

COMMUNICATION CATALOGUE 19/20



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:

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PRICES

Please note that all prices are applicable from 1 July 2019 to 30 June 2020. To download the electronic PDF of the Communication Catalogue 2019|2020 go to www.jutaacademic.co.za. Prices are subject to change without prior notice.

ICON KEY



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EPUB
ISBN



MOBI
ISBN



EDITION



PAGES

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Solutions

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NOTE: The Juta Sales Consultant for your institution will verify your request. This may take up to 2 working days. Please be patient.
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- 3 **Complete** all the details on the form and make sure to **click the lecturer button**.
- 4 Make sure to **select Yes** for *Do you have a lecturer registration code?* and **enter the code**.
- 5 Click **Register**.
NOTE: It could take up to 5 minutes as we set up your unique lecturer classroom in the background. Please be patient while this happens.
- 6 You will **receive an email with an account activation link**. Click on the link in the email to **activate your account** before logging in to **Juta Passmasters**.

Find out more at www.jutapassmasters.co.za

ART OF PERSUASIVE COMMUNICATION, THE

A process
JC DE WET

The fourth edition of *The Art of Persuasive Communication* situates contemporary persuasive practices against the background of the rich history of rhetoric and within the setting of a democratic state.

The work is theoretically well-grounded and considerate of the practical dimensions of persuasion — from its broad starting points in an interpersonal setting to its manifestation as mass persuasion or propaganda in the wider political sphere.

NEW TO THIS EDITION

- The role of social media
- Leadership, political language and persuasion
- Rhetorical criticism.

CONTENTS

- Communication and persuasion:
A democratic setting
- Persuasive communication: The
historical context
- Broad starting points of interpersonal
persuasion
- Theories of interpersonal persuasion
- Persuasion, mass and social media,
and public opinion
- Perspectives of propaganda
- Leadership, persuasive language and
politics
- Image and persuasive political
campaign management
- Persuasion and political debates
- Persuasion and political negotiation
- Rhetorical discourses of South
African statesmen
- Persuasion and the rhetorical imprint
of a public rhetor

KEY FEATURES

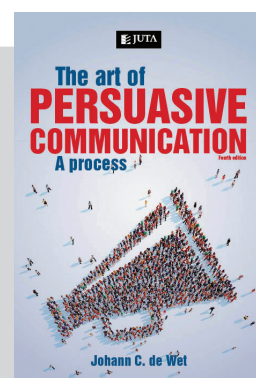
- Contemporary examples, including rhetorical discourses of South African statesmen
- Addresses critical issues helpful to potential persuaders and persuades across the broad spectrum of society
- Allows persuades a better chance to identify persuasion and defend themselves against the unscrupulous.

ABOUT THE AUTHOR

Professor Dr Johann de Wet, former HOD and lecturer of the Department of Communication Sciences at the UFS, now consults on and writes about persuasive, political and leadership communication.

SUITABLE FOR

Communication science scholars and practitioners; political science, sociology, social psychology and rhetorical studies students; and persuaders and persuades across the broad spectrum of society.



978 1 48511 713 1

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978 1 48512 459 7

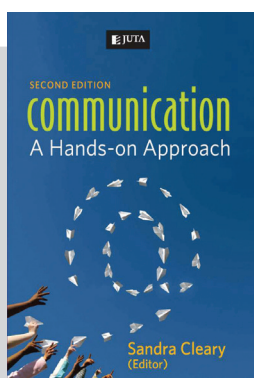
ZAR R346.00



4e 2017



320 PAGES



COMMUNICATION

A Hands-on approach

S CLEARY (EDITOR)

The second edition of *Communication: A Hands-on Approach* focuses on different forms of communication, emphasizing 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 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.

