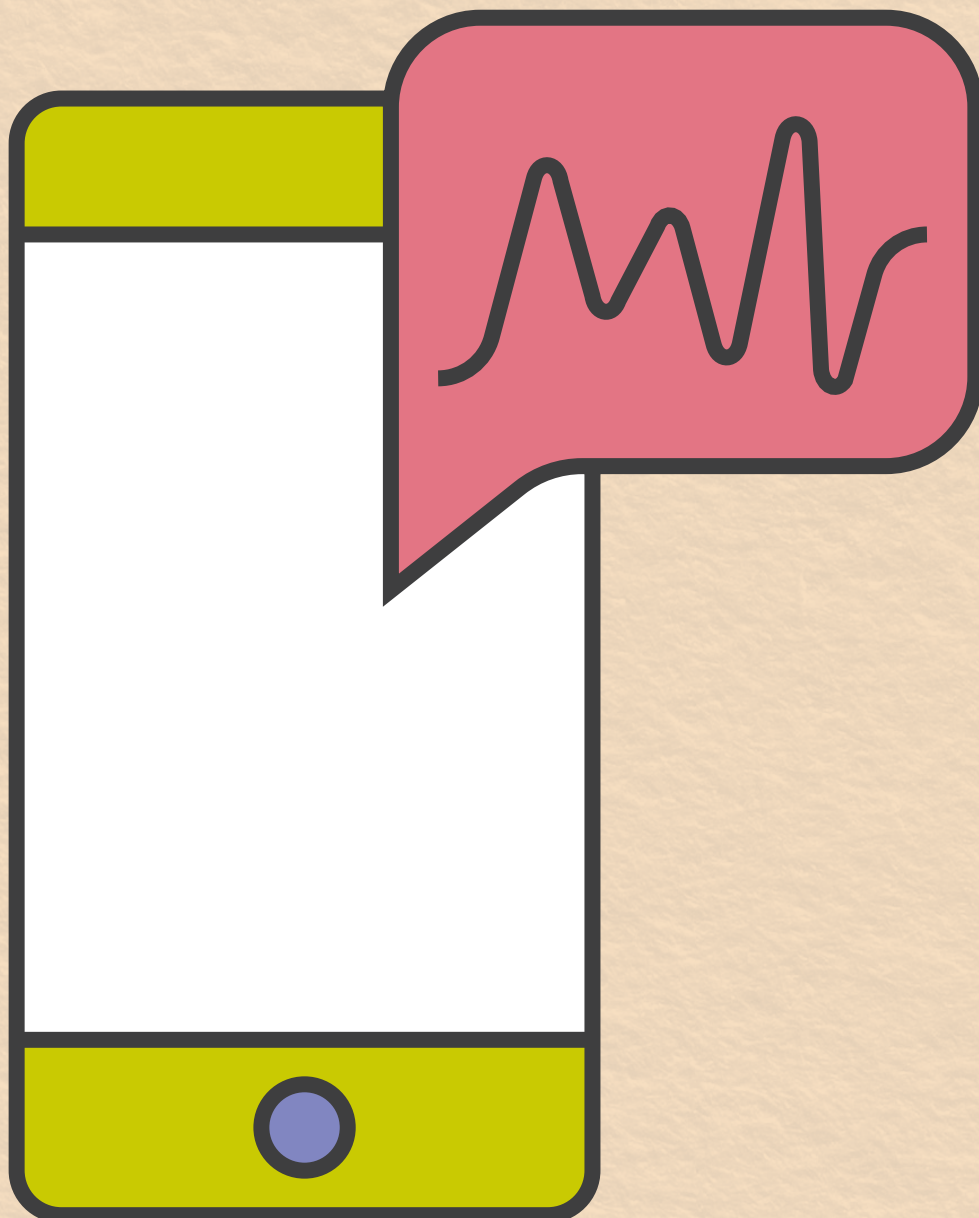


Media & Public Relations



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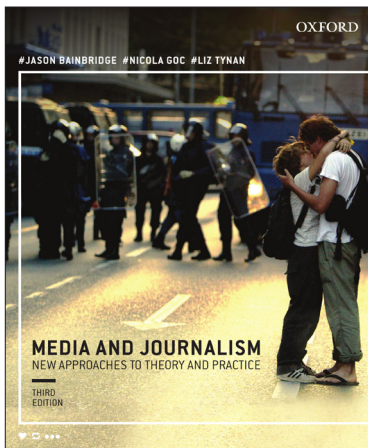
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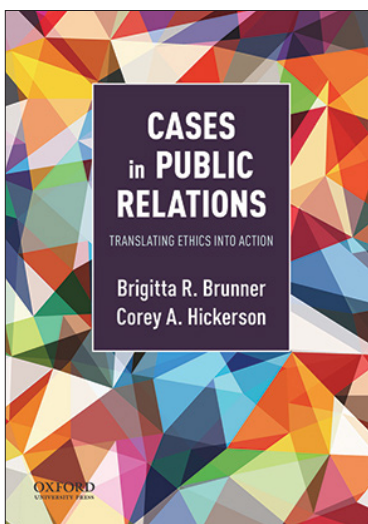


Media and Journalism: New Approaches to Theory and Practice

Third Edition
Jason Bainbridge, Nicola Goc, & Liz Tynan
9780195588019
November 2015
oup.com.au/bainbridge3e



Media and Journalism is a complete introduction to media and journalism, exploring the changing relationship between these areas. It introduces key concepts and theoretical approaches in media studies and provides practical training to develop key journalism skills.

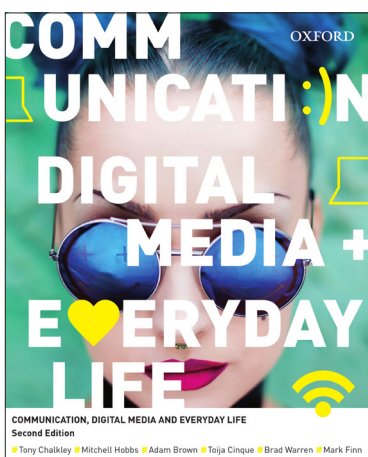


Cases in Public Relations: Translating Ethics into Action

Brigitta Brunner & Corey Hickerson
9780190631383
January 2019
oup.com.au/brunner



Cases in Public Relations presents the diversity of public relations practice in today's complex world, offering the most contemporary and diverse set of cases available. While clearly illustrating the functions and contexts of public relations practice, each case also challenges students to consider and discuss real-world ethical dimensions of public relations.



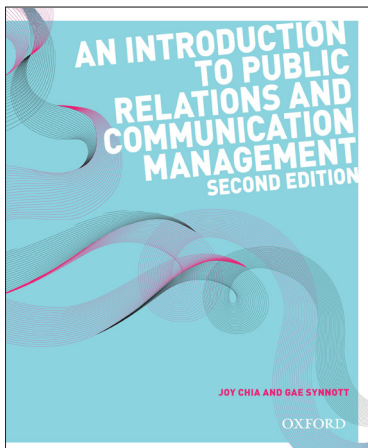
Communication, Digital Media and Everyday Life

Second Edition
Tony Chalkley, Mitchell Hobbs, Adam Brown, Toija Cinque,
Brad Warren, & Mark Finn
9780195588026
October 2015
oup.com.au/chalkley2e



Communication, Digital Media and Everyday Life uses stories to explain the journey from 'new media in communication' to 'digital media is communication' and provides a clear introduction to communication and media theory and practice. It encourages students to understand how they use 'new' media to do 'old' things and explores how concepts of communication, digital media and everyday life intersect with one another.

Media and Public Relations



An Introduction to Public Relations and Communication Management

Second Edition
Joy Chia & Gae Synnott
9780195578607
November 2012
oup.com.au/chia2e



An Introduction to Public Relations and Communication Management includes contributions from Australian, New Zealand and international scholars and practitioners, giving students insight into the professional world of public relations. Each contribution offers ways to uncover the most effective public relations practices and how they can be considered and improved.



Changing Media Landscapes: Visual Networking

Toija Cinque
9780195525618
June 2015
oup.com.au/cinque



Changing Media Landscapes explores the concept of visual networking to describe and discuss the use and impact of digital, screen and communication technologies in contemporary society. It examines the changing media landscape through current and emerging trends and developments including social networking, surveillance and cloud computing.



