

Welcome

Welcome to the 2018 Communication Studies Catalogue.

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A Relational Model of Public Discourse

The African Philosophy of Ubuntu

Leyla Tavernaro-Haidarian, University of Johannesburg, South Africa

Series: Routledge Focus on Communication Studies

The African philosophy of *ubuntu* offers valuable insights in this regard as it implies relational notions of power that contrast and complement individualist facets. It provides the space to think and speak in ways that support harmonious and cohesive societal structures and practices. The book's model of communication rests on the premise that the various interests of individuals and groups, while richly diverse, can be conceived of as profoundly bound-up rather than incompatible. In this way communication enables broader lines of action and a wider scope for achieving diversity and common ground.

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An Integrated Approach to Communication Theory and Research

Edited by Don W. Stacks, Kristen Campbell Eichhorn, State University of New York at Oswego and Michael B. Salwen

Series: Routledge Communication Series

An Integrated Approach to Communication Theory and Research provides an in-depth overview of communication studies as well as integrating theory with research. It provides a solid foundation and a unique perspective with chapters written by the top theorists and researchers in each area. Through seven new chapters this edition addresses the growing influence of technology, changing relationships, and several growing integrated approaches to communication. The book continues to be essential reading for students and faculty who want a thorough overview of contemporary communication theory and research.

Routledge

Market: Communication

December 2018: 254 x 178: 468pp

Hb: 978-1-138-56144-1: **£110.00**

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eBook: 978-0-203-71075-3

Prev. Ed Hb: 978-0-805-86381-9

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TEXTBOOK · READER

Communication Theory

A Journey Through the Ages

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

Communication Theory: A Journey Through the Ages presents communication theory as a journey through history by way of asking engaged questions. Informed by contemporary problems, students explore theory up close through their own engaged questions. Encouraging intellectual vitality, the authors show students step by step how theoretical ideas are interconnected and lead to an increasingly complex understanding of communication. Students will be motivated to ask questions as they encounter historical figures, social events and artifacts, resulting in a richer understanding of the biographical, cultural, and social context for communication theories.

Routledge

Market: Communication

June 2018: 229 x 152: 448pp

Hb: 978-0-765-64675-0: **£60.00**

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eBook: 978-1-315-71866-8

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Graphic Violence

Illustrated Theories about Violence, Popular Media, and Our Social Lives

Emily Edwards and Tristan Fuller

Graphic Violence explores the relationships between visual media and violent messages. Author Emily Edwards discusses how media consumers and producers can think critically and interact responsibly with violent visual content. The volume also includes contributions from artist Tristan Fuller, who develops each chapter's story outline into graphic novel style to visually demonstrate the concepts at hand. Truly unique in both medium and subject matter, this volume is an excellent resource for undergraduate students of communication and media theory.

Routledge

Market: Media Studies/Communication Theory

July 2018: 229 x 152: 208pp

Hb: 978-0-815-36229-6: **£110.00**

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Handbook of Communication and Bullying

Edited by Richard West, Emerson College and Christina Beck

The Routledge Handbook of Communication and Bullying enriches scholarly understanding of bullying from a communication-based perspective and serves as a useful resource for educators, administrators, managers, and other stakeholders who struggle with this difficult social issue. Responding to the various charges emanating from the National Communication Association's (NCA) Anti-Bullying Project, this book constitutes a valuable resource from a discipline that offers much to this global conversation.

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Market: Communication

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Intercultural Public Relations

Realities and Reflections in Practical Contexts

Edited by Lan Ni, Qi Wang and Bey-Ling Sha

This book analyzes the different players involved in intercultural public relations and various contexts of practice using an intercultural approach, looking at how individuals and entities with dissimilar cultural identities interact and negotiate to solve problems and reach mutually satisfying outcomes. Using the theory-driven, empirically tested framework laid out in the first volume, *Intercultural Public Relations: Theories for Managing Relationships and Conflicts with Strategic Publics*, this volume provides practical solutions for effective intercultural public relations practice.

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Following and Analyzing Things and Beings in Our Everyday World

Edited by **François Cooren**, Université de Montréal, Canada and **Fabienne Malbois**, University of Lausanne, Switzerland

Series: Routledge Studies in Communication, Organization, and Organizing

In our daily experiences, we feel, perceive, designate, invoke or comment on other beings that are part of our world, whether these beings are people, technologies, institutions, projects, divinities, emotions, cultures, ideologies or opinions. Echoing recent developments in existential anthropology, Communication as Constitutive of Organization (CCO) research, and Actor Network Theory, scholars from a variety of disciplines discuss how they study the types of beings that have been at the core of their respective research, revealing how they follow and analyze their objects of study, using examples from field notes, filmed interactions, conversations, pictures, newspapers, narratives, etc.

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Edited by **Mats Bergman**, University of Helsinki, Finland, **Keştaş Kirtiklis**, Vilnius University, Lithuania and **Johan Siebers**, Middlesex University, UK

Series: Routledge Studies in European Communication Research and Education

Complementing earlier efforts to scrutinize the uses of models in the field of media and communication studies, this volume reassesses old perspectives and delineates new theoretical options for communication inquiry. It is the first book to undertake a philosophical investigation of the significance of modelling in the study of the varying phenomena, processes, and practices of communication. By homing in on the manifestations and purposes of modelling in ordinary discourses on communication as well as in theoretical expositions, it casts new light on the importance of models for communication inquiry.

