

# Recent Publications In Communication Journals PDF

**A Guide to Publishing in Scholarly Communication Journals**  
*How to Publish Your Communication Research: An Insider's*  
*Guide Communication and Sport* **The SAGE Encyclopedia of**  
**Communication Research Methods** *Communication Theory*  
*and Research* [New Directions in Group Communication](#) **ACS**  
**Style Guide** *Communication Yearbook 40* [Introducing](#)  
[Communication Research](#) **News for the Rich, White, and Blue**  
**Essentials of Mass Communication Theory** *Making Health*  
*Communication Programs Work* **The Craft of Scientific**  
**Communication Stories of Open: A Free and Responsible Press**  
*Journal of Asian Pacific Communication* **The Law of Journalism**  
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**Mass Communication Communication in Everyday Life**  
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**Communicating Your Research with Social Media** [Studies in](#)  
[Applied Interpersonal Communication](#) **A Handbook of Media**  
**and Communication Research** [Understanding Communication](#)  
[and Aging](#) **The Handbook of Communication Science** **New**  
**Directions in Interpersonal Communication Research** *The*  
*Navy Chaplain* **Communication as ... Scientific Scholarly**  
*Communication Encyclopedia of Science and Technology*  
*Communication 21st Century Communication: A Reference*  
*Handbook* *Scholarly Communication in Library and Information*  
*Services* **Business Communication by Sanjay Gupta (SBPD**  
**Publications)** **Communication in Latin America** [Qualitative](#)  
[Communication Research Methods](#) *McQuail's Mass*  
*Communication Theory* [Health Communication in the Changing](#)  
[Media Landscape](#) *Science Communication*

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*How to Publish Your Communication Research: An Insider's Guide* Sep 29 2022 Well-known journal editors and Communication scholars Alison Alexander and W. James Potter provide an insider's guide to getting published in scholarly communication journals. Alexander and Potter begin with a review of the manuscript submission process followed by coverage of writing traps that should be avoided. Additional chapters, written by eight other distinguished journal editors, tell prospective authors what editors and

reviewers look for when deciding which articles should be published and which should not.

*Communication Yearbook 40* Mar 24 2022 Communication Yearbook 40 completes four decades of publishing state-of-the-discipline literature reviews and essays. In the final Communication Yearbook volume, editor Elisia L. Cohen includes chapters representing international and interdisciplinary scholarship, demonstrating the broad global interests of the International Communication Association. The contents include

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summaries of communication research programs that represent the most innovative work currently. Emphasizing timely disciplinary concerns and enduring theoretical questions, this volume will be valuable to scholars throughout the communication discipline and beyond.

**Mass Communication** Apr 12 2021 Transform your students into smart, savvy consumers of the media. *Mass Communication: Living in a Media World* (Ralph E. Hanson) provides students with comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis, robust pedagogy, and fun, conversational writing. In every chapter of this bestselling text, students will explore the latest developments and current events that are rapidly changing the media landscape. This newly revised Sixth Edition is packed with contemporary examples, engaging infographics, and compelling stories about the ways mass media shape our

lives. From start to finish, students will learn the media literacy principles and critical thinking skills they need to become savvy media consumers.

[New Directions in Group Communication](#) May 26 2022 Please update SAGE UK and SAGE INDIA address on imprint page

[Understanding Communication and Aging](#) Sep 05 2020 The book examines key topics such as interpersonal and family relationships in old age, media portrayals of aging, cultural variations in intergenerational communication, and health communication in old age. *Scholarly Communication in Library and Information Services* Dec 29 2019 This book has been written with a view to understand the validity of the perceptions of Open Access (OA) e-journals in the Library and Information Science (LIS) field. Using relevant OA journals this book presents and evaluates journals qualitatively and quantitatively. Over the last three hundred years scholarly journals have