 978 0 70219 797 0 **ZAR R445.00**

 978 0 70218 928 9 **ZAR R401.00**

 978 1 48511 532 8 **ZAR R401.00**

 2e 2014

 448 PAGES

COMMUNICATION HANDBOOK, THE

S CLEARY (EDITOR)

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 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
- Intercultural communication
- Small-group communication
- Reading and note-taking
- Listening
- Audience and purpose
- Oral communication
- Written communication
- Business correspondence
- Shorter business messages
- Digital media
- Academic writing
- Articles and media releases
- Report writing
- Meetings
- Grammar in use

KEY FEATURES

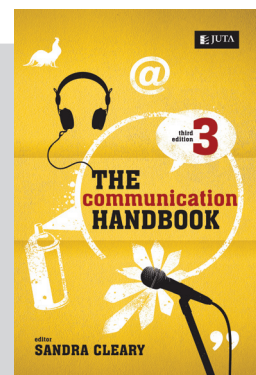
- Learning objectives for students to judge how successfully they have engaged with the topics covered in the different chapters
- Updated exercises and application activities at the end of each chapter
- Highlighted guidelines, making the examples a practical learning tool
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ZAR R356.00



3e 2015



368 PAGES



978 0 70217 710 1

ZAR R580.00



978 0 70219 597 6

ZAR R522.00



2e 2009



466 PAGES

COMMUNICATION RESEARCH

Techniques, methods and applications

GM DU PLOOY

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.

CONNECT: WRITING FOR DIGITAL AUDIENCES

M PRITCHARD & K SITTO (EDITORS)

Connect: Writing for Online Audiences is a timeless guide for South Africans working in the digital space. It encapsulates the current digital landscape in South Africa, with its constraints and opportunities for reaching audiences via social media platforms, websites, blogs, apps and email. And it is designed to help students as well as industry decision-makers connect with audiences, whether as social media managers, search engine writers, digital analysts, copywriters, content marketing strategists or digital public relations executives. Primarily, these are all online storytellers and this book aims to assist them in achieving their goals.

CONTENTS

- Introduction: crafting content in a collaborative economy
- Understanding the characteristics of writing online content
- Developing an online profile and persona
- Designing a digital communication strategy
- Email as a relationship marketing channel
- Developing website content and enhancing user experience
- Digital public relations
- Writing for search engines: search engine optimisation
- Blogging
- Storytelling for social media platforms
- Digital dynamics and relational complexities: responding to challenges in the online engagement context
- Metrics and analytics for measuring social media return on investment
- Essential digital business tools for organisations

KEY FEATURES

- The book draws on reputable brands for best-practice examples
- It uses South African examples of online campaigns alongside international names to provide a relevant yet globally situated experience for the South African reader
- Key terms and an outline of objections are included for each chapter
- Assessment questions are available online

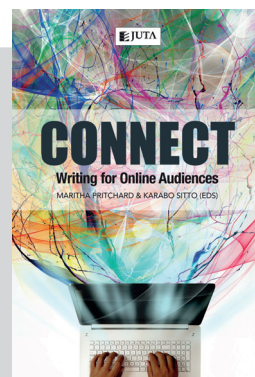
ABOUT AUTHORS

Dr Maritha Pritchard is a senior lecturer in the Department of Strategic Communication at the University of Johannesburg. Her published research interest is digital media and she has presented on the topic at several local and international conferences. Maritha has over 20 years' industry experience and regularly presents digital media strategy workshops for the Public Relations Institute of South Africa's CPD programmes. She is also a judge in the digital and social media marketing categories for the annual PRISM awards for excellence in the public relations industry.

Karabo Sitto is a lecturer in the Department of Strategic Communication at the University of Johannesburg. She joined academia on a full-time basis in 2016, having previously lectured part-time while working in the digital advertising industry. Prior to taking on her role in academia, she spent over a decade in several corporate roles cutting across finance, marketing, digital advertising and public relations. She is currently working towards completing her doctoral degree at the University of Johannesburg.

SUITABLE FOR

Undergraduate university and university of technology students as well as practitioners and decision-makers such as social media managers, search engine writers, digital analysts, copywriters, content marketing strategists and digital public relations executives.



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ZAR R346.00



978 1 48512 553 2

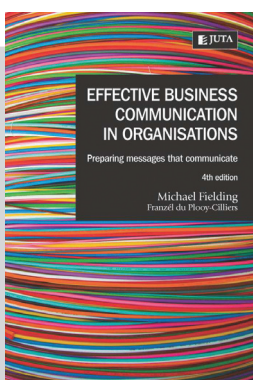
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2018



318 PAGES



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978 1 48510 417 9

ZAR R491.00



4e 2014



432 PAGES

NOTE: This edition replaces the IIE edition of this title



978 1 48510 239 7

EFFECTIVE BUSINESS COMMUNICATION IN ORGANISATIONS

Preparing messages that communicate

M FIELDING & F DU PLOOY-CILLIERS (EDITORS)

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

- Introduction to 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 context
- 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 context
- 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 AUTHORS

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.

