by providing students with access to enlightening and informative information relevant to the specific text passages
- Comments and icons used in the text to draw students' attention to important information
- Learner-friendly and accessible text for students and professionals alike.

ABOUT THE EDITORS



Sheila Steinberg was an associate professor in the Department of Communication Science at the University of South Africa, where she lectured for 14 years. She specialised in communication theory, the teaching and learning of communication, and communication skills, and was one of the pioneering local authors in the field.

George Angelopulo holds a DLitt et Phil degree in Communication Science. He is involved in teaching and research at the University of South Africa and CENTRUM Católica in Peru, and has many years of experience in the private sector.

KEY CONCEPTS IN ORGANISATIONAL COMMUNICATION

L VAN DYK, W GREEFF & R BARKER



9781485104780



2015



546 PAGES



R 411.00

Key Concepts in Organisational Communication is a ground-breaking publication which aims to assist researchers in the field of organisational communication by providing an overview of 200 frequently used communication concepts, such as stakeholder relationship management, as a starting-point for reading and further research. This e-book facilitates cross-referencing and access to further reading material.

CONTENTS & KEY FEATURES



Organisational communication is a multidisciplinary field which has bearing on the private sector, public service and civil society. It draws on ideas from management sciences and the humanities, resulting in an extensive terminology and range of concepts, some unique to organisational communication and others borrowed or adapted from its foundational disciplines.

Each of the 200 concepts taken from these fields are accompanied by:

- cross-references to related concepts
- an international reading list
- a list of South African authors and other publications on the concept, where applicable.

ABOUT THE AUTHORS



Louise van Dyk is involved in research and teaching in the Department of Communication Science at Unisa. Her fields of specialisation include stakeholder relationships, corporate social investment, development communications and others.

WJ (Elnerine) Greeff is involved in research and teaching in the Department of Communication Science at Unisa. Her areas of interest include internal communication, communication with diversities, stakeholder relationship-building and others.

Rachel Barker has more than 20 years' industry experience and 18 years in teaching and research. She is a National Research Foundation (NRF) C2-rated researcher in Communication and specialises in organisational communication.



SUITABLE FOR

- Organisational communication scholars who are confronted with a wide range of academic concepts.

TOP

COMMUNICATION TITLES

FROM JUTA ACADEMIC



PERSUASIVE COMMUNICATION SKILLS

- PUBLIC SPEAKING
S STEINBERG



SOFT COVER 9780702152108



2000



312 PAGES



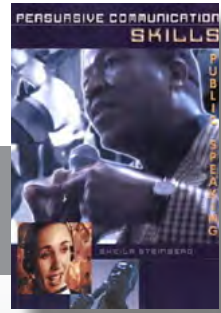
R 302.00

This book provides an introduction to the theory and practice of persuasion and then applies this to the public speaking context. The student is carefully guided through the steps in the speech-making process and then taught specifically about persuasive speeches. Students are motivated to learn about persuasion and public speaking and to become actively involved in developing their own speeches. *Persuasive Communication Skills* relates real examples drawn from actual of public speaking situations.

KEY FEATURES



- Each unit in the book contains a statement of learning outcomes
- The most important key words are listed in the left-hand margin of the text
- Each unit ends with a test-yourself section so that the student can test whether the outcomes have been achieved, and a brief summary of the unit's contents
- The informal style of writing encourages active student involvement
- The examples are based on public speaking situations that fall within the experiences of South African students.





PROFESSIONAL COMMUNICATION

- DELIVER EFFECTIVE WRITTEN, SPOKEN AND VISUAL MESSAGES
J ENGLISH (EDITOR)



SOFT COVER 9780702177927



3e 2012



336 PAGES



R 490.00

4TH EDITION FORTHCOMING IN JANUARY 2017

Developed by the University of Cape Town, *Professional Communication: Deliver effective written, spoken and visual messages* 3e offers sound advice, clear guidelines and numerous practical examples.