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Market: Communication Theory/Philosophy of Communication

May 2018: 229 x 152: 280pp

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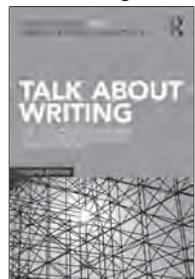
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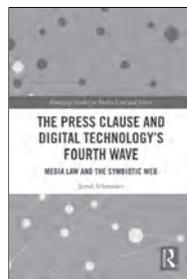
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During the first part of the twenty-first century, bloggers, citizen journalists, social media users, Yelp reviewers, and a myriad of other communicators have found themselves facing defamation, privacy, campaign finance, and other lawsuits as a result of the messages they have communicated. In many ways, these communicators are facing legal questions that are similar to that of traditional journalists. This book examines how the press clause, a First Amendment freedom with no agreed-upon definition, can be understood in order to help guide the courts and twenty-first-century publishers regarding protecting expression as we move into the fourth wave of networked

communication.

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The Routledge Handbook of Positive Communication forms a comprehensive reference point for cross-disciplinary approaches to understanding the central role of communication in the construction of hedonic and eudemonic happiness, or subjective and psychological well-being. Including contributions from internationally recognized authors in their respective fields, this reference uses as its focus five main scenarios where communication affects the life of individuals: mass and digital media, advertising and marketing communication, external and internal communication in companies and organizations, communication in education, and communication in daily life interactions.

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Comprehensive, innovative, and focused on the undergraduate student, this textbook prepares students to read and conduct research. Using an engaging how-to approach that draws from scholarship, real-life, and popular culture, the book offers students practical reasons why they should care about research methods and a guide to actually conducting research themselves. Examining quantitative, qualitative, and critical research methods, this new edition helps undergraduate students better grasp the theoretical and practical uses of method by clearly illustrating practical applications.

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Case Studies in Sports Communication

Edited by **Terry Rentner** and **David Burns**

You Make the Call: Case Studies in Sport Communication offers upper-level undergraduate and graduate students the opportunity to evaluate popular and diverse issues in sport—including management, crisis, health, ethics, gender, race, religion, and social media. Each chapter incorporates theory and communication principles, as well as background on its respective topic, and concludes with discussion questions and engaging assignments. Students are encouraged to challenge the ethical implications of what they have read, and to "make the call." This is an invaluable resource for students of sport communication and sport management.

Routledge

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July 2018: 229 x 178: 432pp

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Theories, Policies, Strategies, and Skills

Wenshan Jia

Global Communication: Theories, Policies, Strategies, and Skills will give students the broad foundational coverage they need to navigate today's complex world of global communication. This text provides students with a comparative and intercultural perspective. Jia persuades readers that global communication should ultimately strive to attain a dynamic, harmonious interdependence between diverse nation-states, cultures, and religions. He provides case studies to demonstrate the dynamics between the four major agents of global communication, namely NGOs, multinational associations, corporations, and internationally recognized individuals (such celebrities or famous political figures).

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Theorizing the Communicative Power of Whiteness

Edited by Dawn Marie D. McIntosh, University of Denver, USA, Dreama G. Moon, California State University - San Marcos, California, USA and Thomas K. Nakayama, Northeastern University, USA

Series: Routledge Research in Communication Studies

This book examines whiteness through rhetorical analysis, qualitative research, performance studies, and interpretive research. Chapters deconstruct the communicative power of whiteness in the context of the United States, but with discussion of the implications of this power internationally, by taking on topics such as terrorism, post-colonial challenges, white fragility at the national level, colorblind discourse as a pro-white discursive strategy, the relationship of people of color with and through whiteness, as well as identities that intersect with whiteness, including religion, masculinity and femininity, social class, ability, and sexuality.

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Edited by Damian Baca, Ellen Cushman, Associate Dean of Academic Affairs, Diversity and Inclusion at Northeastern University and Jonathan Osborne, Ph.D. student in English at the University of Northeastern

Series: Landmark Essays Series

Landmark Essays on Rhetorics of Difference challenges the Euro-centric perspective from which the field of rhetoric is traditionally viewed. Taking a step beyond the creation of alternative rhetorics that maintain the centrality of the European and Greco-Roman tradition, this volume argues on behalf of pluriversal rhetorics that co-exist as equally important on their own terms. A timely addition to the respected *Landmark Essays* series, it will be invaluable to students of history of rhetoric, literacy, composition, and writing studies.

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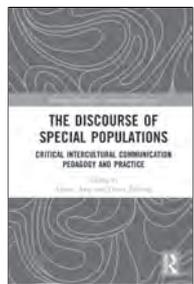
Market: Rhetoric

August 2018: 254 x 178: 336pp

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The Discourse of Special Populations

Critical Intercultural Communication Pedagogy and Practice



Edited by Ahmet Atay, The College of Wooster, USA and Diana Trebing, Saginaw Valley State University, USA

Series: Routledge Research in Communication Studies

The term "special population" has a particular role in the discourse of higher education. This book uses the term as an umbrella term for any student who tends to be underrepresented on college campuses and has a very specific set of unique needs: among others, individuals with physical and learning disabilities, international students, ethnic minorities, LGBTQ students, single parents, and first generation and other non-traditional student groups. This book uses the framework of critical intercultural communication pedagogy to generate a discussion about pedagogical issues surrounding these students,

focusing on culturally sensitive pedagogical methods to educate *all* students.