Franzel 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).

SUITABLE FOR

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

INTEGRATED ORGANISATIONAL COMMUNICATION

G ANGELOPULO & R BARKER (EDITORS)

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.

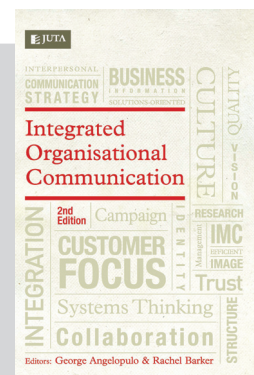
ABOUT THE AUTHORS

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 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

- Undergraduate and postgraduate communication students
- Communication practitioners.



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ZAR R675.00



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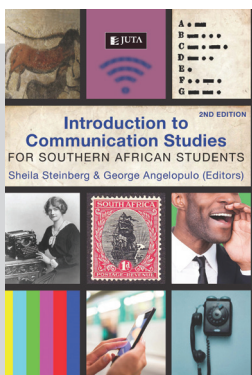
ZAR R675.00



2e 2013



512 PAGES



INTRODUCTION TO COMMUNICATION STUDIES, AN for southern African students S STEINBERG & G ANGELOPULO (EDITORS)

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 AUTHORS

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.

SUITABLE FOR

First-year students in Communication Studies.

	978 1 48510 271 7	ZAR R520.00
	978 1 48510 476 6	ZAR R468.00
	978 1 48511 530 4	ZAR R468.00
	2e 2015	
	320 PAGES	

KEY CONCEPTS IN ORGANISATIONAL COMMUNICATION

L VAN DYK, WJ GREEFF & R BARKER

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 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

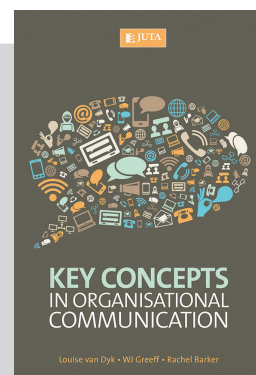
Louise van Dyk is involved in research and teaching in the Department of Communication Science at Unisa. Her fields of specialisation include stakeholder relationships, corporate social investment, development communications and others.

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.



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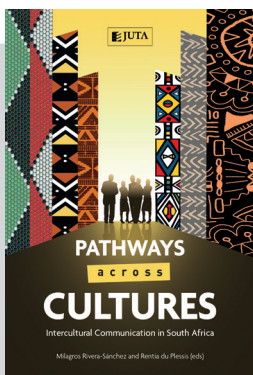
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2015



279 PAGES



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ZAR

R260.00



1e 2019



260 PAGES

PATHWAYS ACROSS CULTURES

Intercultural Communication in South Africa

MILAGROS RIVERA-SÁNCHEZ & RENTIA DU PLESSIS
(EDITORS)

Pathways across Cultures: Intercultural Communication in South Africa is a uniquely South African communication textbook. Local examples of communication methods from a wide range of cultural groups are used to explain theories of communication and complex intercultural concepts. It covers some of the rich cultural history of the rainbow nation, such as Khoisan cave drawings, highlighting the intercultural communication styles of the early peoples who lived in South Africa. The book also includes critical commentary on western theories and approaches to studying intercultural communication.

CONTENTS

- A Historical Perspective of Culture and Communication in South Africa
- Culture and the communication context
- An African view of the world
- Intercultural communication theories: Towards a South African perspective
- Culture's impact on perception
- Identity and Intercultural Communication
- Managing Intercultural conflict
- The role of culture in interpersonal relationships
- Adapting to an unfamiliar culture
- Intercultural Communication Competence

KEY FEATURES

- Each chapter contains a set of learning outcomes, identifies key concepts and poses questions that review the content covered.
- Many of the chapters include illustrations, figures, pictures and tables as well as case studies.
- Online material is available for students and lecturers, providing a comprehensive teaching and learning approach.