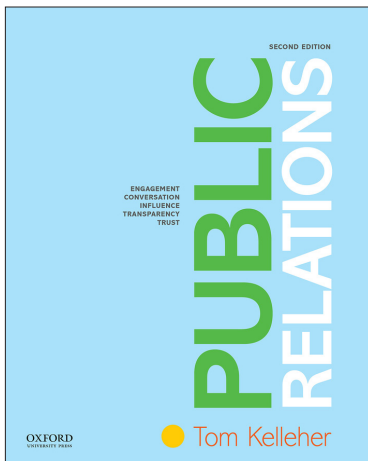
New Media

Fourth Edition
Terry Flew
9780195577853
January 2014
oup.com.au/flew4e



New Media explores the role of new media in a globally networked society. It examines the social, political and economical impact of new technologies in creativity, industry and culture from a cross-disciplinary perspective. It balances local context with global perspective and provides insights into the practicalities of working and living in the new media environment.

Media and Public Relations

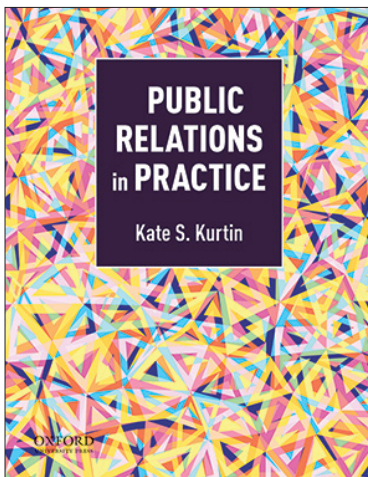


Public Relations

Second Edition
Tom Kelleher
9780190925093
January 2020
oup.com.au/kelleher2e



Public Relations represents the most contemporary introduction to public relations on the market. It presents a clear, engaging and contemporary picture of public relations principles, while seamlessly integrating technical and cultural shifts brought about by the rise of social media.



Public Relations in Practice

Kate S. Kurtin
9780190912079
January 2019
oup.com.au/kurtin



Public Relations in Practice is a collection of practitioner stories that take students behind the scenes of the public relations profession. It offers a series of case studies by PR professionals from diverse areas of the field that give students a snapshot of daily life in that area of PR. This approach moves beyond the reach of a traditional textbook by presenting the personal and practical characteristics needed to succeed in the field.



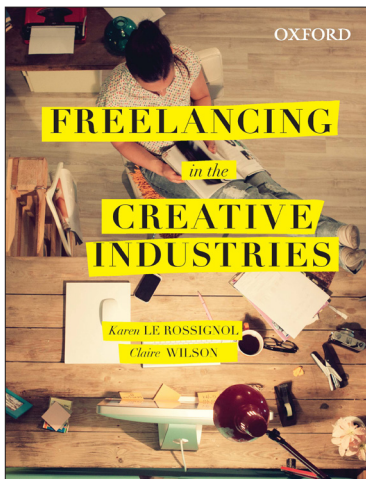
News as it Happens: An Introduction to Journalism

Third Edition
Stephen Lamble
9780190303747
September 2016
oup.com.au/lamble3e



News as it Happens is a comprehensive introduction to the fundamentals of journalism and covers the skills required by contemporary journalists to adapt and thrive in a constantly evolving media landscape. The third edition includes News practice points, discussion questions, margin definitions and glossaries to support student learning and development.

Media and Public Relations

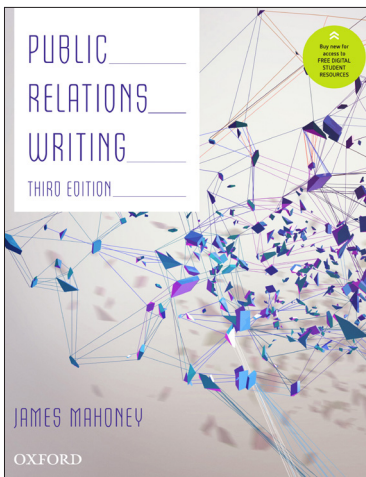


Freelancing in the Creative Industries

Karen Le Rossignol & Claire Rosslyn Wilson
9780195598261
November 2015
oup.com.au/lerossignal



Freelancing in the Creative Industries is a reference that will guide readers through their journey as an emerging freelancer in the arts. With an emphasis on creative thinking and problem solving, diverse case studies will illustrate how to become an adaptable freelancer who is able to think strategically in an ever-changing arts sector.