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July 2018: 235 x 187: 416pp

Hb: 978-0-415-41782-2: **£175.00**Pb: 978-1-138-28527-9: **£78.99**

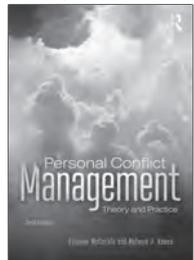
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Suzanne Mccorkle, Boise State University, USA and Melanie Reese, Boise State University, USA

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This book also explores how gender, race, culture, generation, power, emotional intelligence, and trust affect how individuals perceive conflict and choose conflict tactics. Detailed attention is given to the role of listening and both competitive and cooperative negotiation tactics.

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Jason Schmitt and Arthur Koch, Professor Emeritus

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June 2018: 229 x 178: 296pp

Hb: 978-1-138-08218-2: **£120.00**Pb: 978-1-138-08219-9: **£64.99**

eBook: 978-0-203-72856-7

* For full contents and more information, visit: www.routledge.com/9781138082182**Re-Imagining Our Relationships**

Communication that Brings People Together

Douglas L. Kelley, Vincent R. Waldron and Dayna N. Kloeber

Reimagining Our Relationships: Practicing Forgiveness and Reconciliation synthesizes early research and writing on forgiveness along with recent research by communication and psychology scholars, and new directions that forgiveness work has taken the field, with an emphasis on community applications and reconciliation. Written by award winning scholars in forgiveness communication, the book makes the important area of forgiveness and reconciliation research accessible to students in courses focused on personal relationships, conflict, and family studies.

Routledge

Market: Interpersonal Communication

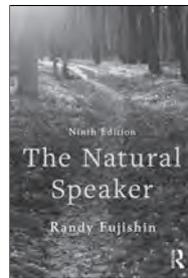
May 2018: 229 x 152: 224pp

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Randy Fujishin

The Natural Speaker is a friendly step-by-step guide to public speaking that explores the fundamental skills necessary to present a natural, and rewarding speech to any audience. By providing an overview of speech construction, practice, and delivery, this book is designed to enhance and improve upon students' natural strengths. This ninth edition has been updated throughout to reflect the integration of online media in public speaking today—with sections on digital visual aids, digital note taking, and speaking on YouTube—and now features guidance on speaking to multicultural audiences.

Routledge

Market: Communication

April 2018: 229 x 152: 228pp

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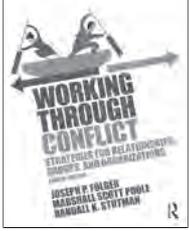
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Joseph Folger, Marshall Scott Poole and Randall K. Stutman, CRA, Inc., USA

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up-to-date research and case examples, suggested readings and video resources, and integrated questions for review and discussion.

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Market: Communication

November 2017: 235 x 187: 334pp

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Theory and Practice

Sophie Lecheler and Claes H De Vreese

News framing helps to determine what role news media play in people's lives on a daily basis, and how they are able to change how we think and act. *News Framing Effects Research* offers an authoritative and comprehensive introduction to research on news framing effects, one of the most widely used theories within the research of communication and journalism studies today. Sophie Lecheler and Claes de Vreese present an accessible and clearly structured guide to understanding the theory of news framing effects and practical guidance on how to undertake research using it, with a step by step approach to help readers to explore and answer key research questions.

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Market: Journalism

June 2018: 234x156: 176pp

Hb: 978-1-138-63268-4: **£95.00**Pb: 978-1-138-63270-7: **£24.99**

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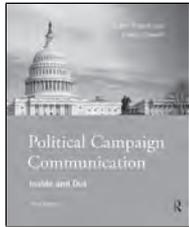
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Inside and Out

Larry Powell and Joseph Cowart



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* For full contents and more information, visit: www.routledge.com/9781138291829**Strategic Communication and Deformative Transparency**

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Isaac Nahon-Serfaty, University of Ottawa, Canada

Series: *Routledge Research in Communication Studies*

"This book illustrates commonly used discourses of extremists, radicals, and organizations advocating for difficult causes. Emergent communication technologies enhance the outrageous character of images and metaphorical expressions aimed to capture the imagination, attention, and interest of distracted and increasingly fragmented audiences. Dr. Nahon-Serfaty's strong academic and professional authority adds legitimacy to this innovative scholarship." *Juan-Carlos Mollada, University of Florida, USA.*

Routledge

Market: Strategic Communication/Political Communication/Health

November 2018: 229 x 152: 232pp

Hb: 978-1-138-65665-9: **£105.00**

eBook: 978-1-315-62180-7

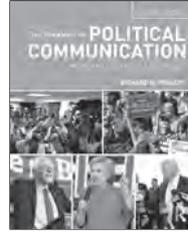
* For full contents and more information, visit: www.routledge.com/9781138656659

2nd Edition · TEXTBOOK · READER

The Dynamics of Political Communication

Media and Politics in a Digital Age

Richard M. Perloff, Cleveland State University, USA



The Dynamics of Political Communication: Media and Politics in a Digital Age, Second Edition explores these issues and guides us through current political communication theories and beliefs by detailing the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the discipline. Designed to provide an understanding and appreciation of the principles involved in political communication along with methods of research and hypothesis-testing, each chapter includes materials that challenge us by encouraging reflection on controversial matters

and providing links to online examples of real-life political communication.

