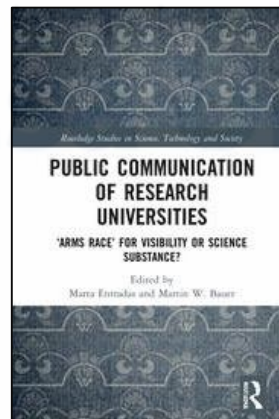


PERIODE TAHUN 2023



**Perpustakaan
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**Public Communication of Research
Universities: Arms Race for Visibility or
Science Substance?, 1st ed**

Author : Marta Entradas dan Martin W. Bauer
No. Class : 302.2 ENT p
Link : <https://doi.org/10.4324/9781003027133>

Description:

This book analyses communication of university research institutes, with a focus on science communication. Advancing the decentralisation hypothesis, it asserts that communication structures are increasingly built also at subordinate unit levels of research universities.

The book presents a cross-country systematic comparison of institutes communication activities showing ongoing transformations in their communication capabilities and practices. It considers a potential arms race in activities, professionalisation, motivations, and evaluation. Based on empirical evidence from an international study carried out in various countries across Europe, the Americas, and Asia, the book examines the possibilities for civic science communication in this new context.

It will be of interest to scholars and students of Communication Studies, STS, and Science Communication as well as to those taking or leading courses in the fields of Sociology, Public Relations, Marketing, Environmental and Risk Communication, Innovation Studies, and Social Psychology. It is an essential resource for funders, practitioners, teachers, and students dealing with science communication and the position of science in society.



[Innovation in Advertising and Branding Communication, 1st ed](#)

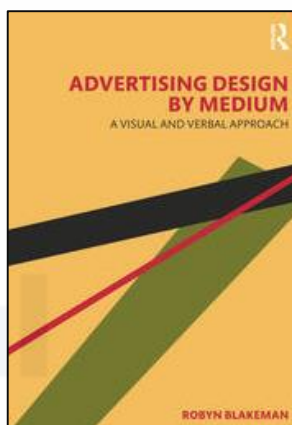
Author : Lluís Mas-Manchón
No. Class : 658.802 MAS i
Link : <https://doi.org/10.4324/9781003009276>

Description:

This book addresses innovative and new aspects of branding and advertising communication, by drawing on a broad, interdisciplinary range of theories, methods and techniques from body image, identity and mental imagery, to self-exposure and LCM4P-intersecting with branding and advertising constructs and practices.

The editor combines the perspectives of an international group of scholars to establish new theoretical frameworks and proposes new methodological designs to conduct comprehensive studies in the field. Situated at the intersection between society, communication and psychology, each chapter presents an innovative approach to branding and advertising research. The book explores topics such as social robots, body image in video advertising, brand personality, transmedia personal brands, erotic content in commercial images, and brand fandom communities.

Innovation in Advertising and Branding Communication will be a valuable resource for scholars working in the fields of marketing communication, branding and advertising, online communication, sociology, social psychology and linguistics



[Advertising Design by Medium: A Visual and Verbal Approach, 1st ed](#)

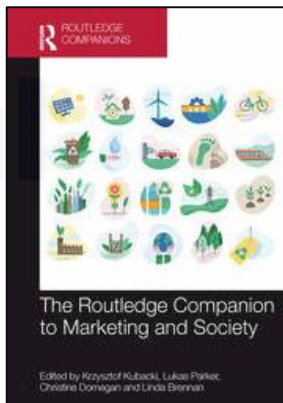
Author : Robyn Blakeman
No. Class : 659.132 BLA a
Link : <https://doi.org/10.4324/9781003255123>

Description:

Conceived to give readers the principles and the tools to create successful advertisements in a variety of mediums, this book is a detailed exploration of how visual and verbal elements of design work together to solve a business goal.

