

FAKULTAS ILMU KOMUNIKASI



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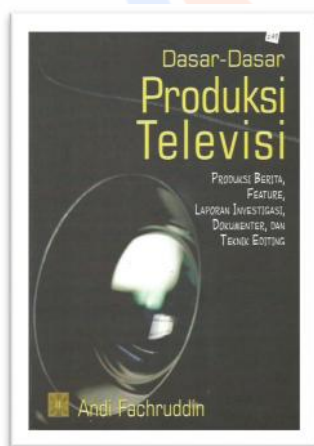
Penulisan buku Siaran Televisi Nondrama ini membahas mengenai produksi siaran televisi, yang diperkaya dengan public relations, dan iklan televisi. Hal ini penting, karena suatu program televisi akan

Siaran televisi non-drama : kreatif, produksi, public relations, dan iklan

**Pengarang: Rusman Latief**  
**Klasifikasi : 384.55 LAT s**

selalu berhubungan dengan public relations untuk menjalin hubungan komunikasi dengan khalayak dan iklan yang membiayai produksi program acara tersebut. Referensi penting untuk kajian kepenyiaran (broadcasting) ini secara khusus menyajikan dan mengulas berbagai topik utama perihal: kreatif, produksi, public relation, dan iklan pada siaran televisi nondrama. Di

antara tema utama tersebut, yakni: Program siaran televisi Tujuan, kekuatan dan strategi program Kreatif program nondrama Satuan kerja Pengisi acara Sistem produksi program nondrama Tata gambar, cahaya dan suara Public relations dan Iklan televisi.



**Description:** Buku ini disusun atas dasar pengalaman penulis selama mengabdikan diri sebagai karyawan TVRI dan staf pengajaran di perguruan tinggi dengan berbagai pertimbangan dan literatur yang ada sebelumnya. Memproduksi suatu program televisi selalu berkaitan dengan selera

Dasar-dasar produksi televisi : produksi berita, feature, laporan investigasi, dokumenter, dan teknik editing

**Pengarang : Andi Fachruddin**  
**Klasifikasi : 384.55 FAC d**

Kondisi setiap organisasi stasiun televisi dan kebijakan penguasa negara juga sangat mempengaruhi budaya kreatif pada karya program televisi yang dihasilkannya. Buku ini berbicara tentang berbagai teknik dan konsep fundamental sebuah program televisi yang berkualitas. bagian pertama buku ini membahas berbagai hal yang berkaitan dengan standar operasi program televisi.

Bagian berikutnya membahas tentang program berita yang menjadi perbincangan, mulai dari persiapan, pembuatan, pengambilan gambar dan wawancara sampai berita tersebut siap disajikan. Bagian akhir buku ini disajikan berbagai hal yang berkaitan dengan rating dan share; video streaming; laporan investigasi sampai pengeditan produksi program yang dihasilkan

**Journalism : principles and practice**

**Pengarang: Tony Harcup**

**Klasifikasi: 070.4 HAR j**

**Description:** This book will equip you with all the skills and savvy you need to become the resourceful yet ethical journalists of the future. New and improved features will help you:

Get to grips with the huge impact of social and mobile media on how we gather information and tell stories

Grasp the rights and wrongs of journalism with a new chapter on ethics and regulation

Learn how to make the most of your skills with tips from journalists such as Cathy Newman and Andrew Norfolk

Think through ‘what would you do?’ in a new feature that takes you into the real world of journalism at the end of every chapter

**Online journalism: the essential guide**

**Pengarang: Steve Hill**

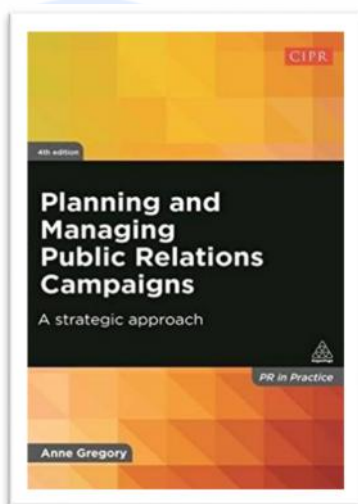
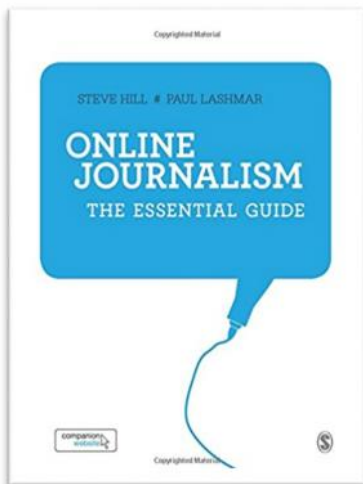
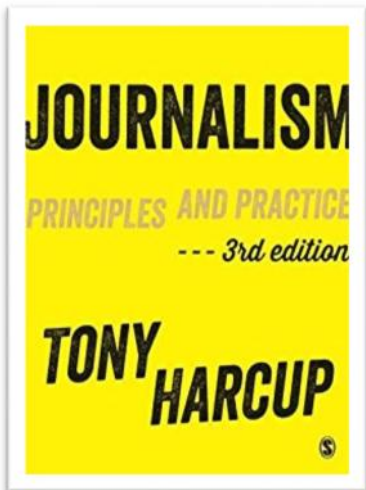
**Klasifikasi: 070.4 HIL o**

