Communication

2014–2015 Catalog

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ARGUMENTATION AND CRITICAL THINKING

NEW EDITION!

ARGUMENTATION AND DEBATE, INTERNATIONAL EDITION, 13E
Austin J. Freeley, John Carroll University; David L. Steinberg, University of Miami

Widely praised, ARGUMENTATION AND DEBATE, 13E, International Edition uses a clear, concise, and engaging presentation that makes even complex material easy for students to understand. The authors have adapted the text over the years to match changing practices in debate and teaching while preserving classical and conventional approaches to learning debate. This edition retains its rhetorical roots with a flexible tone open to a diverse array of debate styles that is appropriate in the contemporary context. It values the importance of inclusion and sensitivity to differences of culture, gender, orientation, class and other factors as they impact communicative choices and argumentation. The authors have a preference for team topic evidence-based policy debate; however, the text strives to offer viable tools for a wide range of readers interested in improving their critical thinking for reasoned decision making.

NEW TO THIS EDITION
- The text is reorganized, beginning with foundations and classical traditions, logic and reasoning, progressing to the practice of academic debate, and concluding with applied and public debate.
- There is discussion of contemporary argumentation theory, from Perelman and Toulmin to an overview of informal logic and pragma-dialectics.
- Chapters cover critical and ethical approaches to debate and argumentation, as well as political campaign debates, covering history, impact and future with discussion of Presidential Campaign debates from Nixon/Kennedy through January 2012.
- The authors have updated the research chapter and provided a new appendix on debate and technology.
- A complete scripted appendix on debate and technology is included.

FEATURES
- ARGUMENTATION AND DEBATE is grounded in classical argumentation theory and informed by contemporary debate tournament practice. It is appropriate for students whose formal debate experience will begin and end with the debate course, as well as those who may continue to develop their debate experience by participating in intercollegiate or competitive debate events.
- Mini-glossaries and text boxes in each chapter highlight key vocabulary, concepts, lists, and processes.
- Each chapter offers time-tested exercises for experiential integration of student learning.
- Theory is exemplified with contemporary examples of public argumentation and discourse, as well as illustrations based in academic debate practice.
- Theory and critical-thinking tools will enrich readers’ participation in public and professional discourse, improve their skill set in public argument, and enrich their critical-listening capacities.

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of terms.

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THE ELEMENTS OF REASONING, INTERNATIONAL EDITION, 6E
Ronald Munson, University of Missouri, St. Louis; Andrew Black, University of Missouri, St. Louis

THE ELEMENTS OF REASONING, International Edition is a concise and lucid introduction to the basic elements of argumentative prose and the conceptual tools necessary to understand, analyze, criticize, and construct arguments. This text is not only perfect for a college course in argument analysis, but also as a reference tool when confronted with arguments outside the classroom experience. While THE ELEMENTS OF REASONING covers the standard formal tools of introductory logic, its emphasis is on practical applications to the kinds of arguments students most often encounter.

NEW TO THIS EDITION
• NEW! Deductive strategies were introduced in Chapter 4 along with illustrations of their use.
• NEW! Chapter 9 now includes worked out examples of how definitions can be employed to resolve serious problems.
• NEW! Fresh, focused and relevant exercises have been added to replace any which had become stale and dated. Actual, realistic cases were used and contrived ones avoided.
• NEW! Answers in the back of the text now contain more detailed discussions explaining the chosen “best” answer as well as, when appropriate, alternatives.

FEATURES
• Concise and easy-to-read, this text serves not only as a core text but is also an appropriate reference in many courses.
• The text features coverage of common methods of argument not included in most concise texts: causal reasoning, analogical reasoning, reasonable belief, and categorical logic.
• This book presents readily accessible treatment of real-life arguments, presented in a way that doesn't demand excessive theoretical preparation.

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© 2012, 240pp, Paperback, 9781111827618

BUSINESS AND PROFESSIONAL COMMUNICATION

BUSINESS AND PROFESSIONAL COMMUNICATION IN A DIGITAL AGE, INTERNATIONAL EDITION
Dr. Jennifer H. Waldeck, Chapman University; Patricia Kearney, California State University, Long Beach; Tim Plax, California State University, Long Beach

BUSINESS AND PROFESSIONAL COMMUNICATION IN A DIGITAL AGE, International Edition, is a comprehensive instructional package designed to build students’ business and professional communication
competence. The interactive, multimedia nature of this text emphasizes traditional and contemporary topics germane to business and professional contexts. The engaging online modules that accompany this text create an interactive, media-enhanced experience in the classroom, allowing students to develop an in-depth understanding of business and professional communication in the 21st century.

FEATURES

• The authors’ experience as business consultants and solid understanding of the demands of the contemporary workplace inform their commitment to helping students understand the complex and sensitive issues that today’s business communicators face.
• The text’s approach is based on an understanding of how new media and globalization have affected business communication practices. Our near-constant exposure to interactive media, and our personal and professional relationships that often span the globe, have changed the way we think, listen, and articulate ourselves in our interactions with employers, colleagues, and clients.
• The text supports today’s business realities: an emphasis on learning and development in organizations, and a reliance on web-enabled, self-directed learning and collaborative initiatives for training, development, and innovation.
• Three unique chapters on new media in the workplace, business consulting, and training in the workplace. The chapter on new media provides in-depth information about how to competently leverage what new communication technologies offer, including social media.
• Accompanying online modules offer interactive coverage of unique topics, such as how to navigate office politics, how to balance professional and personal lives, how to use social media for professional networking, how to negotiate a compensation package, and how to deal with job rejection.
• Fully interactive e-book and other online resources fully engage students who spend much of their time in a media-rich existence that offers dynamic and attractive content. The format and content of this text model how media exposure has influenced the way today’s audiences listen, think, and relate to information.

• “Putting Your Skills to Work” boxes highlight how students’ existing skills, such as being open to criticism in class discussions or studying for tests, can be applied in the workplace. These boxes help you answer the question “Why do I need to know this?”
• “Visualize! Practice!” interactive activities encourage students to apply theory, practice skills, and visualize themselves handling various workplace situations.
• “Link Out” activities direct students to interesting and relevant weblinks that illustrate and reinforce concepts discussed in the text
• “Check This Out” activities direct students to video and audio that illustrate and expand on chapter and module content, often asking students to answer critical thinking questions about what they watch and listen to.

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© 2013, 400pp, Paperback, 9781133309840

BUSINESS AND PROFESSIONAL COMMUNICATION IN THE GLOBAL WORKPLACE, INTERNATIONAL EDITION, 3E
H.L. Goodall, Jr., Director of the Hugh Downs School of Communication, Arizona State University; Sandra Goodall

What communication skills are essential in today’s global economy? BUSINESS AND PROFESSIONAL COMMUNICATION IN THE GLOBAL WORKPLACE, International Edition, provides a strong theoretical foundation of organizational communication for the business and professional communication course. Featuring coverage of the most up-to-date skill set available, the book considers the rapid changes in professional communication due to the global economy, advances in information technology, and an increasingly diverse workforce. The authors’ engaging narrative style, the unique CCCD model (Choosing, Creating, Coordinating, and Delivering) for building presentation competencies, and an integrated companion website combine to provide today’s definitive resource on professional communications.

NEW TO THIS EDITION
• To get students thinking globally, the new edition includes a “Global Profile for Success” feature in each chapter. By highlighting actual corporate policies and ideology espoused on corporate websites, students see how the techniques, strategies, processes, and concepts for communicating they read about are being practiced by the global companies they may work for someday.
• “Focus on Ethics” boxes placed throughout the text pose ethical situations that students may encounter in the global workplace. Students consider each situation from different viewpoints and perspectives. The “Focus on Ethics” scenarios can also be used as the base for writing, group, or impromptu speaking assignments.
• “Thinking Globally” boxes emphasize specific cultural situations that occur in the global workplace. For example, students imagine they are interviewing for a job in a different country or with a company based in another country. “Thinking Globally” questions can also be used as the basis of a resume, writing, or group exercise.
• The detailed case studies in each chapter allow students to put themselves in complex “real-world” workplace situations. At the end of each case study, students consider questions designed to expand the discussion beyond the facts presented so they learn to consider communication situations from different viewpoints and look beyond the obvious.

FEATURES
• A consistent model for building competencies is used in each chapter, the CCCD system: Choose (a communication goal and strategy), Create (the message), Coordinate (with other people), and Deliver (the message).
• Whether the task is an interview, an informative presentation, or a persuasive presentation, students can use the model to prepare for, and improve upon, their performance.
• A focus on information technologies underscores how tools such as email, cross-company networking, the Internet, PowerPoint®, and the telephone intersect with everyday interpersonal, group, team, and presentational business contexts.
• A “Focus on Ethics” feature in each chapter poses an ethical dilemma and offers discussion questions.
• Practical exercises are included throughout the text, and actual business consulting experience is emphasized.
CONTENTS

© 2010, 336pp, Paperback, 9780495567400

COMMUNICATING AS PROFESSIONALS, 3E
Raymond Archee, University of Western Sydney; Myra Gurney, University of Western Sydney; Terry Mohan

This text explains all the key communication concepts and effective strategies students will use to communicate as professionals, no matter what career they ultimately choose. It covers modern communication theory as well as essential practical skills such as active listening, verbal and non-verbal communication and negotiation.

NEW TO THIS EDITION
- NEW Chapter 5 dedicated to mediated communication, including social networking, with increased integration of these new communication forms throughout the text
- NEW Opening vignettes at the beginning of each chapter introduce and illustrate the chapter topics in a real-world context for students.
- NEW four colour design to enhance this well known text and further engage students.
- NEW author Myra Gurney joins the team to add to this strong text and assist in keeping the text current.

FEATURES
- NEW chapter 5 dedicated to mediated communication, including social networking, with increased integration of these new communication forms throughout the text makes students aware of the advantages and implications of using social media.
- Opening vignettes: Each chapter begins with an example or scenario introducing and illustrating the chapter topics to give students real-world context to modern communication theory and essential communication skills.
- Case studies throughout the text provide students with real-world scenarios of communication in practice. Comments on these case studies in the end of chapter material promote further discussion of communication theory and skills.
- Discussion questions and exercises at the end of each chapter help students link the concepts they have learnt to real-world situations and can be undertaken individually or in groups.
- Search Me! communication terms and relevant websites at the end of each chapter, and References at the end of the text enable readers to investigate the concepts further.
- NEW CourseMate Express Premium Website which brings course concepts to life with interactive learning, study, and exam preparation tools that support the textbook. Watch student comprehension soar! CourseMate Express Premium Website includes interactive teaching and learning tools including quizzes, flashcards, videos, and more, and Engagement Tracker, a first-of-its-kind tool that monitors student engagement in the course

CONTENTS
This best-selling text introduces students to the basic concepts and techniques needed to successfully communicate in today's business world, regardless of their business experience. Covering every aspect of the communication process, from organizational theory to culturally aware interpersonal communication obstacles and strategies for critical listening, this text will give students a competitive edge in any business situation, from the interview to making skilled presentations to assuming a leadership role. In addition, COMMUNICATING FOR RESULTS: A GUIDE FOR BUSINESS AND THE PROFESSIONS, 10E, International Edition offers students the chance to view online video clips of common professional scenarios and apply the concepts they are learning to the real world. Cheryl Hamilton's extensive knowledge of the field ensures that each scenario is realistic and offers an opportunity for students to see how they can apply communications theory outside the classroom to improve their chances for career success.

NEW TO THIS EDITION

- NEW Chapter 14, “Polishing Your Written Communications,” that walks readers through the best practices of written communication, helping to provide readers with critical information for ensuring that their writing is effective and professional. Writing tips, strategies, and examples are shared for everyday writing of emails and correspondence as well as more specialized forms of writing including resumes, letters of information, and letters of persuasion.

- UPDATED case studies in many chapters to highlight recent cases that students are familiar with and will then be able to refer back to and evaluate based on the chapter reading.

- UPDATED “Ethics” boxes throughout the text to now include “Ethics & Culture,” allowing readers to critically evaluate the impact that culture and ethics have on communication.

- UPDATED “It Really Works” boxed examples that show how chapter content is used successfully in the workplace.

- UPDATED: Technology in every chapter. For example, in Chapter 3, “Technology Barrier” has been added as well as a section on how the “Customer” today has changed due to social media, iPhones, YouTube, etc. Also, in Chapter 8, there is a section on how social media has changed the process of interviewing.

- UPDATED and expanded sections and examples of culture in each chapter. For example, see the expanded section on cultural differences in Chapter 3. Also, new and expanded sections in Chapter 6.

- NEW Career Activities are found at the end of each chapter to help readers put into practice what they have learned in the text reading.

- Each chapter has been thoroughly revised to reflect reviewer suggestions, current research, and current examples.

FEATURES

- A new appendix on business writing includes activities that can be completed in class, as a group, or online for a grade. In addition, all written communication pieces within the text are listed at the end of the table of contents for easy reference.

- New and updated pedagogical features include end-of-chapter group activities in each chapter, chapter-opening case studies and “Revisiting the Case Study” boxes, “Ethical Dilemma” boxes, and “It Really Works”
boxes.

CONTENTS

2. Communication in the Workplace.
3. Conflict, Culture, and Relationships.
4. Effective Listening.
6. Overcoming Obstacles to Communication in the Electronic Age.
7. Basic Information for All Types of Interviews.
8. The Employment Interview.
11. Informative Presentations: Selecting, Researching, Organizing, and Delivery.

© 2014, 528pp, Paperback, 9781285171838

COMMUNICATION THEORY

COMMUNICATION THEORIES IN ACTION, 3E
An Introduction (with InfoTrac®)
Julia T. Wood, University of North Carolina, Chapel Hill

This text introduces students to a select set of leading theories in the communication field and demonstrates how these theories apply to their lives. Chapters group theories coherently so that students can compare and contrast different approaches to particular interests in the field (for example: relationships, performance, language and mass communication).

NEW TO THIS EDITION

• New Chapter 13, “Frontiers of Theory,” includes coverage of postmodern theory.
• More than 80 new references included to ensure coverage of the most current theory and research in the field.
• Chapter 10, “Theories about Communication Communities,” has been thoroughly revised to include new coverage of critical race theory and standpoint theory.
• Chapter 11, “Theories of Mass Communication,” now includes new information on technologies pertaining to technological determinism theory.
• Chapter 12, “Critical Communication Theories,” includes new coverage of third wave feminism and multiracial feminist theories.
• New and updated coverage of dialectical theory.

FEATURES

• The author is highly regarded in her field. Wood was the Council for Advancement and Support of Education (CASE) and the Carnegie Foundation for the Advancement of Teaching North Carolinas 1998 Professor of the Year. She received the 1998 UNC Board of Governors Award for Teaching Excellence and was named a National Communication Associations (NCA) Distinguished Scholar in 1998.
• First-person writing style of author combined with unique “Opening” chapter and “Reflection” feature gives the text a personal tone that has been consistently praised by reviewers and students alike.
• Chapters are grouped to emphasize connections among theories in areas of the field. This prevents disjointed or fragmented presentation.
• Balance of scholarship and skills with in-chapter pedagogy: “Try It Out” activities show students how to apply theories to their own activities.

CONTENTS

Part One: THINKING ABOUT COMMUNICATION THEORY
Opening, 1. Communication as a Field of Study.
2. Understanding Communication Theories.

Part Two: COMMUNICATION THEORIES
5. Theories about Symbolic Activity.
6. Theories about Performance.
7. Theories about How People Construct Meaning.
8. Theories of Interpersonal Dynamics.
10. Theories about Communication Communities.
11. Theories of Mass Communication.
12. Critical Communication Theories.
13. The Frontiers of Theory.
14. Communication Theories in Action: A Final
Written by leading gender communication scholar Julia T. Wood, GENDERED LIVES, 11E introduces students to theories, research, and pragmatic information, demonstrating the multiple and often interactive ways that one’s views of masculinity and femininity are shaped within contemporary culture. With the most up-to-date research, balanced perspectives of masculinity and femininity, a personal introduction to the field, and a conversational first-person writing style, this engaging text encourages students to think critically about gender and society.

NEW TO THIS EDITION

• New topics added to the 11th edition include; the media-fueled controversy over whether women can have it all, transgender issues on campus and beyond, the “glass escalator” that accelerates advancement of men in female-dominated fields, workplace equity for low-wage workers, The Good Man Project, cyberbullying, workplace bullying, and reproductive violence.
• MORE COVERAGE of gays, lesbians, bisexuals, and transsexuals is included in this edition.
• THOROUGHLY REVISED Chapter 11 now includes more research, discussion, and examples of mass media, social media, and online environments and a new section on gender and social media.

• UPDATED research. This edition includes more than 180 new references.

FEATURES

• Balanced presentation of men’s and women’s communication issues includes topics such as the men’s movement and a newer initiative called the Good Man Project; men’s friendships; father/child relationships, including single fathers; and women’s issues concerning family, career, and balance.
• Coverage of the role of technology in communication, including the increasing use of social media, is integrated throughout the text and includes discussion of the effects of technology on gender communication and the connections between gender and media.
• “Knowledge Challenge” questions focus on issues that are often misunderstood and are covered in the chapter. These questions help students identify their assumptions about gender, communication, and culture before they begin the chapter.
• Student commentaries throughout the text vividly illustrate how students relate to gender communication issues.
• “Exploring Gendered Lives” boxes provide research, current events, and myths for students to explore and conclude by asking students’ opinion about issues raised in the feature.
• Each chapter concludes with questions for thought and discussion. These may be assigned for students to think about or to respond to in journal entries. The questions also may be prompts for class discussion.

CONTENTS

This bestselling intercultural communication text gives students an understanding and appreciation of different cultures and helps them develop practical skills for improving their communication with people from other cultures. COMMUNICATION BETWEEN CULTURES, 8E, International Edition is renowned for being the only text on the market to consistently emphasize religion and history as key variables in intercultural communication. Packed with the latest research and filled with numerous compelling examples that force students to examine their own assumptions and cultural biases, this book helps students understand the subtle and profound ways culture affects communication. The book is divided into four interrelated parts: Part I introduces the study of communication and culture; Part II focuses on the ability of culture to shape and modify our view of reality; Part III puts the theory of intercultural communication into practice; and Part IV converts knowledge into action.

NEW TO THIS EDITION

- The values chapter has been completely revised. Two new taxonomies have been added in addition to a new section on American values.
- The worldview chapter has been expanded. There is new information on Islam. Second, because of the increased interest and growth in secularism, this worldview has been greatly expanded.
- The impact of globalization on families, business, education, and intercultural communication in general has been expanded.
- There is a new section on the communication theory.
- The language chapter has been made more practical with added sections on taboo topics and the different ways culture actually use language, and an expanded section on translation and interpretation.
- Material on new technology is integrated into many of the chapters.

FEATURES

- Hundreds of new references and many new photographs.
- To make the book more practical, many of the chapters now have specific sections on ways to improve intercultural communication.
- Boxes such as “Remember This,” “Imagine This,” and “Consider This” encourage students to consider intercultural communication problems, answer questions, and think about concepts found within each chapter.
- Expanded discussions of Islam, other religious traditions, spirituality, and humanism, and their influence on views of death and the afterlife, as well as discussion of the impact of today’s globalized economy, necessary transnational cooperation to combat the war on terrorism, and the growth of India as an economic superpower.

CONTENTS


© 2013, 432pp, Paperback, 9781133492160
This new special, anniversary edition of INTERCULTURAL COMMUNICATION: A READER, celebrates 40 years of publication. In compiling this Fortieth Anniversary Edition, the editors reviewed over 600 articles from the previous 13 editions and selected those essays that educators, both in the United States and abroad, have considered foundational to intercultural communication teaching and research. These essays also illustrate the growth and direction of the field since the early 1970s. This edition offers a series of essays that enables students to gain an appreciation and understanding of intercultural communication. Material is presented in a context that assists students in comprehending and then applying course concepts to their lives. These core readings also demonstrate the historical development and philosophical evolution of the field. As with prior editions, the Reader continues to convey the idea that successful intercultural communication is a matter of highest importance in this globalized, interconnected world. The concluding chapter, “New Perspectives: Prospects for the Future,” contains five new essays by leading intercultural communication scholars. These original works offer insight into new directions for intercultural communication in the coming decades.

NEW TO THIS EDITION

- Forty foundational essays selected from previous editions, demonstrating how the field has evolved and expanded its description of intercultural communication.
- A final chapter containing five new essays by leading intercultural communication scholars demonstrating the field’s evolving directions.