ABOUT THE AUTHORS/EDITORS

Professor Milagros Rivera is a Research Fellow at the University of the Free State. She has taught on four continents and is deeply interested in the role that mindfulness plays in facilitating communication encounters.

Rentia du Plessis is a lecturer at the University of the Free State in the Department of Communication Science with more than 10 years' experience teaching intercultural communication. Her research interests include intercultural communication and instructional communication.

SUITABLE FOR

- Undergraduate students at Universities and Universities of Technology
- First-time students of Intercultural Communication

PROFESSIONAL COMMUNICATION

Deliver effective written, spoken and visual messages
J ENGLISH (EDITOR)

Professional Communication: Deliver effective written, spoken and visual messages 4th edition is aimed at all professionals and students in business, industry and higher education institutions. It offers sound advice, clear guidelines and numerous practical examples — including managing digital communication platforms, job interviews, fundraising, and conducting and managing Internet research.

Designed and written as an easy, instant reference and practical aid for all levels of readers, it has proved its success as a textbook in academia, and as a resource in industry.

This interactive learning course is available in 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.

NEW TO THIS EDITION

- Analysis and audience reach: confident presentations, visuals and graphics
- Design: social media platforms, and document and PowerPoint templates
- Digital research techniques: sourcing data and referencing, writing for academia
- Final delivery: industry reports, academic proposals and theses, CVs and applications
- Workspaces: business plans, meetings, agendas and minutes, negotiation, ethics and teams.

CONTENTS

- Writing effectively
- The digital footprint: social media, templates, Microsoft® Word™
- Correspondence: mail to digital texts
- Curricula vitae, application letters and interviews
- Managing teams, negotiating, working ethically
- Meetings, agendas and minutes
- Business proposals and business plans
- Report writing
- Presentation skills
- Graphics, visual aids and posters
- Visuals to support oral messages
- Foundations: approaching the research journey
- Working with data and research methodologies
- Academic proposals, dissertations, theses and papers

KEY FEATURES

- Basic theory integrated and varied applied skills
- Accessible content on research techniques and methodology through to final delivery
- Address the needs of managers
- User-friendly style
- Stand-alone chapters with thorough cross-referencing
- Comprehensive index and reference list.

ABOUT THE EDITOR & CONTRIBUTORS

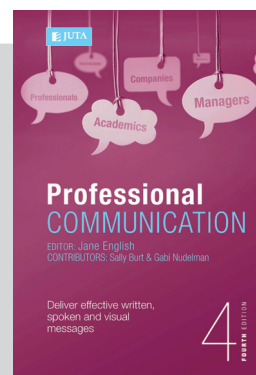
Dr Jane English is Associate Professor and Head of Professional Communication Studies, University of Cape Town. She is an established consultant to industry, commerce and educational institutions.

Sally Burt runs a communication consultancy focusing on professional communication as well as editorial services, and materials and template development.

Gabrielle Nudelman is currently undertaking her PhD in Higher Education Studies through Rhodes University. She teaches Professional Communications Studies in UCT's Faculty of Engineering and the Built Environment.

SUITABLE FOR

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



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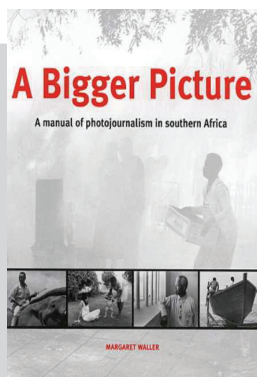
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BIGGER PICTURE, A

A manual of photojournalism in southern Africa

M WALLER

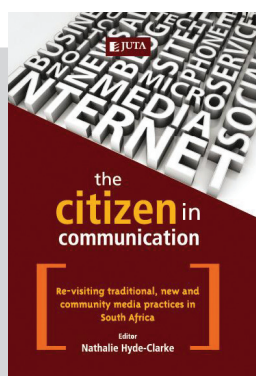
This manual has been developed for the majority of practising photographers and photojournalists in southern Africa. Most of the leading journalists from southern Africa do not go through formal training, but gain their knowledge and expertise from books and experience. It is hoped that this manual will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



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CITIZEN IN COMMUNICATION, THE

Re-visiting traditional, new and community media practices in South Africa

N HYDE-CLARKE (EDITOR)

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

- 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)

Ethics in the media is a topic of some heated discussion right now in South Africa and is clearly a challenge to practitioners as well as students of communication and media studies. *Communication and Media Ethics in South Africa* introduces and grapples with notions of ethical principles and practices, and how these may be applied in a diverse and challenging local context that is still undergoing political and policy transformation. This timely book has been written by reputable South African academics in the field.

