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- the development of small business materials to encourage economic development and entrepreneurship;
- creating training materials for engineering, science, commerce, public management, health, tourism and development studies;
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Please note that all prices are applicable from July 2015 to June 2016.



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Fax: +27 (0) 21 659 2755
Email: returns@juta.co.za

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- Titles, ISBN numbers and quantities that you wish to return;
- Reasons for the return;
- In the case of old-edition returns where these have been invited by Juta, a copy of the replacement order placed with our Customer Services Department for an equivalent number of copies of the new edition. Permission to return shall not be granted without such an order in these instances.

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- Juta will only accept goods in a resalable condition. (Product containing price stickers and other markings will not be accepted.)
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 - Discrepancies are further evaluated by the Customer Services Administrator and Stock Administrator prior to contacting the customer.
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 - Unresolved complaints are referred to the Divisional Sales Manager.
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- Replacement goods will be invoiced in full.

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- Returns on sale or discounted priced titles will not be accepted.

Art of Persuasive Communication, The

– A process

J de Wet

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.

This third edition differs from the previous one in the following ways: The arrangement of the contents has been revised to facilitate greater understanding • There is much new material, especially in chapters 7, 8 and 10 • New contemporary examples related to South Africa have been included • The format and design of the book have been changed, and while the second edition had a name index, this edition also offers a subject index.

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

Communication

– A Hands-on Approach

S Cleary (Editor)

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.

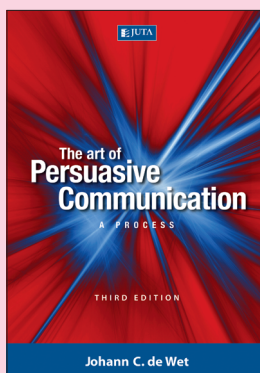
The authors draw from substantial experience in the classroom and from close contact with business and industry. They offer a text that will equip students with the knowledge they need to communicate successfully in the business environment.

Contents

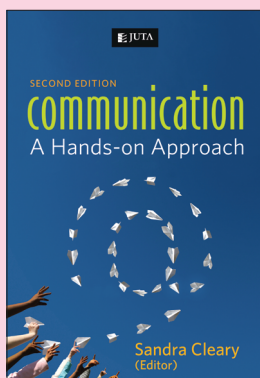
Communication Theory • Small-group Communication • Reading and Note-taking • Listening • Audience and Purpose • Oral Communication • Written Communication • Business Correspondence • Shorter Business Messages • Digital Media • Business Career: Employment Procedures • Academic Writing • Information Literacy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

Key Features

Interactive online support material available to prescribing institutions which includes expanded exercises with gamification elements and templates for student use and assessment purposes • 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



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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 is has been written by reputable South African academics in the field.

Contents

Section 1: Theoretical debates

Whose ethics are they, anyway? • Normative media theory in a changed media landscape and globalised society • Between proceduralism and substantialism in communication ethics • Afri(Ethics), communitarianism and the public sphere

Section 2: Press councils and the role of the ombudsman

Southern African press councils accountability in practice • Press councils and the democratic landscape in SA

Section 3: A selection of ethical concerns and debates in SA

Political concerns: Analysing ethics and political bias in South African news media • When the public interest is not what interests the public: An investigation of privacy as media ethic in contemporary SA
Economic concerns: Chequebook journalism: A SA picture • Ethics in business journalism • Ethical corporate communication cultures within brand environments
Social concerns: Ethics and the need to understand culture • Reporting HIV/AIDS: An unprecedented ethical challenge • Contesting the electricity supply in SA Media

Key Features

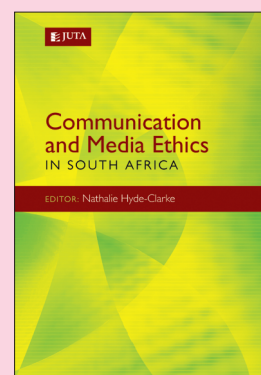
- The arguments are presented in three sections:
 - The first section introduces the core theories and principles of ethics from a communication and media studies perspective. Predominantly Western and African perspectives are examined in order to determine their relevance in South Africa, and their implications for mass communication and journalism practices. This section also addresses the challenges and concerns presented by online social media.
 - The second section looks at the prevalence and effectiveness of self-regulation in the media. There is a robust discussion of the role of the press councils and ombudsmen, both internal and external.
 - The final section presents a series of South African case studies around political, economic and social ethical concerns. Contributions include references to political bias, public interest, cheque book journalism, the brand culture, financial news reporting, and media coverage of HIV/AIDS, local cultures and natural energy resources.
- 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.