FEATURES

- Discussion questions, following each article, encouraging students to think critically about the reading, deepen their understanding of key course concepts, and reflect on personal communication experiences in light of new ideas and insights.
- A diverse selection of articles written by authors from a wide range of academic disciplines, countries, and cultures, reflecting the global diversity and perspectives that characterize intercultural communication.

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© 2015, 528pp, Paperback, 9781285077390
actively engages students in interpersonal theories, ethics, and the understanding of social diversity while fostering skills students will apply in their everyday encounters. This new seventh edition integrates the latest communication research and devotes more attention to and provides additional exercises on active learning.

NEW TO THIS EDITION

• The seventh edition includes an increased emphasis on active learning.
• The “Engage Ideas” feature includes a question to engage students in active learning and a question to encourage students to connect chapter material to workplace content.
• In each chapter, strengthened attention to the workplace includes integrated research on on-the-job communication.
• Findings from more than 175 new sources reflect the latest research related to interpersonal communication.

FEATURES

• There is an emphasis on active learning with the “Everyday Applications” margin feature. The “Everyday Applications” icons point students to additional active learning exercises at the end of the chapter.
• “Assess Your Learning” review questions invite students to engage actively in further reflection and discussion of ideas.
• The “Engage Ideas” feature provides an increased emphasis on active learning and workplace application. At the end of each chapter, two questions are included—one question to engage students in active learning and one question to encourage students to connect chapter material to workplace content.
• Findings from more than 175 new sources reflect the latest research, such as the impact of validating communication between parents and adolescent children, new research demonstrating the success and failure rates of long-distance dating relationships, new coverage of forgiveness in relationships, and new attention to “family words” (invented words that enhance family cohesiveness).
• A robust CourseMate features a variety of resources that are mapped to key communication learning concepts as well as to specific chapter learning lists. Resources include an enhanced eBook, audio study tools, chapter downloads, interactive video activities, self-assessments, and Web resources available with the text.

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© 2013, 384pp, Paperback, 9781111841607

IPC (WITH COURSE Mate, INTERACTIVE VIDEO ACTIVITIES, INFOTRAC® 1-SEMICESTER PRINTED ACCESS CARD)

Richard West, Emerson College; Lynn H. Turner, Marquette University

West and Turner’s IPC empowers your students by providing both the knowledge and practical skills they need to make choices as effective communicators in today’s rapidly changing and technologically advanced society. The text eliminates the perceived division between theory and practice and clarifies their fundamental interconnections. The text powerfully supports skill development by exploring communication concepts in tandem with realistic scenarios and concrete behavior choices students can make in order to become more effective communicators. Rather than “telling” students how to communicate, the authors
provide a “toolbox” of key skills pertaining to each theory so students can actively choose and experiment with strategies appropriate for a given situation. Filled with realistic examples and scenarios that reflect the diversity and interactions of today’s students, IPC makes clear connections between theory, skills, and the life situations we all encounter on a daily basis.

FEATURES

• The key defining feature of this text is a true blend of theory with skills. Each chapter opens with a scenario in that illustrates the concepts presented in that chapter. This serves to put the concepts in context before the student even begins to work through the material.

• Closely related to this idea of theory and research is this idea of making choices. As individuals we are constantly making communication choices that have direct effects on our lives. The text will highlight this idea of choices throughout a definitive text and technology feature.

• An innovative combination of content delivery both in print and online provides a core text and a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys, and from interviews with faculty and students.

• Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.

• Chapter In Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation.

• Instructor Prep Cards at the back of the Instructor’s Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.

• A full suite of unique learning tools that appeal to different learning styles is available to students with the purchase of a new book. Quizzes, audio downloads, video podcasts, and more are only a click away.

1. Introduction to Interpersonal Communication.
3. Communication, Culture, and Identity.
5. Communicating Nonverbally.
6. Effective Listening.
8. Sharing Personal Information.
11. Technology and Interpersonal Communication.

© 2012, 272pp, Paperback, 9780495914549,

NEW TO THIS EDITION

• NEW VIDEOS FOR EACH CHAPTER FURTHER CLARIFY AND BUILD UPON KEY CONCEPTS. These all-new brief and focused videos accompanying
each chapter further explain or expand upon the concepts presented in the chapter. The Videos can be downloaded at your convenience at cengagebrain.com and are available in a variety of formats with captivating visual support, including meaningful animations, engaging lectures, and screen captures that display code.

- NEW “WANT MORE INFO?” FILES PROVIDE ADDITIONAL EXAMPLES AND EXPANDED EXPLANATIONS OF SPECIAL INTEREST TOPICS. These special “What More Info?” notes – an extremely popular feature in the author’s other programming books – now appear in this edition to direct readers to additional information on topics of particular interest. Notes throughout the text guide readers to PDF files available for download at cengagebrain.com. These extra PDFs contain additional examples and further explanations of topics covered in each chapter.

- NEW PDF FILES DESCRIBE HOW TO USE VARIOUS COMPILERS. Now your students can learn how to complete exercises throughout the text using various compilers with helpful new PDF files available for download on cengagebrain.com.

- NEW ORGANIZATION EMPHASIZES CLASSES AND OBJECTS FOR COMPREHENSIVE COVERAGE AND EASE OF USE. A full chapter is devoted to Classes and Objects in this edition, ensuring students have the skills they need to remain competitive. New appendices list common syntax errors and guide students to the helpful How To boxes throughout for a clean, easy-to-use presentation.

FEATURES

- ENGAGING VISUALS EFFECTIVELY USE CHARTS AND EXAMPLES TO CLARIFY CONCEPTS. Known for its functional visual style, this edition makes extensive use of flowcharts, IPO charts, and code examples throughout each chapter to clarify and illustrate key concepts at a glance.

- WEALTH OF HANDS-ON PRACTICE AND MEMORABLE EXAMPLES KEEP STUDENTS ENGAGED AND ACTIVELY LEARNING. This edition continues to provide a wide variety of practical exercises, labs, mini-quizzes, and contemporary examples to keep readers involved and enthusiastic about programming concepts.

- SPECIFIC, CLEARLY LABELED END-OF-CHAPTER EXERCISES PROVIDE A VARIETY OF WORKING

EXPERIENCES FOR READERS TO PRACTICE SKILLS LEARNED. All end-of-chapter exercises are leveled and clearly identified to guide reader practice. “Try This,” “Modify This,” and “Swat the Bugs” exercises keep practice enjoyable and interesting. Answers to “Try This” exercises at the end of each chapter give students immediate feedback to test their understanding, while leveled exercises demonstrate student progress.

- VISUAL STUDIO® 2012, AVAILABLE AS AN OPTIONAL BUNDLE FOR USE WITH THE BOOK, PROVIDES PROFESSIONAL HANDS-ON EXPERIENCE. Now your students can work with the popular, powerful Integrated Development Environment (IDE) — Microsoft® C++ 2012® — as they learn the skills of programming with C++. This further demonstrates the usefulness of the skills they are learning and better prepares readers for business success as readers use this tool to ensure quality code throughout the entire application lifecycle, from design to deployment.

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© 2014, 448pp, Paperback, 9781285070599
West and Turner's UNDERSTANDING INTERPERSONAL COMMUNICATION: MAKING CHOICES IN CHANGING TIMES, Enhanced Second Edition, empowers your students by providing both the knowledge and practical skills they need to make choices as effective communicators in today's rapidly changing and technologically advanced society. The text eliminates the perceived division between theory and practice and clarifies their fundamental interconnections. The text powerfully supports skill development by exploring communication concepts in tandem with realistic scenarios and concrete behavior choices students can make in order to become more effective communicators. Rather than “telling” students how to communicate, the authors list a “toolbox” of key skills pertaining to each theory so students can actively choose and experiment with strategies appropriate for a given situation. Filled with realistic examples and scenarios that reflect the diversity and interactions of today’s students, UNDERSTANDING INTERPERSONAL COMMUNICATION: MAKING CHOICES IN CHANGING TIMES, Enhanced Second Edition, makes clear connections between theory, skills, and the life situations we all encounter on a daily basis. This enhanced second edition includes the student workbook bound in at the end of the text, with chapter goals, outlines, interactive student activities, InfoTrac® activities, and journal entries.

NEW TO THIS EDITION

• The Interpersonal Explorer features highlight ways theory and skills are interrelated and present skill development as a process of making behavioral choices to become more effective communicators. Each box also references a related online activity and ABC News video.
• Imagine Yourself boxes highlight interpersonal communication in useful and familiar real-life contexts, including work, school, and families, to illustrate situations in which students must make interpersonal choices and prepare them to make those choices effectively.
• IPC in the News boxes provide interesting and informative examples of interpersonal communication in the media to illustrate key concepts and provide compelling examples of their real-life consequences.
• This second edition of UNDERSTANDING INTERPERSONAL COMMUNICATION includes more than 150 new references on topics such as Blogs, Web 1.0 and Web 2.0, Body Art and Tattoos, Internet Infidelity, “Final Conversations” before Death, Immigration and Xenophobia, Humor in Close Relationships, and Identity Play on the Internet.
• As part of an integrated suite of online resources, Interactive Video Activities allow students to watch and evaluate new Case in Point case studies and ABC News videos anytime, anywhere. Additionally, within the Resource Center, Interpersonal Simulations ask students to make a choice within a scenario, answer critical-thinking questions to consider the consequences of their choice, and then see the consequences for a few likely choices.

FEATURES

• Each chapter opens with an intriguing Case in Point scenario that helps students immediately and personally appreciate key communication concepts from self-perception to culture and identity to nonverbal communication. These scenarios feature people of diverse ages, backgrounds, and educational levels.
• Ethics & Choice boxes encourage students to consider the ethical implications of key topics and explore how their own ethics relate to communication choices.
• Communication Assessment Tests within each chapter allow students to build their skills by completing a self-assessment of their communication behaviors and attitudes and taking personal responsibility for their own skill development.
• The text frequently refers students to online Your Turn journal activities for personal self-reflection.
The authors also encourage critical thinking by presenting both the bright side and dark side of interpersonal communication to emphasize the importance of choice and a need to appreciate how our communication choices affect others.

- This enhanced second edition includes the student workbook bound in at the end of the text, with chapter goals, outlines, interactive student activities, InfoTrac® activities, and journal entries.

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1. Introduction to Interpersonal Communication.
5. Communicating Nonverbally.
6. Effective Listening.
8. Sharing Personal Information.
11. Technology and Interpersonal Communication.

Student Workbook.

© 2011, 672pp, Paperback, 9780495908753

**NEW TO THIS EDITION**

- NEW Chapter on Presentation Aids focuses on effective planning, creating, and using multimodal presentation aids, which have become integral to speech making in the 21st century. Plus, all chapters have been updated throughout to reflect current research in the field and with contemporary examples and new activities.

**FEATURES**

- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
- Tear-Out Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation.
- Instructor Prep Cards at the back of the Instructor's Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.
- Every 4LTR Press solution comes with CourseMate, the interactive digital component that offers a full suite of unique learning tools that appeal to different learning styles. Quizzes, audio downloads, video podcasts, and more are only a click away. (please make sure the resources you list pertain to your title and are available.)
- All of the content and resources you expect with a supplements package that is second to none including (specify).

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COMMUNICATE!, INTERNATIONAL EDITION, 14E

Rudolph F. Verderber, University of Cincinnati; Kathleen S. Verderber, Northern Kentucky University; Deanna D. Sellnow, University of Kentucky

Now in its 14th edition, this ground-breaking, market-leading fundamentals of human communication text helps students improve their communication competency by becoming proficient in using theory and research-grounded communication skills. Praised for its clear and concise writing style, this new edition includes increased coverage of how technology and social media are changing communication practices and offers guidelines for best practice. Lively contemporary examples and sample student speeches ground theory, increase comprehension, and help students become skillful communicators. COMMUNICATE!, 14E, International Edition engages students in active learning through theory, application and skill-building exercises including speech action step activities that guide students through the speech preparation process. The role of ethics in communication is integrated throughout the text, and students can also apply ethical principles to case situations.

NEW TO THIS EDITION

- Increased emphasis on the role of social media in communication within each chapter and in the NEW sequels at the end of each unit.
- NEW separate chapter on presentation aids focuses on effective planning, creating, and using multimodal presentation aids, which have become integral to speech making in the 21st century. Plus, all chapters have been updated throughout to reflect current research in the field and with contemporary examples and new activities.
- New features include The Audience Beyond, brief examples of the application of social media and technology relates to a given communication topic; Consider This, allows readers to consider how a communication concept might apply to their lives; and at the beginning of the chapter, What You’ll Learn and What You’ll Be Able to Do help students hone in on the chapter’s key concepts and how they’ll be able to apply these concepts to everyday life.
- Updated “Pop Comm!” essays throughout the text link communication concepts to popular culture. New topics include Self Monitoring and Celebrity Culture, The Help: Race and Stereotyping in Popular Culture, and Blurring the Lines: The Pragmatics of Tabloid and Mainstream Journalism, among others.
- Revised end-of-chapter material now called, Communicate! Resource and Assessment Center, includes a brief introduction about what to find on the Speech Communication CourseMate website, Key Terms list, Applying What You’ve Learned, Assessment Activities, and Skill Building Activities.
- NEW media literacy Bonus chapter.

FEATURES

- Communication Skill boxes provide a step-by-step guide for each of the communication skills presented in the text.
- Speech Action Steps provide a five-step process (with specific sub-steps) designed to guide students through a sequential speech planning process. (chapters 11-15).
- Sample Student Speeches are accompanied by an audience adaptation plan, an outline, and a transcript and analysis.

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Preface. UNIT I: PREQUEL: FOUNDATIONS OF

© 2014, 528pp, Paperback, 9781285068046

COMMUNICATING AS PROFESSIONALS, 3E
Raymond Archee, University of Western Sydney; Myra Gurney, University of Western Sydney; Terry Mohan

This text explains all the key communication concepts and effective strategies students will use to communicate as professionals, no matter what career they ultimately choose. It covers modern communication theory as well as essential practical skills such as active listening, verbal and non-verbal communication and negotiation.

NEW TO THIS EDITION

• NEW Chapter 5 dedicated to mediated communication, including social networking, with increased integration of these new communication forms throughout the text
• NEW Opening vignettes at the beginning of each chapter introduce and illustrate the chapter topics in a real-world context for students.
• NEW four colour design to enhance this well known text and further engage students.
• NEW author Myra Gurney joins the team to add to this strong text and assist in keeping the text current.

FEATURES

• NEW chapter 5 dedicated to mediated communication, including social networking, with increased integration of these new communication forms throughout the text makes students aware of the advantages and implications of using social media.
• Opening vignettes: Each chapter begins with an example or scenario introducing and illustrating the chapter topics to give students real-world context to modern communication theory and essential communication skills.
• Case studies throughout the text provide students with real-world scenarios of communication in practice. Comments on these case studies in the end of chapter material promote further discussion of communication theory and skills.
• Discussion questions and exercises at the end of each chapter help students link the concepts they have learnt to real-world situations and can be undertaken individually or in groups.
• Search Me! communication terms and relevant websites at the end of each chapter, and References at the end of the text enable readers to investigate the concepts further.
• NEW CourseMate Express Premium Website which brings course concepts to life with interactive learning, study, and exam preparation tools that support the textbook. Watch student comprehension soar! CourseMate Express Premium Website includes interactive teaching and learning tools including quizzes, flashcards, videos, and more, and Engagement Tracker, a first-of-its-kind tool that monitors student engagement in the course

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Part 1 Perspectives on professional communication
COMMUNICATION IN OUR LIVES, 7E
Julia T. Wood, University of North Carolina, Chapel Hill

COMMUNICATION IN OUR LIVES, Seventh Edition, provides everything students need to strengthen their interpersonal, group, public speaking, and media literacy skills—and demonstrates the value of communication in their own lives. Award-winning, forward-thinking scholar Julia T. Wood combines a strong focus on skills development with careful attention to the research and theory of today’s most prominent communication scholars, including current developments in cultural and social diversity and the impact of technology on communication. Consistently praised by instructors and students alike, the text features an engaging, personal tone, highly readable style, and frequent Student Voice sections that explore how past students have experienced key communication concepts. The text’s comprehensive coverage includes integrated attention to diversity, early emphasis on public speaking, and a unique chapter on the role of the media. It is also packed with interactive, online study tools that further assist your students as they explore human communication and become more confident and effective communicators.

NEW TO THIS EDITION
• A new emphasis of Health Communication has been integrated throughout the text. A new boxed feature, Health Communication, is presented in each chapter highlighting connections between communication and issues relevant to health. In-text examples and key discussions of this topic are also integrated throughout the text where appropriate.
• Chapter 7, Communication and Culture now covers key dimensions of cultural life (and intercultural differences).
• Chapter 11, Media and Media Literacy has been thoroughly revised and expanded to give substantial focus to social media and current research assessing the impact of social media on our lives.
• The Seventh Edition provides not only the most current research and literature but has also been streamlined to better fit the needs of the classroom to now have 16 chapters.

FEATURES
• In COMMUNICATION IN OUR LIVES, Seventh Edition, students read about communication theories, research, and skill and then apply them to their own lives through Communication Highlight boxes, which provide excerpts from primary source readings, and Sharpen Your Skills boxes, which include self-tests and brief activities.
• Coverage of social and cultural diversity is woven into each chapter not only to reflect our contemporary society but also to help students appreciate social diversity and its profound implications for how we communicate with others.
• Extensive public speaking coverage begins early in the text, with examples, exercises, and sample speeches with annotated commentary, all designed to support speaking as a key course component. Enriched attention to effective reasoning—including the Toulmin model—and discussion of fallacies in reasoning also help students master public speaking skills.
• Integrated into each chapter, case studies expand the conversation by allowing students to see how the theories and principles explored in the text play very real, important roles in everyday life. The scenarios...
and speeches featured in the case studies are also available as multimedia presentations.

• “Beyond the Classroom” appears at the end of chapters in Parts I and II. This feature offers suggestions for taking the material in the chapter beyond the classroom in three ways: considering the chapter’s relevance in the workplace, probing ethical issues raised in the chapter, and connecting chapter material to civic and social engagement with the broader world.

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NEW EDITION!

COMMUNICATION MOSAICS, 7E
An Introduction to the Field of Communication, International Edition
Julia T. Wood, University of North Carolina, Chapel Hill

Julia Wood, a leading scholar in the field of communication, brings us a new and extensively updated edition of COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, International Edition. This seventh edition retains the author’s signature first-person narrative style and holistic approach to the field of communication by first explaining the basic processes central to all communication contexts (listening, perceiving, using verbal and nonverbal communication, establishing climate), and then applying these processes to various contexts (interpersonal, small group, public, organizational, intercultural, mass communication, and personal and social media). Through reviewer and student-praised “Student Voices” features, seamless and thoughtful integration of diversity, skill-building pedagogy, and real-life examples, the text builds each student’s communication skills while providing a foundational survey for the discipline. Expose your students to the vast world of communication and give them the tools they need to become effective communicators in the twenty-first century with COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, International Edition.

NEW TO THIS EDITION

• Chapter 14, Mass Communication, now focuses more on how mass communication affects us and how we can use mass communication competently (media literacy) which helps to prepare students for this form of communication.

• Chapter 15, Digital Media, has been completed revised to include the types and uses of digital media, controversies surrounding digital media and guidelines for responsibly using digital media.

• Chapter 7, Creating Communication Climates, now includes an elaborated discussion of third-party conflict resolution—arbitration and mediation to help students more fully understand this communication process.

• Chapter 8, Adapting Communication to Cultures and Social Communities, now includes a new section on cultural values and discussion of the 5 dimensions of culture so that students will gain greater cultural competence.

• Chapter 11, Communication in Groups and Teams, now includes a new opening example of health care teams and contains a discussion of two decision-
making methods: standard agenda and nominal group technique.
• The research base for the book is enriched with the addition of 170 new references.
• A class or group activity entitled Reflect, Discuss, Apply has been added to the end material for each chapter to help readers critically evaluate important concepts in the text.
• Examples of today’s hot topics including communication in the workplace and digital media have been included throughout the text highlighting the prevalence and understanding of these issues.

FEATURES
• Julia Wood’s first-person narrative writing style and the text’s diverse student commentaries give the text a personal tone that quickly engages students in the material.
• Each chapter includes at least one “FYI,” “Sharpen Your Skill,” or “For Further Reflection and Discussion” box focused on engagement to point out material that highlights civic engagement or service learning for students. For example, students are encouraged to talk with a local business about its community service program.