This edition reflects how communication techniques have responded to the electronic age. It contains formats for all forms of academic and professional communication.



SUITABLE FOR

- All professionals and students in business, industry and higher education institutions.

NOTE:

An interactive learning course package, based on the text of *Professional Communication: Deliver effective written, spoken and visual messages* third edition, is available in the VirtualBook® format for facilitators and students. It contains additional features such as weblinks to supplementary information, comprehensive search engine facilities, audio and video clips, numerous interactive exercises, a variety of assessment methods and student tracking.

CONTENTS

- Requirements for Effective Writing
- Mail @ Work
- Managerial Skills and Requirements
- Business Proposals and Business Plans
- Report Writing
- Presentation Skills
- Graphics, Visual Aids, PowerPoint and Posters
- Research Methods: Libraries and the Internet
- Citation, Referencing and Avoiding Plagiarism
- The Research Journey: An Introduction to Research Methodology
- Academic Proposals and Dissertations or Theses

KEY FEATURES



- Basic theory integrated with varied and applied skills
- Accessible content on research techniques (sourcing data, referencing and the Internet) and methodology (qualitative and quantitative) through to final delivery (of theses, reports, proposals, business plans, presentations, visuals, CVs and other documents)
- Focus on the needs of managers (team building, negotiation skills, ethics, managing meetings, agendas and minutes)
- User-friendly style
- Stand-alone chapters with thorough cross-referencing
- Comprehensive index and reference list.

ABOUT THE EDITOR



Dr Jane English is associate professor and head of Professional Communication Studies, University of Cape Town. She is an established communication consultant to tertiary establishments, industry and commerce.

BIGGER PICTURE, A

- A MANUAL OF PHOTOJOURNALISM IN SOUTHERN AFRICA

M WALLER



SOFT COVER 9780702152085



2000



350 PAGES



R 405.00

This manual has been developed for the majority of practising photographers and photojournalists in southern Africa. Most of the leading journalists from southern Africa do not go through formal training, but gain their knowledge and expertise from books and experience. It is hoped that this manual will address their needs. The handbook is well illustrated with diagrams and striking photography.

KEY FEATURES



- Its southern African feel is apparent in the more than 200 photographs that are analysed
- It includes some of the most controversial photographs and photographic issues from the region
- The photographs in the section on ethics may be disturbing and are strategically placed at the end of the book, when the reader may be better prepared to engage with these photographs.



SUITABLE FOR

- Practising photojournalists
- Students of photojournalism and visual literacy at further education and tertiary level
- In-service trainees.

CITIZEN IN COMMUNICATION, THE

- RE-VISITING TRADITIONAL, NEW AND COMMUNITY MEDIA PRACTICES IN SOUTH AFRICA

N HYDE-CLARKE (EDITOR)



SOFT COVER 9780702177781



9780702196485



R 436.00



2010



256 PAGES

The Citizen in Communication is a compilation of contemporary, accessible material from reputable academics with an interest in the South African media, and the changes that are currently impacting on the public's ability to engage with it. The book addresses two vital sections of the communication landscape in South Africa. Firstly, it introduces notions and practices of citizen journalism, a growing trend in which civilians provide media footage, blogging and sms commentary. Secondly, it looks at the prevalence and effectiveness of community media, as well as the challenges such media face on a day-to-day basis. The text explores the scope and effectiveness of two alternative forms of communication that in theory are designed to allow for the 'voiceless' citizenry to express their opinions and experiences.

KEY FEATURES

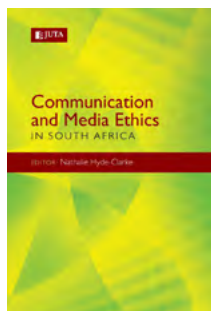


- To enhance active learning practices, each chapter starts with key terms and concepts.
- South African examples are provided to show relevance and the applicability of theoretical frameworks.
- To assist with the consolidation process, each chapter ends with topics/questions for discussion and suggested further reading.