Effective visual and verbal design solutions are more than just a good idea; they are purposeful, on-target, on-strategy, and recognizable no matter where, or in what form, they appear. Success depends on creative teams' understanding of ideation, layout, type, color, varied image formats, copywriting, media advantages and limitations, and production procedures for varied media formats. The step-by-step approach of this book goes beyond broad theoretical discussions on copy and design. Instead, the book dissects the creative process into individualized and detailed discussions both creative and non-creative students alike can understand and employ. This book is ideal as a textbook for design courses within programs in advertising, graphic design, integrated marketing communication, strategic marketing, entrepreneurship, business, and mass communication.

Accompanying the text are online materials for instructors: lecture slides, a testbank, and an instructor manual



Routledge Companion to Marketing and Society, 1st ed

Author : Krzysztof Kubacki, Lukas Parker, Christine Domegan dan Linda Brennan
No. Class : 658.8 KUB r
Link : <https://doi.org/10.4324/9781003028079>

Description:

The *Routledge Companion to Marketing and Society* focuses on marketing for social impact as the use of marketing strategies, tools and techniques to improve the well-being of society. As such it does not exclude the use of marketing to increase profit and shareholder value but rather prioritises the social impact of marketing, both positive and negative (even if largely unintended).

This companion is a scholarly reference providing an overview of marketing for social impact in terms of its current and emergent themes, debates and developments, as well as reflections on the future of the field. Using marketing tools and techniques for social impact is commonly accepted as an effective commercial strategy (e.g. corporate social responsibility, cause-related marketing) and increasingly accepted as an approach to planned social transformation that can be used to influence positive social change in behaviours such as recycling, healthy eating, domestic violence and human trafficking.

This reference volume serves as an authoritative and comprehensive statement on the state of contemporary scholarship focusing on the diverse subject of the social impact of marketing. It features 25 chapters written by international subject specialists within six themed sections, including consumer issues, marketing tools, commercial marketing and non-profit marketing. It will find a global audience of scholars and researchers within marketing and cognate fields, interested in using marketing tools and techniques to create social impact in areas such as public health, social and behaviour change communication, sociology and cultural studies.



Mass Communication Theories: Explaining Origins, Processes, and Effects, 2nd ed

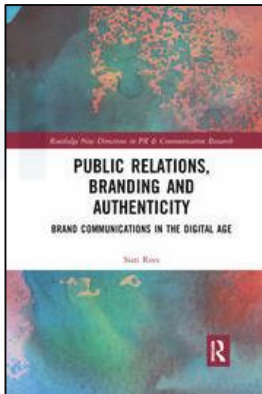
Author : Melvin L. DeFleur dan Margaret H. DeFleur
No. Class : 302.230 1 DEF m
Link : <https://doi.org/10.4324/9781003083467>

Description:

The second edition of this innovative textbook provides a comprehensive overview of mass communication theories, as well as their origins and empirical supports in psychology, sociology, political science, and philosophy.

Each chapter presents a specific theory, describing its basic structure in simple formal terms and providing an accessible summary of the research studies and scholarly writings from which it developed. It breaks each complex theory down into five or six interlinked basic propositions, making them easily digestible for students. This new edition includes up-to-date research; improved coverage of all theories presented; expanded treatments of theories such as cultivation theory, the spiral of silence, and framing; contemporary and social media examples; chapter discussion questions; and informative charts and figures.

This textbook serves as an accessible core text for undergraduate and graduate Mass Communication, Communication Theory, and Communication and Society courses.



[Public Relations, Branding and Authenticity: Brand Communications in the Digital Age, 1st ed](#)

Author : Sian Rees
No. Class : 658.827 REE p
Link : <https://doi.org/10.4324/9780429022685>

Description:

Public Relations, Branding and Authenticity: Brand Communications in the Digital Age explores the role of PR and branding in society by considering the notion of authentic communications within the context of an emerging digital media environment.