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been the prime mode of transport in communicating the scholarly research process. However in the last few decades, a changing scenario has been witnessed in their form and format. OA is an innovative idea that attracts a fair amount of support and opposition around the world because it bridges the gap between digitally divided scholars by solving the pricing and permission crises that have imbalanced the scholarly communication process. Some scholars are of the opinion that OA has led to a chaotic environment where anyone can publish anything. Scholarly Communication in Library and Information Services records, in detail, the impact by accessing the journals' web site qualitatively and quantitatively in measuring the important elements such as articles, authors, countries, subjects and cited references. Finally, the book calculates the impact factor using synchronous and asynchronous approaches. First ever study to extensively evaluate LIS

Journals' Web site qualitatively by using a newly developed set of criteria LIS OA journals are also evaluated quantitatively Counts citations of LIS OA articles in terms of formal citations by using Google Scholar

### **Communicating Your Research with Social Media**

Dec 09 2020 This dynamic, engaging guide empowers you to go beyond bar charts and jargon-filled journal articles to bring your research online and present it in a way that highlights and maximises its relevance through social media. Drawing upon a wealth of timely, real-world examples, the authors present a framework for fully incorporating social media within each step of the research process. From visualising available data to tailoring social media to meet your needs, this book explores proactive ways to share cutting edge research. A complete 'how to' for communicating research through blogs, podcasts, data visualisations, and video, it teaches you how

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to use social media to: create and share images, audio, and video in ways that positively impacts your research connect and collaborate with other researchers measure and quantify research communication efforts for funders provide research evidence in innovative digital formats reach wider, more engaged audiences in academia and beyond Through practical advice and actionable strategies, this book shows how to achieve and sustain your research impact through social media.

### *Scientific Scholarly*

*Communication* Mar 31 2020

This book critically examines the historical developments and current trends in the scientific scholarly communication system, issues and challenges in scientific scholarly publishing and scientific data sharing, implications and debates associated with the influence of intellectual property rights on scientific information sharing, and new trends related to peer reviewing and measuring the

impact of scientific publications. Based on thorough examination of published literature, the book illustrates the involvement of many stakeholders—scientists, science educators, university administrators, government entities, research funders, and other interested parties—in this complex and dynamic system. The discussion highlights the roles these stakeholders have to play, individually and collaboratively, to help transform the future of the scientific scholarly communication system.

### **The Handbook of Communication Science**

Aug 05 2020 This revision of a classic volume presents state-of-the-art reviews of established and emerging areas of communication science and provides an intellectual compass that points the way to future theorizing about communication processes. In this Second Edition of The Handbook of Communication Science, editors Charles R.

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Berger, Michael E. Roloff, and David Roskos-Ewoldsen bring together an impressive array of communication scholars to explore and synthesize the varying perspectives and approaches within the dynamic field of communication science. After first addressing the methods of research and the history of the field, the Handbook then examines the levels of analysis in communication (individual to macro-social), the functions of communication (such as socialization and persuasion), and the contexts in which communication occurs (such as couples, families, organizations, and mass media). Key Features: Draws on the scholarship and expertise of leading communication scholars who explore different aspects of the field Covers all facets of communication science, from the historical and theoretical to the practical and applied Covers the latest theoretical developments in the field, as well as alternative methodologies and levels of

analysis Explores key communication contexts of the 21st century, including interpersonal dimensions of health communication, the scientific investigation of marital and family communication, and computer-mediated communication Includes incisive analyses, literature reviews, bibliographies, and suggestions for future research The Handbook of Communication Science, Second Edition, is an essential reference resource for scholars, practitioners, and students. It is appropriate for upper-level undergraduate or graduate courses in Communication and Media Studies and Mass Communication.

[Health Communication in the Changing Media Landscape](#) Jul 24 2019 This book advances new understandings of how technologies have been harnessed to improve the health of populations; whether the technologies really empower those who use information by providing them with a choice of information;

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how they shape health policy discourses; how the health information relates to traditional belief systems and local philosophies; the implications for health communicators; how certain forms of silence are produced when media articulates and problematizes only a few health issues and sidelines others; and much more. The book brings together current research and discussions on the three areas of policy, practices and theoretical perspectives related to health communication approaches in developing countries, presenting well-researched and documented essays that will prove helpful for academic and scholarly inquiry in this area.