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NONVERBAL COMMUNICATION IN HUMAN INTERACTION, INTERNATIONAL EDITION, 8E

Mark L. Knapp, University of Texas at Austin; Judith A. Hall, Northeastern University; Terrence G. Horgan, University of Michigan-Flint

NONVERBAL COMMUNICATION IN HUMAN INTERACTION, 8E, International Edition is the most comprehensive and readable compendium of research and theory on nonverbal communication available today. Written by a communication scholar and two social psychologists, the book offers an interdisciplinary approach to the study of nonverbal communication that shows how it affects a wide variety of academic interests. The theory and research included in this text comes from scholars with a wide variety of academic backgrounds, including communication, anthropology, counseling, psychology, psychiatry, and linguistics. The eighth edition includes new material on nonverbal messages and technology/media that covers the increasing amount of communication that is mediated by some form of technology and newly added text boxes that acquaint readers with cutting-edge research questions and findings, and appeal to the real-life concerns of students.

NEW TO THIS EDITION

• The text has been completely updated with the most recent research in nonverbal communication.
• Due to the increasing amount of communication that is mediated by some form of technology, we added new material throughout the book on nonverbal messages and technology/media.
• Newly added text boxes acquaint readers with cutting-edge research questions and findings, and appeal to the real-life concerns of students.

FEATURES

• Written by a communication scholar and two social psychologists, the book offers a scholarly, readable, and interdisciplinary approach to the study of nonverbal communication.
• The theory and research included in this text comes from scholars with a wide variety of academic backgrounds, including communication, anthropology, counseling, psychology, psychiatry, and linguistics.
• Extensive visuals and an engaging writing style help students easily understand and relate to the text’s content.
• Both students and established scholars will benefit from the in-depth coverage of research and the rich bibliography.

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© 2014, 528pp, Paperback, 9781285083513

ORGANIZATIONAL COMMUNICATION

NEW EDITION!

ORGANIZATIONAL COMMUNICATION, 7E
Approaches and Processes
Katherine Miller, Texas A&M University

ORGANIZATIONAL COMMUNICATION: APPROACHES AND PROCESSES presents organizational communication from both a communication and managerial perspective. Professor Miller’s clear writing style and consistent use of examples and case studies result in a text that undergraduate students will find easy to understand.

NEW TO THIS EDITION

• Seven new “Spotlights on Scholarship” – Chapters 2, 4, 5, 7, 8, 9, and 14.
• Three new Case Studies – Chapters 8, 12, and 13.
• Totally New Chapter Five – “Constitutive and Discursive Approaches” This new chapter will consider the move in organizational communication scholarship toward emphasis on discourse processes and on the ways organizations are constituted through communication.

FEATURES

• Restructured Chapter Four – “Systems and Cultural Approaches” This chapter will combine the old Chapters Four and Five into a single chapter that highlights the metaphors that dominated organizational communication during the last several decades of the 20th century.
• Restructured Chapter Six – “Critical and Feminist Approaches” This chapter will be revised to place more emphasis on feminist approaches to the study of organizational communication.
• Restructured Chapter Nine – “Knowledge and Decision Processes” This chapter will be revised to move beyond “decision making” to a consideration of knowledge management processes.
• Updating literature throughout with particular attention given to the quickly changing areas of Technology (Chapter 13) and Diversity (Chapter 12).

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© 2015, 336pp, Hardback, 9781285164205

PERSUASION

PERSUASION, 13E
Reception and Responsibility, International Edition
Charles U. Larson, Northern Illinois University

Reflecting the latest practices and developments
from the field, PERSUASION: RECEPTION AND RESPONSIBILITY, 13E, International Edition examines various aspects of popular culture--politics, mass media, advertising, and the Internet--as they exemplify critical theories of persuasion. Extremely student friendly, the lively Thirteenth Edition is packed with timely, real-life examples of persuasion in action that help students apply what they’ve learned to everyday life. The new edition offers expanded coverage of the impact of fast-growing social network media, while an increased emphasis on ethics ensures students consider ethical implications as they develop their own persuasion skills. Proven author Charles U. Larson—a respected professor and successful practitioner—weaves together persuasion theory, research, and ethics to help students develop skills as critical consumers of all forms of persuasion as well as understand their responsibilities as constant receivers of persuasive messages in today’s 24/7 networked and media-saturated world.

NEW TO THIS EDITION

• Throughout the innovative Thirteenth Edition a new emphasis on social network media—such as Facebook, YouTube, and Twitter—spotlights how these fast-growing media are changing persuasion.
• Each chapter includes an expanded number and type of student activity boxes to keep readers fully engaged with chapter concepts.
• Increased coverage of two key models of persuasion—Rank’s Intensify/Downplay Model and Petty and Cacioppo’s Elaboration Likelihood Model—is included throughout the text.
• Ensuring students consider ethical issues as they develop their persuasion skills, the new edition’s expanded emphasis on ethical issues includes propaganda and multicultural communication.
• Chapter 2 includes an insightful new section on lying and deception.
• Chapter 3 features a new section on Visual Rhetoric and expands the social movement section.
• The emphasis on the Theory of Reasoned Action and the role of efficacy is significantly expanded in Chapter 4.

FEATURES

• Rank’s model is fully integrated throughout the text.
• Focusing on “The Seven Faces of Persuasion”, Dr. Larson helps readers thoroughly understand the role of persuasion in a world that is 1) 24/7 networked and ethically challenged, 2) media-saturated, 3) filled with advocacy and propaganda, 4) multicultural and diverse, 5) deceptive and filled with scams, 6) loaded with double speak, and 7) results-oriented, looking only at the bottom line.
• Intriguing “Propaganda” and “Interactive Media” boxes engage students in key methods of persuasion.

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© 2013, 512pp, Paperback, 9781133490531

PUBLIC SPEAKING

CENGAGE ADVANTAGE BOOKS: BUILDING A SPEECH, 8E
Sheldon Metcalfe, Catonsville Community College

With 19 chapters organized into five units, BUILDING A SPEECH, 8th EDITION guides students through

www.cengageasia.com
the step-by-step process of developing public speaking skills through observation, peer criticism, personal experience and instructor guidance. Readings and exercises help students draft informative and persuasive speeches and improves their research and speechwriting skills. Topics such as apprehension and listening help students realize that they are not alone in their struggle to find the confidence to speak in public. BUILDING A SPEECH is grounded in the philosophy that students can master the steps of speech construction when provided with a caring environment, clear direction, and creative examples. Plus, this new Eighth Edition of BUILDING A SPEECH -- A Cengage Advantage Book -- continues the tradition of providing proven texts at lower prices.

NEW TO THIS EDITION

• “Understanding and Reducing Your Apprehension” is now presented as Chapter 2 to help students handle this anxiety early in the course.
• Chapter 1, “Introducing the Study of Public Speaking,” includes a new discussion of past and present speakers who have influenced our modern world.
• Boxed Examples have been updated in most chapters, and include topics such as political lightening rods Nancy Pelosi and Sarah Palin and how public perception has changed over time regarding the policies and actions of these controversial political women.
• Chapter 6, “Considering the Ethics of Public Speaking,” includes updated examples of the ethical lapses of prominent speakers in business and politics.
• In Chapter 9, “Choosing Supporting Materials,” polls, studies, and startling statistics are more clearly clarified and indicated.
• Terminology in the electronic media section has been updated and revised to help student speakers understand how current advancements such as audience response systems, document cameras, whiteboards, touch screens, and file capturing can help speakers create visuals more easily and stimulate added interest among listeners.

FEATURES

• A step-by-step, building block approach characterizes this text.
• A five-unit structure organizes the text into comprehensible, useful material that helps students craft and present a variety of speech types.
• A step-by-step, building block approach characterizes this text.
• A five-unit structure organizes the text into comprehensible, useful material that helps students craft and present a variety of speech types.

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CENGAGE ADVANTAGE BOOKS: THE SPEAKER’S COMPACT HANDBOOK, 4E
Jo Sprague, San Jose State University; Douglas Stuart; David Bodary, Sinclair Community College

CENGAGE ADVANTAGE BOOKS: THE SPEAKER’S COMPACT HANDBOOK, Fourth Edition, is a concise reference for the introductory public speaking course. An excellent value and useful to students in any major, this brief handbook features examples, photographs, activities, and other learning tools students can use on
their journey to becoming effective public speakers. The spiral-bound format and flexible standalone chapters allow students to access the topics they need to create great speeches easily, while Key Points and Checklists help them stay on track. Online interactive tools like Speech Builder Express 3.0 and InfoTrac® College Edition help students further develop their public speaking skills for class—and well beyond.

**NEW TO THIS EDITION**
- New and updated content provides tips for estimating preparation time, learning to utilize research resources in speaking situations, and more.
- Updated references to social media, gaming, and pop culture are included.
- New material on generational culture as it relates to understanding audience (audience analysis) is included.
- Updated Critical Thinking questions so they can be used effectively in class or online discussions.

**FEATURES**
- Incorporates an emphasis and review tool, “Quick Tips,” which are boxes throughout the text that provide helpful hints about the subject discussed.
- End-of-chapter Critical Thinking questions that encourage readers to take a moment to consider the key concepts more fully.
- Solid Approach: Public speaking is treated as a blend of communicative resources—writing, performance, and conversation with language being the primary resource underlying the entire process. This emphasis on language highlights the need for sensitive and appropriate choices for both words and symbols in today's diverse society.
- Audience Analysis: The handbook teaches students to analyze audience members not only on their traits and characteristics but also in terms of the processes by which they make sense of messages.
- Drawing Conclusions: Reasoning is discussed in terms of the links people draw between data and conclusions. The text discusses how people can “logically” reach opposite conclusions from the same evidence, emphasizing the need to spell out and justify the links in one's reasoning—and speeches.
- Ethics Emphasis: A chapter on “Speaking Ethically” draws together key points and provides guidelines for responsible speaking. Equipping students with the insight to make their own, well-informed decisions when faced with ethical dilemmas, the text treats the ethical decisions speakers make as a series of careful balancing acts—not as clear-cut dos and don'ts.

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interactive eBook, SpeechBuilder Express™ 3.0 speech-outlining program, the InfoTrac® College Edition online library, and more.

NEW TO THIS EDITION

• An improved organization features three units and 12 chapters instead of 14, with many chapters shortened or combined for clarity and ease of use. For example, the chapter on verbal supporting materials and the chapter on visual aids have been combined into Chapter 7, “Interesting Visual and Verbal Supporting Materials.”

• A new Chapter 4, “Public Speaking: Make Ethics and Technology Work For You,” includes expanded information on the importance and obligation of ethics (originally in Chapter 1) and new information on the opportunity that today’s technology gives speakers, particularly with respect to making videos. How-to specifics are included for making YouTube videos, answering interview questions on Skype, preparing video clips for college or job applications, and communicating by vlogs.

• A new Chapter 12, “Team Presentations,” includes expanded coverage of a topic formerly covered briefly in the chapter on persuasive speaking. Whether students are working as a team to research, organize, and present specific content designed to inform or persuade, or whether they are interested in problem solving, they will have all necessary information for quality team presentations at their fingertips. A variety of formats are discussed, including the oral report, symposium, panel, and forum.

• The focus of a completely revised Chapter 1 is changed to “Let’s Start Speaking Now” with 11 types of introductory speeches presented for immediate use. Short evaluation forms are included for students to use for self-evaluation and group evaluation of their strengths and areas needing improvement.

• A new Quick Start Reference Card (located near the front of the text) lists valuable speaking pointers. Students can also use the card to spark ideas for their next speech or as a checklist prior to later presentations.

• The book’s Quick Start Guide now includes QR codes that allow students to use a mobile device to launch and view videos designed to help improve their speaking abilities. Each step of preparing a speech is accompanied by a video that shows dos and don’ts of the step, helpful tips, and answers to fears or concerns.

• The “Speaking to Make a Difference” feature includes six new contemporary speakers; for instance, author and educator Neil Gaiman (Ch. 1); Harry Potter creator J.K. Rowling (Ch. 2); First Lady Michelle Obama (Ch. 3); and astrophysicist Neil deGrasse Tyson (Ch. 5). Speakers carried over from the previous edition include David Carroll, President Barack Obama, Abraham Lincoln, Steve Jobs, Barbara Bush, and John F. Kennedy. Most of the speeches are available in video format online-links are provided.

• New content includes a new online self-quiz added for each chapter, a “Confidence Checklist” for students to use prior to each speech (Ch. 2), a new section on critical listening (Ch. 3), a reorganized Chapter 7 with new research on using PowerPoint® and bullets as well as new figures to illustrate quality visual aids, and a new section on “Believable Speakers” highlighting Jeff Bezos, Brian Cox, and Jane McGonigal (Ch. 8).

FEATURES

• End-of-chapter “Personal Skill Building” and “Collaborative Skill Building” activities promote critical thinking and offer practice opportunities for individuals, students working in small groups, and the class as a whole.

• Critical thinking is emphasized throughout the text in several ways; for instance, through “Active Critical Thinking” questions at the end of each major heading, “Flash Back” boxes that present advice given by famous Greek and Roman rhetoricians, and “Flash Forward” features that encourage students to relate the historical “Flash Back” information to present day public speaking.

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INVITATION TO PUBLIC SPEAKING - NATIONAL GEOGRAPHIC EDITION, 5E
Cindy L. Griffin, Colorado State University

Intended for the introductory public speaking course, INVITATION TO PUBLIC SPEAKING engages students in the public dialogue, encourages civic engagement, and illustrates how they will apply speaking skills in their course work and throughout their careers. Grounded in rhetorical tradition while offering a fresh perspective, INVITATION TO PUBLIC SPEAKING helps students understand the power and importance of public speaking—in their lives and in greater society. This “National Geographic Learning” edition includes stories and tips from National Geographic explorers speak to large and small audiences of all ages about their projects, whether saving endangered species, documenting human tragedies such as the Indonesian tsunami, or introducing school-age students to science and engineering. This edition also includes sample student speeches, speech-building exercises, and examples of civic engagement and ethical actions—all intended to prepare students to enter the public dialogue. INVITATION TO PUBLIC SPEAKING also features the most comprehensive integrated technology program available, giving students more interactive skill-building practice for public speaking.

NEW TO THIS EDITION
• NEW National Geographic Learning edition provides stories of “young explorers” who work with National Geographic on a variety of projects—from exploring the oceans to documenting human tragedies such as the Indonesian tsunami. These young explorers share speaking tips and advice on how they communicate with large and small audiences of all ages.

• NEW streamlined organization of 16 chapters, with “reasoning and persuasion” combined in Chapter 15.

FEATURES
• Sample student speech outlines and full speeches (with author commentary) provide real-life models for students to follow.
• Practicing the Public Dialogue boxes provide specific exercises and activities for individual or group work.
• Civic Engagement in Action boxes provide real-life stories of how individuals have made a difference in their communities through public activity, including speaking out. CourseMate references show students how they can learn more about each person and activity.
• Ethical Moment boxes provide examples of individuals who have spoken or acted ethically (for example, Martin Luther King, Jr.) or unethically (for example, someone cyberbullying a fellow student). “What Do You Think?” questions help students think critically about each example.
• A Quick-Start Guide at the beginning of the text helps students get started on their first class presentation.
• Author Cindy Griffin emphasizes civil, audience-centered discourse in an inviting, down-to-earth manner.
• NEW MindTap Speech from Cengage Learning represents a new approach to a customizable, online, user-focused learning platform. MindTap combines all of a user’s learning tools—readings, multimedia, activities and assessments—into a singular Learning Path that guides the student and instructor through the curriculum.

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© 2015, 400pp, Paperback, 9781285066141
Invitation to Public Speaking Handbook
Cindy L. Griffin, Colorado State University

Grounded in rhetorical tradition while offering a fresh perspective, Invitation to Public Speaking Handbook helps students understand the power and importance of public speaking—in their lives and in greater society. Intended for the introductory public speaking course, Invitation to Public Speaking Handbook engages students in the public dialogue, encourages civic engagement, and illustrates how they will apply speaking skills in their course work and throughout their careers. Speech-building exercises, thoughtful real-life examples, and an engaging voice help students comprehend public speaking as an activity to be engaged in with others, and prepares them to enter the public dialogue. Invitation to Public Speaking Handbook also features the most comprehensive integrated technology program available, giving students more interactive skill-building practice for public speaking.

Features

- New spiral bound-tabbed handbook format.
- “Civic Engagement in Action” boxes, featured on the part opening tabs, focus on people using their voices to create change. From well-known people such as Ishmael Beah and Angelina Jolie, to “everyday” individuals who have spoken publicly in their community, these examples empower students to use their public speaking skills to impact the public dialogue.
- “Checklist” boxes throughout the text highlight key points that students can apply directly to their own speeches, such as how to evaluate Internet sources. New “Tips” boxes throughout the text highlight useful suggestions, such as tips for brainstorming speech topics.
- The “Building Skills & Confidence” tab features the book’s many skill-building and critical-thinking exercises and can be assigned as homework or for independent study. These activities are all available in one tab so students know right where to go to complete exercises.
- “Speaking at Work” boxes indicate concepts that students can apply to their working lives. “Speaking across Differences” boxes point out topics discussed in the text related to culture and diversity.
- The Premium Website offers a variety of rich learning resources designed to enhance the student experience. These resources include an enhanced eBook, Audio Study Tools chapter downloads, Interactive Video Activities, Speech Builder Express™ 3.0, self-assessments, images, and Web resources. All resources are mapped to both key discipline learning concepts as well as specific chapter learn lists.
- Assign and Assess with Speech Studio! Speech Studio is an online video upload and grading program that improves the learning comprehension of your public speaking students. This unique resource empowers instructors with new assessment capability applicable for traditional, online, and hybrid courses. With Speech Studio, students can upload video files of practice speeches or final performances, comment on their peers’ speeches, and review their grades and instructor feedback. Instructors create courses and assignments, comment on and grade student speeches with a library of comments and grading rubrics, and allow peer review. Grades flow into a gradebook that allows instructors to easily manage their course from within Speech Studio. Available to be packaged with this title.
- Improved Speech Practice: Organized by chapter in the “Building Skills & Practice” tab, “Practicing the Public Dialogue” boxes offer manageable in-class skill exercises. Each step prompts students to complete an activity that builds toward preparing a speech. If students complete every speech step in the book, they will have prepared an entire speech. (Steps also can be completed online using the Speech Builder Express™ 3.0 speech-outlining software.)
- Real-world ethics issues and dilemmas are integrated throughout the text and are spotlighted in “Ethical Moments” features. These “mini case studies” examine
speech gaffes to help students better understand the critical role of ethics in public speaking. Thorough coverage of plagiarism concepts includes how to deal with problems typically encountered with Internet research (for example, no author listed for an article), how to gain permission to use Internet materials, and how to cite Internet materials in a speech.

- Text coverage and speech examples are based on service-learning experiences, reinforcing the role of public speaking outside the classroom and in the public dialogue. “Public Speaking & Service Learning” essays are available on the book’s Premium Website.

CONTENTS


© 2011, 592pp, Spiral, 9781439035863

PUBLIC SPEAKING, 7E
Concepts and Skills for a Diverse Society, International Edition
Clella Jaffe, George Fox University

PUBLIC SPEAKING, 7E, International Edition is a culturally informed book that never loses sight of its fundamental purpose: to train students to be effective public speakers and listeners in a world filled with monumental cultural, political, and technological changes. It applies 2,500-year-old principles with up-to-date research into concepts, skills, theories, applications, and critical-thinking proficiencies essential for listening and speaking in today’s world. Its discussions of classic public speaking topics are all grounded in an awareness of the impact of cultural nuances—ranging from gender differences to co-cultures within the United States to the traditions of other nations. This provides students with a key element in being an effective public speaker: a heightened awareness of and sensitivity to the audience.

NEW TO THIS EDITION

- Civic engagement. A full definition appears in Chapter 1 and references are contained in several chapters. For example, Chapter 3 features a new “Diversity in Practice” box on social media and civic engagement. The professional speech at the end of that chapter combines themes of civility and engagement, and Chapter 9 features a student speech given for an assignment on civic awareness.
- Revised organization within chapters. Chapter 7 is now organized around four basic concepts. Chapter 9 is substantially revised to explain how to support and connect main points, taking some material from Chapter 10 and some from Chapter 11. Chapter 17 is reorganized around fact, value, and policy speeches.
- Oral Style. New comparisons between written
style and oral style, including a summary chart, and reorganization of much of the material in Chapter 12 (Language) around that concept.