Recommended for

Communication and Media Ethics in South Africa is essential reading for all future and current practitioners and researchers in the field of ethics, as it explores the scope and effectiveness of principles and practices across a vast range of issues and topics pertinent to South Africa • Undergraduate students at universities and universities of technology studying communication, media or journalism

About the editor

Professor Nathalie Hyde-Clarke is the head of the Department of Communication and Media Studies (CMS) in the School of Communication, University of Johannesburg.



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Communication Handbook, The – A Student Guide to Effective Communication

S Cleary

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.

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 Report Writing • Meetings

Key Features

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 • Learning objectives, which enable students to assess how effectively they have engaged with the content of the chapters • Annotated examples so that each serves also as a practical learning tool • Checklists which summarise content and support communication practice • Comprehensive cross-referencing, emphasising the interconnectedness of the content of the chapters • Clear language and layout, making the book accessible to all students including those for whom English is not a first language.

Communication Research – Techniques, methods and applications

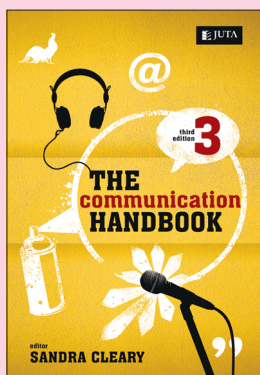
GM du Plooy

Communication Research: Techniques, Methods and Applications 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. The publication ends with a framework of scientific criteria and guidelines that can be used when planning and writing a research report, as well as when analysing and evaluating published research reports.

Against the background of outcomes-based education, the aim of this publication is to enable learners to develop and acquire the following learning outcomes: research skills, problem-solving skills, communication skills, environmental literacy, developing a macro vision, self-responsibility skills, and developing individual, moral and ethical values as part of lifelong learning. To achieve these outcomes, and to accommodate different learning styles, the publication follows an interactive approach and contains several learning aids, such as marginal notes, executive summaries, self-evaluation and portfolio tasks, as well as guides with criteria that can be used by learners, teachers or examiners to assess the achievement of learning outcomes and performance.

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



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Key Features

The book also 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 • The book ends with a very useful framework of scientific criteria and guidelines to be used when planning, writing, analysing and evaluating research reports

Recommended for

Communication research: Techniques, methods and applications is for use by student who conduct communication research as part of an academic programme.

Dynamics of Public Relations and Journalism

NEW
EDITION

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 unique occupations are established – their interaction is easily apparent. *Dynamics of Public Relations and Journalism* 4th Edition unravels and open these two worlds up 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 – deary, simply and succinctly – the need for their smooth interaction. The fourth edition updates all the chapters to stay abreast of the changing world of PR & Journalism to broaden insight into the synergy between PR and 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 • Introducing 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 • How to use the various media • Interviewing skills • Photographic skills • Writing skills • Design and page layout

Key Features

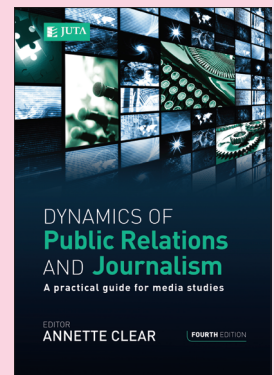
Interactive • User-friendly • Interspersed with exercises and illustrations • Essentially South African • The authors draw on their considerable academic and practical experience to give clear, concise guidelines for enhancing media relations through effective public relations practice.

Recommended for

Students studying Public Relations, Media Studies and Journalism. The text covers the Media Studies syllabi for the National Higher Diploma in Public Relations and the BTech degree in Public Relations Management.

About the editor and contributors

Annette Clear has a Masters Degree in Communication Science and has been in the Journalism and Public Relations Industry for 15 years. She was a full time lecturer for the National Diploma Public Relations at the (then) Technikon SA and was appointed as part-time lecturer for the National Diploma Public Relations at the University of South Africa for the past 19 years. *Maritha Pritchard* is a lecturer in the Department of Strategic Communication at the University of Johannesburg, South Africa, where she teaches media studies. She holds a National Diploma in Journalism, a BTech in Public Relations Management and a MTech in Journalism (curn laude). *Marla Koonin* is a registered Chartered Public Relations Practitioner (CPRP), a member of the Golden Key Honours Society and is the managing editor of *The Independent Journal of Teaching and Learning*. She currently holds the position of research and development manager at the Independent Institute of Education (IIE) and is working on her Doctorate in Organisational Communication.