This qualitative analysis explores the challenge of developing authentic brand narratives in the digital age, whilst questioning the problematic nature of authenticity itself. Case studies of public relations activity of successful brands, and those in crisis, are supplemented by interviews with senior public relations and branding practitioners. The book lays out three specific arguments. Firstly, a repositioning of the relationship between public relations and brand practice is explored. It is argued that public relations practitioners are well placed to facilitate brands in the digital age, because of the inherent acceptance of the value of relationship building, adaptation and boundary spanning embedded in PR practice and best practice theory. Secondly, the book introduces a new concept of riparian brands. Such brands are based on solid core values, but have an ability to atune, adjust and naturalise to the prevailing social, cultural and economic environment. Thirdly, the book presents an ontology of the riparian brand in the form of an authentic brand wheel and 15 real-time interaction success factors.

Aimed at both academics and practitioners interested in the theoretical development of PR and its emerging relationship with branding, it will also be of interest to scholars of corporate communications, corporate reputation and branding



[Investigative Journalism in Changing Times: Australian and Anglo-American Reporting, 1st ed](#)

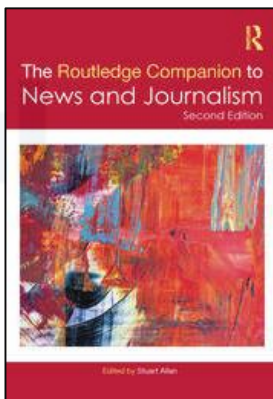
Author : Caryn Coatney
No. Class : 070.43 COA i
Link : <https://doi.org/10.4324/9781003279808>

Description:

This book offers new insights into the crucial role of investigative journalism at a pivotal time of technological changes and upheavals. It surveys innovations and unexpected impacts of the field, from past and present challenges and what may be in store for the future of the industry.

The book begins by exploring the increasingly investigative innovations in political and independent reporting, along with a comparison of the rhetoric and reality of a so-called golden era of investigative journalism in the past and the present. It goes on to analyse the growth of creative and sports investigative reporting, as well as the ability of contemporary conflict journalism to overcome surmounting challenges. It also examines the capacity of groundbreaking investigations, including data reporting, to expose injustices involving women, indigenous communities and other minorities. In interviews with key industry and research professionals, this book presents the reactions of four media experts to the crises faced by investigative journalism in a digital environment of escalating disinformation, legal restrictions and popular interest in the news. The book concludes by reflecting on previous and current challenges and offers insights into the prospect for investigative journalism of the future.

Presenting unique views on the diversity, resilience and transformative power of investigative journalism, this book will be a valuable resource to students and scholars of journalism, communication, media and politics, as well as professionals already operating within the field of journalism.



[Routledge Companion to News and Journalism, 2nd ed](#)

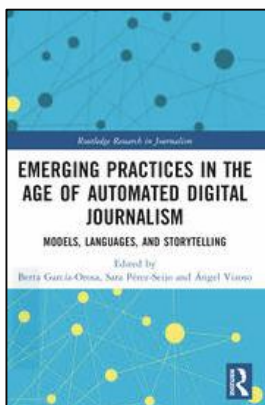
Author : Stuart Allan
No. Class : 070.407 11 ALL r
Link : <https://doi.org/10.4324/9781003174790>

Description:

The Routledge Companion to News and Journalism brings together scholars committed to the conceptual and methodological development of news and journalism studies from around the world.

Across 50 chapters, organized thematically over seven sections, contributions examine a range of pressing challenges for news reporting – including digital convergence, mobile platforms, web analytics and datafication, social media polarization, and the use of drones. Journalism’s mediation of social issues is also explored, such as those pertaining to human rights, civic engagement, gender inequalities, the environmental crisis, and the Black Lives Matter movement. Each section raises important questions for academic research, generating fresh insights into journalistic forms, practices, and epistemologies. The *Companion* furthers our understanding of why we have ended up with the kind of news reporting we have today – its remarkable strengths, the difficulties it faces, and how we might improve upon it for tomorrow.

Completely revised and updated for its second edition, this volume is ideal for advanced undergraduates, postgraduates, researchers, and academics in the fields of news, media, and journalism studies.