SUITABLE FOR

- Third- and fourth-year students studying Communication, Media Studies and Journalism.
- Essential reading for anyone with an interest in the relationship between the members of a society and the media that reports on it.



COMMUNICATION AND MEDIA ETHICS IN SOUTH AFRICA

N HYDE-CLARKE (EDITOR)



SOFT COVER 9780702178092 9780702196492 9781485115335 1e 2011 300 PAGES R 451.00



SUITABLE FOR

- For all future and current practitioners and researchers in the field of ethics.
- Senior undergraduate and postgraduate students at universities and universities of technology studying Communication, Media or Journalism.

KEY FEATURES



- To enhance active learning practices, each chapter starts with Key Terms and Concepts
- Relevant South African examples are provided to demonstrate the applicability of theoretical frameworks
- To assist with the consolidation process, each chapter ends with Topics/Questions for Discussion.

ABOUT THE EDITOR



Dr Nathalie Hyde-Clarke is the Head of the Department of Culture and Communication, Arcada University of Applied Sciences (Finland), and a Docent of Media and Communication at the University of Helsinki.



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DYNAMICS OF PUBLIC RELATIONS AND JOURNALISM

- A PRACTICAL GUIDE FOR MEDIA STUDIES

A CLEAR (EDITOR)



SOFT COVER



9781485102878



9781485104803



9781485115342



R 389.00



4e 2015



304 PAGES

Unravelling the complex worlds of public relations practitioners and journalism in a single publication is a challenge but when the dynamic synergy of these two occupations are established their interaction is easily apparent. *Dynamics of Public Relations and Journalism* unravels and explores these worlds to enhance the journalistic skills of Media Studies students and give journalists invaluable insights into the complex, multidisciplinary world of public relations. It also highlights the interdependency of the two professions and explains the need for their smooth interaction.

MAIN UPDATES:

The fourth edition updates all the chapters to stay abreast of the changing world of PR & Journalism. The new chapter on Corporate Social Media introduces social media as a public relations function describing the attributes of social media engagement while elaborating on popular social networks which may be used by the corporate social media team.

CONTENTS

- What are public relations and journalism?
- Combining public relations and journalism in Media Studies
- News and public relations
- Ethics in public relations and journalism
- Introduction to the print media – newspapers and magazines
- Print media – newspapers
- Print media – magazines
- Introduction to the electronic media – television and radio
- Electronic media – television
- Electronic media – radio
- Digital (New) Media
- Corporate Social Media
- How to use the various media
- Interviewing skills
- Photographic skills
- Writing skills
- Design and page layout

KEY FEATURES



- Interactive
- Interspersed with exercises and illustrations that are essentially South African
- The authors draw on their considerable academic and practical experience to give clear, concise guidelines for enhancing media relations through effective public relations practice.

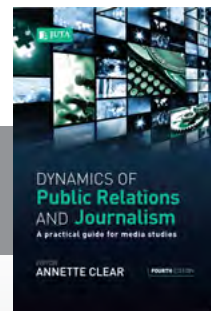
ABOUT THE EDITOR AND CONTRIBUTORS



Annette Clear has a Masters Degree in Communication Science and has been in the Journalism and PR Industry for 15 years.

Maritha Pritchard lectures in the Department of Strategic Communication at the University of Johannesburg, South Africa, where she teaches Media Studies. She holds, amongst others, an MTech in Journalism (cum laude).

Marla Koonin is a registered Chartered Public Relations Practitioner (CPRP) and is the managing editor of *The Independent Journal of Teaching and Learning*. She holds the position of research and development manager at the Independent Institute of Education.



SUITABLE FOR

- Practising photojournalists
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INTRODUCING JOURNALISM AND MEDIA STUDIES

G GREER (EDITOR)



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In this resource for learners an attempt is made to bridge the gap between media studies and journalism. Journalists and media workers should be critical thinkers, and for that reason the authors explain key media concepts and provide the key skills for good journalistic writing.