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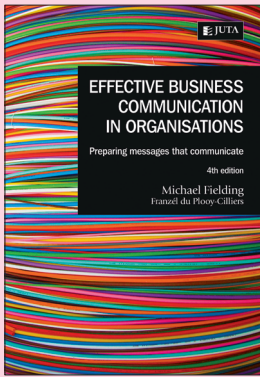
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Effective Business Communication in Organisations

– 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, means that organisations can no longer rely on traditional methods alone to engage in effective business communication.

Social media and new communication forms, however, come with their own challenges and pitfalls. Organisations need to carefully and strategically consider the use of this new media as part of their effective communication plan.

Effective business communication in organisations 4e builds on traditional communication forms with up-to-date theory. It discusses new communication trends and the changing nature of communication in businesses.

This edition illustrates the effective use of various new media sources and their applications in the workplace, the challenges of using these media and the appropriate ways in which they can be incorporated into effective business communication practices within the organisation.

Effective business communication in organisations 4e provides widespread principles for communicating in the organisational contexts and has an extended online database of support material containing questions, case studies and activities. This edition therefore provides students, lecturers and business communicators with a comprehensive and practical reference guide to communication in the workplace.

In addition to the text, an interactive student workbook is 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.

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

- This edition illustrates the effective use of various new media sources and their application in the workplace, the challenges of using these media and the appropriate ways in which they can be incorporated into effective business communication practices within the organisation.
- *Effective business communication in organisations 4th edition* provides widespread principles for communicating in the organisational context. The book has an extended online database of support material containing questions, case studies and activities.

Recommended for

This edition therefore provides students, lecturers and business communicators with a comprehensive and practical reference guide to communication in the workplace.

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. He has a master's degree in Education from the University of Cape Town and another master's degree from Leeds. *Franzél du Plooy-Cilliers* is the Head of the Faculty of Applied Humanities at the Independent Institute of Education (the IIE). She has worked as a full-time and part-time lecturer for both public and private higher education providers. She holds a doctorate in Interpersonal Communication and a master's degree in Organisational Communication. Du Plooy-Cilliers has published numerous books and articles in her academic fields and has presented papers at national and international conferences. 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)

Communication is often described as the glue that binds an organisation, enabling interaction with its customers, agents and the broader public.

Communication flourishes in organisations and is central to their activities and functions:

- as marketing communication, public relations, management communication, corporate communication, etc.
- in determining and implementing strategy, operations and processes
- in all interaction – interpersonal, mediated, digital and social
- as the foundation of corporate culture.

Integrated Organisational Communication 2nd Edition covers these aspects and addresses the growing need among students and practitioners for a book that takes a broad look at organisations' communication, and then delves into the detail. This book adopts a multidisciplinary approach to organisational communication, and while it takes cognisance of individual academic and professional disciplines, it avoids alignment with any one of these.

Contents

Introduction to organisational communication and communication integration: Communication and the organisation • Communication integration

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

Introduction to organisational communication and communication integration: Assessing organisational communication • Integrated communication measurement

Practical application: Integrated communication campaigns

Key Features

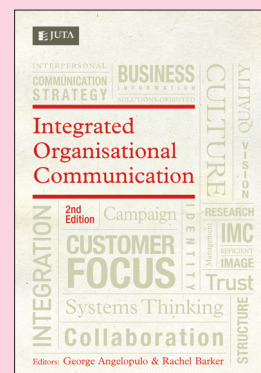
- Reviews the major communication disciplines
- Focuses on an integrated approach to communication
- Places emphasis on corporate branding, the communication foundations of the brand and alignment of all communication processes with the brand
- Adopts the perspective of the practising communication professional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

Recommended for

Everyone in the Communication industry should have a copy of this book.

About the editors

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. *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. She joined the University of South Africa in 1997, where she is actively involved in research, and where she teaches both undergraduate and postgraduate students in the Department of Communication Science.