[Emerging Practices in the Age of Automated Digital Journalism: Models, Languages, and Storytelling, 1st ed](#)

Author : Berta García-Orosa; Sara Pérez-Seijo; Ángel Vizoso
No. Class : 070.43 GAR e
Link : <https://doi.org/10.4324/9781003260813>

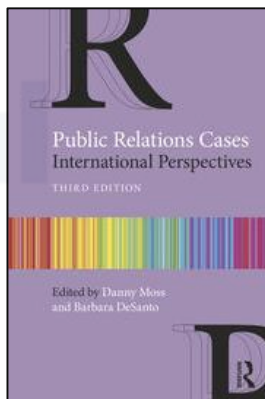
Description:

Emerging Practices in the Age of Automated Digital Journalism provides detailed insight into the current state of journalism and its future challenges.

The book brings together a global team of authors to review and analyse emerging practices in the automated digital scenario through which journalism is being reshaped, such as novel languages, storytelling forms, and business models. Providing a much-needed review of the field to apprehend the knowledge and experience acquired, the collection also offers an up-to-date overview of digital journalism today, outlining those trends pointing to the future of journalism practice and media in the online sphere.

Through a multidisciplinary and international approach, chapters delve into the main technological changes that digital journalism has recently faced, closely related to digital native media, novel storytelling forms, social media, innovation, television broadcasting, new media management structures and procedures, content automation, fact-checking, web analytics, and social audiences.

Offering new insights into this fast-developing area, this volume will be an engaging and vital resource for media professionals and researchers in journalism and communication studies, as well as those interested in contemporary journalism practice and communication technology.



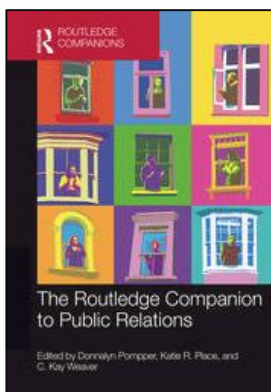
Public Relations Cases: International Perspectives, 3rd ed

Author : Danny Moss; Barbara DeSanto
No. Class : 659.2 MOS p
Link : <https://doi.org/10.4324/9780429446856>

Description:

This unique collection of contemporary international public relations (PR) case studies gives the reader in-depth insight into effective PR practice in a range of organizational contexts. The global cases demonstrate the breadth and sophistication of the public relations function, both in public and private sector organizations.

This fully updated third edition of *Public Relations Cases* offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies. Addressing the gap in PR literature, it examines political systems, climate, media ownership and structures, as well as the social values and economic conditions which shape the role and work of PR practitioners. The book follows a four-part analytical model CDAO (Context, Decisions, Actions and Outcomes) to successfully identify the key points of comparison between cases to uncover *how* and *why* particular events occur and, critically, identifies what key factors and actions we can learn from in future decision-making. Featuring updated cases from across industries and around the world, including South East Asia, Latin America, the UK and the US, this book is an invaluable resource for researchers, postgraduate and executive education students studying public relations, corporate communication and public affairs.



Routledge Companion to Public Relations, 1st ed

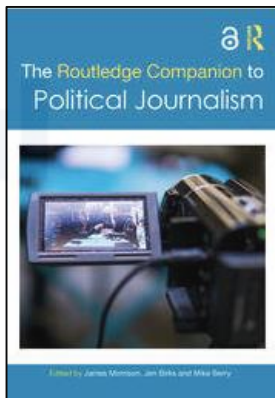
Author : Donnalyn Pompper; Katie R. Place; C. Kay Weaver
No. Class : 659.2 POM r
Link : <https://doi.org/10.4324/9781003131700>

Description:

Public relations is a uniquely pervasive force in our modern economy, influencing every aspect of our lives from the personal to the political. This comprehensive volume provides an expert overview of current scholarship, reflecting the impact of technology, society, and demographic shifts in a complex global environment.