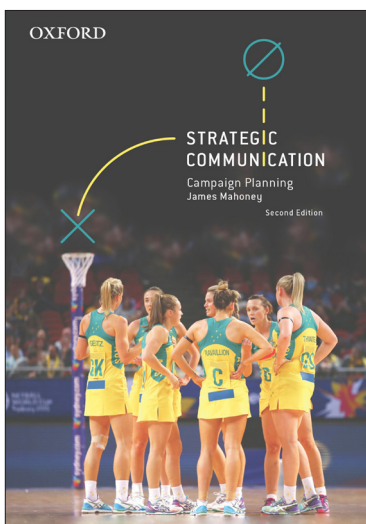


Public Relations Writing

Third Edition
James Mahoney
9780190304652
November 2017
oup.com.au/mahoney3e



Public Relations Writing teaches students to write quality and relevant content for all public relations tools. The third edition demonstrates why different writing approaches are necessary for specific public relations tools and the practical aspects of writing for them. It includes how to help plan, write, and implement communication pathways and public relations tools.



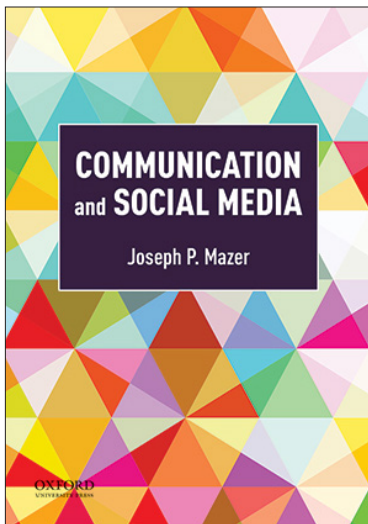
Strategic Communication: Campaign Planning

Second Edition
James Mahoney
9780190303761
September 2016
oup.com.au/mahoneystrategic2e



Strategic Communication looks at the principles behind strategic communication planning and covers the professional practice steps involved in researching, planning, writing and implementing a communication strategy. Students will learn how to build their own strategic communication plan when working through the book, as each chapter covers how to plan a specific element of a communication strategy, exploring key principles and relevant theories.

Media and Public Relations



Communication and Social Media

Joseph P. Mazer
9780190877644
January 2019
oup.com.au/mazer



With engaging story lines, unpredictable plot twists, and realistic characters, the case studies in *Communication and Social Media* tackle real-life issues that are relevant for students. Written by communication scholars with specific expertise in social media and technologies, the cases are presented as stories and reflect recent theory and research. It encourages students to discuss, develop, and analyze potential solutions to the problems illustrated in each case study, including dating on social media and career development through social media.

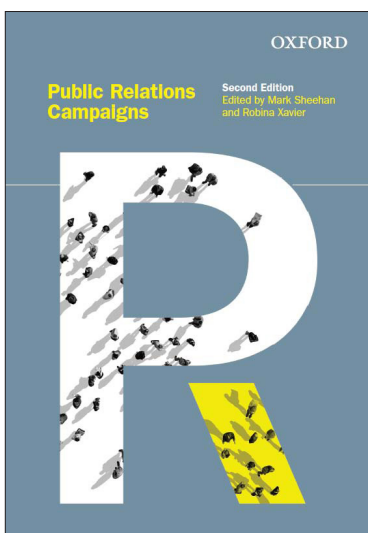


Media and Society

Sixth Edition
Michael O'Shaughnessy and Jane Stadler with Sarah Casey
9780195597240
October 2016
oup.com.au/oshoughnessy6e



Media and Society explores the relationship between the media, their institutions and the world we live in, examining how they are connected and how society and the media affect each other. The book analyses representations of the world found in films, television, advertisements, news and online to understanding the impact in the contemporary world.



Public Relations Campaigns

Second Edition
Mark Sheehan & Robina Xavier
9780195578621
April 2014
oup.com.au/sheehan2e



Public Relations Campaigns guides students through the campaign development and implementation process. It begins with an introduction to theory then focuses strongly on practice, with case studies that demonstrate how campaigns are implemented in the various disciplines of PR including through media relations, crisis management, risk communication, community relations, employee relations, marketing publication relations, international public relations, political and government relations and financial relations.