KEY FEATURES

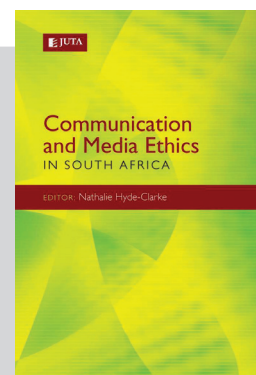
- To enhance active learning practices, each chapter starts with Key Terms and Concepts
- Relevant South African examples are provided to demonstrate the applicability of theoretical frameworks
- To assist with the consolidation process, each chapter ends with Topics/Questions for Discussion.

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.

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.



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DYNAMICS OF PUBLIC RELATIONS AND JOURNALISM

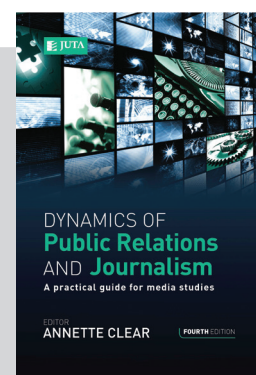
A practical guide for media studies

A CLEAR (EDITOR)

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.

NEW TO THIS EDITION

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.



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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 or 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 Executive: Insights and Strategy at DaVinci School of Business Leadership.

SUITABLE FOR

Undergraduate students at universities and universities of technology studying Communication Journalism, public relations and media studies.

INTRODUCING JOURNALISM AND MEDIA STUDIES G GREER (EDITOR)

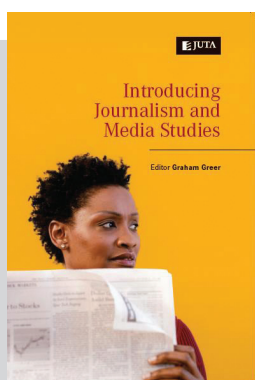
In this resource for learners an attempt is made to bridge the gap between media studies and journalism. Journalists and media workers should be critical thinkers, and for that reason the authors explain key media concepts and provide the key skills for good journalistic writing.

KEY FEATURES

- Approaches journalism and media studies from a practical perspective
- Accessible to students of all language backgrounds
- Provides a solid grounding in writing skills for the media
- Makes complicated theories and practice easy to digest
- Tasks of various complexities are provided to assist the lecturer
- Includes group work which enhances the sharing of ideas and collaborative learning.

SUITABLE FOR

- Media Studies and Journalism students at universities, universities of technology and colleges
- Junior reporters at newspapers and magazines
- Freelance journalists and media writers.



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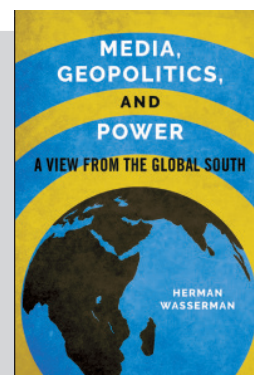
MEDIA, GEOPOLITICS, AND POWER

A view from the Global South

H WASSERMAN

*"One of the most powerful articulations from the Global South, urging media professionals and scholars to rethink and recontextualize global journalism."--
Anbin Shi, Tsinghua University*

Herman Wasserman analyses the debates surrounding South Africa's new media presence against the backdrop of rapidly changing geopolitics. His exploration reveals how South African disputes regarding access to, and representation in, the media reflect domination and inequality in the global communication sphere. Optimists see post-apartheid media as providing a vital space that encourages exchanges of opinion in a young democracy. Critics argue that the public sphere mirrors South Africa's past divisions and privileges the viewpoints of the elite. Wasserman delves into the ways these simplistic narratives obscure the country's internal tensions, conflicts and paradoxes even as he charts the diverse nature of South Africa's entry into the global arena.