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KEY FEATURES



- Approaches journalism and media studies from a practical perspective
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MEDIA ETHICS IN THE SOUTH AFRICAN CONTEXT

- AN INTRODUCTION AND OVERVIEW

L OOSTHUIZEN



SOFT COVER 9780702197819 9781485104063 9781485104636 R 370.00 2e 2013 280 PAGES

Media Ethics in the South African Context 2e explores the dynamic and potentially explosive field of media ethics from a South African perspective. Grounded in ethical theory, the public philosophies of communication and media performance norms, this text provides guidelines for both media practitioners and media groups' ethical decision making.

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- Meta-ethics as a guideline for individual conduct
- Normative media ethics
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- Media ethics in the South African context
- Towards a model for analysis
- Addenda
- Rules of procedure and code of conduct of the Press Ombudsman of South Africa
- Constitution, code and procedures of the Broadcasting Complaints Commission of South Africa
- Code of conduct of the Public Relations Institute of South Africa



SUITABLE FOR

- Students of Media Ethics and media policy in South Africa.
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KEY FEATURES



- Theory, analysis and practice are dynamically integrated to encourage discussion and debate.

ABOUT THE AUTHOR



Lucas M Oosthuizen is a former senior lecturer in the Department of Communication at the University of South Africa. He has written extensively and authoritatively on media ethics and media policy within the South African context.

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PJ FOURIE (EDITOR)



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- The public sphere in contemporary society
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ABOUT THE EDITOR

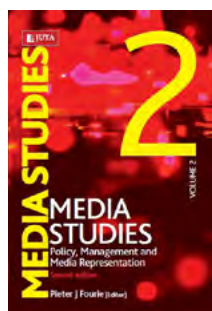


Prof Pieter J Fourie is Emeritus Professor in the Department of Communication Science at Unisa where he taught Media Studies. He is a National Research Foundation rated researcher.



SUITABLE FOR

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- Strategic media management
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- News as representation
- Media and the construction of identity
- Media and race
- Gender and the media
- Media and sexual orientation: the portrayal of gays and lesbians
- Media and the environment
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H WASSERMAN



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2010



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ABOUT THE EDITOR



Prof Herman Wasserman is a Professor of Media Studies in the Centre for Film and Media Studies at the University of Cape Town.

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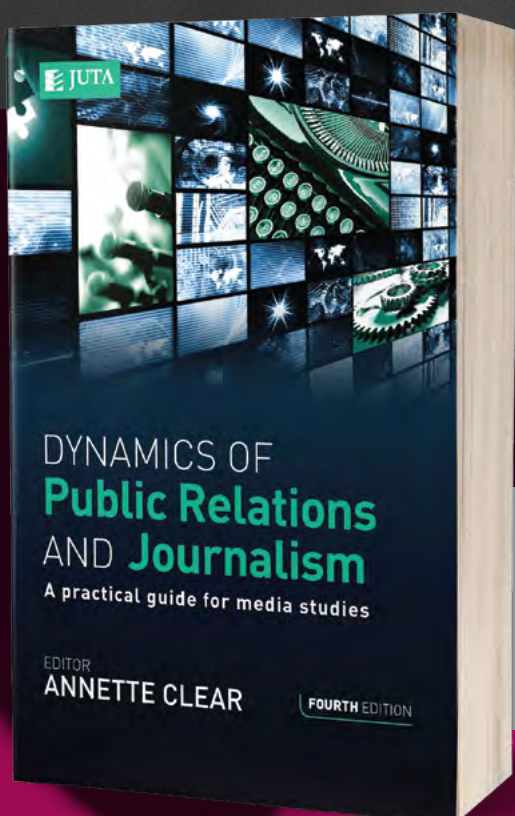
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