Routledge

Market: Communication/Politics

October 2017: 235 x 187: 500pp

Hb: 978-1-138-65164-7: **£110.00**Pb: 978-1-138-65165-4: **£59.99**

eBook: 978-1-315-62442-6

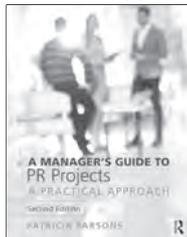
Prev. Ed Pb: 978-0-415-53184-9

* For full contents and more information, visit: www.routledge.com/9781138651654

2nd Edition • TEXTBOOK • READER

A Manager's Guide to PR Projects

A Practical Approach



Patricia Parsons

A Manager's Guide to PR Projects, Second Edition provides hands-on guidance in planning the preliminary research for a public relations project and creating a plan to achieve specific goals, guiding the reader through managing the project's implementation. It contains worksheets that can be used for a visual representation of the planning process for both student edification and presentation to clients. Intended as a learning tool for use in both the class and beyond, this book's approaches are based on real experiences in the management of communications projects designed to meet organizational goals

through achieving public relations objectives.

Routledge

Market: Public Relations

November 2017: 279 x 216: 108pp

Hb: 978-1-138-09992-0: **£110.00**Pb: 978-1-138-09993-7: **£29.99**

eBook: 978-1-315-10385-3

Prev. Ed Pb: 978-0-805-84547-1

* For full contents and more information, visit: www.routledge.com/9781138099937

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Cases in Public Relations Management

The Rise of Social Media and Activism

Patricia Swann, Utica College, USA

Developed for advanced students in public relations, *Cases in Public Relations Management* uses recent cases in public relations that had outcomes varying from expected to unsuccessful. The text challenges students to think analytically, strategically, and practically. Each case is based on real events, and is designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager.

Routledge

Market: Public Relations

May 2018: 235 x 187: 596pp

Hb: 978-1-138-08886-3: **£110.00**Pb: 978-1-138-08887-0: **£32.99**

eBook: 978-1-315-10958-9

Prev. Ed Hb: 978-0-415-51770-6

* For full contents and more information, visit: www.routledge.com/9781138088863

TEXTBOOK • READER

Data Driven Public Relations

Practice and Application

Jim Eggenesperger and Natalie Redcross

Big data is at the forefront and of growing importance to the future of public relations. *Data-Driven Public Relations* is the first book for PR students and practitioners to offer an overview of big data and its applications for real-world PR campaigns and strategic planning. The book presents a practical, accessible approach that requires no prior training or experience, with easy to follow step-by-step measurement examples from existing campaigns. Using Excel, the book enables readers to export lessons from the classroom to the office, where use of statistical packages is rare and can give PR practitioners the advantage over competitors.

Routledge

Market: Public Relations/Communications

September 2018: 235 x 187

Hb: 978-1-138-71706-0: **£95.00**Pb: 978-1-138-71707-7: **£39.99**

eBook: 978-1-315-19668-8

* For full contents and more information, visit: www.routledge.com/9781138717060**Intercultural Public Relations**

Theories for Managing Relationships and Conflicts with Strategic Publics

Edited by Lan Ni, Qi Wang and Bey-Ling Sha

The purpose of this book is to provide a theory-driven, empirically tested framework that will guide practical solutions for effective intercultural public relations practice. Mainly following an intercultural approach (i.e., how individuals and entities with dissimilar cultural identities interact and negotiate to solve problems and reach mutually satisfying outcomes), this book offers a theory-driven, empirically tested framework using various levels of analysis and incorporating the use and challenges of social media.

Routledge

Market: Communication

December 2018: 229 x 152: 224pp

Hb: 978-1-138-18921-8: **£125.00**Pb: 978-1-138-18922-5: **£34.99**

eBook: 978-1-315-64173-7

* For full contents and more information, visit: www.routledge.com/9781138189218

2nd Edition • NEW EDITION

Public Relations and Social Theory

Key Figures, Concepts and Developments

Edited by Øyvind Ihlen, University of Oslo, Norway, Betteke Van Ruler, University of Amsterdam, The Netherlands and Magnus Fredriksson, University of Trollhattan, Sweden

Series: Routledge Communication Series

Public Relations and Social Theory: Key figures, Concepts and Developments, Second Edition broadens the theoretical scope of public relations studies by applying the work of a group of prominent social theorists to make sense of the practice. The volume focuses on the work of key social theorists, including Max Weber, Karl Marx, John Dewey, Jürgen Habermas, Niklas Luhmann, Michel Foucault, and many more. Each chapter is devoted to an individual theorist, providing an overview of that theorist's key concepts and contributions, and exploring how these can be applied to public relations as a practice.

Routledge

Market: Public Relations

May 2018: 229 x 152: 472pp

Hb: 978-1-138-28129-5: **£110.00**Pb: 978-1-138-28130-1: **£39.99**

eBook: 978-1-315-27123-1

Prev. Ed Hb: 978-0-415-99785-0

* For full contents and more information, visit: www.routledge.com/9781138281295

TEXTBOOK • READER

Public Relations Writing

A Worktext for Students, Practitioners and Educators

Whitney Lehman

Public Relations Writing is a guide for those in the classroom and in the field who want to learn, and master, the style and techniques of public relations writing. From pitches and press releases to news and feature stories to social media writing and more, it breaks down the most widely used types of public relations writing that you need to become a PR pro. In 16 user-friendly chapters, the book offers a comprehensive overview of the most popular forms of public relations writing, focusing on media relations, storytelling, writing for the web/social media, business correspondence, event planning and media kits. It is accessible for PR students, practitioners and educators alike.