Media and Public Relations



Public Relations and Strategic Communication

Karen Sutherland, Saira Ali, & Umi Khattab

9780190304607

October 2019

oup.com.au/sutherland



Public Relations and Strategic Communication provides students with the right tools and techniques to prepare them for a career in public relations. It guides students through the core elements of the public relations profession and the building blocks of strategic communication that support its practice.



Feature Writing: Telling the Story

Third Edition

Stephen Tanner, Nick Richardson, & Molly Kasinger

9780190304881

October 2017

oup.com.au/tanner3e



Feature Writing: Telling the Story prepares writers for the future of journalism, teaching the nuts and bolts of writing alongside the technical skills necessary to write and publish in a multi-media environment. This third edition teaches writers to evaluate their own work, and the work of others, to develop an engaging writing style for readers across all platforms.



Research Methods for Media and Communication

Second Edition

Niranjala Weerakkody

9780195588033

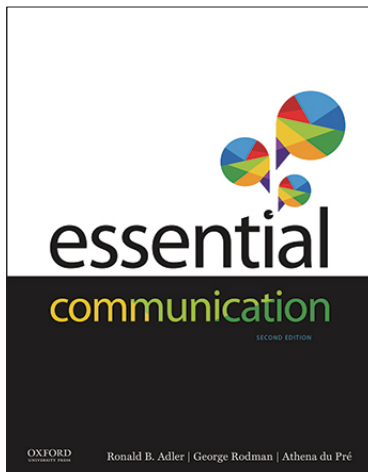
September 2015

oup.com.au/weerakkody2e



Research Methods in Media and Communication is a comprehensive and user-friendly introduction to media and communications research. It guides students through the entire process of carrying out an original research project, from the idea generation stage to the submission of research findings as a report or journal article.

Academic Skills

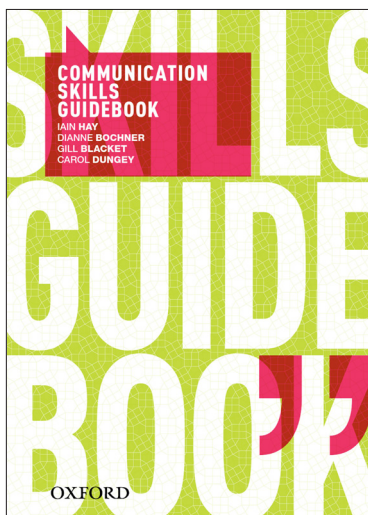


Essential Communication

Ronald B. Adler, George Rodman, & Athena du Pré
9780190650087
December 2018
oup.com.au/adler2e



With its revamped design, highly visual features, and concise coverage, the second edition of *Essential Communication* is a practical, interactive guide, with exercises and self-quizzes to help students reflect on their own communication patterns and improve their skills. Focused on the fundamentals, every element of this text helps students become better communicators online, in person, at home, and at work.

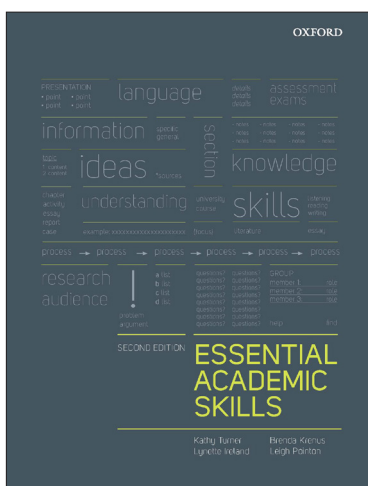


Communication Skills Guidebook

Iain Hay, Dianne Bochner, Gill Blacket, & Carol Dungey
9780190302450
May 2015
oup.com.au/hayskills



The *Communication Skills Guidebook* will equip students with the essential communications skills they need to succeed at university, including: getting the most from their library; writing a good essay and constructing a sound argument; using correct grammar and punctuation; presenting research findings; referencing their work; working in groups; public speaking; and exam techniques.



Essential Academic Skills

Second Edition
Kathy Turner, Lynette Ireland, Brenda Krenus, & Leigh Pointon
9780195576054
September 2011
oup.com.au/turner2e



Essential Academic Skills encourages and supports students to develop their skills to become the best learners they can be. It takes a step-by-step approach to the essential skills required to complete a university degree and provides comprehensive learning support through examples and activities.

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