**Description:** Online and social media have become indispensable tools for journalists, but you still have to know how to find and tell a great story. To be a journalist today, you must have not only the practical skills to work with new technologies, but also the understanding of how and why journalism has changed. Combining theory and practice, *Online Journalism: The Essential Guide* will take you through the classic skills of investigating, writing and reporting as you master the new environments of mobile, on-demand, social, participatory and entrepreneurial journalism. You will also develop must-have skills in app development for smartphones and tablets, as well as techniques in podcast, blog and news website production.

**Planning and managing public relations campaigns: strategic approach**

**Author : Anne Gregory**  
**No. Class : 659.2 GRE p**

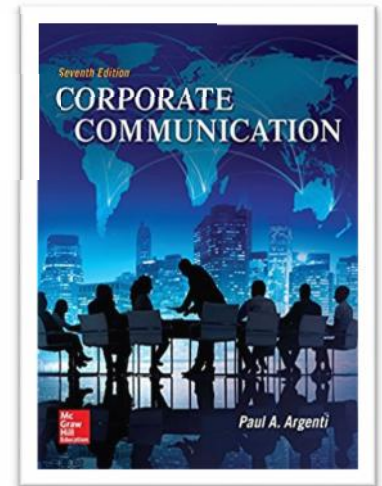
**Description:** Getting a public relations campaign or program off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated fourth edition of *Planning and Managing Public Relations Campaigns* provides a revised and more dynamic 12-step planning model to help all practitioners implement and run a campaign. With new coverage of key social media developments and using new case studies, Anne Gregory covers vital topics including: the role of PR in organizations; the communication theory; setting objectives; publics and content; strategy and tactics; timescales and resources; evaluation and review.



**Corporate communication**

**Author : Paul A. argenti**  
**No. Class : 658.45 ARG c**

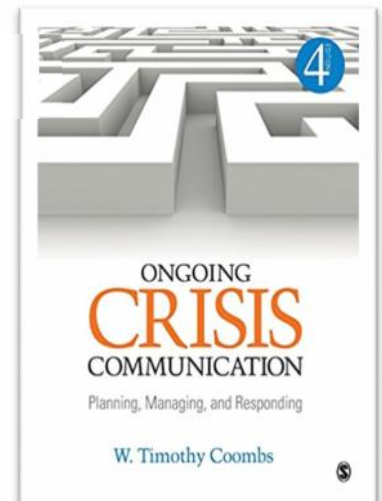
**Description:** *Corporate Communication* stresses the importance of creating a coordinated corporate communication system, and describes how organizations can benefit from important strategies and tools to stay ahead of the competition. Cases and examples of company situations relate to the chapter, and highlight the strategies companies have used to stay ahead. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.



**Ongoing crisis communication: planning, managing, and responding**

**Author : W. timothy Coombs**  
**No. Class : 658.405 TIM o**

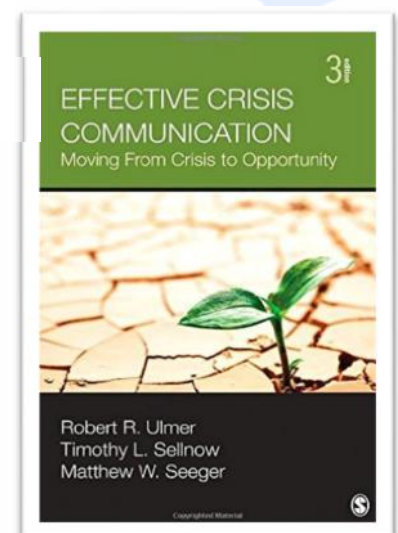
**Description:** *Ongoing Crisis Communication: Planning, Managing, and Responding* provides an integrated and multi-disciplinary approach to the entire crisis communication process. Drawing on his extensive firsthand experience, Dr. Timothy Coombs uses a three-staged approach to crisis management (pre-crisis, crisis, and post-crisis), explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. The book includes new coverage of social media, social networking sites, and terrorist threats while drawing from recent works in management, public relations, organizational psychology, marketing, organizational communication, and computer-mediated communication research.