Routledge

Market: Public Relations Writing

September 2018: 235 x 187: 188pp

Hb: 978-0-815-36529-7: **£110.00**Pb: 978-0-815-36528-0: **£43.99**

eBook: 978-1-351-26192-0

* For full contents and more information, visit: www.routledge.com/9780815365297

Reputational Challenges in Sport

Theory and Application

Edited by **Andrew Billings**, **W Timothy Coombs** and **Kenon Brown**

Reputational Challenges in Sport explores the intersection of reputation, sport, and society. In doing so, the book advances theory and then explores individual, team, and organizational applications from varied methodological perspectives as they relate to reputation and identity management and crisis orientations. The book provides a synthesis of previous works while offering a contemporary advancement of these subjects from a variety of epistemological approaches. It gives voice to variety of perspectives that offer a robust advancement of issues relating to reputation, sport, and modern society.

Routledge

Market: Sport Communication/Public Relations

June 2018: 229 x 152: 240pp

Hb: 978-1-138-05599-5: **£110.00**

Pb: 978-1-138-05600-8: **£29.99**

eBook: 978-1-315-16560-8

* For full contents and more information, visit: www.routledge.com/9781138055995

2nd Edition • TEXTBOOK • READER

Activism and Rhetoric

Theories and Contexts for Political Engagement

Edited by **Seth Kahn** and **JongHwa Lee**, Loyola Marymount University, USA

Now in its second edition, *Activism and Rhetoric: Theories and Contexts for Political Engagement* continues to examine the role of rhetoric in today's culture of democratic activism. Unique with its narrative tone, this collection of writings offers analysis of the work rhetoric plays in democratic principles and practices. This text provides explicit articulation of how activist rhetoric differs from the kinds of deliberative models that rhetoric has exalted for centuries. New to this edition are segments on Black Lives Matter, the LGBTQ community, social media environments, globalization, and environmental activism.

Routledge

Market: Rhetoric/Politics

November 2018: 229 x 152: 208pp

Hb: 978-1-138-50170-6: **£110.00**Pb: 978-1-138-50171-3: **£29.99**

eBook: 978-1-315-14453-5

Prev. Ed Hb: 978-0-415-87855-5

* For **full contents** and more information, visit: www.routledge.com/9781138501706**Commonplaces of Scientific Evidence in Environmental Discourses**

Denise Tillery, University of Nevada Las Vegas, USA

Series: Routledge Studies in Technical Communication, Rhetoric, and Culture

This book focuses on the uses of scientific evidence within three types of environmental discourses: popular nonfiction books about the environment; traditional and social media texts created by a grassroots environmental group; and a set of data displays that make arguments about global warming in a variety of media and contexts. It traces the operations of eight commonplaces about science and shows how they recur throughout these contexts, starting with Rachel Carson's *Silent Spring* and ending with contemporary blogs and social media.

Routledge

Market: Rhetoric/Environmental Communication

November 2017: 229 x 152: 168pp

Hb: 978-1-138-04822-5: **£110.00**

eBook: 978-1-315-17031-2

* For **full contents** and more information, visit: www.routledge.com/9781138048225**Emotion, Affect, and Rhetorical Persuasion in Mass Communication**

Theories and Case Studies

Edited by **Lei Zhang** and **Carlton Clark**, Lecturer at University of Wisconsin-Lacrosse

This volume examines the interplay between affect theory and rhetorical persuasion in mass media communication. It is divided into three sections—*affect theory*, *general case studies*, and *case studies on the 2016 U.S. Presidential Election*—and offers perspectives from authors around the world. With chapter-by-chapter discussion questions, as well as links to further research online, this text offers both a theoretical overview and the latest research in the field. Interdisciplinary in approach, it will be of use to advanced undergraduate and graduate students in communication, rhetoric, political science, social psychology, sociology, and cultural studies.

Routledge

Market: Communication/Rhetoric

September 2018: 229 x 152: 224pp

Hb: 978-0-815-37438-1: **£110.00**Pb: 978-0-815-37439-8: **£29.99**

eBook: 978-1-351-24237-0

* For **full contents** and more information, visit: www.routledge.com/9780815374381**Fifty Years of Rhetoric Society Quarterly**

Selected Readings, 1968-2018

Edited by **Joshua Gunn** and **Diane Davis**

Fifty Years of Rhetoric Society Quarterly: *Selected Readings, 1968-2018* celebrates the semicentennial of Rhetoric Society Quarterly, bringing together the most influential essays included in the journal over the past fifty years. Assessed by members of the Rhetoric Society of America, this collection provides advanced undergraduate and graduate students with a balanced perspective on rhetorical theory and practice from scholars in both communication studies and rhetoric and writing studies. The volume covers a range of themes, from the history of rhetorical studies, writing and speaking pedagogy, and feminism, to the work of Kenneth Burke, the rhetoric of science, and rhetorical agency.

Routledge

Market: Rhetoric

May 2018: 229 x 152: 488pp

Hb: 978-1-138-08670-8: **£100.00**Pb: 978-1-138-08671-5: **£36.99**

eBook: 978-1-315-10888-9

* For **full contents** and more information, visit: www.routledge.com/9781138086708

TEXTBOOK • READER

From Student to Scholar

A Guide Through the Dissertation Stage of Doctoral Programs

Keith Hjortshoj, John S. Knight Writing Program, Cornell University

From Student to Scholar guides graduate students through the "hidden" developmental transition required in writing a dissertation and moving beyond, to become a successful scholar. Identifying common rhetorical challenges across disciplines, author Hjortshoj demonstrates how to accommodate evolving audiences, motivations, standards, processes, and timelines. One full chapter has been devoted to "writing blocks", and another offers advice to international and non-native English students. This volume is an important addition to graduate thesis seminars and composition courses, as well as an invaluable reference for writing centers, workshops, and learning support centers.