The last century saw the emergence of the public relations discipline. This expertly curated collection explores the dynamic growth in thinking about public relations' role in our changing global society, now and into the future. It reflects the challenges and perspectives of postcolonial, postmodern, feminist, critical race theory, social responsibility, sustainability, activist standpoints, as well as the profound and unpredictable impact of technological change and social media. Each chapter provides an overview of current knowledge and its roots, while engaging with emerging new directions and old debates and advocates for where the research agenda is likely to advance in the future.

This unique *Companion* will be an essential resource for students and researchers in public relations, communication, marketing, media, and cultural studies. It provides an authoritative reference for educators and a one-stop repository of public relations knowledge, scholarship, and debates for the enquiring professional.



[Routledge Companion to Political Journalism, 1st ed](#)

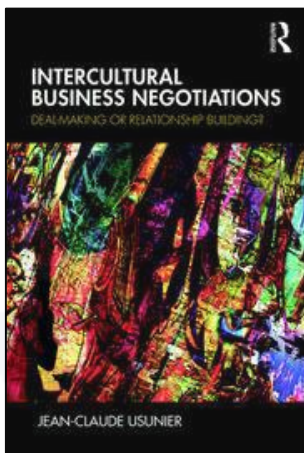
Author : James Morrison; Jen Birks; Mike Berry
No. Class : 070.449 32 MOR r
Link : <https://doi.org/10.4324/9780429284571>

Description:

This international edited collection brings together the latest research in political journalism, examining the ideological, commercial and technological forces that are transforming the field and its evolving relationship with news audiences.

Comprising 40 original chapters written by scholars from around the world, *The Routledge Companion to Political Journalism* offers fundamental insights from the disciplines of political science, media, communications and journalism. Drawing on interviews, discourse analysis and quantitative statistical methods, the volume is divided into six parts, each focusing on a major theme in the contemporary study of political journalism. Topics covered include far-right media, populism movements and the media, local political journalism practices, public engagement and audience participation in political journalism, agenda setting, and advocacy and activism in journalism. Chapters draw on case studies from the United Kingdom, Hungary, Russia, Malaysia, Myanmar, Italy, Brazil, the United States, Greece and Spain.

The Routledge Companion to Political Journalism is a valuable resource for students and scholars of media studies, journalism studies, political communication and political science



[Intercultural Business Negotiations: Deal-Making or Relationship Building, 1st ed](#)

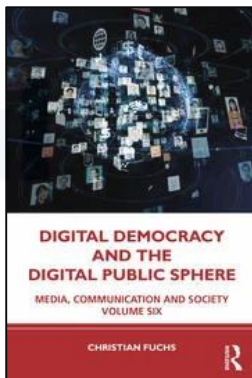
Author : Jean-Claude Usunier
No. Class : 658.405 2 USU i
Link : <https://doi.org/10.4324/9781351268165>

Description:

Negotiations occupy a prominent place in the world of business, especially when it comes to international deals. In an increasingly global business environment, understanding and managing cultural differences is key to successful negotiations.

This book highlights two basic components of negotiations: the Deal and the Relationship. Countries and cultures place different value and priority on these components both in the negotiation process and in the outcome. *Intercultural Business Negotiations* provides a guiding framework that is both refined and contextualized and provides managers with the key skills necessary to navigate difficult negotiations where partners may differ in terms of culture, communication style, time orientation, as well as personal and professional backgrounds. The book systematically examines both dispositional and situational aspects of negotiations in interaction with cultural factors.

Intercultural Business Negotiations is an accessible resource for managers, leaders, and those interested in or studying business negotiations globally. It is accompanied by an author run companion website containing negotiation simulations, instructions for players, and teaching notes for instructors.