*The Navy Chaplain* Jun 02 2020

*21st Century Communication:*

*A Reference Handbook* Jan 28

2020 Highlights the most important topics, issues, questions, and debates affecting the field of communication in the 21st Century.

*Science Communication* Jun 22

2019 This book describes

current practices in science communication, from citizen science to Twitter storms, and celebrates this diversity through case studies and examples. However, the authors also reflect on how scholars and practitioners can gain better insight into science communication through new analytical methods and perspectives. From science PR to the role of embodiment and materiality, some aspects of science communication have been under-studied. How can we better notice these? *Science Communication* provides a new synthesis for *Science Communication Studies*. It uses the historical literature of the field, new empirical data, and interdisciplinary thought to argue that the frames which are typically used to think about science communication often omit important features of how it is imagined and practised. It is essential reading for students, scholars, and practitioners of science education, science and technology studies, museum studies, and media and

communication studies.  
More Effective Communication

May 14 2021 Effective communication skills have become essential for professionals who wish to achieve the desired levels of performance in today`s increasingly competitive business environment. This practical guide will help professionals to communicate skilfully and persuasively.

**Communication in Latin America** Oct 26 2019 How has mass communication evolved in Latin America? How has the political climate in that region shaped the role of the mass media? What are the special challenges facing this turbulent area? In *Communication in Latin America*, Richard Cole has assembled a selection of articles that explores these issues, with a special emphasis on journalism, given the traditional strength of the press in Latin America. The twelve essays written exclusively for this publication - examine either an aspect of the mass media in the region or the media in a particular country

during a number of stages of its political development. *Communication in Latin America* opens with an overview of the state of mass communication in the entire region. Articles in the first part of the volume focus on topics such as the changing role of women in the media and the usefulness of propaganda in effecting political change. Essays in the second section discuss situations in individual countries, including freedom of the press in Mexico and Chile and the Argentine media's struggle to define their role under the new democratic government. Professor Cole concludes with a forecast of the future of mass communication in Latin America.

**Communication in Everyday Life** Mar 12 2021

*Communication in Everyday Life: A Survey of Communication* offers an engaging introduction to communication based on the belief that communication and relationships are always interconnected. Best-selling

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authors Steve Duck and David T. McMahan incorporate this theme of a relational perspective and a focus on everyday communication to show the connections between concepts and how they can be understood through a shared perspective. Students will learn how topics in communication come together as part of a greater whole, as well as gain practical communication skills, from listening to critical thinking and using technology to communicate. The Fourth Edition includes enhancements to its proven pedagogical features that reflect updates in research, cultural and societal changes, and emerging issues.

**INSTRUCTORS:**  
Communication in Everyday Life: A Survey of Communication is accompanied by a complete teaching and learning package! Contact your rep to request a demo. SAGE Premium Video SAGE Premium Video in the Interactive eBook boosts comprehension and bolsters analysis. Watch a sample. Interactive eBook Your students save when you bundle

the print book with the Interactive eBook (Bundle ISBN: 978-1-0718-0763-7), which includes access to SAGE Premium Video and other multimedia tools. Learn more. LMS Cartridge (formally known as SAGE Coursepacks) Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more. SpeechPlanner Guide your students through the process of planning, preparing, and practicing their speech—one step at a time. Learn more. GoReact Offer your students an easy, interactive web video tool for recording, video sharing, and evaluating speeches within a secure online platform. Learn more.

**A Guide to Publishing in Scholarly Communication Journals** Oct 31 2022 This guide offers detailed advice on the journal article publication process, describing each step

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of the process and providing insights for improving the presentation of work intended for publication in communication journals. It includes advice from journal editors across the discipline and offers resource materials to help both new and seasoned writers publish their work. The guide begins with an overview of the publication process, followed by a discussion of each step of the manuscript submission, review, and revision processes. In addition to reality-based answers to questions often posed to editors, resource materials are provided in the appendices, introducing readers to the various forms and correspondence they will encounter when they submit their work for consideration. The guide focuses on the issues and procedures associated with the publication process, examining rules and expectations encountered during the publishing process that are often assumed to be known but are rarely articulated. The guidance

provided here will aid in establishing consistency in publication practices and will contribute toward improving the quality of journal submissions, as well as enhancing interaction with editors and reviewers. As a guide to demystifying procedures associated with the publication process, this resource will serve all academic authors desiring to publish their work in scholarly communication journals.