Routledge

Market: Composition

August 2018: 229 x 152: 200pp

Hb: 978-1-138-56942-3: **£110.00**Pb: 978-1-138-56944-7: **£39.95**

eBook: 978-0-203-70426-4

* For **full contents** and more information, visit: www.routledge.com/9781138569423**Humanizing Visual Design**

The Rhetoric of Human Forms in Practical Communication

Charles Kostelnick, Iowa State University, USA

Series: Routledge Studies in Technical Communication, Rhetoric, and Culture

This book analyzes the role that human forms play in visualizing practical information and in making that information understandable, accessible, inviting, and meaningful to readers. Drawing on historical and contemporary examples, the book explores the many rhetorical purposes that human forms play in functional pictures, including empowering readers, narrating processes, visualizing social and cultural identities, and evoking pathos appeals. The book is aimed at scholars, teachers, and practitioners in business, technical, and professional communication as well as an interdisciplinary audience in rhetoric, art and design, journalism, engineering, marketing, science, and history.

Routledge

Market: Visual Rhetoric/Technical Communication

May 2018: 229 x 152: 256pp

Hb: 978-1-138-07151-3: **£110.00**

eBook: 978-1-315-11462-0

* For **full contents** and more information, visit: www.routledge.com/9781138071513

Involving the Audience

A Rhetoric Perspective on Using Social Media to Improve Websites

Lee Ann Kastman Breuch, University of Minnesota

Series: *ATTW Series in Technical and Professional Communication*

Involving the Audience: A Rhetoric Perspective on Using Social Media to Improve examines the usability challenges raised by large complex websites and proposes ways the social web can expand usability research to address these new challenges. Using the website healthcare.gov as an initial illustration, it explains how large complex websites are inherently challenged by open-ended, interactive tasks that often have multiple pathways to completion. These challenges are illustrated through two case studies, each addressing the launch of an interactive, complex website designed for a large public audience.

Routledge

Market: Communication

May 2018: 229 x 152: 112pp

Hb: 978-0-815-38453-3: £110.00

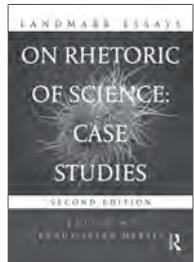
Pb: 978-0-815-38454-0: £29.99

eBook: 978-1-351-20419-4

* For full contents and more information, visit: www.routledge.com/9780815384533

2nd Edition · TEXTBOOK · READER

Landmark Essays on Rhetoric of Science: Case Studies



Edited by Randy Allen Harris

Series: *Landmark Essays Series*

Now in its Second Edition, *Landmark Essays on Rhetoric of Science: Case Studies* presents fifteen iconic essays in science studies, rhetorical criticism, and argumentation. Integral to the launch of the Landmark Essays series and renowned for its impact on the then-nascent field of rhetoric of science, this volume returns with a revised introduction and updated contributions to the field, including the work of Leah Ceccarelli, James Wynn, Ashley Rose Mehlenbacher, and Carolyn R. Miller.

Routledge

Market: Communication

November 2017: 246x174: 346pp

Hb: 978-1-138-69588-7: £115.00

Pb: 978-1-138-69589-4: £39.99

* For full contents and more information, visit: www.routledge.com/9781138695894

TEXTBOOK · READER

Landmark Essays on Rhetoric of Science: Theories, Themes, and Methods

Edited by Randy Allen Harris

Series: *Landmark Essays Series*

Landmark Essays in Rhetoric of Science: Theories, Themes, and Methods is a companion to the successful *Landmark Essays in Rhetoric of Science: Case Studies* volume. Whereas the case studies volume looked at the production of science somewhat neutrally as objects of study, *Theories, Themes, and Methods* contains works that covers the relation of rhetoric to truth and knowing, and the importance of understanding science not as a privileged, autonomous, sacrosanct enterprise, but as a set of value-saturated, profoundly influential rhetorical practices.

Routledge

Market: Communication

October 2018: 254 x 178: 288pp

Hb: 978-1-138-69591-7: £115.00

Pb: 978-1-138-69592-4: £39.99

* For full contents and more information, visit: www.routledge.com/9781138695917

TEXTBOOK · READER

Landmark Essays on Rhetorical Genre Studies

Edited by Carolyn Miller and Amy Devitt, University of Kansas, Department of English

Series: *Landmark Essays Series*

Landmark Essays on Rhetorical Genre Studies brings together seminal readings beginning with Aristotle and working all the way up to the most current, cutting edge writing on genre studies. It reviews and synthesizes this lively and complex field, making touchstone essays readily available for students and academics alike. This collection explores rhetorical genre studies research across a range of disciplinary interests but with a specific focus on rhetoric and composition and will be of interest to students and scholars working on topics related to professional and technical writing, composition, rhetoric and linguistics.

Routledge

Market: Rhetoric

October 2018

Hb: 978-1-138-04769-3: £110.00

Pb: 978-1-138-04770-9: £34.99

* For full contents and more information, visit: www.routledge.com/9781138047693

TEXTBOOK · READER

Landmark Essays on Writing Program Administration

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Series: *Landmark Essays Series*

Landmark Essays on Writing Program Administration is a narrative guide to the field's primary concerns and an archive of its scholarly practices before and since the formation of the Council of Writing Program Administrators in the early 1970s. The covers recent scholarship and highlights the earliest instances of scholarly presence by and about WPAs. This Landmark volume is the cornerstone resource for new Writing Program Administrators and graduate student to go when seeking an ever-important overview of the literature on Writing Program Administration. The book makes it easy for new scholars and students to collect and understand the field in a coherent way.