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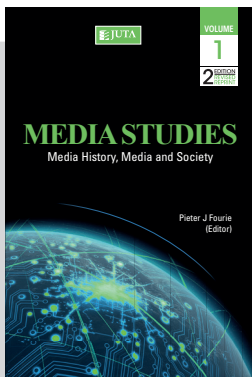
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MEDIA STUDIES: VOLUME 1

Media history, media and society

PJ FOURIE (EDITOR)

Media Studies: Volume 1 encompasses the systematic, critical and analytical study of the media in all its forms, and sees the media as one of the most important generators and disseminators of meaning in contemporary society. It investigates who owns the media, who produces the media, media content and the users of the media. It also investigates the power relationships between the media and politics, culture, economy, society, and above all, the relationship between the media and democracy.

CONTENTS

- A history of the South African media
- The media in Africa
- Approaches to the study of mass communication
- The role and functions of the media in society
- The effects of mass communication
- Media culture
- The ideological power of the media
- The public sphere in contemporary society
- Globalisation, information communication, technology and the media

ABOUT THE AUTHORS

The book has been written by senior scholars in Media and Communication Studies at leading South African universities. The editor of the book and series, Professor Pieter J Fourie, is a doyen of Media Studies in South Africa, emeritus professor in Communication Science at the University of South Africa, and Lifelong Fellow of the South African Communication Association.

SUITABLE FOR

Undergraduate and postgraduate students of Media Studies at universities and universities of technology.

MEDIA STUDIES: VOLUME 2

Policy, management and media representation

PJ FOURIE (EDITOR)

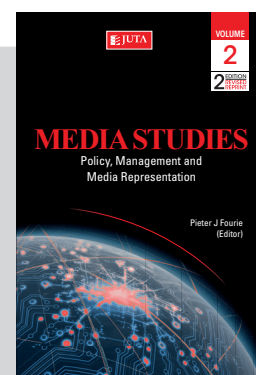
In the second volume of the four-part textbook series on Media Studies the emphasis is again on the relationship between media and society. While further exploring media as an institution, this volume also introduces the topics of media regulation and content. The book deals with the concept of media representation: How does the media reflect and represent reality or its aspects? Is the news that is presented an accurate portrayal of reality? How does the media deal with identity, race, gender, sexual orientation, the environment, AIDS, violence and terrorism? Communications policy is explained, with overviews of how the southern African media is externally and internally regulated to ensure a well-organised and disciplined modern media system. Strategic ways of managing the media are discussed.

CONTENTS

- The nature of media and communications policy
- External media regulation in South Africa
- Internal media regulation in South Africa
- Media and communication markets
- Strategic media management
- Representation defined
- 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
- Media and HIV/AIDS
- Media and violence
- Media and terrorism

SUITABLE FOR

Undergraduate and postgraduate students of Media Studies at universities and universities of technology.



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MEDIA STUDIES: VOLUME 3

Media content and media audiences

PJ FOURIE (EDITOR)

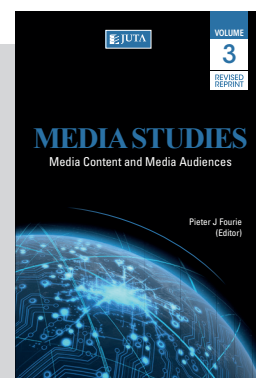
In the third volume of this series, the emphasis is on media content and media audiences, covered from methodological and theoretical perspectives.

CONTENTS

- Quantitative content analysis
- Media semiotics
- Media, language and discourse
- Media and visual literacy
- Visual text analysis
- Textual analysis: narrative and argument
- Narrative analysis
- Film theory and criticism
- Media audience theory
- Questionnaire surveys in media research
- Field research in media studies
- Measuring media audiences
- Psychoanalysis and television

SUITABLE FOR

Undergraduate and postgraduate students of Media Studies at universities and universities of technology.



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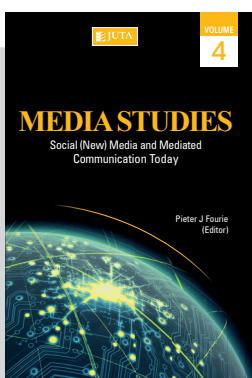
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MEDIA STUDIES: VOLUME 4

Social (new) media and mediated communication today

PJ FOURIE (EDITOR)

In *Media Studies Volume 4* the emphasis is on social (new) media in the new digitised and converged media landscape. The authors seek to describe and understand the nature of social (new) media and its effects on mediated communication, society and humanity. In general, the book seeks to understand today's mediated communication environment as part of the processes of the mediatization of life, society and the world.