- Additional summary charts. For example, Chapter 3 has a summary of dialogical elements, and Chapter 7 features a table comparing Internet research to library research.
- Updated research. Communication scholars continue to expand our understanding of listening and reasoning. Information on historical rhetorical traditions ("Diversity in Practice" box, Chapter 1), gender and anxiety (Chapter 2), and Paivio's dual coding theory that applies to visual aids (Chapter 13) are just a few examples of research updates.
- "Practically Speaking" boxes. New and revised boxes now include a Native American activist (Chapter 1), a Korean American businesswoman (Chapter 9), and a discussion of Wikipedia in research (Chapter 7).
- Updated references to social and current events.

FEATURES

- PUBLIC SPEAKING, 7E, International Edition was the first public speaking textbook to focus on diversity, include an interpreted speech (given in Spanish and translated into English), describe invitational rhetoric, discuss receiver apprehension, and show alternative patterns of speech organization.
- "Stop and Check" boxes. These critical-thinking and skill-building exercises help students check their progress throughout the chapter. Often, they refer to an article on the InfoTrac® College Edition database, which helps students better understand the topic and gives them practice in researching and locating quality supporting material online. These activities are also available in an interactive format on the book’s online resources.
- "Diversity in Practice" boxes. These boxes enhance the book’s emphasis on diversity by presenting brief summaries of public speaking traditions from a range of perspectives. Examples include ancient cultures (Chapters 1 and 17), global groups (Chapters 7 and 13), ethnic groups (Chapters 10 and 15), and co-cultures (Chapters 12 and 14).

CONTENTS


© 2013, 432pp, Paperback, 9781133311430

NEW TO THIS EDITION
• NEW SPEECH BUDDY VIDEOS: these new segments, especially produced for this edition, illustrate, and introduce innovative variations on, the time-tested traditions of public speaking instruction. With a student-friendly presentation, the “Buddies” guide users through sound speech-building strategies and demonstrate the concepts presented in the book. Designed to achieve clear goals and pedagogical outcomes, these mentoring tools explain, assist, and model in the framework of a carefully sequenced experience.

• NEW “Apply It in the Workplace” boxes. The successful “Apply It” boxes of the first two editions have been revised and expanded. Building on the concepts presented in the book, this feature encourages students to apply their new public speaking skills both outside the classroom and in professional contexts. The former Apply It boxes, now called “Apply it in Your Community,” provide opportunities to use the skills and strategies learned and apply them in the community.

• The third edition features several new student and professional speeches, including fifth-grader Tamia Gaines award-winning speech about Martin Luther King, Jr., (Chapter 10); California Academy of Sciences planetarium staff Michael Josh Roberts giving a presentation on asteroids (Chapter 11); and college student Tara Flanagan’s tribute speech about her grandfather (Chapter 16).

• NEW MindTap Speech from Cengage Learning represents a new approach to a customizable, online, user-focused learning platform. MindTap combines all of a user’s learning tools-readings, multimedia, activities and assessments-into a singular learning system that guides both the student and instructor through the curriculum.

FEATURES

• PUBLIC SPEAKING: THE EVOLVING ART, teaches the fundamental goals of public speaking while exploring the evolving contexts and digital resources that inform public speaking today. Popular media-oriented examples provide a critical guide for both you and your students to select the ways in which digital culture plays a role in your public speaking course.

• A unique, practical pedagogical system in the text -- “Read it, Watch it, Use it, Review it” -- gives structure to each chapter, and directs students to the easy-to-access online material. “Apply It” Boxes give students an opportunity to use their newly-gained public speaking skills in situations outside of the classroom.

• This text promotes interactive, peer-based learning through integrated video segments in each chapter. The newly updated peer mentors (Speech Buddies) are supportive guides who offer speech-making strategies, visually model both effective and ineffective techniques from research to delivery to use of presentation aids, and add a personal connection in a visual medium familiar to students.

• The text works seamlessly with MindTap Speech; a customizable, online, and user-focused learning platform. MindTap combines learning tools--readings, multimedia, activities and assessments--into a singular learning system that guides both the student and instructor through the curriculum.

CONTENTS


© 2015, 416pp, Paperback, 9781285432823
PUBLIC SPEAKING, INTERNATIONAL EDITION
William Keith, University of Wisconsin, Milwaukee; Christian O. Lundberg, University of North Carolina, Chapel Hill

A practical and up-to-date public speaking text based on rhetorical theory, with the theme of the role of choices and civic engagement/responsibility integrated throughout in narrative, features, and examples; features a description of the audience as a “public” to which the speaker belongs, rather than as a separate entity defined only by demographics.

FEATURES
• TRY IT: Practical applications that encourage students to analyze and act on what they just read.
• FAQ: Hip, interesting facts and questions that students will ask and will want to know the answers to based on real questions the authors' students asked!
• Review questions at the end of the chapter.
• Glossary entries.
• Excellent Instructor’s manual filled with many creative ideas for getting students thinking on their feet and mastering public speaking.

CONTENTS

© 2014, 336pp, Paperback, 9781285191942

SPEAK (WITH COURSEMate WITH SPEECHBUILDER EXPRESS™ 3.0 1-SEMESTER, INFOTrAC® PRINTED ACCESS CARD), 2E
Rudolph F. Verderber, University of Cincinnati; Deanna D. Sellnow, University of Kentucky; Kathleen S. Verderber, Northern Kentucky University

Created through a “student-tested, faculty-approved” review process with hundreds of students and faculty, SPEAK2 is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners at a value-based price. SPEAK2 helps you guide students through the speech-making process with six Speech Plan Action Steps and related activities that prompt them to develop effective speeches. With the help of sample speeches, instructor prep cards, numerous online tools, techniques to help address anxiety and ethical issues, and much more, you will be able to help students gain an exceptional foundation for creating and delivering their speeches.

NEW TO THIS EDITION
• NEW chapter on ceremonial speeches gives students the tools they need to make speeches that are appropriate for a variety of special occasions.
• NEW chapter on group presentations discusses the techniques involved in creating successful group presentations and working as a team to deliver a cohesive message.
• NEW quick quiz at the end of each chapter gives students an opportunity to check their understanding of the chapter concepts before diving into deeper review and speech preparation. The quiz is accompanied by a list of additional study tools for traditional and online review.
FEATURES

• Every 4LTR Press solution comes complete with an engaging print textbook, tear-out review cards, an interactive digital solution (CourseMate), and an eBook, all of which were directly influenced from student focus groups and surveys and from interviews with hundreds of faculty and students.
• Shorter comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
• Tear-out review cards at the back of the Student Edition provide students with a portable study tool containing all of the pertinent information for class preparation.
• Instructor prep cards at the back of the Instructor’s Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint® and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.
• Every 4LTR Press solution comes with CourseMate, the interactive digital component that offers a full suite of unique learning tools that appeal to different learning styles. Quizzes, games, interactive video activities, MindTap Reader, and more are only a click away.
• All of the content and resources you expect with a supplements package that is second to none that includes an instructor manual, PowerPoint slides, a testbank, and more.
• Speech action steps provide a six-step process (with specific substeps) designed to guide students through a sequential speech planning process.

CONTENTS

throughout the chapter as extended examples of the skills and concepts being addressed. For example, in Chapter 1, the opener introduces Diane, who has been asked to speak at her grandmother’s funeral and doesn’t know where to begin. As they read the chapter, students learn how Diane gradually creates her speech. The chapter closes with Diane’s completed formal speech outline. In Chapter 2, the opener introduces Kira, who is struggling with speech anxiety as she tries to prepare her first classroom speech. As students read and learn about concepts and skills in the chapter, Kira serves as an example. By chapter’s end, Kira’s formal outline for her speech of self-introduction is offered as an example for readers.

NEW and updated material throughout the text will make your cutting-edge course even more appealing to students with several new examples on contemporary topics such as the Sandy Hook Elementary School shooting (Chapter 1); gay marriage, texting/talking while driving, and social media hoaxes (Chapters 4 and 5); a new section on listening challenges rooted in listening apprehension, preferred listening style, and listening processing approach (Chapter 3); a new section on how to conduct research and evaluate Internet sources (Chapter 6); and new material about finding and using possible presentational aids online and creating PowerPoint® slideshows that won’t put listeners to sleep (Chapter 9).

NEW Public Speaking in the Real World boxed feature found in each chapter introduces students to well-known people who have used public speaking skills in their profession. Learn about Julia Roberts and intelligibility (Chapter 1), Harrison Ford and public speaking anxiety (Chapter 2), Dr. Phil and listening (Chapter 3), Aaron Sorkin (producer of HBO’s THE NEWSROOM) and the rhetorical situation (Chapter 4), Oprah Winfrey and audience analysis (Chapter 5), Daniel Day Lewis and Sally Field on doing research (Chapter 6), Steve Jobs on speech organization (Ch. 7), and much more!

NEW Impromptu Speech Challenge features in each chapter provide on-the-spot speech activities related to concepts and skills discussed in the chapter.

FEATURES
• An even stronger underpinning of the latest communication research and theory, including integration of the concept of the rhetorical situation as it applies to the steps of the speechmaking process, new coverage on listening, and thesis versus preview statements, helps give students a deeper understanding of the skills they are learning.
• Engaging coverage of audience analysis throughout the book begins in Chapter 1, showing students that speech effectiveness is determined by the speaker’s ability to understand and adapt the message to the rhetorical situation. Chapter 4 offers in-depth treatment of the audience analysis process. Chapter 5 describes specific ways a speaker can adapt material to each audience. Chapter 6 discusses how to identify and select information sources that will best fulfill the speaker’s goal for the particular audience and occasion. Chapter 9 focuses on how to create, select, and display presentational aids most effectively for the rhetorical situation. Chapters 10 and 11 further hone how a person might adapt language choices based on the audience and situation.
• Early and strong coverage of speech apprehension in Chapter 2 explains causes of speech apprehension and presents students with clear strategies and tactics for becoming confident speakers.
• Short Reflect on Ethics case studies depict an ethical challenge (such as plagiarism, ethical use of statistics and emotion, and appropriate uses of presentational aids) that someone in the real world faces, allowing students to think through speakers’ ethical dilemmas.
• Sample speeches chosen to realistically depict typical beginning student performances, accompanied by speech assignment activities, sample adaption plans, full-sentence outlines, Interactive Video Activities, and Speech Evaluation Checklists, lay out clear speech direction and help with evaluation. The checklists provide students with an understanding of the new speechmaking skills demonstrated with each assignment.

CONTENTS
THE RHETORICAL ACT: THINKING, SPEAKING, AND WRITING CRITICALLY

Karl M. Campbell, University of Minnesota; Susan Schultz Huxman, Elliot School of Communication, The Wichita State University; Thomas A. Burkholder, Southwest Texas State University

THE RHETORICAL ACT: THINKING, SPEAKING, AND WRITING CRITICALLY, Fifth Edition, teaches liberal arts students how to craft and critique rhetorical messages that influence, inviting and enabling them to become articulate rhetors and critics of the world around them. The new edition maintains a traditional humanistic approach to rhetoric, while extending the scope and relevance of the text. THE RHETORICAL ACT reaffirms the ancient Aristotelian and Ciceronian relationships between art and practice—one cannot master rhetorical skills without an understanding of the theory on which such skills are based. The text combines thorough coverage of rhetorical criticism, media literacy, and strategic public speaking, providing a solid grounding in essential concepts while helping students hone their skills in each area.

NEW TO THIS EDITION

- New material for analysis throughout the book— including both familiar “classics” from U.S. rhetorical history and compelling current examples from popular culture—allows students to practice applying critical concepts. In selected cases, the authors include Internet addresses for other recommended materials that bring to life the rhetorical theories and principles that are explained in the book.
- The new edition features major revisions to key chapters, including additional content; reference to current research and theory; new strategic speaking assignments; examples of complete student speeches; and updated coverage of media, including the latest technology.
- Chapter 5, “The Resources of Argument,” includes new material drawn from the research of classical scholars that enlarges our understanding of the enthymeme. The material is illustrated by reference to the speech of Robert Kennedy referred to in the Prologue, President John Kennedy’s speech in Berlin, and President Obama’s speech after the shootings in Tucson, Arizona.
- Chapter 12, “Understanding Visual Rhetoric,” incorporates analysis of the changes in technology that have made all of us visual rhetors.
- Chapter 13, “Understanding the Medium of Transmission,” details the fundamentals of media literacy with examples and illustrates the media’s high ethos appeal. It explores the implications of mediated exchanges in which who speaks is unknown, and notes the different form of “reading” that occurs on social media and the communicative paradoxes social media create. Finally, it explores the relationship between mass media and social reform and asks whether social movements can emerge out of socially mediated communication.

FEATURES

- The prologue and epilogue address why studying rhetoric is important and what the discipline of rhetoric entails, both within the liberal arts and a general education curriculum. The preface is written for beginning students, while the epilogue is written for advanced students and instructor audiences.
- The exercise section of each chapter reflects the book’s focus on three areas of rhetoric: critical thinking, analytical writing, and strategic public speaking.
- The text’s content and exercises reflect the ancient idea of the relationship between art and practice—you cannot improve a skill without understanding the theory, concepts, and ideas on which it is based, and you cannot truly understand the theory unless you use and test it in practice.
- The text approaches rhetoric in all its varieties as a “strategy to encompass a situation” (Kenneth Burke) and as “that art or talent by which discourse is adapted...
to its end” (George Campbell).

- The authors treat rhetorical action as a joint effort of rhetor and audience, emphasizing the audience’s active, collaborative role, including the creation of enthymemes as “the substance of persuasion.” They also treat all forms of rhetoric as points on a single continuum of influence, rather than offering separate treatment of speaking or writing to inform, entertain or persuade.

**CONTENTS**


© 2015, 352pp, Paperback, 9781133313793
COMMUNICATION RESEARCH, 7E
Strategies and Sources, International Edition
Rebecca B. Rubin, Kent State University; Alan M. Rubin, Kent State University; Paul M. Haridakis, Kent State University

Designed to help students learn how to successfully use literature and other sources in writing effective papers, COMMUNICATION RESEARCH: STRATEGIES AND SOURCES, International Edition, demystifies the research process by helping students master library skills, scholarly writing and the latest research technology tools. In addition, this communication research text places special emphasis on using library resources to help students effectively strategize, develop, and complete communication research. The new edition welcomes talented scholar, Paul Haridakis, as a new coauthor on the book.

NEW TO THIS EDITION
• Offers updated sources and exercise questions.
• Includes boxed examples of student projects at the end of Chapters 1-8 to illustrate how students have applied chapter information successfully.
• Makes searching Internet and electronic databases easier with actual screen shots from the major search engines.

FEATURES
• Includes exercises and examples at the end of each chapter to help students apply the text’s concepts.
• Is the only text on the market to focus on sources and strategies for selecting, refining, and researching communication topics.
• Offers a strong focus on the basics of documentary and library research, including developing and refining research questions, writing and organizing, beginning investigation of a topic, and acquiring tools that make the research process efficient.
• Includes clear descriptions of each type of communication research source available.
• Uses updated APA style throughout, and includes extensive coverage of how to cite Internet sources correctly.

CONTENTS
PART I: COMMUNICATION RESEARCH STRATEGIES
Combining the time tested classical work of Earl Babbie with the insights of one of the most recognized and respected names in speech communication research, THE BASICS OF COMMUNICATION RESEARCH is the book for the Communication research methods course. With the authors’ collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course. The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and qualitative research traditions in communication research and present it in a student friendly and engaging format. It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report.

FEATURES

• The student gains an understanding of the complete method tool kit available in studying communication both quantitative and qualitative.
• Quantitative and qualitative approaches to communication received balanced treatment in the text.
• The student learns how to plan, produce and write up research and how to critically evaluate others’ research about communication.

• The student is encouraged to view research as an extension of normal, everyday reasoning.
• The student is provided with user-friendly prose and examples drawn from communication to facilitate his/her understanding of important concepts.

CONTENTS


© 2004, 480pp, Paperback, 9780534507787
issues of teamwork and leadership with a strong focus on ethics and diversity. The Fifth Edition addresses the recent attention given to teams in business and industry, and includes an examination of technology’s role in small group communication. Authors Gay and Donald Lumdsen and new co-authors Carolyn and William Wiethoff also explore the growing trend among colleges to challenge students’ understanding of their leadership competence and consider the ethical and social implications of group participation.

NEW TO THIS EDITION

• New case studies on topics of interest to students.
• Revised examples and boxes to reflect an array of team types.
• Discussion on radical changes in the definitions of “business” and “team”.
• Updated research and resources throughout.
• Expanded coverage of teams that meet electronically such as employees who work extensively in virtual teams, and educational use of online learning management systems (such as Blackboard).

FEATURES

• An emphasis on skills, rather than theory, helps students quickly gain practical knowledge.
• Chapter 7 focuses on creative thinking in small groups—a topic rarely covered in texts in this market.
• Cultural diversity, gender, and ethical issues are integrated throughout the text and are presented as an integral part of quality teamwork.
• Strong, useful appendices on group formats and group reports provide reference material for students.
• Chapter 3 includes step-by-step direction on how to run a meeting.

CONTENTS


© 2010, 432pp, Paperback, 9780495833468

IN MIXED COMPANY, 8E
J. Dan Rothwell, Cabrillo College

The market leader for the small group communication course, Rothwell’s IN MIXED COMPANY, 8E, International Edition offers students a combination of theory and application, enabling them to apply small group communication concepts not only in class but in their own lives. The text follows the central unifying theme of cooperation, and the communication competence model continues to guide discussions of key small group concepts and processes. The inclusion of systems theory remains a key theoretical component of the text, and the unique focus on power in groups continues to be addressed throughout the text. To encourage critical thinking, the eighth edition has captions to accompany photos and illustrations, and it also offers interactive quizzes related to the visuals.

NEW TO THIS EDITION
• Research and theory have been thoroughly updated in every chapter. More than 200 recent references have been added that incorporate the most current research and theory on small group communication.
• Numerous important topics have been given expanded coverage, such as member diversity, deep diversity, culture, gender diversity, hazing, and virtual group effectiveness.
• Discussion of technology and its influence on small group communication also has been expanded considerably throughout all chapters.
• Several important topics have been added, such as structuration theory, respectful leadership, abusive communication, humor and secondary tension relief, and the global language of business.

FEATURES
• New photo and cartoon captions with related interactive quizzes encourage critical thinking.
• The improved test bank includes additional questions, most of them single-answer multiple choice or standard true/false.
• New material throughout the text includes expanded discussion and research on group composition and member diversity, leadership, and group polarization.
• A communication competence perspective that provides a clear communication focus for the text is integrated throughout.
• The text’s focus on the role of power in small group communication is a unique approach and helps students see that power is a central underlying element in small group conflict, teamwork, decision making, problem solving, normative behavior, roles, and leadership.
• Systems theory, a key theoretical component of the text, provides students with a clear conceptual framework for analysis and insights.

CONTENTS
• Coverage of new international standards of practice is included.
• Since public and private communication adapt quickly to technological change, this edition includes coverage of the impact of emerging technology on PR.

FEATURES

• Coverage of updated trends includes discussion of increasing career opportunities in various specializations such as healthcare and technology.
• Updated coverage on the ways in which new technologies are changing PR practices includes blogging and electronic sources.
• To make connections with students, each chapter has new and updated Perspective Boxes ranging in topic from ethical issues to theory and research perspectives.
• New guidance for strategic communication and counsel in practice and education comes from the 2010 Stockholm Accords.
• A thorough introduction to the PR industry, including broad coverage of PR trends with relevant and current examples; helps illustrate concepts and put them into action.

CONTENTS


© 2013, 384pp, Paperback, 9781133307617

NEW EDITION!

CREATIVE STRATEGY IN ADVERTISING, INTERNATIONAL EDITION, 11E

Bonnie L. Drewniak, University of South Carolina, Columbia; A. Jerome Jewler, University of South Carolina, Columbia

CREATIVE STRATEGY IN ADVERTISING, 11E, International Edition provides everything students need to be successful as advertising professionals in today’s fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives students the necessary tools to create winning advertising strategies.