[Digital Democracy and the Digital Public Sphere: Media, Communication and Society, Volume Six, 1st ed](#)

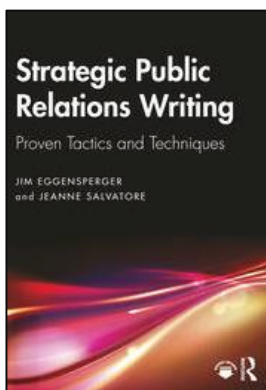
Author : Christian Fuchs
No. Class : 306.345 FUC d
Link : <https://doi.org/10.4324/9781003331087>

Description:

This sixth volume in Christian Fuchs' *Media, Communication and Society* series draws on radical Humanist theory to address questions around the digital public sphere and the challenges and opportunities for digital democracy today.

The book discusses topics such as digital democracy, the digital public sphere, digital alienation, sustainability in digital democracy, journalism and democracy, public service media, the public service Internet, and democratic communications. Fuchs argues for the creation of a public service Internet run by public service. Media that consists of platforms such as a public service YouTube and Club 2.0, a renewed digital democracy and digital public sphere version of the legendary debate programme formats Club 2 and After Dark.

Overall, the book presents foundations and analyses of digital democracy that are interesting for both students and researchers in media studies, cultural studies, communication studies, political science, sociology, Internet research, information science, as well as related disciplines.



[Strategic Public Relations Writing: Proven Tactics and Techniques, 1st ed](#)

Author : Jim Eggenesperger; Jeanne Salvatore
No. Class : 659.207 2 EGG s
Link : <https://doi.org/10.4324/9781003248330>

Description:

Putting strategy front and center, this public relations writing textbook coaches students to readiness for a career as an effective strategic communicator.

The book focuses on the strategic aspect of public relations writing that distinguishes it from other writing, such as journalistic or academic. It highlights the essential types of writing necessary for effective public relations in multiple media channels, demonstrated by contemporary cases direct from practitioners working today. Overviews of the various tactical formats that must be mastered for powerful, strategic public relations—ranging from social media posts and website updates to podcasts, speeches and infographics—prepare students to be effective and up-to-date professionals. Full of examples and exercises, the book's strength is in its practical utility for career preparation and success.

This text is suited to public relations writing courses at the undergraduate and postgraduate level, particularly those with a focus on strategy or that combine strategy and writing into one course.



[Movements in Organizational Communication Research: Current Issues and Future Directions, 1st ed](#)

Author : Jamie McDonald; Rahul Mitra
No. Class : 658.45 MCD m
Link : <https://doi.org/10.4324/9780203730089>

Description:

Movements in Organizational Communication Research is an essential resource for anyone wishing to become familiar with the current state of organizational communication research and key trends in the field. Seasoned organizational communication scholars will find that the book provides unique insights by way of the intergenerational dialogue that is found in the book, as well as the contributors' stories about their scholarly trajectories. Those who are new to the field will find that the book enables them to familiarize themselves with the field and become a part of the organizational communication scholarly community in an inviting and accessible way.

Key features of the book include:

- A review of current issues and future directions in 13 topical areas of organizational communication research.
- Intergenerational dialogue and collaboration between both established and emerging scholars in their specialty areas.
- Reflections by the authors on their scholarly trajectories and how they became a part of the field.
- Discussion questions at the end of each chapter that prompt reflections and debate.

The book also features online resources for instructors:

- Sample course syllabus
- Suggested case studies from the book *Cases in Organization and Managerial Communication* to align with this book's chapters

The book is recommended as the anchor text for introductory graduate-level courses and upper-level undergraduate courses in organizational communication. It is also an excellent supplementary text for advanced doctoral-level courses in organizational communication, and courses in related fields such as organization studies, organizational behavior, and management.