Volume 4 is a succession and continuation of the preceding three volumes. It aims to stimulate theory and research about social (new) media communication as a human communication phenomenon.

CONTENTS

- Social media and mediated communication in postmodern society
- What are the social media? Introductory definitions
- Researching audiences in the age of social media
- Social media and globalisation
- Thinking about the public sphere and new (social) media
- Identity 2.0: negotiating identity and the politics of belonging in cyberspace
- Social media: freedom of expression, media regulation and policy
- Social media policy in Africa
- The impact of the social media on journalism
- Journalism and new (social) media in South Africa
- The ethics of social media in South African journalism
- Using social media for branding
- Participation in the digital age: public self-expression and public identity 'work'

KEY FEATURES

Practical examples, case studies, applications, learning outcomes and exercises have been included to enhance teaching and learning.

ABOUT THE AUTHORS

The book has been written by senior scholars in Media and Communication Studies at leading South African universities. The editor of the book and series, Professor Pieter J Fourie, is a doyen of Media Studies in South Africa, emeritus professor in Communication Science at the University of South Africa, and Lifelong Fellow of the South African Communication Association.

SUITABLE FOR

Undergraduate and postgraduate students, lecturers and researchers of Communication, Media Studies and Journalism at universities and universities of technology.

PUBLIC RELATIONS

Theory & practice

L FOURIE & MC CANT (EDITORS)

South Africa has been in the international spotlight for a number of reasons in the past few years, some of them negative, which has posed challenges to PR companies. More and more businesses are realising the importance of a good reputation and the value of publicising their positive achievements. *Public Relations: Theory & Practice* 2e focuses on what Public Relations is about, its role in the total marketing effort, and the differences between advertising, marketing and PR.

CONTENTS

- Defining public relations
- Public relations, marketing, advertising and branding
- The public relations planning process
- Relationships in public relations
- Research in public relations
- Public relations and the media
- Online public relations
- Public relations communication tools
- Reputation management
- Public relations campaigns
- Corporate social responsibility in public relations
- Strategic management of public relations
- Crisis management
- Communication skills needed by a public relations practitioner
- Public relations in context
- The impact of social media on public relations

KEY FEATURES

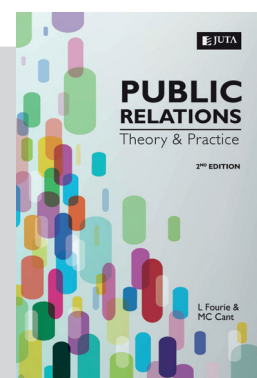
- It covers the PR process in a practical manner
- Highlights the importance of PR research activities, and places special emphasis on the role of the media in PR, and the differences between traditional and online media
- Addresses ethics and corporate social responsibility in PR
- Each chapter comes with a case study to illustrate the theoretical principles
- Discussion questions are included at the end of each chapter.

ABOUT THE AUTHORS

The authors are all academics who specialise in various marketing and communication subjects, including Marketing, Communication, Digital Marketing, Advertising, Branding, Customer Relationship Management, Marketing Research, Reputation Management, Communication, Copywriting and Public Relations.

SUITABLE FOR

Introductory and undergraduate students of Public Relations, as well as practitioners, will benefit from this book.



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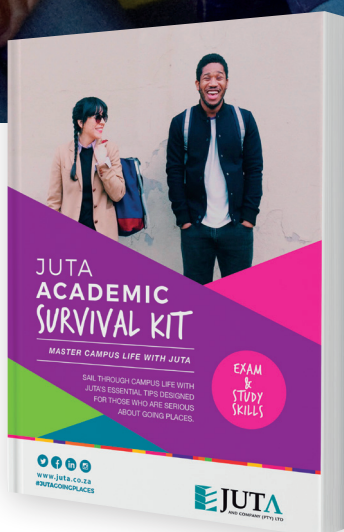
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