NEW TO THIS EDITION

• A new chapter (Chapter 12) is devoted to social media; it focuses on how to get a following, the importance of interactivity, how to create the right messages and visuals, and how to measure success.
• Ten new case studies include Millennial Women have güd Scents (güd scratch-and-sniff campaign); Yuengling Brings Lord Chesterfield Back to Life (reviving the 170-year-old Lord Chesterfield Ale brand); Meet Kevin Butler, VP of Right Message at the Right Time (Sony PlayStation PS3); The VW Trilogy (the Super Bowl VW ad that got 13 million views before the big game); and Txtng & Drivng . . . It Can Wait (AT&T).
• Extensive visual examples of ad pieces, layouts, and storyboards illustrate key concepts and allow students to make a visual connection between the text and real-world practices.
• This book provides a solid foundation for students, with a thorough and comprehensive introduction to
the mechanics of ad creation.
• Top creative directors give students advice on how to create effective ads.
• Abundant new examples and cutting-edge content convey the excitement of today’s advertising arena.

FEATURES
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© 2014, 336pp, Paperback, 9781285080277

PUBLIC RELATIONS CASES, INTERNATIONAL EDITION, 9E
Jerry A. Hendrix, American University, Emeritus; Darrell C. Hayes, American University; Pallavi Damani Kumar, American University

Primarily using PUBLIC RELATIONS Society of America award-winning cases, PUBLIC RELATIONS CASES, 9E, International Edition presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research, Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness.

NEW TO THIS EDITION
• Twenty-five of the twenty-nine cases are all new to this edition. These cases particularly incorporate how social media has impacted public relations in the last few years. Most of the cases were winners of the Public Relations Society of America’s prestigious Silver Anvil Award contest, and therefore constitute some of the best examples of public relations practices available.
• A new chapter on Social Media has been added to the book in light of the increased influence of digital strategies for campaigns. This new chapter highlights best practices in this emerging and rapidly evolving world of digital technology and social media engagement.
• Bringing on a new author with extensive practical professional experience in public relations, Pallavi
Damani Kumar, the authors continue to show you how to analyze the strengths and weaknesses of successful cases, and then create ways to make them even better.

- Presented as a touchstone for integrity in the practice of public relations, the latest Public Relations Society of America Code of Ethics is featured in an appendix.

FEATURES

- Continually praised for its thorough inception-to-evaluation coverage, the text systematically presents the entire execution of each case, from initial research efforts to finished results or evaluation.
- Chapter 1 also includes a section on new technology and the importance of ethics in public relations.
- The Instructor’s Manual for the eighth edition has been expanded with additional material from many of the cases and updated scenarios for class exercises and discussions.
- The text continues to present cases by following the ROPE Process of Public Relations: Research of initial topics, establishment of Objectives, Programming, and Evaluation of the campaign’s success. This method was originally devised by author Jerry Hendrix to establish a strong foundation in strategic planning.
- Hendrix and Hayes show students how to analyze the strengths and weaknesses of successful cases, and then create ways to make them even better.
- Praised for its thorough inception-to-evaluation coverage, the text systematically presents the entire execution of each case, from initial research efforts to finished results or evaluation.

CONTENTS

PART I: SOLVING PUBLIC RELATIONS PROBLEMS.
12. Emergency Public Relations. PART IV: INTEGRATED MARKETING COMMUNICATIONS.
13. Integrated Marketing Communications.

© 2013, 448pp, Paperback, 9781111836825

NEW TO THIS EDITION

- The 10th edition features updated examples and exercises throughout the text.
- Chapters are reorganized to follow the course more smoothly and to reflect the changes public relations practitioners are experiencing.
- Chapter 2, “The Global Public Relations Environment,” calls attention to the new global climate in which PR operates and helps students develop a sense of personal responsibility, while simultaneously focusing on the cultural impact on ethics and concern for laws of other nations.
Part IV has been revised to reflect the changed media environment, and a new chapter, “PR’s Role in Social Media: Monitoring and Participating,” emphasizes the important role of social media.

Part V has been revised to include “Writing for Select Stakeholders/Publics” and focuses on public relations assignments that fill the agendas of writers, to focus attention on PR in a fast-paced, digital work environment.

There is expanded coverage of present-day crisis communication, including online attacks, hacking, and stolen identities.

To ensure that students read the textbook carefully, each chapter’s “conclusions” have been moved from the text to the Instructor’s Manual.

FEATURES

Reviewers consistently praise the clarity, comprehensiveness and practicality of this text.

Updated examples and illustrations provide effective models for a variety of purposes (i.e., media fact sheets, email, position papers, media kits, and media pitches).

Expanded coverage of issues of multicultural sensitivity in Chapters 2 and 3 gives students more opportunities to learn how to be appropriate and responsible in public relations matters.

CONTENTS

FEATURES

- Lavishly illustrated with advertisements from throughout the history of the industry.
- Uses a chronological approach that enhances the use of the book for both a history of advertising and a discussion of cultural trends.
- Contains a current discussion of the use of new electronic media for advertising.
- Each chapter integrates how advertising is created and how it affects the consumer, using numerous examples.

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© 2012, 448pp, Paperback, 9781133311133

STRATEGIC PUBLIC RELATIONS
An Audience-Focused Practice, International Edition
Barbara Diggs-Brown, American University

With nearly thirty years of experience as both a public relations teacher and practitioner, Barbara Diggs-Brown has written a text based on her unwavering belief that to practice effective public relations today requires strategic thinking and audience focus, which can only be accomplished by listening and hearing audiences through formative, process, and evaluative research. In addition to highlighting audience-focused principles and techniques of audience research and recurring assessment, STRATEGIC PUBLIC RELATIONS: AN AUDIENCE-FOCUSED PRACTICE, International Edition is based on the premise that public relations is a management function, one coordinated with an organization’s other management divisions. Intended for undergraduate courses in PR, serving both majors in the field and nonmajors, this text provides a comprehensive survey of PR’s foundations, processes, tactics, and contexts.

FEATURES

- Practical process approach--The four-phase strategic public relations process is at the heart of this text with complete step-by-step detail in Part III, The Process of Strategic Public Relations.
- Solid foundations--The book provides concise, up-to-date surveys of public relations’ foundations with separate chapters devoted to its ethics, law, history, and theories, as well as strategy and the core communication, information, and business skills and knowledge that every practitioner should possess.
- A unique chapter on strategy--Chapter 4, Strategy in Public Relations, introduces students to the concept of strategy to ensure that they understand what this core concept of strategic public relations practice. The chapter begins with everyday strategies; moves into a discussion of the critical thinking, reasoning, and decision-making skills basic to all strategy; surveys the role of strategy within organizations; and places strategic PR in context in general and by providing snapshots of the full process it requires.
- Emphasis on audience diversity--Instead of marginalizing coverage of minority, or “special interest” audiences, the text consistently addresses diversity within audiences and teaches students how to develop inclusive audience profiles as well as strategies for attending to the needs, concerns, interests, and behaviors of all audiences.
- Engaging pedagogy includes the following: “Brief Case” boxes present a short case based on actual campaigns. Primarily intended for in-class group work or individual homework, these case descriptions and activities give students the opportunity to test their understanding of the chapter’s concepts by applying it to the varied cases presented; “Point of View” boxes
feature commissioned commentary or reprinted articles by current public relations practitioners on related topics, personalizing and bringing to life concepts and examples discussed; “Engaging Ethics” boxes focus on relevant ethical issues and include questions that comprise a decision tree to address potential outcomes; and end-of-chapter learning resources include Summary and Review, Key Terms, Questions for Review and Discussion, and Web Links.

**CONTENTS**


© 2012, 528pp, Paperback, 9781111840167

THE PR STYLEGUIDE, 3E, International Edition serves as a complete style guide and reference tool for PR students and practitioners. Assisting students in presenting messages that display great form and style, THE PR STYLEGUIDE, 3E, International Edition addresses the most widely used and accepted practices in developing PR pieces providing many visual examples and a breakdown of the goals for each piece.

**NEW TO THIS EDITION**

- New chapter on new media (Chapter 9) that discusses PR practices for social networking sites, blogs, microblogging, micosites, and more.
- A new AP style mini-chapter that acts as a primer for Associated Press style and that offers students a quick reference to AP style while practicing their PR writing skills.
- New end-of-chapter exercises that allow students to develop a firmer understanding of the material presented in each chapter.
- New pre- and post-tests that allow students to examine their writing skills at the beginning and end of the course. These rewrite or editing assignments are similar to those given to applicants for an entry-level PR position.
- New AP quizzes on style and usage that students can use to determine how well they have mastered writing in AP style.

**FEATURES**

- Encourages students to make strategic public relations choices using the best forms and styles through examples, explanations, and actual PR pieces.
- A new list of editing marks most commonly used in the PR field.
- Consistent chapter structure continually reinforces the desired goal of each media type: What Are They? Who Gets Them? What Do They Do? How Do They Help? What Are the Pitfalls? How Should They Look? Where Should They Go? Did They Work?
- A wealth of updated and expanded topics, including pitch letters, media advisories/alerts, audio news releases, ethics, and more.
- Expanded chapter on websites (Chapter 16), including discussions of using email for news releases, using a section of a website as a “newsroom,” and the strategy of using video email.
INTRODUCTION TO MASS COMMUNICATION

MEDIA NOW, 8E
Understanding Media, Culture, and Technology
Joseph Straubhaar, University of Texas, Austin; Robert LaRose, Michigan State University; Lucinda Davenport, Michigan State University

MEDIA NOW, Eighth Edition, encourages students to think critically about the media and its effects on culture by providing them with a thorough understanding of how media technologies develop, operate, converge, and affect society. MEDIA NOW develops students' media literacy skills to prepare them for their encounters in the expanding fields of the Internet, interactive media, and traditional media industries through engaging, up-to-date material that covers the essential history, theories, concepts, and technical knowledge they need to thrive. Extensively updated in a new eighth edition, MEDIA NOW provides a comprehensive introduction to today's global media environment and ongoing developments in technology, culture, and critical theory that continue to transform this rapidly evolving industry and affect our daily lives.

NEW TO THIS EDITION

• The convergence of traditional media industries and newer technologies has been integrated into each and every chapter of the text.
• Social media and its effects on the media as a whole have been added to almost all chapters, where applicable. How the many different kinds of mass communication are using these social tools is addressed.
• The chapter on newspapers analyzes the exciting opportunities in this evolving industry and the influence of mobile devices and social media on news.
• The material on recorded Music tracks how the music industry is learning to live with declining sales by exploring new outlets for music on the Internet.
• The newest chapter on video gaming considers cutting edge gaming technologies, the rise of social media games, and the latest research on game addictions.
• In the Global Communications Media chapter, students can investigate the impact of social media on democratic revolutions in Tunisia, Egypt, and Libya, and accelerating global film and music flows.

FEATURES

• The Straubhaar CourseMate immediately connects your students to the media using the following integrated components: an interactive Mind-Tap eBook of the entire text, ABC Video exercises, “Media in Motion” concept animations, media literacy exercises, and instant access to chapter-by-chapter resources.
• Thinking Critically About the Media questions at the end of every chapter ask students to consider, discuss, and write about larger issues surrounding the media, such as what their lives will be like in a future Information Society and ways to use the spectrum broadcasters are giving up in the digital transition.
• Media Literacy sections within each media chapter focus on key issues related to the impact of media on culture and society, encouraging students to think critically, analyze issues related to their consumption of media, and become more effective media activists and critics. These sections have been updated to include a “news you can use” focus; practical tips that empower students as media consumers, including
how to stay safe online, join copyright commons, get on the do-not-call list, or start a blog; where to file media complaints; and sorting out broadband options.

• The new edition explores recent technological and marketplace developments, including how mobile devices like the iPhone and social media sites like Facebook are altering the media landscape and impacting our culture, the birth of Internet television, and how technology is shaking up the music industry.

CONTENTS


© 2014, 608pp, Paperback, 9781133311362

NEW TO THIS EDITION

• The eleventh edition features up-to-date coverage of current trends and technology affecting the dynamic and rapidly evolving media industries, including digital delivery, media industry consolidation, social media, mobile media, and the interplay between mass media and today’s culture.

• More than 50 new “Impact” boxes feature current articles and information on the latest topics and trends from the best sources covering the media business, such as Bloomberg, The New York Times, Washington Post, Cnet, Advertising Age, and Pew Center for People & the Press. These boxes now cover five subject areas: convergence, money, audience, profile (of a key media figure), and global (the global reach of mass media). Topics include “Twitter Hacking Puts Focus on Security of Brands” (convergence), “Text Messaging Turns 20” (global), and “Where Do People Listen to the Radio?” (audience).

• Expanded coverage of convergence now includes the increasing importance of mobile media and social media, which have turned cell phones into the fastest-growing media marketplace.

• Current statistical information is beautifully displayed in 34 new illustrations that reflect current research on key topics such as: Internet ad spending, sales of digital content, the top 10 Internet news sites, the top 10 social media sites, and the top 10 international cities with public wireless hot spots.

FEATURES

• An emphasis on the mass media as a business helps students see how economic concepts apply in books, newspapers, magazines, recordings, radio, movies, television, and the Internet.

• “Impact” boxes, including 50 new to this edition, explore important topics through primary sources and real-life examples. These boxes cover five areas: convergence, money, audience, profile, and global.

• More than 250 carefully selected new photos, cartoons, and illustrations throughout the book emphasize timely trends and important topics in today’s media business.

• A marginal glossary of important terms runs throughout each chapter, giving students concise
definitions right where they need them and helping them build a media vocabulary.

• Each chapter features robust concluding materials, including a summary organized by headings that correspond to the chapter’s major topics; key terms with corresponding chapter page numbers; critical questions to engage students in analysis of the chapter, helping to deepen their understanding; and “Working the Web,” a list of 10 websites with information relevant to the chapter.

• Each industry chapter includes a detailed, illustrated historical TimeFrame of key events.

CONTENTS


© 2015, 448pp, Paperback, 9781133311386
audiences and how to develop a copy platform helps students understand and apply these critical but complex advertising concepts.

• An increased emphasis on the role of the Internet, as well as its impact on radio and television advertising, provides students with useful insights into the current state of the industry and considerations likely to affect them as working professionals.

• Numerous illustrations, revised script considerations, and an expanded bibliography help students understand key concepts.

FEATURES

• This highly practical text prepares students to write copy for all types of electronic media. The text explores basic principles and techniques of good copywriting and promotes rapid skill development through more than 80 exercises and writing assignments based on realistic situations typical of entry-level copywriting positions.

• The text's engaging and enjoyable style make course material easier to grasp, and a good balance of explanatory material, examples, and exercises helps even beginning writers to learn important concepts and skills, such as how to write effectively using the AIDA formula.

• Numerous examples of actual scripts, storyboards, PSAs, and promotional spots help students understand key

• Equally appropriate for introductory electronic media writing courses and more specialized seminars on radio and television writing, the text provides broad coverage of fundamental concepts and techniques, as well as unique material on copywriting style, consumer behavior, and legal and ethical aspects of copywriting.

• Reflecting the growing trend of cost cutting in the broadcast industry, chapters on broadcast news, the Internet, and corporate media explore new writing opportunities and prepare students who might need to manage an unusually diverse workload.

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© 2009, 336pp, Paperback, 9780495803706

CREATIVE EDITING, INTERNATIONAL EDITION, 6E

Dorothy A. Bowles, University of Tennessee, Knoxville; Diane L. Borden, San Diego State University

CREATIVE EDITING, International Edition has been consistently praised by reviewers for its comprehensive coverage, excellent organization, and contemporary content. The Sixth Edition continues to live up to this reputation through consistent presentation, reinforcement, and practical application of editing concepts. The book covers all aspects of editing for print and online media, and provides ample practice exercises for students to perfect the principles they are learning. Beginning with basic language skills, the authors guide the reader through every phase of a professional copy editor’s job. The book’s practical combined textbook and workbook approach provides a good framework that encourages students to practice their skills as they learn.

NEW TO THIS EDITION

• Expanded coverage of online editing and web layout and design keeps students up-to-date with the latest
editing methods for new mediums.

• Expanded coverage of content editing makes this text an even more valuable reference for students and writers.

• New examples of creative headline writing focus on President Obama's election and subsequent media reaction around the country.

FEATURES

• The unique all-in-one text and workbook approach continually reinforces editing concepts and allows students to apply them immediately for optimal learning.

• Comprehensive coverage of basic grammar and punctuation, story editing, headline writing, typography, legal issues, journalism ethics, editing for public relations, layout and design make this book a leader in the field.

• The implications of legal and ethical issues related to editing are clearly discussed in Chapters 6 and 7, including discussions about media credibility, illustrated by several case studies of recent incidences of ethical lapses by journalists at major media companies.

• Chapter 2, “Using Correct Grammar and Punctuation,” provides students with a complete guide to grammar and punctuation with clear examples and helpful exercises. Grammar and punctuation concepts and tips are incorporated throughout to help students who need additional help in these areas.

• Chapter 5, “Checking Facts,” teaches students how to find information in both printed and electronic versions of standard reference works, and shows them how to use Internet search tools, discussion groups, and other online resources, to assist in research work.

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© 2011, 432pp, Paperback, 9780538743709
and provides them with great tips and tactics for successful writing.

- Chapter 11 (Appropriate and Sensitive Language) covers the “--isms” of writing sexism, racism, ageism, etc. and encourages students to be aware of and sensitive to these issues in their writing.
- The text contains 3 Appendices on Spelling, Homonyms and Homophones, and Verb Forms.
- Throughout the text, students will enjoy the authors’ clear, concise explanations of important grammar issues delivered in a lighthearted, conversational tone.
- The “Topical Guide to Grammar and Word Use,” included with the text, provides an easy and efficient way for students to look up correct usage.

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© 2012, 264pp, Paperback, 9780495901587

MASS COMMUNICATION LAW

CASES IN COMMUNICATIONS LAW, 6E
John Zelezny, California State University, Fresno (formerly)

Written as a companion to Zelezny’s COMMUNICATIONS LAW, Sixth Edition, textbook, CASES IN COMMUNICATIONS LAW, Sixth Edition, presents cases that will familiarize communications students with authoritative judicial reasoning on key principles of communications law. Most of the cases are from the U.S. Supreme Court and stand as precedents that all other courts in the nation must follow.

NEW TO THIS EDITION

- Cases highlight topics including defamation, privacy and copyright liability issues arising from user-generated content on the Internet and social network, recent rulings in cyber-libel and anonymous blogging, the Child Online Protection Act, and efforts to pass a federal shield law and the debate on protecting Internet reporters and bloggers. The sixth edition includes important U.S. Supreme Court and 3rd Circuit Court rulings on broadcast indecency and the U.S. Supreme Court’s ruling concerning student free-speech rights in MORSE v. FREDERICK.
- New material examines the Federal Trade Commission’s (FTC) enforcement efforts against potentially misleading types of advertising; proposed guidelines for online behavioral advertising and testimonials; and federal regulation pertaining to sponsor identification, video news releases, product placement, and embedded advertising.
- Additional coverage includes a discussion of the constitutionality of the McCain-Feingold campaign reform law’s electioneering restrictions; landmark copyright settlements in AUTHORS GUILD v. GOOGLE and between the National Association of Broadcasters and SoundExchange; and a look at the dispute over the Obama “Hope” poster in the context of copyright and publicity rights and the First Amendment.

FEATURES

- Along with classic Supreme Court decisions, CASES IN COMMUNICATION LAW, Sixth Edition, provides carefully selected cases from the state courts and lower federal courts to give students a complete and up-to-date picture of communications law.
- Intended for students in journalism, telecommunications, and other communications fields, the judicial opinions in this book have been carefully edited to focus just on substantive points of communications law.
- Most of the formal legal citations and judicial footnotes have been omitted from the cases to
improve readability and enhance the focus on truly important points.

- This book is intended as a companion to Zelezny’s textbook COMMUNICATIONS LAW: LIBERTIES, RESTRAINTS AND THE MODERN MEDIA, Sixth Edition, and follows the same organization of that text.

**CONTENTS**


© 2011, 304pp, Paperback, 9780495902973

**NEW!**

MAJOR PRINCIPLES OF MEDIA LAW, 2014 EDITION

Genelle Belmas, California State University, Fullerton; Wayne Overbeck, Emeritus, California State University, Fullerton

MAJOR PRINCIPLES OF MEDIA LAW is a comprehensive and current summary of media law. The text is revised every year to include the most recent developments in communication law through the end of the Supreme Court’s term. Each August, a new edition is available for fall classes, with recent developments through July 1st fully integrated into the text (as opposed to being added as an appendix or separate supplement).

**NEW TO THIS EDITION**

- This text is revised and published annually, and the 2014 edition includes the most up-to-date developments in communication law through the end of the Supreme Court’s term in 2013. These developments in communication law are fully integrated into the text, as opposed to being added as an appendix or separate supplement.