### **New Directions in Interpersonal**

### **Communication Research** Jul

04 2020 Smith and Steven R.

*Encyclopedia of Science and Technology Communication*

Feb 29 2020 For a free 30-day

online trial to this title, visit

[www.sagepub.com/freetrial](http://www.sagepub.com/freetrial) In

the academic world, the term

"science communication" refers

both to a set of professions

(such as science journalism and public information work) and to

an interdisciplinary scholarly

research specialization. Much

of this research is aimed at

improving our understanding

of the best ways to

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communicate complex information, especially to people who are not scientists. Science communication specialists are concerned with giving people useful information about health, environment, and technology – as well as science itself. In order to do this, we also need to improve our understanding of how people think, form opinions, and process information. Additionally, professional practitioners in science communication are engaged in strategic and ethical decisions every day, such as: How should reporters cover the issue of climate change? Should the views of scientists who do not believe that climate change has been caused by human activity be included alongside the views of those who do, in order to give a "balanced" story, or does this mislead the public into thinking that both of these positions are equally accepted within the scientific community? The Encyclopedia of Science and Technology Communication provides information on the

entire range of interrelated issues in this interdisciplinary field in one place, along with clear suggestions on where to begin the search for more. Geared towards undergraduate and graduate students in journalism, communication, mass communication, and media studies, as well as towards working journalists, public information officers, and public relations specialists, this encyclopedia introduces this vast, fascinating field while challenging the reader to question assumptions inherent in communication across disciplinary boundaries. Key Themes Associations and Organizations Audiences, Opinions, and Effects Challenges, Issues, and Controversies Changing Awareness, Opinion, And Behavior Critical Influences and Events Global and International Aspects Government Agencies (US) History, Philosophy, and Sociology of Science Important Figures Journal Publications Key Cases and Current Trends Law, Policy, Ethics, and Beliefs

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Major Infrastructural  
Initiatives Practices,  
Strategies, and Tools  
Professional Roles and Careers  
Public Engagement  
Approaches Theory and  
Research Venues and Channels  
Introducing Communication

Research Feb 20 2022  
Introducing Communication  
Research: Paths of Inquiry,  
Fourth Edition demystifies the  
theories and applications of  
communication research  
through its focus on methods in  
practice. Offering an overview  
of the research process with a  
focus on examples of research  
in real-world settings, Donald  
Treadwell and Andrea Davis  
introduce both quantitative and  
qualitative methods.

*Communication Theory and  
Research* Jun 26 2022 This  
exciting collection of papers  
represents some of the finest  
communications research  
published during the last  
decade. To mark the 20th  
anniversary of the European  
Journal of Communication, a  
leading international journal,  
the editors have selected 21  
papers, all of which make

significant and valuable  
interventions in the field of  
media and communications.  
The volume is prefaced with an  
introduction by the editors and  
will be a central research text  
for scholars in this field.

**ACS Style Guide** Apr 24 2022  
In the time since the second  
edition of The ACS Style Guide  
was published, the rapid  
growth of electronic  
communication has  
dramatically changed the  
scientific, technical, and  
medical (STM) publication  
world. This dynamic mode of  
dissemination is enabling  
scientists, engineers, and  
medical practitioners all over  
the world to obtain and  
transmit information quickly  
and easily. An essential  
constant in this changing  
environment is the  
requirement that information  
remain accurate, clear,  
unambiguous, and ethically  
sound. This extensive revision  
of The ACS Style Guide  
thoroughly examines electronic  
tools now available to assist  
STM writers in preparing  
manuscripts and

communicating with publishers. Valuable updates include discussions of markup languages, citation of electronic sources, online submission of manuscripts, and preparation of figures, tables, and structures. In keeping current with the changing environment, this edition also contains references to many resources on the internet. With this wealth of new information, The ACS Style Guide's Third Edition continues its long tradition of providing invaluable insight on ethics in scientific communication, the editorial process, copyright, conventions in chemistry, grammar, punctuation, spelling, and writing style for any STM author, reviewer, or editor. The Third Edition is the definitive source for all information needed to write, review, submit, and edit scholarly and scientific manuscripts.