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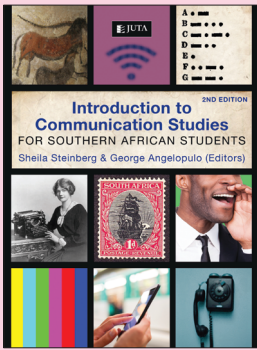
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Introduction to Communication Studies, An

S Steinberg & G Angelopulo (Editors)

The second edition of *An Introduction to Communication Studies* 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 of *An Introduction to Communication Studies*. Although a lot of 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 from print, visual, textual and social media, political and social experiences referred to in this book.

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.

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

In addition to the text, an interactive student workbook is 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.

Recommended for

Southern African Students is an introductory textbook on the theories of and approaches to communication studies for first-year students.

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.



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Operations and Management Principles for Contact Centres

E Hoffmann (Editor), D Farrell, N Lifford, M Ellis & M Cant (Co-Editors)

Operations and Management Principles for Contact Centres is the first SAQA-aligned, academic title on contact centre operations, produced by a collective of professionals representing the academic dimension of the contact centre industry in South Africa. Contact centre operations is a relatively new industry. Several South African agencies, institutes, organisations and professional bodies are promoting and developing it in order to satisfy international and national market demands. Accordingly, additional information, knowledge and experience are needed to improve on how organisations integrate core business processes into these centres. In response to this need the industry is now being represented in higher education.

Extensive supplementary material has been created to go with the main text. A CD enclosed with the book contains material for the student/CSR, which includes a comprehensive set of questions, role-plays, assignments and an industry-specific dictionary. The lecturer support material, which includes industry-specific video clips, the answers to the student questions and the industry dictionary, is available from www.juta.co.za

Contents

Peak Performance of Contact Centre Staff and Effective Use of Technology: The South African Contact Centre Industry: An introduction • The Business Environment and Business Functions • Leadership in the Contact Centre • Corporate Governance and Risk Management • Contact Centre Technology • Telephone and Internet Skills

Motivated Contact Centre Staff: Health, Wellness and Ergonomics in the Contact Centre Environment • Behaviour and Self-management • Organisational Behaviour • Contact Centre Recruiting and Staffing • Performance Management and Productivity • Labour Law in the Workplace

Satisfied Customers through Effective Customer Service Delivery: Communication: Theory • Communication: Linguistic Skills • Communication: Reading and comprehension skills • Marketing and sales • Customer relations management

Recommended for

Technikon courses for contact centre agents • Anyone working in the contact centre industry: managers, trainers, supervisors, service representatives

Persuasive Communication Skills

– Public Speaking

S Steinberg

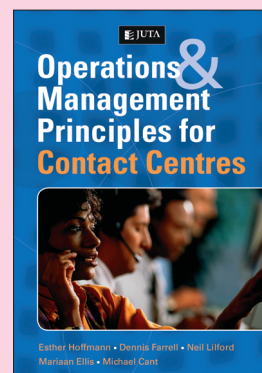
This book provides an introduction to the theory and practice of persuasion and then applies this to the public speaking context. The student is carefully guided through the steps in the speech-making process and then taught specifically about persuasive speeches. Students are motivated to learn about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

Contents

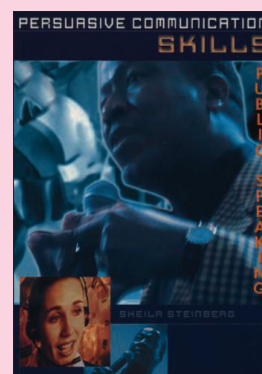
Foundations of persuasion • Theories of persuasion • Introduction to public speaking • Analysing the audience • Selecting a topic and purpose • Supporting your ideas • Organising your material • Preparing the delivery • Persuasive speeches • Appendix • Sources • Index

Key Features

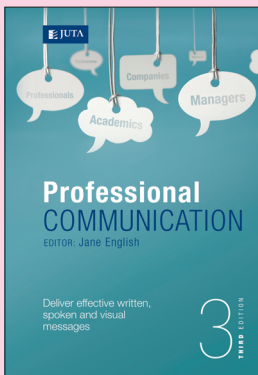
Each unit in the book contains a statement of learning outcomes • The most important key words are listed in the left-hand margin of the text • Each unit ends with a test-yourself section so that the student can test whether the outcomes have been achieved, and a brief summary of the unit's contents • 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



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Professional Communication

– Deliver effective written, spoken and visual messages

J English (Editor)

Developed by the University of Cape Town, *Professional Communication: Deliver effective written, spoken and visual messages* third edition is aimed at all professionals and students in business, industry and higher education institutions. The book 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.