**FEATURES**

- Widely praised for its clarity and conciseness, MAJOR PRINCIPLES OF MEDIA LAW has been refined through 24 editions and has been reviewed by more than 60 law scholars to assure that it presents accurate summaries of complex legal concepts.
- The text features comprehensive coverage of topics critical to the study of media law, with both current and historical cases in each chapter that illustrate the concepts and laws being discussed.
- An easy-to-read table at the beginning of the text allows instructors and students to easily reference and locate specific cases by name and page number.
- The author maintains a website which houses Law Updates, links to additional media law resources, and more. http://commfaculty.fullerton.edu/woverbeck/.

**CONTENTS**


© 2014, 672pp, Paperback, 9781133307327
MASS COMMUNICATION THEORY: FOUNDATIONS, FERMENT, AND FUTURE, Seventh Edition, provides a comprehensive and historically based introduction to mass communication theory. Clearly written with examples, graphics, and other materials to illustrate key theories, the text traces the emergence of two main bodies of mass communication theory: social/behavioral and critical/cultural. It concludes with a discussion of how these two traditions support the media literacy movement and might be combined to produce a new theory of mediated communication. The authors emphasize that media theories are human creations typically intended to address specific problems or issues. MASS COMMUNICATION THEORY: FOUNDATIONS, FERMENT, AND FUTURE helps students develop an understanding of theory so they can make better use of media and play a role in the development of new media industries.

NEW TO THIS EDITION

- All statistics and examples have been updated.
- Chapter-specific updates, including an examination of mass media industries today, trends in mass media theory development, and the inclusion of social media and networking, are now provided.
- The overall structure of the textbook has been simplified into three sections and the organization of chapters has been substantially modified.
- Chapters 10 and 11 have been designed to increase attention to theories that are currently used to guide research, especially in the new digital media environment.
- Discussion of older theories has been substantially reduced while maintaining a more extensive and detailed history than other theory textbooks. This made room for a wide variety of new thinking in mass communication theory.
- New theories in this edition include: Dual Model of Social Responsibility, Anderson and Dill’s General Aggressive Model of Media Violence, the Downward Spiral Model of Media Effects, Motivated Reasoning and The Backfire Effect, Parental Mediation Theory of Children’s Digital Media Use, and many more.

FEATURES

- The text is accessible and balanced, providing thorough and effective coverage of social science theories and cultural theories.
- Clearly written in an appealing and reader-friendly style, the text includes helpful examples, graphics, and other support materials to better illustrate key theories and explore their importance.
- The authors capably present a diverse selection of theories and perspectives while emphasizing that media theories are human creations typically intended to address specific problems or issues.
- Each chapter includes one or more Thinking About Theory boxes that encourage students to apply mass communication theories to their own experiences, as well as to refine and discuss their interpretation of current events such as the war in Iraq, the war on drugs, and advertising of prescription drugs.

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© 2015, 432pp, Paperback, 9781285052076

MASS MEDIA AND SOCIETY

AMERICAN MEDIA HISTORY, 3E
Anthony Fellow, California State University, Fullerton

AMERICAN MEDIA HISTORY, THIRD EDITION, is a lively, engaging text that focuses on the development of the American media and its impact on society. Each chapter centers on the development of a particular medium. The narrative incorporates brief biographies of important media figures, first-person accounts of experiences with the media, and primary materials to keep students engrossed in the content.

NEW TO THIS EDITION

• Chapter 11 looks at the history of advertising and its social, economic, and political impact.
• Chapter 12, The Media, Nixon and Crises in Credibility, focuses on the Nixon Years (Vietnam and Watergate).
• New material and social media coverage including Facebook, Twitter, and YouTube is included in Chapter 14.
• A box feature entitled “American Snapshots” includes four to five paragraphs of first-person accounts and quotes from common individuals talking about their experiences with the media.
• American Media Classic boxes are now included.

FEATURES

• Updated Chapter 13, The Media and National Crises, focuses on the presidency up until now.
• Includes stories of more modern heroes/technological wizards that have ushered in the fourth technological revolution. Chapter 14 considers the accomplishments of Charles Babbage, John Vincent Atanasoff, Clifford Berry, Bill Gates, Mark Zuckerberg and Steve Jobs, among others.
• One the most complete histories of the computer and the story of the Internet. New coverage follows the evolution of social networking in cyberspace, including MySpace, Facebook, Twitter, Second Life and YouTube.
• Profiles of influential media figures include Rosser Reeves, Lee Clow, Paul Conrad, Ted Turner, Matt Drudge, and Mark Zuckerberg.
• Materials focus on the ethnic and alternative press in the Information Age and the impact of mega media mergers on the future of media and democracy.

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© 2013, 496pp, Paperback, 9781111348120

MEDIA, CRIME, AND CRIMINAL JUSTICE, INTERNATIONAL EDITION, 4E
Ray Surette, University of Central Florida


New Edition in May 2014

www.cengageasia.com

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Edition is the definitive text on media and criminal justice. Its scholarship is impeccable, its style direct and approachable, and its format engaging and complete with visual examples and a collection of sidebar material that complements the main discussions. With the ever-increasing role of media in both reporting crime and shaping it into infotainment, the importance of the interplay between contemporary media and the criminal justice system is greater today than ever before. Author Ray Surette comprehensively surveys this interplay while emphasizing that people use media-provided knowledge to construct a picture of the world, and then act based on this constructed reality.

NEW TO THIS EDITION

- Includes expanded, in-depth discussion of “new media,” such as Twitter and YouTube, throughout the text, and enhanced discussions of media and white-collar crime, the CSI effect, and victims of crime in the media.
- Contains numerous visuals and contemporary examples throughout to help students make connections to the substantive points found in each chapter.
- Discusses recent media crime and justice events and associated personalities, including Michael Jackson’s death, Tiger Woods, the Grand Theft Auto game, Court TV, the Amanda Knox Italian murder trial, the Casey Anthony child murder case, Paris Hilton’s jail term, Abu Ghraib and Guantanamo prisons, Khalid Sheikh Mohammed’s terrorist trial, and more.

FEATURES

- Helps students become critical media consumers by highlighting and correcting common misconceptions regarding the mass media’s effects on crime and justice.
- Offers a scientific yet approachable treatment of the subject, with a well-researched and thorough review of the relevant empirical and legal data on the criminal justice system, the media’s influence on attitudes, the media’s impact on crime, and media-designed programs to reduce crime.
- Examines all forms of media, including TV, film, newspapers, music, advertising, and “new media.”

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MASS MEDIA HISTORY

AMERICAN MEDIA HISTORY, 3E

Anthony Fellow, California State University, Fullerton

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© 2013, 496pp, Paperback, 9781111348120
of Media Use” that integrates new research and shows that the theory is more than just mere description.
- A new Study Box in Chapter 5 discusses media violence as a relative risk factor for aggressive behavior, drawing upon the work of Donnerstein.
- Chapter 7 contains a new discussion of “The Law of Apparent Reality” in the context of the importance of perceptions of reality in fright reactions to media.

FEATURES
- Praised by reviewers, Chapter 2 (“Scientific Methods in MEDIA EFFECTS RESEARCH”) clearly describes the research methods most often used in MEDIA EFFECTS RESEARCH, increasing students' understanding of these challenging concepts.
- Research Boxes in every chapter highlight a key research finding or expand on other relevant information about methods, theory, or effects data, enabling students to get an in-depth look at important effects information.

CONTENTS

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research questions, writing and organizing, beginning investigation of a topic, and acquiring tools that make the research process efficient.

- Includes clear descriptions of each type of communication research source available.
- Uses updated APA style throughout, and includes extensive coverage of how to cite Internet sources correctly.

**CONTENTS**

PART I: COMMUNICATION RESEARCH STRATEGIES

PART II: COMMUNICATION RESEARCH SOURCES

PART III: COMMUNICATION RESEARCH PROCESSES

Appendix A: APA Style Basics Appendix B: Glossary

© 2010, 336pp, Paperback, 9780495793441

**NEW TO THIS EDITION**

- Reflecting the latest developments from the field, MASS MEDIA RESEARCH, 10e is packed with up-to-the-minute research, real-world examples, and practical illustrations.
- Chapter 3 “Research Ethics” now features new information on federal rules concerning the use of human subjects. It also offers an insightful discussion about the ethics of doing research involving social media such as Facebook and Twitter.
- Chapter 7 “Survey Research” includes updated information on the types of survey research, along with expanded sections on Internet (online) research and identifying outliers in all types of research.
- Chapter 13 “Newspaper and Magazine Research” looks at current research concerning the impact of tablet computers—such as the iPad—on newspaper and magazine readership.
- Chapter 14 “Research in the Electronic Media” includes new information about Arbitron’s Portable People Meter and other new research considerations related to audience ratings. In addition, an expanded discussion explores respondent verification for all research methods.
- Chapter 15 “Research in Advertising” features expanded and updated discussions about new advertising channels, such as search engines and social media.
- Chapter 16 “Research in Public Relations” now offers a section on social media message analytics, a group of measures becoming more important in public relations research.

**FEATURES**

- Offering a current definition of mass media, Chapter 1 “Science and Research” presents smart media as a sub-
category of mass media as well as provides thorough discussions of the new mass media.

• Chapter 2 “Elements of Research” includes up-to-date examples and discussions of various measurements instruments.

• As it thoroughly explores sampling methods, Chapter 4 also spotlights the problems that can occur.

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© 2014, 496pp, Paperback, 9781285074603

MEDIA EFFECTS RESEARCH, 4E
A Basic Overview
Glenn G. Sparks, Purdue University

MEDIA EFFECTS RESEARCH, FOURTH EDITION, provides an excellent introduction for students studying mass media’ effects on society. Through an engaging narrative style, the author presents fascinating research findings on media’ impact and related mass media theories. Students are provided with a clear perspective of the relationship between science, methods, and practical questions about the effects of mass media.

NEW TO THIS EDITION
• Chapters have been updated with the latest innovative research and true-to-life stories on issues that are affecting society today, such as violence, obesity, and sexual content.

• Chapter 1 contains a new discussion on “creativity” as an important criterion of good theory, as well as a new section on how science’s skeptical attitude can lead to controversy.

• New research is presented on desensitization to media violence, as well as on the relationship between playing violent video games and aggression.

• A new discussion of content analysis in Chapter 2 contrasts a content study on popular music with research by the same authors that seek to uncover effects of the music.

• Chapter 3 has a new section on the historical contributions of The Decatur Study.

• A new viewing motivation (social interaction) has been added to the discussion of Uses & Gratifications, as well as a new section, “Beyond Mere Descriptions of Media Use” that integrates new research and shows that the theory is more than just mere description.

• A new Study Box in Chapter 5 discusses media violence as a relative risk factor for aggressive behavior, drawing upon the work of Donnerstein.

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CONTENTS

© 2013, 336pp, Paperback, 9781111344450
Media aesthetics have gained prominence with the dramatic advances in the digital technology of video and electronic cinema, making Herb Zettl's SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS, 7E, International Edition more applicable than ever. SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS, 7E, International Edition continues to be the most comprehensive book on the market, not only describing the major aesthetic image elements--light and color, space, time-motion, and sound--but also presenting in-depth coverage on how they are creatively used in television and film. Zettl's thorough coverage of aesthetic theory and the application of that theory place this contemporary and highly relevant text in a class by itself. Richly illustrated and now presented for the first time in full color, this edition features strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

NEW TO THIS EDITION

- This seventh edition of SIGHT SOUND MOTION is presented in full color. You need no longer turn to a color-plates section when searching for color references; instead, you can find them in the text where they belong. Paradoxically, this achievement coincides with a renewed emphasis on the power of black-and-white images to express emotions and elicit empathy, a topic explored in the desaturation theory section.
- This text contains valuable information about how to compose effective shots for the tiny mobile media display as well as the large screens in motion picture theaters. Coverage on aspect ratios discusses the various ways of framing shots in the 4 × 3 standard video aspect ratio, the 16 × 9 high-definition television aspect ratio, and the small cell phone screen.
- Although some proponents of 3D claim that there is no difference in the acquisition of 2D and 3D images, the aesthetics of the two production modes differ to a great extent. The major 3D features are explained throughout the text, and more extensively in the three-dimensional field chapters.
- Extensive information about special effects in film and video productions is integrated throughout the text.
- The text provides a basis for the study of media literacy--an educational discipline that has become an essential prerequisite for producers as well as consumers of media programs.

FEATURES

- The aesthetic liabilities of digital effects and their potential meta-messages are highlighted.
- More than 700 visual examples support Zettl's comprehensive coverage of aesthetic theory.
- Current material reflects up-to-date ideas of media aesthetics.
- A comprehensive glossary defines all of the fundamental media aesthetic terms. As with the vocabulary of a foreign language, knowledge of these terms is an essential prerequisite to communication about media aesthetics. Some of the less familiar terms, such as 'vectors,' are used in this book not to test the reader's patience but because they are more precise than some of the more common terms. Students are encouraged to consult the glossary before reading the text to facilitate understanding the various concepts.
- The power of inductive shooting and sequencing is highlighted in the context of large and small screens.

CONTENTS


© 2014, 464pp, Paperback, 9781285081236

NEW TO THIS EDITION

- The chapter order has been reorganized for better continuity of subject matter. A new chapter on Audio for the Internet is at the end of Part 2: Technology. “Premixing and Rerecording for Television and Film” has been shifted up a chapter, so that “Music Mixdown” now comes after it.
- Some chapters have been restructured to facilitate instruction of their content. For example, “Sound and the Speaking Voice” has been combined with “Voice-Overs” and “Narration”.
- There are two new chapters geared toward the mobile media trend: “Production for Mobile Media” and “Mixing for Mobile Media.” These chapters are designed to help students learn and understand the nuances of sound in the context of a smaller, mobile speaker.
- A new Chapter 1, “Sound in Production,” is designed to provide a context for the rest of the book and includes the considerations important in evaluating the final product.
- The chapter on “Game Sound” has been revised with a new program of illustrations.
- All appropriate material has been updated for current technology standards.
- There are many new illustrations throughout the book.

FEATURES

- The tenth edition is organized into four clearly defined sections: Principles, Technology, Production, Postproduction.
- Although the length of the book has not increased, there are now 25 chapters, instead of 24, to facilitate a more focused treatment of content and make distribution of subject matter easier to locate and assign. As with previous editions, the organization facilitates reading chapters in or out of sequence, based on need and level of background, with no disruption in continuity.
- Where possible, similar subjects are grouped into sequential chapters for better flow. For example, speech-related material is covered in consecutive chapters on “Sound and the Speaking Voice, Voice-Overs and Narration,” “Dialogue,” and “Studio Production for Radio and Television.”

CONTENTS

Part I: PRINCIPLES. 1. Sound in Production. 2. Sound
Sight, Sound, Motion, 7E
Applied Media Aesthetics, International Edition
Herbert Zettl, San Francisco State University

Media aesthetics have gained prominence with the dramatic advances in the digital technology of video and electronic cinema, making Herb Zettl's SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS, 7E, International Edition more applicable than ever. SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS, 7E, International Edition continues to be the most comprehensive book on the market, not only describing the major aesthetic image elements--light and color, space, time-motion, and sound--but also presenting in-depth coverage on how they are creatively used in television and film. Zettl's thorough coverage of aesthetic theory and the application of that theory place this contemporary and highly relevant text in a class by itself. Richly illustrated and now presented for the first time in full color, this edition features strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

NEW TO THIS EDITION
• This seventh edition of SIGHT SOUND MOTION is presented in full color. You need no longer turn to a color-plates section when searching for color references; instead, you can find them in the text where they belong. Paradoxically, this achievement coincides with a renewed emphasis on the power of black-and-white images to express emotions and elicit empathy, a topic explored in the desaturation theory section.
• This text contains valuable information about how to compose effective shots for the tiny mobile media display as well as the large screens in motion picture theaters. Coverage on aspect ratios discusses the various ways of framing shots in the 4 × 3 standard video aspect ratio, the 16 × 9 high-definition television aspect ratio, and the small cell phone screen.
• Although some proponents of 3D claim that there is no difference in the acquisition of 2D and 3D images, the aesthetics of the two production modes differ to a great extent. The major 3D features are explained throughout the text, and more extensively in the three-dimensional field chapters.
• Extensive information about special effects in film and video productions is integrated throughout the text.
• The text provides a basis for the study of media literacy--an educational discipline that has become an essential prerequisite for producers as well as consumers of media programs.

FEATURES
• The aesthetic liabilities of digital effects and their potential meta-messages are highlighted.
• More than 700 visual examples support Zettl's comprehensive coverage of aesthetic theory.
• Current material reflects up-to-date ideas of media aesthetics.
• A comprehensive glossary defines all of the fundamental media aesthetic terms. As with the vocabulary of a foreign language, knowledge of these terms is an essential prerequisite to communication about media aesthetics. Some of the less familiar terms, such as 'vectors,' are used in this book not to test the reader's patience but because they are more precise than some of the more common terms.
Students are encouraged to consult the glossary before reading the text to facilitate understanding the various concepts.

- The power of inductive shooting and sequencing is highlighted in the context of large and small screens.

**CONTENTS**


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**BROADCAST BUSINESS ISSUES**

**MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, INTERNATIONAL EDITION, 5E**

Alan B. Albarran, University of North Texas

MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, 5E, International Edition provides the most accurate and current information on the management techniques and strategies used in the electronic and digital media industry. The text has helped professors teach this course by using clear, current illustrations and examples, as well as a contemporary approach. Succinctly written, the text covers the most important aspects for future managers in the broadcast, cable, radio, and new media (Web and mobile) industries.

**NEW TO THIS EDITION**

- The word “Digital” has been added to the title to reflect the many platforms now available to managers to reach audiences and advertisers, ranging from traditional radio and TV stations, to smart phone applications and other mobile devices.
- A chapter is devoted to social media, one of the hottest trends impacting the media industries and society in the 21st century.
- Many new and revised case studies are presented throughout the text to reflect the changing managerial environment for electronic and digital media.

**FEATURES**

- This edition has been thoroughly updated to include all the latest information, management approaches, broadcast industry techniques, and trends in social media.
- All chapters have been updated and revised, and they include many new and revised cases. Material has been added regarding digital platforms and new regulatory changes.
- Case studies at the end of each chapter present opportunities for critical thinking through real-world management scenarios, often requiring students to consider what decisions they would make as media managers.
- The book’s thorough and current coverage of all technical and industry standards is presented in a succinct and accessible manner.
- Numerous examples and illustrations, pulled directly from industry use, help to prepare students for their careers in electronic media management.
- Albarran’s contemporary approach to management keeps pace with new and converging technologies in the dynamic, exciting broadcast industry.

**CONTENTS**

Preface. List of Abbreviations and Acronyms. 1.

© 2013, 336pp, Paperback, 9781111836856

MEDIA PROGRAMMING, 9E
Susan Tyler Eastman, Indiana University; Douglas A. Ferguson, College of Charleston

Written by recognized leaders in the field, MEDIA PROGRAMMING, 9E, International Edition delivers the most accurate coverage of techniques and strategies used in the programming industry today. Reflecting the latest developments from real-world practice, this market-leading text covers all aspects of media programming for broadcast and cable television, radio, and the Internet with clear, current illustrations and examples. It offers in-depth coverage of emerging trends, including multiplatform strategies, cross-media, new media, high definition media, new programming strategies, and wireless and pay-per-view media. This proven text continues to focus on how programs (units of content) are selected (or not selected), arranged, evaluated, and promoted with the need to consider pressures from technology, financing, regulations, policies, and marketing.

NEW TO THIS EDITION
• There are two new chapters, “Multi-Channel Television Strategies” and “Online Television Strategies.”
• Multiplatform strategies are introduced, and the use of multiplatform strategies is discussed extensively.
• New discussion on how cross-media has become enmeshed media.
• New media and its impact on existing media is discussed throughout the text.
• The death of analog and shift to digital are discussed.
• The notion of “reducing, reusing, and recycling” is discussed in regard to networks decreasing the number of highly priced programs and replaying or recycling existing content.
• The impact that wireless and pay-per-use models will have on the future of media is discussed.