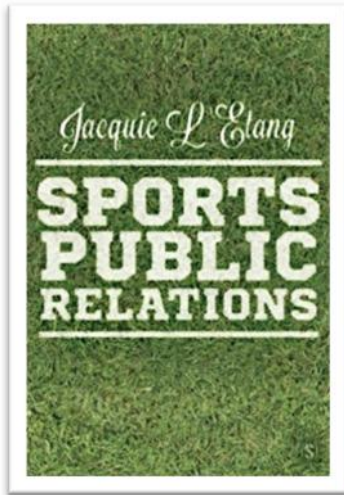


**Effective crisis communication: moving from crisis to opportunity**

**Author : Robert R. Ulmer**  
**No. Class : 658.405 ULM e**

**Description:** In this fully updated Third Edition, three of today's most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis. This acclaimed book presents a clear understanding about how to manage risks and crises effectively. The authors provide 18 in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing renewing responses to crisis. Unlike other crisis communication texts, this book answers the question, "What now?" and explains how organizations can and should emerge from crisis. Authors Robert R. Ulmer, Timothy L. Sellnow, and Matthew W.

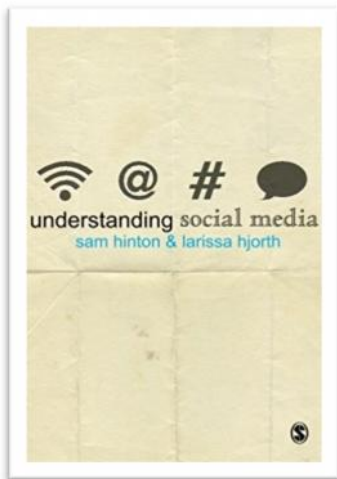




**Sports public relations**

**Author : Jacquie Letang**  
**No. Class : 659.2 LET s**

**Description :** Sport is one of the world s major businesses but it is also entertainment, celebrity, fandom and social cohesion, forming a central aspect of culture and communication. Public relations is part of the process at all levels, whether handling major sponsorship and media rights deals, events, promoting stars or increasing participation. This book: Explains how PR issues arise for sport and sports business and how PR approaches and thinking may be used to solve them. Shows how and when the sports industry needs PR experts. Explores the connection between strategy and communication as they apply to sport and PR. Teaches students strategic and critical thinking essential for PR Work.



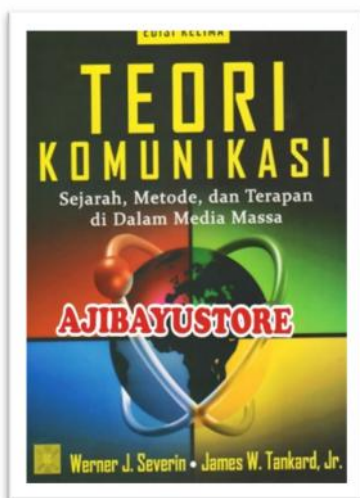
**Understanding social media**

**Author : Sam Hinton**  
**No. Class : 302.23 HIN u**

**Description:** **Understanding Social Media** provides a critical and timely conceptual toolbox for navigating the evolution and practices of social media. Taking an interdisciplinary and intercultural approach, this book provides a clear and concise

explanation of the key concepts but also goes beyond specific brands, sites and practices to show readers how to place social media more critically within the changing media and cultural landscape. As an aid to

understanding, key concepts in each chapter are illustrated by case studies to give real-world examples of theory in action. Cutting across the many dimensions of social media, from the political, economic and visual industries.



**Teori komunikasi: sejarah, metode, dan terapan di dalam media massa**

**Author : Werner J. Severin**  
**No. Class : 302.2 SEV t**

**Description:** Buku ini mengupas perkembangan baru dalam teori komunikasi massa dan perubahan di bidang komunikasi. Semua penjelasan dilengkapi dengan ilustrasi dan contoh dari dunia nyata, mulai dari jurnalisme, broadcasting, periklanan (advertising), sampai

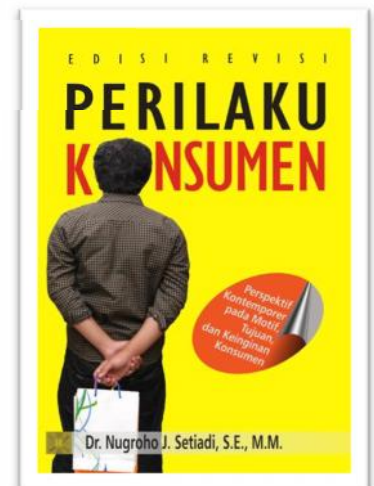
public relation. Selain itu, buku ini juga memberikan penjelasan bagi pemikiran sosial-ilmiah, efek media, serta pemanfaatan institusi media dan jaringan media di tingkat lokal maupun global, bisnis dan konglomerasi media, serta perkembangan

terkini dalam kepemilikan media, baik cetak maupun elektronik.