### **A Handbook of Media and Communication Research**

Oct 07 2020 This handbook covers perspectives from both the social sciences and the

humanities. It provides guidelines for how to think about, plan, and carry out studies of media in different social and cultural contexts. Qualitative Communication Research Methods Sep 25 2019 There are not many textbooks available (if any) that can match [this book's] intelligence.

*Communication and Sport* Aug 29 2022 The Second Edition of *Communication and Sport: Surveying the Field* offers the most comprehensive and diverse approach to the study of communication and sport available at the undergraduate level. Newly expanded to incorporate the latest topics and perspectives in the field, the New Edition examines a wide array of topics to help readers understand important issues such as sports media, rhetoric, culture, and organizations from both micro- and macro- perspectives. Everything from youth to amateur to professional sports is addressed in terms of mythology, community, and identity; issues such as fan

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cultures, racial identity and gender in sports media, politics and nationality in sports, and sports and religion are explored in depth, and provide useful, applied insight for readers. Practical and relevant, epistemologically diverse, and theoretically grounded, the Second Edition of Billings, Butterworth, and Turman's text keeps readers on the cutting-edge.

*Communication and Health* Jan 10 2021 "This book arrives at the exact right moment. The essays, authored by leading communication scholars, confront important and timely issues at the intersections of communication and health, from mobile apps and datafication of health, to the impact of social media influencers on food choice, marketing of vitamins to children, and the threats posed by misinformation to public health. As a collection, the book does a wonderful job giving a sense of the breadth and range of scholarly activity in communication and health. Highly recommended for

scholars in communication studies, health studies and health communication!" -- Timothy Caulfield, Professor of Health Law and Science Policy, University of Alberta This book explores the unique contribution that critical communication studies can bring to our understanding of health. It covers several broad themes: representing and mediating health; marketing and promoting health, co-producing health; and managing health crises and risks. Chapters speak to moral and social regulation through health communication, technologies of health, healthism and governmentality. They engage with historical and contemporary issues, offering readers theoretically grounded perspectives. At base, the book explores what a critical communication approach to health might look like, revealing in important-- and sometimes surprising-- ways how communication sits at the centre of understanding how health is constructed, contested, and made

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meaningful.

### **The Law of Journalism and Mass Communication** Jun 14

2021 The Law of Journalism and Mass Communication, Sixth Edition, by Robert Trager, Susan Dente Ross, and Amy Reynolds offers a clear and engaging introduction to media law with comprehensive coverage and analysis of key cases for future journalists and media professionals. You are introduced to key legal issues at the start of each chapter, building your critical thinking skills before progressing to real-world landmark cases that demonstrate how media law is applied today. Contemporary examples, emerging legal topics, international issues, and cutting-edge research all help you to retain and apply principles of media law in practice. The thoroughly revised Sixth Edition has been reorganized and shortened to 12 chapters, streamlining the content and offering instructors more opportunities for classroom activities. This edition also goes beyond the judiciary—including

discussions of tweets and public protests, alcohol ads in university newspapers, global data privacy and cybersecurity, libel on the internet, and free speech on college campuses—to show how the law affects the ways mass communication works and how people perceive and receive that work.