[Public Relations Ethics: the Real-world Guide, 1st ed](#)

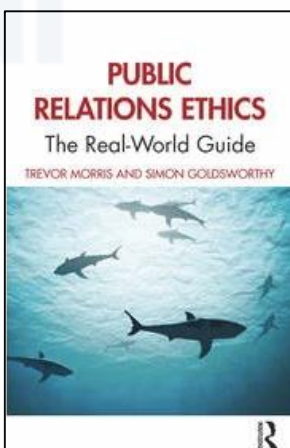
Author : Trevor Morris; Simon Goldsworthy
No. Class : 174.4 MOR p
Link : <https://doi.org/10.4324/9781003107491>

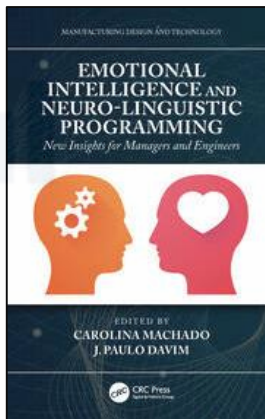
Description:

This book is a pragmatic, case-rich guide to how current and future public relations practitioners can apply ethical principles and the industry's codes of ethics to their day-to-day work.

Authors Trevor Morris and Simon Goldsworthy draw on their years of industry and academic experience to illustrate key ethical issues and ground them in reality, all within an international frame of reference. *Public Relations Ethics* incorporates interviews with industry practitioners, offering contrasting perspectives as well as recent examples of real-life complaints and disciplinary issues. Provocative questions and exercises help readers grapple with ethical dilemmas and review the key scenarios and challenges that PR people face.

The book is ideal at the undergraduate, postgraduate and continuing education levels as a core text for public relations ethics courses and a supplementary text for general public relations survey courses. Accompanying the text are online resources for both students and instructors, including lecture slides and links to further resources.





[Emotional Intelligence and Neuro-linguistic Programming: New Insights for Managers and Engineers, 1st ed](#)

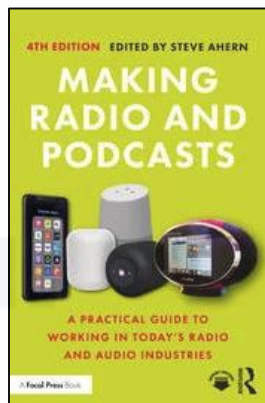
Author : Carolina Machado dan J. Paulo Davim
No. Class : 658.45 MCD m
Link : <https://doi.org/10.4324/9780203730089>

Description:

The development of a new book about Emotional Intelligence (EI) and Neuro-Linguistic Programming (NLP) and the challenges to managers and engineers is essential because it introduces new lines of research in management and production. The use of EI and NLP allows management to take a more strategic role in organisations. There is a growing importance of sophisticated analysis for managers to support decision making, to use emotional information in order to guide thinking and behaviour, as well as to manage emotions to adapt environments and achieve the organisation's goals. This book addresses several dimensions of EI and NLP and its impact in business and organisation competitiveness.

Features:

- Focuses on the latest research findings that are occurring in this field all over the world
- Shows in what ways companies around the world are facing today's EI and NLP challenges
- Presents knowledge and insights on an international scale
- Assists researchers and practitioners in selecting among the different options and strategies, the more relevant priorities to managing competitive organisations
- Offers the latest developments in the field and of forthcoming international studies



[Making Radio and Podcasts: a Practical Guide to Working in Today's Radio and Audio Industries, 4th ed](#)

Author : Steve Ahern
No. Class : 791.443 AHE m
Link : <https://doi.org/10.4324/9780203730089>

Description:

Making Radio and Podcasts is a practical guide for anyone who wants to learn how to make successful programmes in the digital era. It examines the key roles in audio and podcasting: announcing, presenting, research, copywriting, producing, marketing and promotions. It also outlines what is involved in creating different types of programmes: news and current affairs, music, talkback, comedy and features, podcasts, as well as legal and regulatory constraints.

With contributions from industry experts, the fully updated fourth edition is global in focus and reflects the impact of podcasts and digital radio, including multi-platform delivery, listener databases, social media and online marketing. It also examines how radio stations have reinvented their business models to accommodate the rapid changes in communications and listener expectations.

This is the ideal text for undergraduate and postgraduate students taking courses on radio, audio and podcasting, media production and digital media, with broader appeal to professionals and practitioners in the audio industries.