FEATURES
• Comprehensive: MEDIA PROGRAMMING, 9E, International Edition continues to focus on how programs are selected (or not selected), arranged in schedules or menus of various kinds, evaluated by the industry, and promoted to audiences and advertisers. The text also considers the limits on options arising from technology, financing, regulations, policies, and marketing needs.
• Current: Reflecting a changing industry, one of the text’s central themes is that the way content is paid for determines much of its structure and availability. Another theme is how the mass orientation and rigid content of traditional broadcasting has reacted to pressure from the emerging online and mobile media.
• Complete: The new edition also illustrates that once-clear distinctions between networks, syndicators, and cable companies are dissolving and that media conglomerates are now co-opting and commercializing online and mobile program content. Still, patterns of daily work and living influence the availability of most media entertainment content and realities of economics overshadow all aspects of media programming.

CONTENTS
ONLY CONNECT, 4E
A Cultural History of Broadcasting in the United States
Michele Hilmes, University of Wisconsin, Madison

ONLY CONNECT provides a comprehensive history of American broadcasting from its earliest days in radio, through the rise of television, to the current era of digital media and the Internet. It views broadcasting as a vital component of American cultural identity, placing the development of U.S. radio, television, and new media in the context of social and cultural change. Each chapter opens with a discussion of the historical period, thoroughly traces the development of media policy, the growth of media industries, and the history of U.S. broadcast programming, and closes with a look at the major ways that radio and television have been understood and discussed throughout American history. Students learn not just about broadcasting, but also about U.S. history and American culture as well.

NEW TO THIS EDITION
• The 4th Edition has been revised to fully incorporate digital media.

FEATURES
• “Breakout Boxes” in almost every chapter condense complicated information in a table or chart format to appeal to visual learners.
• Hilmes presents the history of broadcasting from a cultural perspective to take into account not only the technology, digital and regulation factors, but also the impact of cultural values, social discourses, and audience formations.
• Specific “Connections” case studies in each chapter illustrate and develop the historical forces traced in each era to make complex material easy to understand. These in-depth examples of particular themes and trends encourage students to make connections to broad industry or regulation issues.
• Chapter-opening “Social Context” features provide contextual material for students to grasp the historical framework for that era of broadcasting.
• Global developments are integrated with U.S. history throughout the book to help students understand the global nature of broadcasting.

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Alan B. Albarran, University of North Texas

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• A chapter is devoted to social media, one of the hottest trends impacting the media industries and society in the 21st century.
• Many new and revised case studies are presented throughout the text to reflect the changing managerial environment for electronic and digital media.

FEATURES
• This edition has been thoroughly updated to include all the latest information, management approaches, broadcast industry techniques, and trends in social media.
• All chapters have been updated and revised, and they include many new and revised cases. Material has been added regarding digital platforms and new regulatory changes.
• Case studies at the end of each chapter present opportunities for critical thinking through real-world management scenarios, often requiring students to consider what decisions they would make as media managers.
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- Complete: The new edition also illustrates that once-clear distinctions between networks, syndicators, and cable companies are dissolving and that media conglomerates are now co-opting and commercializing online and mobile program content. Still, patterns of daily work and living influence the availability of most media entertainment content and realities of economics overshadow all aspects of media programming.

CONTENTS


© 2013, 496pp, Paperback, 97811111835026
INTRODUCTION TO FILM

ESSENTIAL CINEMA
An Introduction to Film Analysis, International Edition
Jon Lewis, Oregon State University

Succinct, lively, and affordable, ESSENTIAL CINEMA: AN INTRODUCTION TO FILM ANALYSIS, International Edition provides a clear focus on developing students’ skills in film analysis. Offering the most engaging instruction available, this exciting First Edition is packed with frame captures students will readily relate to. It also features interviews with film practitioners throughout, giving students insight into real-world practice in today’s field. Videos of the complete interviews are available through the eBook version as well as the text website. In addition, unique screening questions help students apply chapter concepts to any film they watch, while the running glossary and end-of-text illustrated glossary ensure students have easy access to full explanations of concepts.

FEATURES
• Extremely engaging and student friendly, ESSENTIAL CINEMA: AN INTRODUCTION TO FILM ANALYSIS features a higher picture-to-text ratio than other textbooks, which translates into a more visual mode of instruction. The majority of the 660 pictures are frames captured from DVDs. Thoroughly discussed in the text, the pictures help students see principles in action and develop their skills in close analysis.
• Included in almost every chapter, “Making Movies” boxes feature an interview with a film practitioner to give students real-world insights into how filmmakers think about the concepts explored in the chapter. A fuller version of the interview, recorded on video, is accessible on the book’s website and clickable in the ebook version.
• Screening questions at the end of every chapter help students apply chapter concepts to any film they watch. The questions also help generate ideas for writing papers and prompt lively class discussion.
• Bringing chapter content together, end-of-chapter “Focus” boxes show students how to apply key concepts in annotated images or text.
• Each chapter has a running glossary of key terms in the margin to help students master the vocabulary of film. An illustrated glossary at the end of the text offers further explanations.
• Offering succinct yet comprehensive coverage, the text features chapters on film form and style; writing about film; documentary, experimental, and animation; film history; and the film business.

CONTENTS

© 2014, 352pp, Paperback, 9781285192925

www.cengageasia.com
MODERN RADIO PRODUCTION, 9E
Production Programming & Performance
Carl Hausman, Rowan University; Frank (Fritz) Messere, State University of New York-Oswego; Lewis O’Donnell, State University of New York, Oswego; Philip Benoit, Millersville University

MODERN RADIO PRODUCTION, NINTH EDITION, provides students with a current, comprehensive look at radio production and programming, integrating new material on cutting-edge technologies with explanations of traditional equipment and practices. The authors’ clear writing style, excellent descriptions and explanations, and attention to detail ensure that the text is consistent and appropriate for use in undergraduate courses.

NEW TO THIS EDITION
• Detailed discussion of web-based radio programming throughout the book.
• Comprehensive explanations of the new web-based “long tail” economy and the effect on radio economics.
• Chapter 15 now includes discussion of apps and plugins that allow the radio producer to perform extremely sophisticated operations on iPads, iPhones, and similar tablets and smartphones.
• Chapter 9 now features a discussion about mobile and cloud capabilities, flash memory, discussion about SonicFire Pro and Garageband for creating production beds, more discussion about interactive media and radio programming (iheartradio, aolradio, etc.).
• The very latest on new technologies to enable voice-tracking, including software that allows a remote announcer to talk over music intros and outros.
• Complete treatment of new federal warning systems for radio.
• A complete explanation of the new digital infrastructure and how it affects radio.
• The ninth edition now Historical perspective on how technologies have changed radio in the past, and what that might mean for our future.
• The latest on interactive programming, such as techniques in which on-air play is keyed to Facebook “likes”.

FEATURES
• A modern approach in which all inputs are examined in one chapter (Chapter 2), mirroring industry technological trends by adding such inputs as satellite and network programming and making the concepts more teachable.

CONTENTS

© 2013, 464pp, Paperback, 9781111344399
CENGAGE ADVANTAGE BOOKS: AUDIO BASICS

Stanley R. Alten, Syracuse University

Written by highly respected author Stan Alten, AUDIO BASICS provides readers with a fundamental understanding of the principles, technology, and techniques of audio production. Because the material is not medium-specific, readers can apply techniques to sound production in any of the major audio and audio/visual media.

FEATURES
- Content is generic to facilitate a general understanding of sound production and to better complement the “basics” concept of the book.
- Chapters are organized for use selectively, in or out of sequence, with no disruption in continuity.
- Each chapter is preceded by an outline of its main headings and concluded with a list of its main points.
- Key terms are identified in bold italic and defined in the Glossary.
- A bulleted list of main points appears at the end of each chapter, helping students review and refresh their memory of key chapter topics and points.
- More than two hundred and forty illustrations visually reinforce principles, technical concepts, and production techniques.

CONTENTS

DIGITAL MOVIE MakING, INTERNATIONAL EDITION, 7E

Lynne S. Gross, California State University, Fullerton; Larry W. Ward, California State University, Fullerton

DIGITAL MOVIE MakING, International Edition guides students of any level through the technical and aesthetic aspects of moviemaking by highlighting the decisions that are made throughout the creative process as well as the strategies filmmakers develop to bring their vision to life. Throughout the text, author Lynn S. Gross emphasizes the directorial and storytelling functions of narrative film and beyond—from the forethought and care required for each facet of production to the technical information that anyone engaged in making movies should know. This edition reflects the rapidly-evolving nature of digital cinema, with new information on cutting-edge equipment, techniques, and formats that places students at the forefront of moviemaking today.

NEW TO THIS EDITION
- Discussions of new equipment such as the Red One camera, more efficient lights, and software for image stabilization and scene synching are incorporated throughout the text, offering students up-to-the-minute information on the possibilities of modern moviemaking.
- The authors have increased their focus on the aesthetic and practical considerations of every aspect of moviemaking, from multi-camera and fast camera shooting to high-definition television and editing visual effects.
• This edition includes more information on modern forms of editing beyond typical Hollywood continuity editing, such as the increasing use of digital sound techniques.
• The section on visual effects has been reorganized to reflect their importance in modern movies.
• Students will discover updated information from the quickly-evolving area of digital cinema, as well as new considerations for mobile media.

FEATURES
• The text’s organization balances the duality of the moviemaking process through the alternating presentation of a technical chapter followed by an aesthetic chapter.
• A four-page, full-color insert illustrates the role of color in moviemaking, including example shots from modern movies that effectively use color and light.
• Reflecting the most current technological trends in the field, DIGITAL MOVIEMAKING presents sections on authoring DVDs, using high-definition television equipment, and inexpensively creating visual effects.
• A chapter on digital cinema titled “The Final Stages of Moviemaking” offers students suggestions for the distribution and exhibition of their movies, as well as information on how filters, color correction, and compositing are utilized in postproduction.
• More than 15 downloadable forms useful for movie production are available on the Book Companion Website.

CONTENTS

© 2009, 304pp, Paperback, 9780495571346

NEW TO THIS EDITION
• In order to reflect the impact of the recent DSLR revolution, more digital camera technologies are discussed, including high end cameras such as the Red and the Alexa, as well as some of the Sony models.
• A new chapter entirely devoted to digital video provides students insight into the changing industry.
• Chapter 10 has been extensively reworked to include updated information on digital audio information in order to reflect the current realities of the industry.
• A revised Chapter 18 includes discussions of workflows and expanded coverage of the digital intermediate process.
• Chapters have been reorganized to follow a more natural flow of film production.
• Chapters on the technical characteristics of video will fully address transferring film to video, further considerations of matchback information, and the
possible pitfalls of transferring video into nonlinear editing systems.

• Explanations of workflows and the integration of films and video have been updated.

FEATURES

• The sixth edition continues to explore the relationship of film and video during preproduction, production, and production.

• Emphasizing the Hollywood style of filmmaking, FILM PRODUCTION TECHNIQUE: CREATING THE ACCOMPLISHED IMAGE, Sixth Edition, is organized around five sections that focus on producing a film from start to finish: Blocking for the Camera, The Camera, Video and Sound, Lighting and Exposure, and Editing.

• The text focuses on film and explores current digital camera technologies.

CONTENTS


© 2014, 528pp, Paperback, 9780840030917
video aspect ratio, the 16 × 9 high-definition television aspect ratio, and the small cell phone screen.
• Although some proponents of 3D claim that there is no difference in the acquisition of 2D and 3D images, the aesthetics of the two production modes differ to a great extent. The major 3D features are explained throughout the text, and more extensively in the three-dimensional field chapters.
• Extensive information about special effects in film and video productions is integrated throughout the text.
• The text provides a basis for the study of media literacy—an educational discipline that has become an essential prerequisite for producers as well as consumers of media programs.

FEATURES
• The aesthetic liabilities of digital effects and their potential meta-messages are highlighted.
• More than 700 visual examples support Zettl’s comprehensive coverage of aesthetic theory.
• Current material reflects up-to-date ideas of media aesthetics.
• A comprehensive glossary defines all of the fundamental media aesthetic terms. As with the vocabulary of a foreign language, knowledge of these terms is an essential prerequisite to communication about media aesthetics. Some of the less familiar terms, such as ‘vectors,’ are used in this book not to test the reader’s patience but because they are more precise than some of the more common terms. Students are encouraged to consult the glossary before reading the text to facilitate understanding the various concepts.
• The power of inductive shooting and sequencing is highlighted in the context of large and small screens.

CONTENTS

© 2014, 464pp, Paperback, 9781285081236,

TELEVISION PRODUCTION HANDBOOK, 12E
Herbert Zettl, San Francisco State University

In the field-defining text TELEVISION PRODUCTION HANDBOOK, author Herbert Zettl emphasizes how production proceeds in the digital age—from idea to image—and how it moves through the three major phases, from preproduction to production to postproduction. In this context, Zettl describes the necessary tools, considers what they can and cannot do, and explains how they are used to ensure maximum efficiency and effectiveness. This edition features the latest digital equipment and production techniques, including stereo 3D, 3D camcorders, 4K and 8K digital cinema cameras, portable switchers, LED lighting instruments, and digital lighting control systems.

NEW TO THIS EDITION
• Since the last edition, digital technology has established itself so firmly in all facets of television production equipment that the difference between analog and digital signals no longer justifies an entire chapter. Consequently, the previous edition’s Chapter 5, “Analog and Digital Television,” has been removed and the remaining information about digital processes has been integrated into several other chapters.
• Coverage of videotape production has been removed,
as it is typically now used out of necessity rather than choice.

- Material has been honed and clarified, pared to eliminate unnecessary repetition, and in some cases relocated to create even more cohesive learning units. For example, the major discussion of color has been moved from the camera chapter to the design chapter.
- This edition discusses the basic equipment features as well as perceptual and production principles of stereo 3D. Zettl also covers all important new equipment, including 3D camcorders, 4K and 8K digital cinema cameras, portable switchers, LED lighting instruments, and digital lighting control systems.

FEATURES

- Topics are organized to reflect an actual production sequence as much as possible.
- This text is designed for beginning students and those who are more adept at television production. To keep less advanced readers from getting bogged down by the multitude of technical details, each chapter has two sections. Section 1 contains the basic information about a specific topic; Section 2 presents more detailed material. The two sections can be assigned and read together or independently.
- Given the pervasiveness of digital tools and more user-friendly equipment, emphasis has shifted from describing what the tools are to explaining what to do with them in each production phase.
- Repetition is one way to facilitate learning television production vocabulary. Key terms are explained at the beginning of each chapter, then used in context within the chapter, and summarized again in the main points and glossary sections.
- Several hundred full-color pictures and diagrams help to clarify the narrative.

CONTENTS


© 2015, 544pp, Hardback, 9781285052670

VIDEO BASICS, INTERNATIONAL EDITION, 7E

Herbert Zettl, San Francisco State University

Herbert Zettl draws on his expertise and field experience to bring you the seventh edition of VIDEO BASICS, 7E, International Edition the handiest and most authoritative, current, and technically accurate student
guide to video production available. Meeting the need for a briefer book, this text distills comprehensive video instruction so that it can be covered in a single semester. The book moves students from video concepts and processes to production tools and techniques and, finally, to the production environment (studio and field, inside and outside) and its effects. A more conceptual framework leads students from the idea (what to create) to the image (how to create) on video.

NEW TO THIS EDITION

• All chapters of this edition have been updated and, wherever necessary, the text streamlined and the concepts clarified.
• High-definition video (HDV) was eliminated because it has been replaced by true high-definition television (HDTV) even in small consumer camcorders.
• Some of the content in Chapter 3 (Image Formation and Digital Video) has been rearranged and some eliminated to make this admittedly demanding chapter as painless as possible for the reader.
• Super HDTV scanning modes, normally used for digital cinema, are introduced.
• DSLR cameras and some mounting equipment are now discussed.
• 3D video is explained in Chapter 4 (Video Camera) and Chapter 6 (Looking Through the Viewfinder).
• LED lighting equipment and its studio use have been added.
• Tapeless recording media and nonlinear editing are stressed throughout the text.

FEATURES

• VIDEO BASICS, 7E, International Edition acknowledges that digital video is now an established medium. References to analog are made only to help explain the digital process or the analog equipment that is still in use.
• All chapters have been updated and streamlined and the concepts clarified. To explain some of the often-puzzling terminology of digital television and the various scanning systems, Chapter 3 explores the major differences between the scanning, sampling, and compression standards of digital television (DTV), high-definition video (HDV), and high-definition television (HDTV).

CONTENTS


© 2013, 656pp, Paperback, 9781111835927

VOICE & ARTICULATION

VOICE AND ARTICULATION, 5E
Kenneth C. Crannell, Emerson College

Crannell’s text offers students a chance to both learn and do. First, students read to discover how their vocal apparatus works and find ways to recognize a variety of speech patterns. Then, as they practice with the numerous and varied exercises provided in the text, they develop the skills needed for personal and professional success.

NEW TO THIS EDITION

• New drills and exercises with a CD to accompany
the text.
• More diversity in the selections from world literature.
• Revision of Chapter 11 (Application to the Speech Occasion) with a detailed discussion of various speaking occasions possible in the professional and personal development.
• Extensive use of the internet and YouTube for visuals and support information.

FEATURES
• Only text on the market to offer book-specific audiotapes created by the text’s author. These audio tapes contain all exercises from the text with time for student responses. They are offered for sale to students and adopters who wish to use them in their classroom.
• Only text on the market to include extensive information on regional and national accents (Chapters 12 and 13, Appendix A), extremely beneficial to schools that have high enrollments of non-native speakers.
• Strong Chapter 2 on Breathing provides more in-depth coverage than any other text for the course.

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© 2012, 432pp, Paperback, 9780534514990

COPYWRITING FOR THE ELECTRONIC MEDIA, 6E
Milan D. Meeske, Professor Emeritus, University of Central Florida

COPYWRITING FOR THE ELECTRONIC MEDIA: A PRACTICAL GUIDE, International Edition, prepares students to write effective copy for all types of electronic media, with an emphasis on commercial writing and a valuable real-world orientation to this exciting field. Equally appropriate for introductory electronic media writing courses and more specialized seminars on radio and television writing, the text begins by introducing basic principles and techniques of good copywriting, including a brief review of basic grammar, before moving on to dozens of focused skill-building exercises and more than 80 writing assignments. Numerous examples of actual scripts, storyboards, PSAs, and promotional spots help students understand key concepts as they learn to write short, persuasive messages for radio, television, and new media. The sixth edition includes a new chapter on “Getting the First Job,” expanded discussion of target audiences and copy platforms, and an increased focus on the role of the Internet and its impact on radio and television advertising—all vital considerations for students as they prepare for work as professional writers.

NEW TO THIS EDITION
• A revised and expanded Grammar Review illustrates grammar principles as they apply to broadcast writing, helping students refresh these essential skills.
• A new chapter, “Getting the First Job,” helps students prepare for entry-level professional work.
• An expanded and clarified discussion of target audiences and how to develop a copy platform helps students understand and apply these critical but complex advertising concepts.
• An increased emphasis on the role of the Internet, as well as its impact on radio and television advertising, provides students with useful insights into the current state of the industry and considerations likely to affect them as working professionals.
• Numerous illustrations, revised script considerations, and an expanded bibliography help students understand key concepts.

FEATURES
• This highly practical text prepares students to write copy for all types of electronic media. The text explores basic principles and techniques of good copywriting and promotes rapid skill development through more than 80 exercises and writing assignments based on realistic situations typical of entry-level copywriting positions.
• The text’s engaging and enjoyable style make course material easier to grasp, and a good balance of explanatory material, examples, and exercises helps even beginning writers to learn important concepts and skills, such as how to write effectively using the AIDA formula.
• Numerous examples of actual scripts, storyboards, PSAs, and promotional spots help students understand key
• Equally appropriate for introductory electronic media writing courses and more specialized seminars on radio and television writing, the text provides broad coverage of fundamental concepts and techniques, as well as unique material on copywriting style, consumer behavior, and legal and ethical aspects of copywriting.
• Reflecting the growing trend of cost cutting in the broadcast industry, chapters on broadcast news, the Internet, and corporate media explore new writing opportunities and prepare students who might need to manage an unusually diverse workload.

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© 2009, 336pp, Paperback, 9780495803706

WHEN WORDS COLLIDE, INTERNATIONAL EDITION, 8E
Lauren Kessler, University of Oregon; Duncan McDonald, University of Oregon

Kessler and McDonald’s WHEN WORDS COLLIDE, International Edition is praised by students and professors alike for its straightforward and clear-almost conversational-presentation of grammar. This versatile grammar and usage handbook works for both beginning and continuing media writers, providing concise, clear explanations and examples, as well as quick and accurate answers to grammar or usage questions. The unique ‘from writer to writer’ perspective engages students and guides them firsthand through the writing process.