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 • Index

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

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.

Recommended for

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

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.



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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 divided into two sections. The first section is well illustrated with diagrams and striking photography.

Contents

Section 1:

Camera (ranging from the basic manual to digital) and darkroom techniques • Step-by-step explanations of film processing and printing techniques • Additional equipment such as flashes and lenses • Simple studio work such as identity portraits and copy work.

Section 2:

Visual literacy: The chapters in this section concentrate on the construction of photographic meaning through photographic appreciation and analysis. This analysis draws from the input of the photographer, offering the rare opportunity to read the story behind the making of the image and includes a photographic critique of the issues and conditions around the photograph.

Representation: Issues of representation are covered in detail, especially race and gender, redressing the colonial experience of photographic practice.

Ethics: The last part of this section deals with issues of ethical practice, where the author looks at the environment in which photographers work. It offers a rare opportunity to read about the reaction of photographers then and now.

Key Features

The handbook is not another technical book on photography – it is about appreciation, ethical issues and representation • 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 • The idea is to learn and heal from the hard experiences of our past

Recommended for

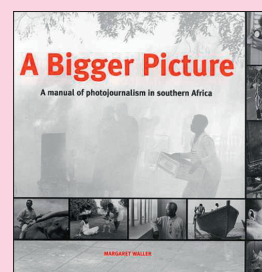
Practising photojournalists • Students of photojournalism and visual literacy at further education and tertiary level • In-service trainees

Citizen in Communication, The

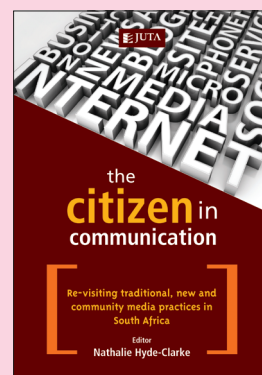
– Re-Visiting Traditional, New and Community Media Practices in South Africa

N Hyde-Clarke (Editor)

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 in the growing trend of civilians providing 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. In this way, 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.



2000
350 pages
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2010
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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.

Contents

New Media and Citizen Journalism: • 'New' technologies and journalism practice in Africa: towards a critical sociological approach • Blogging and citizen journalism • We're all storytellers: citizen journalism in the age of digital 'pavement radio' • Cellphilms, mobile platforms and prodsumers: hyper-individuality • Film Traditions, conventions and ethics: online dilemmas in South African journalism

Community Media in South Africa: Media, alternativism and power: the political economy of community media in South Africa • An overview of community radio fifteen years into democracy • The ethnic imperative: community radio as dialogic and participatory and the case study of XK FM • Community radio in KwaZulu-Natal: an idealised public sphere • Building sustainable community television in South Africa • (Re)defining community newspapers

Recommended for

The text is designed for third- and fourth-year students studying Communication, Media Studies and Journalism. It is also essential reading for anyone with an interest in the relationship between the members of a society and the media that reports on it.

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.

Contents

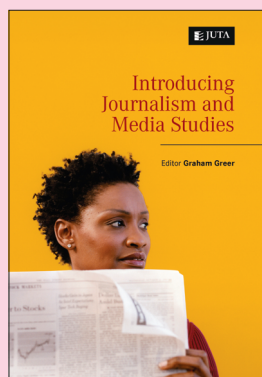
Preface • Critical thinking for journalists • The virtue of journalism • Media literacy • Media ideology • Media representation • Narrative • Genre • Media audiences • Ethics and the code of conduct • What is news? • Sources of news • Interviewing • News writing • Newspaper language • Feature writing • Editing – getting it right! • Development journalism • Investigative journalism • Online journalism • Index

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 • Follows an outcomes-based approach • Tasks of various complexities are provided to assist the lecturer • Includes group work which enhances the sharing of ideas and collaborative learning

Recommended for

Media studies and journalism students at universities, universities of technology and colleges • Junior reporters at newspapers and magazines • Freelance journalists and media writers



2008
288 pages
Soft cover
Printed 9780702176678
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R336.00

Key Concepts in Organisational Communication

L van Dyk, W Greeff & R Barker

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.

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.

Each concept is 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.