Routledge

Market: Rhetoric

October 2018: 246x174

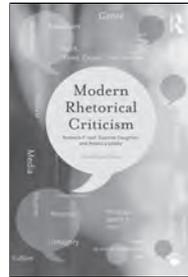
Hb: 978-1-138-71534-9: £110.00

Pb: 978-1-138-71535-6: £34.99

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Modern Rhetorical Criticism



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

A comprehensive and up-to-date introduction to the analysis of public rhetoric, *Modern Rhetorical Criticism* teaches readers how to examine and interpret rhetorical situations, ideas, arguments, structure, and style. The text covers a wide range of critical techniques, from cultural and dramatic analysis to feminist and Marxist approaches. A wealth of original criticism demonstrates how to analyze such diverse forms as junk mail, campaign speeches, and popular entertainment, as well as literature.

Routledge

Market: Rhetoric

December 2017: 229 x 152: 358pp

Hb: 978-1-138-70248-6: £148.00

Pb: 978-1-138-70249-3: £74.99

eBook: 978-1-315-20358-4

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

TEXTBOOK · READER

On African-American Rhetoric

Keith Gilyard and Adam J. Banks

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

Routledge

Market: Communication/African American Rhetoric

April 2018: 229 x 152: 168pp

Hb: 978-1-138-09042-2: **£110.00**Pb: 978-1-138-09044-6: **£29.99**

eBook: 978-1-315-10863-6

* For full contents and more information, visit: www.routledge.com/9781138090422

TEXTBOOK · READER

Readings in Rhetorical Fieldwork

Edited by Samantha Senda-Cook, Aaron Hess, Arizona State University, USA, Michael Middleton, University of Utah and Danielle Endres

Readings in Rhetorical Fieldwork brings together a top-notch collection of essays highlighting the development of fieldwork in rhetorical criticism. Presenting a wide variety of approaches, the volume begins with a section on the fundamentals and then examines five topics: *Space & Place*; *Memory*; *Publics and Counterpublics*; *Advocacy & Activism*; and *Science, Technology, & Medicine*. Within these sections, readers evaluate a full spectrum of methods, from interviews, to oral histories, to participant observation. This volume is invaluable for advanced undergraduate and graduate students of rhetorical criticism, rhetorical fieldwork, and qualitative methods.

Routledge

Market: Rhetoric/Communication

November 2018: 229 x 152: 432pp

Hb: 978-0-815-39254-5: **£110.00**Pb: 978-0-815-39255-2: **£29.99**

eBook: 978-1-351-19047-3

* For full contents and more information, visit: www.routledge.com/9780815392545**Rhetorical Strategies for Professional Development**

Investment Mentoring in Classrooms and Workplaces

Elizabeth J. Keller

Series: Routledge Studies in Rhetoric and Communication

This book extends current research and scholarship around mentoring and learning theory, illustrating how mentoring creates, enacts, and sustains multidisciplinary learning in a variety of school, work, and community contexts. In so doing, it examines the relationship between teaching and mentoring, acknowledges the rhetorical invention of mentoring, and recognizes the intersection of gender identity (as a cultural and identity signifier or marker) and mentoring. It uses mentoring as a way to reimagine value-added approaches to research and teaching practices in Rhetoric and Composition.

Routledge

Market: Rhetoric and Composition/Professional Communication

July 2018: 229 x 152: 192pp

Hb: 978-0-815-37174-8: **£110.00**

eBook: 978-1-351-24618-7

* For full contents and more information, visit: www.routledge.com/9780815371748**Rhetorical Theory and Praxis in the Business Communication Classroom**

Edited by Kristen Getchell and Paula Lentz

Rhetorical Theory and Praxis in the Business Communication Classroom focuses on demonstrating the relationship between rhetorical theory and teaching and learning transferable to real professional communication contexts. The volume includes topics such as invention and prewriting, genre awareness in business communication theory, the role of big data in message strategy, social media and memory, and the connection between rhetorical theory and entrepreneurship. Through these essays, the business communication teacher, program administrator, and practitioner will gain insight into the rhetorical considerations that impact business communication.

Routledge

Market: Rhetoric and Communication

October 2018: 229 x 152: 128pp

Hb: 978-0-815-35441-3: **£110.00**Pb: 978-0-815-35442-0: **£29.99**

eBook: 978-1-351-13287-9

* For full contents and more information, visit: www.routledge.com/9780815354413**The Routledge Handbook of Digital Writing and Rhetoric**

Edited by Jonathan Alexander, University of California Irvine, USA and Jacqueline Rhodes, California State University San Bernardino, USA

Series: Routledge Handbooks in Communication Studies

This companion brings together scholars from around the globe who contribute to our understanding of digital rhetoric changing the written landscape. Increasingly, all of us must navigate networks of information, and understand the changing dynamics of authoring, writing, reading, and publishing in a world of rich and complex texts. Given such changes, we need to consider how the very act of *writing* itself is undergoing potentially fundamental changes. These changes are increasingly being addressed by the emerging field of digital rhetoric, which attempts to understand the rhetorical possibilities and affordances of writing, broadly defined, in a wide array of digital environments.