NEW TO THIS EDITION
• A focus on the dynamic, evolving, cross-platform, multi-media environment for today’s writers.
• An exploration of language in a different way than in past editions, with a revised chapter on The Sentence.
• Updated and combined previous chapters on
Agreement and Case, and omitted the chapter on spelling, moving this important subject into two quick, accessible new Appendices.

FEATURES

• This versatile text can be used both as an easy-to-use reference tool and as a grammar/usage textbook, making it a meaningful addition to any writer’s bookshelf long after the course is complete.
• Timeless and appropriate examples compare correct with incorrect uses, giving students a chance to see and hear the difference.
• A “Quickstart” chapter titled “Ten Little Secrets, Ten Big Mistakes” gets students engaged with the writing process right from the beginning of the text and provides them with great tips and tactics for successful writing.
• Chapter 11 (Appropriate and Sensitive Language) covers the “isms” of writing sexism, racism, ageism, etc. and encourages students to be aware of and sensitive to these issues in their writing.
• The text contains 3 Appendices on Spelling, Homonyms and Homophones, and Verb Forms.
• Throughout the text, students will enjoy the authors’ clear, concise explanations of important grammar issues delivered in a lighthearted, conversational tone.
• The “Topical Guide to Grammar and Word Use,” included with the text, provides an easy and efficient way for students to look up correct usage.

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© 2012, 264pp, Paperback, 9780495901587

WRITING FOR TELEVISION, RADIO, AND NEW MEDIA, 11E

Robert L. Hilliard, Emerson College, Emeritus

WRITING FOR TELEVISION, RADIO, AND NEW MEDIA has been the leading work in its field for more than fifty years. Its frequently updated revisions, including the eleventh edition, combine the best principles and examples of the past with those of contemporary practice. Its thorough coverage of concepts, approaches, and techniques concentrates on the key media formats of commercials; news and sports; documentaries; reality programs; talk shows; interviews; music programs; corporate, educational, and children’s formats; and drama and sitcoms. The text also presents basic information that writers need to know about production techniques, demographics, copyrights, and career opportunities. New material on social media allows today’s students to understand the continued importance of clear writing and shows them how their digital skills can transfer to career opportunities.

NEW TO THIS EDITION

• The eleventh edition includes new and updated material on writing for the Internet, particularly as related to social media. Guidance pertaining to writing on Facebook, LinkedIn, and Twitter keep the book current and ensure that students understand the relevance of what they are studying.
• Chapter 4, “Commercials and Announcements,” has been updated to include material on writing effective commercials for social media.
• Chapter 11, “Professional Opportunities,” has been revised to reflect the use of LinkedIn and other social media, and includes additional tips on seeking and handling interviews in the rapidly evolving communications job market.
• New examples of scripts include political spots reflecting the 2012 national elections.

FEATURES

• Examples are oriented to the college-age reader and include contemporary news events, music script/log examples with current top performers and hits, and references to Internet social sites.
• Material on writing for the Internet includes commentary from writers and directors with examples of their work, an examination of the convergence of the Internet with other distribution technologies, and expert analysis of how new technologies are applicable to the Internet.
• Thorough coverage of core topics includes an overview of mass media and basic elements of production, an overview of format and style, and writing techniques for a variety of traditional and new media formats. The text addresses all key format subject areas that students and other readers are most likely to encounter.
• The text presents an outline of the basic principles of production so that students have an understanding of the medium for which they are writing.
• Professional opportunities in commercials, copywriting, news, corporate media, playwriting, and other writing fields are discussed.
• Chapter 10, “The Play,” presents thorough and insightful coverage on writing screenplays, including video drama and audio drama.

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© 2015, 528pp, Paperback, 9781285465074
applied toward leading a full life outside the theatre. This basic approach focuses on life experience rather than on dramatic literature for background material, and positions fundamentals such as auditioning as basic skills that can be applied in many areas of life.

- The author uses a conversational, down-to-earth, accessible writing style, with original terms, rather than invented vocabulary, for acting concepts, and emphasizes the actor's responsibility for in-rehearsal active contribution and out-of-rehearsal exploration.
- The text provides ample actor testimony from well-known performers, both proven veterans and successful newcomers near the ages of the students.
- There is a clear interpretation of Stanislavski (the father of actor training as we know it) for modern readers.
- The text includes enough exercises and approaches to allow flexible selection and adaptation. These exercises may be cut back in scope easily, and written assignments adapted into thought-discussion questions and improvisations, in those instances where a minimum of academic work is deemed appropriate.
- The Offstage Actions provide a framework for those who intend to use this training in venues outside the theatre, and the material now includes professional skills to supplement personal ones.

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© 2012, 416pp, Paperback, 9780495911951
to character.

• Chapter 7, “Investigating the Subconscious,” has been completely rewritten and expanded to further enhance clarity.

• Because the business of theatre is constantly evolving, Chapter 13, “Getting the Job,” has been updated to discuss the latest approaches to auditioning, marketing, and surviving in the competitive theatre industry.

FEATURES

• ACTING IS BELIEVING walks students through an easy-to-learn three-part structure: The Actor, The Actor and The Play, and The Actor and The Production. The acting theory remains grounded in Stanislavski-based training, while evolving to speak to today’s students pursuing careers in theatre, film, and television.

• Modified, updated, and new exercises keep this classic text on the cutting edge of today’s actor training.

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NEW EDITION!

CENGAGE ADVANTAGE BOOKS: THE ACTOR’S CHECKLIST, 4E
Rosary O’Neill, Loyola University

Based on the Constantin Stanislavski method of acting, THE ACTOR’S CHECKLIST examines Stanislavski’s eight principles in an easily understood checklist format. This exciting acting guide also includes insights from other famous acting teachers, including Uta Hagen, Sanford Meisner, Lee Strasberg, Michael Chekov, and Stella Adler. Providing techniques for use in both classroom and production situations, this edition features new chapters on time, place, and history, as well as a new appendix that covers movement and vocal warmups.

NEW TO THIS EDITION

• Time and Place chapters have been separated to provide clarity for the actor.

• A History chapter provides instruction on creating details of each character’s backstory.

• An appendix of improvisations, games, and exercises gives the actor and teacher access to improvisations that will create inner stillness and outward alertness.

• An appendix of movement and vocal warmups helps the actor perfect his/her instrument and inhabit the body fully.

FEATURES

• An introduction describing the book’s purpose, chapter progression, stage acting vs. film acting, and more provides students with a comprehensive overview of the text and course.

• Updated and new exercises that require little or no preparation time or props give students new opportunities to apply concepts.

• Checklists based on Stanislavski’s method are included to help students build a solid foundation in acting and to inspire strong performances.
• Each chapter is loaded with practical exercises that put the acting concepts into action.
• Numerous play excerpts are included to demonstrate specific acting concepts.
• An appendix on key terms references where they are discussed and defined within the text.

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© 2014, 256pp, Paperback, 9781133308652

INTRODUCTION TO THEATRE

THE ART OF THEATRE, 3E
Then and Now
William Missouri Downs, University of Wyoming; Lou Anne Wright, University of Wyoming; Erik Ramsey, Ohio University

THE ART OF THEATRE: THEN AND NOW, Third Edition, explores issues of cultural diversity and creativity, presents a full day-in-the-life of theatre, and offers comprehensive coverage of theatre history. The authors make timely and relevant connections between theatre and the familiar world of television and film to help students understand how the living art of theatre relates to and influences today’s screen entertainment. For flexibility in the way you teach, THE ART OF THEATRE is available in two versions. This full version contains 17 chapters, six of which cover theatre history in both Western and non-Western contexts, and concludes with a chapter on “The Musical”. THE ART OF THEATRE: A CONCISE INTRODUCTION features 12 chapters and a briefer treatment of theatre's history, and also features a chapter on “The Musical”.

NEW TO THIS EDITION
• This edition includes several new “Spotlight” boxes, including one that highlights how theatre and art help us find structure and meaning in life. Others explore how technology may be creating a cultural divide and how theatre can help close the gap, and how creativity relates to the imagination.
• The authors include improved guidelines on theatre etiquette, such as rules on twittering and texting during a performance.
• Chapter 5 (“A Day in the Life of a Theatre”) now includes important detailed information on how difficult it is to make a living as a theatre artist.
• Chapter 10 (“A Creative Life”) contains many expanded sections on how creativity applies not only to the theatre, but to a student’s everyday interaction with education and the world.
• Several additions in Part 3, “A Concise History,” include expanded coverage of theatre in India, more on Aristotelian Scholasticism, in-depth coverage of women on stage in Elizabethan times, and a new section on the Puritans and their intolerance to the theatre.
• Over 50 new brightly colored photographs help illustrate important concepts.

FEATURES
• Organized into three distinct sections--"Theatre Literacy", “The Arts within the Art”, and “A Concise History”--the text provides flexibility to organize the course in various ways. This full version contains 17 chapters, including six chapters covering theatre history in Western and non-Western contexts, and concluding with a chapter on musical theatre. THE ART OF THEATRE: A CONCISE INTRODUCTION contains 12 chapters, paring back historical coverage to one chapter on theatre's key movements (realism, absurdism, etc.) and then offers one featuring musical theatre.
• THE ART OF THEATRE gives students a firm background in the primary arts and techniques needed to create a theatre performance, providing a nuts-and-bolts how-to look while developing an appreciation of the art. The text investigates how cultural diversity manifests itself in U.S. theatre today,
and how theatre can give a voice to groups who are ignored. It also outlines basic audience etiquette and introduces play analysis.

- There is thorough coverage of diversity in theatre. The theme of diversity is woven into the text narrative, examples, quotations, and photos. Chapter 3 (“Theatre and Cultural Diversity”) discusses diversity in modern U.S. theatre. Chapter 11 (“Non-Western Theatre”) discusses African, Indian, Chinese, Japanese, and Islamic theatre. “Spotlight on Diversity” boxes describe ethnic and cultural diversity in the theatre, exposing students to some of the many voices in theatre. Some examples include “The Life and Death of Ken Saro-Wiwa” (Chapter 1), “Color-Blind Casting” (Chapter 8), and “The Life of a Playwright: Sarah Ruhl” (Chapter 6).
- An entire chapter on creativity (Chapter 10, “A Creative Life”) compares technique and talent, describes the attributes of creative people, provides tips students can use to enhance their creativity, and outlines the steps of creative problem-solving.

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© 2013, 496pp, Paperback, 9781111348304
sections on how creativity applies not only to the theatre, but to a student’s everyday interaction with education and the world.

- Over 30 new brightly colored photographs help illustrate important concepts.

**FEATURES**

- Organized into three distinct sections—“Theatre Literacy,” “The Arts within the Art,” and “A Concise History”—the text provides flexibility to organize the course in various ways. This Concise version contains 12 chapters, paring back historical coverage to one chapter on theatre’s key movements (realism, absurdism, etc.) and then offers one featuring musical theatre. THE ART OF THEATRE: THEN AND NOW contains 17 chapters, including six chapters covering theatre history in Western and non-Western contexts, and concluding with a chapter on musical theatre.

- This book gives students a firm background in the primary arts and techniques needed to create a theatre performance, providing a nuts-and-bolts how-to look while developing an appreciation of the art. The text investigates how cultural diversity manifests itself in U.S. theatre today, and how theatre can give a voice to groups who are ignored. Is also outlines basic audience etiquette and introduces play analysis.

- There is through coverage of diversity in theatre. The theme of diversity is woven into text narrative, examples, quotations, and photos. Chapter 3 (“Theatre and Cultural Diversity”) discusses diversity in modern U.S. theatre. “Spotlight on Diversity” boxes describe ethnic and cultural diversity in the theatre, exposing students to a variety of voices. Some examples include “The Life and Death of Ken Saro-Wiwa” (Chapter 1), “Color-Blind Casting” (Chapter 8), and “The Life of a Playwright: Sarah Ruhl” (Chapter 6).

- Chapter 10, “A Creative Life,” is devoted to creativity and features a comparison of technique and talent, describes the attributes of creative people, provides tips students can use to enhance their creativity, and outlines the steps of creative problem-solving.

- You can create a customizable, printed anthology of plays for your course by choosing from a large selection of plays—including many discussed in the “Stage to Screen” boxes of this text—at Sundance Choice Drama (http://www.textchoice.com/sundance). With your customized anthology, students pay only for the plays you assign!

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© 2013, 336pp, Paperback, 9781111348311

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**NEW EDITION!**

**THE ESSENTIAL THEATRE, ENHANCED, INTERNATIONAL EDITION, 10E**

*Oscar G. Brockett, University of Texas, Austin; Robert J. Ball, University of the Incarnate Word*

Engage your students and get them excited about theatre with the Enhanced Tenth Edition of THE ESSENTIAL THEATRE, International Edition. The combined authorship of an authoritative theatre historian and his former student—an active theatre practitioner and historian himself—makes this book ideal for an introductory theatre course. THE ESSENTIAL THEATRE has established a reputation as one of the most comprehensive, authoritative surveys of the theatre in academia. With vibrant and numerous representations of current and classic performances, this text encourages students to become active theatergoers and fans.

**NEW TO THIS EDITION**

- Expanded versions of the “Theatre in a Broad Context” timelines to help students situate theatrical events and developments within a larger historical context. A timeline has been added to cover Asian and African theatre in Chapter 10.
- The material in Part 2 has been reorganized to make
the historical overview of Theatre's many expressions more clear, as Chapters 7, 8 and 9 now feature increased attention to the major playwrights of the modern and contemporary periods and all plays include a date of first production, thereby offering a clearer sense of context.

- The examination of the differences between the early modernist movements of realism, symbolism, expressionism, surrealism, futurism, and dadaism has been placed in a feature box that contrasts all the different features of each.
- Chapters 13-17 have been revised to include a series of questions to help students attending a performance more fully consider and analyze the work of the different theatre artists.
- More “Practitioners and Theorists” boxes have been added to the later chapters to give students more perspectives on the different kinds of designers – scene, costume and makeup.
- At least 30 images have been added, and create a brighter, more contemporary and contextual setting.

FEATURES

- The text introduces students to many aspects of theatre as a form of art, including critical approaches to theatre, script analysis, the various forms that theatre has taken in the past and the present, and a description of how each of the theatre's arts functions as a part of the total production.
- Integrated synopses of plays—referencing those that appear in the companion anthology—prepare students for analyzing the complete pieces by identifying basic elements and highlighting things to look for when reading. In turn, the complete scripts serve as a foundation for the text's explorations of the types of theatrical experience.
- Categorized, color-coded boxes bring the theatre to life by highlighting a variety of people, practices, concepts, and events related to the historical and contemporary theatre.
- “Theatre in a Broad Context” timelines in many chapters to help provide cultural and historical context to the changes and developments in the theatre.

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© 2014, 496pp, Paperback, 9781285080604

THEATRE, 7E
A Way of Seeing
Milly S. Barranger, University of North Carolina, Chapel Hill

Consistently praised as “streamlined” and “clear and student friendly,” THEATRE: A WAY OF SEEING offers the beginning theatre student an exciting, full-color introduction to all aspects of theatre. It presents the experience of theatre, who sees it, what is seen, and where and how it is seen largely from the viewpoint of audiences exposed to a complex, living art that involves people, spaces, plays, designs, staging, forms, language, and productions. The book includes the appropriate coverage of the history, diversity, and most critical moments in theatre in a way that encourages students to experience theatre as “a performing art and humanistic event.”

NEW TO THIS EDITION

- All chapters have been revised to incorporate new subjects, artists, productions, and photographs. For instance, the overview of solo texts and performance
art (Chapter 6) includes Spalding Gray, Anna Deavere Smith, and others. Analyses of play structures, stage conventions, and language include examples from works by playwrights ranging from William Shakespeare and Henrik Ibsen to Sam Shepard and Robert Wilson.

• Chapters 11 and 12 on theatrical design have been expanded to include the emergence of women designers in the commercial theatre, and the increasing use of puppetry in design and staging.

• Chapters 13 and 14 have been updated to feature new producers and the choreographer-directors who are shaping American drama and musicals along with the new producing organizations whose purpose is to bring diversity to America's stages.

• Chapter 15 on theatre criticism has been expanded to include both pioneering critics and national critics who influence the audience interest in shows from Chicago to Seattle to the web.

• Issues of cultural and ethnic diversity in performance have been incorporated throughout the book to illustrate this dynamic at work in world theatre.

• Newly named “Focus” boxes (“Focus on Theatre,” “Focus on People in Theater”) present new and updated content to complement the ongoing discussion of playwrights, artists, creative teams, producers, staging conventions, hip hop expressions, and theatrical business (such as “open calls”).

• New colorful photographs illustrate the artists and productions being discussed, illuminating the content and enhancing the book's visual appeal.

FEATURES

• The unique organization clearly outlines and answers “What is theatre?” “Who ‘makes' theatre?” and “How do we see and experience theatre?”

• “Model” or representative plays are included as examples of trends, styles, and forms of theatrical production to assist readers and theatre-goers. Ranging from the Greeks to the moderns, these representative plays include Oedipus the King, Macbeth, The Cherry Orchard, The Caucasian Chalk Circle, The Glass Menagerie, A Streetcar Named Desire, Death of a Salesman, The Life of Galileo, The Bald Soprano, Buried Child, Fences, Juan Darién, the CIVIL warS, and Glengarry Glen Ross. The musical stage is represented by such musicals as Oklahoma!, West Side Story, Hair, and Miss Saigon.

• All discussions in the book are supported by artists’ insights, artists, and writers talking about their work, texts and scenes from plays, biographical sketches, diagrams and definitions, and colorful photographs of Eastern and Western stages and productions.

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© 2015, 416pp, Paperback, 9781133309895
a career in performance lighting.

NEW TO THIS EDITION

• NEW Chapter 15, Lighting Design and Your Future. This new chapter provides real-world advice on positioning oneself for a career in performance lighting, sample resumes and cover letters, and other helpful tools for making the transition from student to working professional.
• All new coverage of LED light sources, in Chapter 2 on Light and Vision, Chapter 5 on Color, and Chapter 10 on Instrumentation.
• Expanded coverage of computer visualization techniques in Chapter 8, Design Development.
• New color plates illustrate the color rendering properties of LEDs as compared to incandescent, fluorescent, and HID sources.
• Chapter 11, Organization and Control, includes new examples drawing on hybrid consoles for the control of mixed rigs of automated and conventional luminaires.
• Chapter 12, Drafting the Finished Plot and Section, has been significantly overhauled to reflect current professional practice and the use of both Vectorworks and AutoCad.
• Significant updates to technical content throughout the text.
• Subheadings make the text easier to follow – added at the request of several adopters and reviewers.

FEATURES

• Expansion of the “Functions” section of Chapter 3 based on user feedback.
• Color Theory is now in a new position in the text, immediately following Elements of Composition.

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© 2013, 336pp, Paperback, 9781111836870,
media and digital technology in set design, lighting design, and sound design.
• New chapter on getting work in the profession. Chapter 28 (“Getting Work in the Profession”) is brand new to this edition and offers suggestions and advice on how to get work in the industry after graduation.
• Numerous new production photographs. Approximately 50 percent of the production photographs, set designs, light plots, and sound designs are new to this edition, with an emphasis on showing the most cutting-edge examples.

FEATURES
• Expanded coverage of current electronic drawing systems CAD and SketchUp. The changing nature of the field is reflected in the discussion of the growing use of computers in design, drafting, and technical production. In addition, 50 percent of drafting samples are new and are a mixture of hand and computer drafting, including samples drawn on the popular SketchUp application.
• Modernized and expanded lighting design coverage is now more concentrated and focused and includes the most recent information available on lighting instruments, control, projection, and effects. Expanded coverage of new light sources includes HMI, low voltage, and LEDs. The text also features numerous new lighting equipment photographs.
• Approximately 50 percent of the designs pictured are new.
• Scenery tools and building techniques are completely modern, including low-tech and contemporary technology in moving scenery, stronger emphasis on the use of metals in scenery construction, discussions of mechanized versus automated scenery, and more color examples of scene painting, including progression of specific textures. There are also new interviews with professional scenic designers.
• A classic text for stage design and lighting, SCENE DESIGN AND STAGE LIGHTING, Tenth Edition’s two major strengths are its comprehensiveness and readability. Extremely student friendly and engaging, it covers a wide range of topics in great detail, with information for introductory and more advanced courses--equipping readers with tools they will use throughout their careers.
• Emphasizing modern technology, the text is the most detailed and comprehensive book available in the scenic, lighting, and sound design fields. Thorough coverage in the lighting section reflects current practice and technology.

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