Key Concepts in Organisational Communication will assist the growing contingent of organisational communication scholars who are confronted with a wide range of academic concepts in their own research and that of emerging scholars.

About the authors

Louise van Dyk is involved in research and teaching in the Department of Communication Science at the University of South Africa. Her fields of specialisation include stakeholder relationships, corporate social investment, development communications and public relations. *WJ (Elnorine) Greeff* has been a member of the Department of Communication Science at the University of South Africa since 2008 as lecturer and researcher. Her areas of interest include internal communication, communication with diversities, stakeholder relationship-building, progression of organisational communication theories and art history. *Rachel Barker* has more than 20 years' experience in practice and 18 years in teaching and research. She is a National Research Foundation (NRF) C2-rated researcher in Communication and specialises in organisational communication with research interests in online media, organisational theories, online communication, identity formation in online learning environments, crisis management, knowledge management and strategic integrated communication.

Media Ethics in the South African Context

– An Introduction and Overview

L Oosthuizen

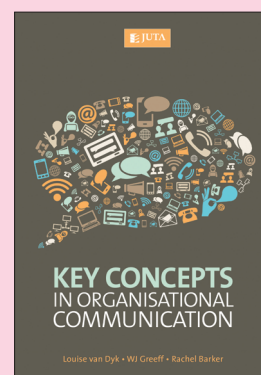
The second edition of *Media Ethics in the South African Context* explores the dynamic and potentially explosive field of media ethics from a South African perspective.

Grounded in ethical theory, the public philosophies of communication and media performance norms, this text provides guidelines for the individual's ethical decision making; for both media practitioners and media groups.

Cutting edge analysis of the South African normative context under the previous and present political dispensations makes this book essential reading for media policy formulators and students alike. Changes in the normative context are representing the South African news media in particular, with new challenges.

Media Ethics in the South African Context 2e is a solid introductory text for students of media ethics and media policy in South Africa as well as for those in advertising and public relations. Theory, analysis and practice are dynamically integrated to encourage discussion and debate.

Addenda include rules of procedure and code of conduct of the Press Ombudsman of South Africa, the Constitution, code and procedures of the Broadcasting Complaints Commission of South Africa, and the code of conduct of the Public Relations Institute of South Africa.



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Contents

Media ethics as a field of study • Meta-ethics as a guideline for individual conduct • Normative media ethics • Legislation • Media ethics in the South African context • Towards a model for analysis

Key Features

Current contentious issues that come up for discussion in the text include: Deteriorating relations between the press and the government • Increased pressure on the media's monitorial function • Developments around ownership and control • Plans to introduce a Media Appeals Tribunal • An increase in control and secrecy • Obligations and expectations surrounding media performance.

Addenda include rules of procedure and code of conduct of the Press Ombudsman of South Africa, the Constitution, code and procedures of the Broadcasting Complaints Commission of South Africa, and the code of conduct of the Public Relations Institute of South Africa.

The first edition of *Media Ethics in the South African Context* was hailed as a seminal introductory text on media ethics when it was published in 2002. The second edition offers new meta-ethical and normative insights, as well as a brand new analysis of the current South African normative context.

Recommended for

Media Ethics in the South African Context 2e is a solid introductory text for students of media ethics and media policy in South Africa as well as for those in advertising and public relations. 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.

Media Studies: Volume 1

– Media History, Media and Society

PJ Fourie (Editor)

This is the first volume in the four-part textbook series in Media Studies. This up-to-date, comprehensive, user friendly and accessible series has been written by local and international key thinkers in Media Studies.

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

History: A history of the South African media • A macro history of the media in Africa

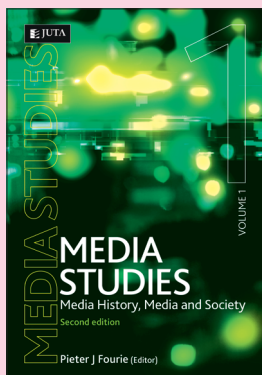
Media and Society: Theoretical approaches to mass communication and media research • The functions and effects of the media in society • Media culture/media and culture • The ideological power of the media • The media as public sphere in contemporary society • The impact of globalisation and communication technology on media and media communication

Key Features

Media Studies 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. Media Studies investigates who owns the media, who produces the media, media content and the users of the media. It investigates the power relationships between the media and politics, culture, economy, society, and above all, the relationship between the media and democracy.

Recommended for

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



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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?