### **Essentials of Mass**

### **Communication Theory** Dec

21 2021 'Solid and elegantly written introduction to its subject, up to speed with the current movements in the field, this is an excellent textbook for first-year students. The layout is well-conceived, and interspersed with Berger's own whimsical cartoons' - Sight and Sound

### **The SAGE Encyclopedia of Communication Research**

### **Methods** Jul 28 2022

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic

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social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of

that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to

more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

**Stories of Open:** Sep 17 2021

Peer review processes in scholarly publishing are often hidden behind layers of opacity, leaving authors--and even reviewers--with many questions about the process. Open peer review is one way to improve the practice. It can shorten the time between manuscript submission and publication, hold reviewers accountable for their work, make more apparent the

hidden labor of reviewing and editing, allow for collaborative discourse between authors and reviewers, and more. Even with these benefits, open peer review is not widely accepted or understood. Few academic librarians have experienced it, and each implementation can be different; anything open is highly nuanced and contextual. Ultimately, when we discuss "open," we must discuss the stories around it. What is the aim? What are the pitfalls? What are the gains? And are we trying to simply replicate a broken system instead of reinventing it? *Stories of Open: Opening Peer Review through Narrative Inquiry* examines the methods and processes of peer review, as well as the stories of those who have been through it. Eleven chapters are divided into three parts: \* Part 1: Orientation. This section offers a conceptual frame for the book, providing details about narrative inquiry as a methodology and the author's worldview and research approach. \* Part 2: The Stories (The Story Middle). What is the

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standard experience of peer review in our field? This section shares stories told from a variety of viewpoints and roles--author, editor, and referee--and explores how these roles interact, the tension between them, and the duality and sometimes multiplicity of roles experienced by any one individual. \* Part 3: Coda. These four chapters tie the stories to the idea of open and look in detail at the research method, as well as imagine how we might move forward--reflecting on our past stories to create future ones. When we open ourselves to others' experiences, we reflect on our own. Stories of Open offers questions for reflection at the end of many chapters in order to assist in the continued exploration of your own experiences with peer review, and encourages the use of these reflections in creating new and improved peer review methods. This book is also available as an open access edition at <https://bit.ly/ACRLStoriesofOpen>

### A Free and Responsible Press

Aug 17 2021 The question of how much freedom the press should enjoy has been debated throughout American history. In 1942 an impartial commission was formed to study mass communication, evaluate the performance of the media, and make recommendations for possible regulation of the press. This book is the general report of that commission. The Commission on Freedom of the Press began with the premise that freedom of the press is essential to political liberty; it is unique among the freedoms, for it promotes and protects all the rest. At the same time, the commission feared the concentration of media control into fewer and fewer hands, stating, "It [is] imperative that the great agencies of mass communication show hospitality to ideas which their owners do not share." The commission concluded that any regulation of the media must come from within, not from the government.

*Journal of Asian Pacific*

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*Communication* Jul 16 2021  
Research into language issues and communication problems is investigated across a range of disciplines and appears in a wide diversity of published outlets. In addition, any linguistic and communication problems faced by Southeast Asian immigrants elsewhere in the world are also located in disparate contexts. This journal is the first real attempt to provide a forum for such widespread concerns to be published in the English Language.

**News for the Rich, White, and Blue** Jan 22 2022 As cash-strapped metropolitan newspapers struggle to maintain their traditional influence and quality reporting, large national and international outlets have pivoted to serving readers who can and will choose to pay for news, skewing coverage toward a wealthy, white, and liberal audience. Amid rampant inequality and distrust, media outlets have become more out of touch with the democracy they purport to serve. How did

journalism end up in such a predicament, and what are the prospects for achieving a more equitable future? In *News for the Rich, White, and Blue*, Nikki Usher recasts the challenges facing journalism in terms of place, power, and inequality. Drawing on more than a decade of field research, she illuminates how journalists decide what becomes news and how news organizations strategize about the future. Usher shows how newsrooms remain places of power, largely white institutions growing more elite as journalists confront a shrinking job market. She details how Google, Facebook, and the digital-advertising ecosystem have wreaked havoc on the economic model for quality journalism, leaving local news to suffer. Usher also highlights how the handful of likely survivors—well-funded media outlets such as the *New York Times*—increasingly appeal to a global, “placeless” reader. *News for the Rich, White, and Blue* concludes with a series of provocative recommendations

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to reimagine journalism to ensure its resiliency and its ability to speak to a diverse set of issues and readers.