Routledge

Market: Rhetoric and Writing/Digital Media

April 2018: 254 x 178: 512pp

Hb: 978-1-138-67136-2: **£180.00**

eBook: 978-1-315-51849-7

* For full contents and more information, visit: www.routledge.com/9781138671362

TEXTBOOK · READER

The Routledge Reader of African American Rhetoric

The Longue Duree of Black Voices

Edited by Vershawn Ashanti Young, University of Kentucky, USA and Michelle Bachelor Robinson, University of Alabama, USA

Series: Race and Politics

The *Routledge Anthology of African American Rhetoric* is a compendium of primary texts, including dialogues, creative works, critical articles, essays, folklore, interviews, news stories, songs, raps, and speeches that are performed or written by African Americans. Both the book as a whole and the various selections in it speak directly to the artistic, cultural, economic, social, and political condition of African Americans from the enslavement period in America to the present, as well as to the



Black Diaspora.

Routledge

Market: Communication

March 2018: 254 x 178: 968pp

Hb: 978-0-415-73105-8: **£150.00**Pb: 978-0-415-73106-5: **£66.99*** For full contents and more information, visit: www.routledge.com/9780415731058

Citizenship and Advocacy in Technical Communication

Scholarly and Pedagogical Perspectives

Edited by **Godwin Agboka**, University of Houston-Downtown and **Natalia Matveeva**

Series: ATTW Series in Technical and Professional Communication

Over the years, technical communication has embraced and promoted notions of "education for the public good." A good advocate is assumed to ensure that users/audiences have their voices heard or their rights safeguarded. In *Citizenship and Advocacy in Technical Communication*, teachers, researchers, and practitioners will find a variety of theoretical frameworks, empirical studies, and teaching approaches to advocacy and citizenship. Specifically, the collection is organized around three main themes or sections: considerations for understanding and defining advocacy and citizenship locally and globally, engaging with the local and global community, and introducing advocacy in a classroom.

Routledge

Market: Technical Communication

June 2018: 229 x 152: 320pp

Hb: 978-1-138-56079-6: **£110.00**

Pb: 978-1-138-56080-2: **£29.99**

eBook: 978-0-203-71142-2

* For full contents and more information, visit: www.routledge.com/9781138560796

Communicating Project Management



Benjamin Lauren

Series: ATTW Series in Technical and Professional Communication

Communicating Project Management argues that the communication practices of project managers have necessarily become participatory, made up of complex strategies and processes solidly grounded in rhetorical concepts. The book draws on case studies across organizational contexts and combines individual experiences to investigate how project management relies on communication as teams develop products, services, and internal processes. The case studies also provide examples of how project managers can be understood

and studied as writers, further arguing project managers must approach communication as designed experience that must be intentionally inclusive.

Routledge

Market: Technical Communication/Project Management

April 2018: 229 x 152: 204pp

Hb: 978-1-138-04638-2: **£110.00**

Pb: 978-1-138-04642-9: **£29.99**

eBook: 978-1-315-17141-8

* For full contents and more information, visit: www.routledge.com/9781138046382

Creating Intelligent Content with Lightweight DITA

Carlos Evia

Series: ATTW Series in Technical and Professional Communication

Creating Intelligent Content with Lightweight DITA documents the evolution of the Darwin Information Typing Architecture (DITA), a widely used open standard for structuring technical content. This book introduces Lightweight DITA (LwDITA) as a proposed version of the standard that reduces its dependence on complex Extensible Markup Language (XML) structures and simplifies its authoring experience. This volume tries to reconcile discrepancies and similarities in methods for authoring technical content in industry and academia and so by reporting on DITA's evolution connected to a series of abstractions that authors face during the technical documentation process.

Routledge

September 2018: 229 x 152: 128pp

Hb: 978-0-815-39381-8: **£110.00**

Pb: 978-0-815-39382-5: **£29.99**

eBook: 978-1-351-18751-0

* For full contents and more information, visit: www.routledge.com/9780815393818

Directions in Technical Writing and Communication

Jay R Gould

Teachers of technical writing are frequently handicapped by a lack of material to back up discussions in the classroom and in textbooks. This title helps to overcome this weakness.

Routledge

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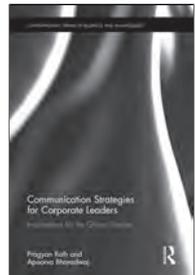
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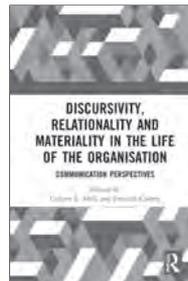
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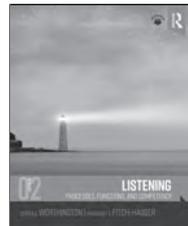
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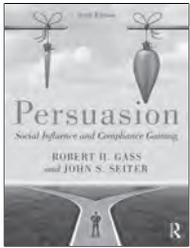
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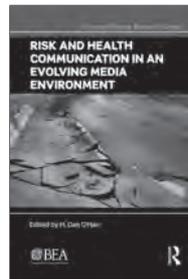
Routledge

Market: Education

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Focal Press

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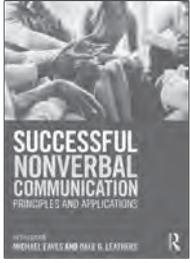
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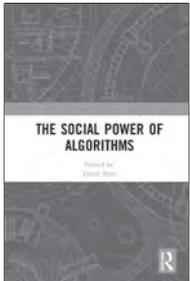
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Routledge

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