Media Studies – Volume 2 is guided in part by the question: How do we control and manage the media? 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

Media Policy: The nature of media and communications policy • External media regulation in South Africa • Internal media regulation in South Africa

Media Management: Media and communication markets • Strategic media management

Representation: 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

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.

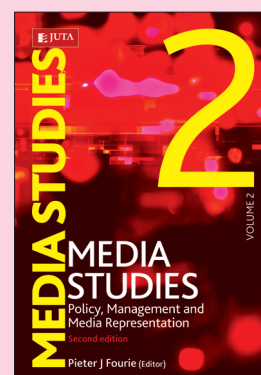
Contents

Media content:

Quantitative Content Analysis • Communication and 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 audiences:

Media Audience Theory • Questionnaire Surveys in Media Research • Field Research in Media Studies • Measuring Media Audiences • Psychoanalysis and Television



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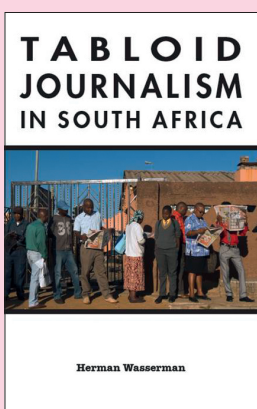


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VOLUME 4
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Media Studies Volume 4

– Social Media and Mediated Communication Today

PJ Fourie (Editor)

Media Studies Volume 4, developed by its expert authors over a period of months, will deal with media theory and research in the context of how social media and the convergence and digitisation of the media have changed and affected mediated communication today. Practical examples, case studies, applications, learning outcomes and exercises will be part of the book. This is the final volume in the Juta Media Studies series.

Contents

Chapter 1: Social media and mediated communication in postmodern society • Chapter 2: Introduction to and defining social media • Researching audiences in the age of social media • Chapter 4: The new media and the public sphere • Chapter 5: Social media and globalisation • Chapter 6: Identity 2.0: Negotiating identity and the politics of belonging in cyberspace • Chapter 7: Journalism and social media: Narrative and story-telling in South African journalism • Chapter 8: The impact of social media on journalism • Chapter 9: Social media and politics: Digital politics in Africa and possibilities to reverse subversion • Chapter 10: Social media and self-expression • Chapter 11: Using social media for branding • Chapter 12: Social media policy in Africa • Chapter 13: Social media: freedom of expression, media regulation and policy • Chapter 14: The ethics of social media in South African journalism

Please note: The chapter titles are provisional and subject to change.

Tabloid Journalism in South Africa

H Wasserman

Less than a decade after the advent of democracy in South Africa, tabloid newspapers have taken the country by storm. One of these papers – the Daily Sun – is now the largest in the country, but it has generated controversy for its perceived lack of respect for privacy, brazen sexual content, and unrestrained truth-stretching. Herman Wasserman examines the success of tabloid journalism in South Africa at a time when global print media are in decline. He considers the social significance of the tabloids and how they play a role in integrating readers and their daily struggles with the political and social sphere of the new democracy. Wasserman shows how these papers have found an important niche in popular and civic culture largely ignored by the mainstream media and formal political channels.

“Convincing, bold, and provocative. The rise of mass circulating tabloids and their popularity with the poor and working class black majority are indicative of a post-apartheid South Africa determined to renegotiate an ethics of inclusion and a common humanity in journalism.” –Francis B. Nyamnjoh, University of Cape Town

“Hugely important for students, journalists, scholars, policy-makers, and practitioners. A much needed book that will contribute, both empirically and theoretically, to ongoing debates about popular culture, media globalization, and changing news discourses.” –Winston Mano, University of Westminster

Contents

Shock! Horror! Scandal! The Tabloid Controversy and Journalism Studies in Post-Apartheid South Africa • Attack of the Killer Newspapers! Tabloids Arrive in South Africa • Black and White and Read All Over: Tabloids and the Globalization of Popular Media • Not Really Newspapers: Tabloids and the South African Journalistic Paradigm • The Revolution Will Be Printed: Tabloids, Citizenship, and Democratic Politics in Post-Apartheid South Africa • Truth or Trash? Understanding Tabloid Journalism and Lived Experience • Often They Cry with the People: The Professional Identities of Tabloid Journalists • Conclusion: Telling Stories

Recommended for

Students, researchers and practitioners in the area of media and communication studies and journalism.

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