*Making Health Communication Programs Work* Nov 19 2021

Discusses key principles relative to specific steps in health communications program development, and includes examples of their use. Covers: planning and strategy selection, selecting channels and materials, developing materials and pretesting (pretesting -- what it can and cannot do, pretesting methods, plan and conduct pretests), implementing your program, assessing effectiveness, feedback to refine program and more. Each chapter includes a 3selected readings2 section. Includes: information sources, sample forms, glossary, bibliography, etc. Photos and drawings.

*McQuail's Mass*

*Communication Theory* Aug 24

2019 This fully revised and updated edition provides a comprehensive, non-technical introduction to the range of approaches to understanding

mass communication.

**Exploring Science**

**Communication** Feb 08 2021

Exploring Science

Communication demonstrates how science and technology studies approaches can be explicitly integrated into effective, powerful science communication research. Through a range of case studies, from climate change and public parks to Facebook, museums, and media coverage, it helps you to understand and analyse the complex and diverse ways science and society relate in today's knowledge intensive environments. Notable features include: A focus on showing how to bring academic STS theory into your own science communication research Coverage of a range of topics and case studies illustrating different analyses and approaches Speaks to disciplines across Media & Communication, Science & Technology Studies, Health Sciences, Environmental Sciences and related areas.

With this book you will learn

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how science communication can be more than just about disseminating facts to the public, but actually generative, leading to new understanding, research, and practices.

**Business Communication by Sanjay Gupta (SBPD Publications)**

Nov 27 2019 An excellent book for commerce students appearing in competitive, professional and other examinations. CONTENT  
1. Basic Forms of Business Communication, 2. Different Models and Processes of Communication, 3. Effective Communication, 4. Theories of Communication and Audience Analysis, 5. Self-Development and Communication, 6. Corporate Communication, 7. Barriers and Breakdowns in Communication, 8. Practices in Business Communication, 9. Principles of Effective Communication, 10. Writing Skills, 11. Written Business Communication, 12. Written Business Communication-Medium : Letters, 13. Kinds of Business Letters : Request Letters, 14. Good and Bad New Letters, 15. Persuasive Letters

: Sales Letters and Collection Letters, 16. Office Memorandum and Circular, 17. Proposal and Report Writing, 18. Oral Presentation, 19. Non-Verbal Aspects of Communication, 20. Effective Listening, 21. Interviewing Skills, 22. Modern Forms of Communication, 23. International Communication, 24. international Communication Adopting to Global Business. SYLLABUS  
Unit I : Meaning and Objective of Business Communication, Forms of Communication, Communication Model and Process, Principles of Effective Communication. Unit II :Corporate Communication : Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Group Discussion, Mock Interviews, Seminars, Individual and Group Presentations. Unit III:Essential of Effective Business Letters, Writing Important Business Letters Including Correspondence with Bank and Insurance Companies. Unit IV:Oral &

Non-verbal Communication : Principles of Oral Presentation, Factors Affecting Presentation, Effective Presentation Skills, Conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing Skill, Writing Resume and Letter or Application. Unit V : Modern forms of Communication, International Communication, Culture Sensitiveness and Cultural Context, Writing and Presenting in International Situations.

### **The Craft of Scientific Communication** Oct 19 2021

The ability to communicate in print and person is essential to the life of a successful scientist. But since writing is often secondary in scientific education and teaching, there remains a significant need for guides that teach scientists how best to convey their research to general and professional audiences. The Craft of Scientific Communication will teach science students and scientists alike how to improve the clarity, cogency, and

communicative power of their words and images. In this remarkable guide, Joseph E. Harmon and Alan G. Gross have combined their many years of experience in the art of science writing to analyze published examples of how the best scientists communicate. Organized topically with information on the structural elements and the style of scientific communications, each chapter draws on models of past successes and failures to show students and practitioners how best to negotiate the world of print, online publication, and oral presentation.

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