## Perilaku konsumen

**Author : Nugroho J. Setiadi**  
**No. Class : 658.834 2 SET p**

**Description:** Konsumen adalah entitas yang mudah berubah. keinginan mereka tak selalu lurus, kadang berbelok dengan amat cepat. Untuk itu diperlukanlah suatu studi tentang perilaku konsumen agar segala gerak mereka mudah diantisipasi.

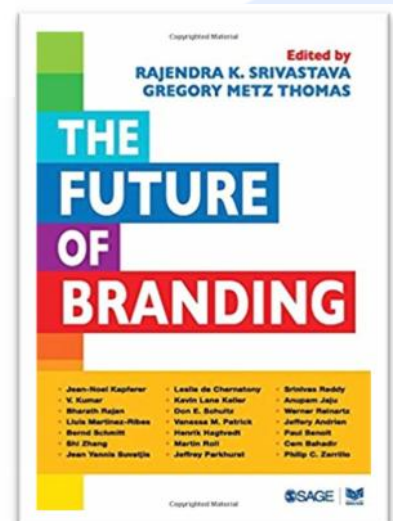


## Future of branding

**Author : Rajendra K Srivastava**  
**No. Class : 658.827 SRI f**

**Description:** New ideas change the world. From social movements to scientific discovery the power of an idea is to reshape the world, who we are, and how we live. Changes in the increasingly dynamic competitive environment require a focus on what should be done, not just what is currently done. The inspiration for this book is to provide an outlet for cogent ideas that will help managers build and maintain brands in the future marketplace.

Written by the leading minds management from around the globe who are redefining best practices in managing brands, It examines the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand experience.



## Advertising creative: strategy, copy, design

**Author : Tom Altstiel**  
**No. Class : 659.1 ALT a**

**Description:** Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry.



**Digital media and innovation : management and design strategies in communication**

**Author : Richard A. Gershon**  
**No. Class : 302.23 GER d**

**Description:** Digital Media and Innovation, by Richard A. Gershon, takes an in-depth look at how smart, creative companies have transformed the business of media and telecommunications by introducing unique and original products and services. Today's media managers are faced with the same basic question: what are the best methods for staying competitive over time? In one word: innovation. From electronic commerce (Amazon, Google) to music and video streaming (Apple, Pandora, and Netflix), digital media has transformed the business of retail selling and personal lifestyle. This text will introduce current and future media industry professionals to the people, companies, and strategies that have proven to be real game changers by offering the marketplace a unique value proposition for the consumer.



**Media society: production, content & participation**

**Author : Baying Tjasyono**  
**No. Class : 550 TJA i**

**Description:** This book unpacks the role of the media in social, cultural and political contexts and encourages you to reflect on the power relationships that are formed as a result.

Structured around the three cornerstones of media studies production, content and participation, this is an ideal introduction to your studies in media, culture and society. The book:

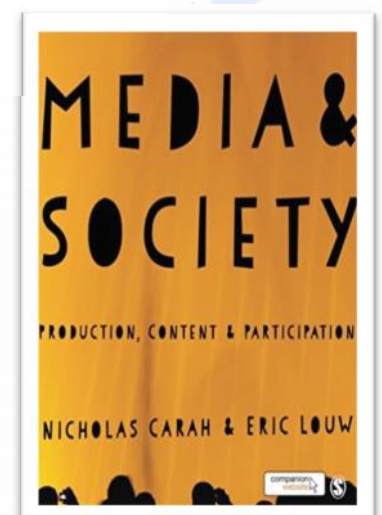
- Evaluates recent developments in media production, industries and platforms brought about the emergence of interactive media technologies.

- Examines the shifting relationship between media production and consumption instigated by the rise of social and mobile media, recasting consumption as participation.

- Explores the construction of texts and meanings via media representations, consumer culture and popular culture, as well as the relationship between politics and public relations.

- Assesses the debates around the creative and cultural labour involved in meaning-making.

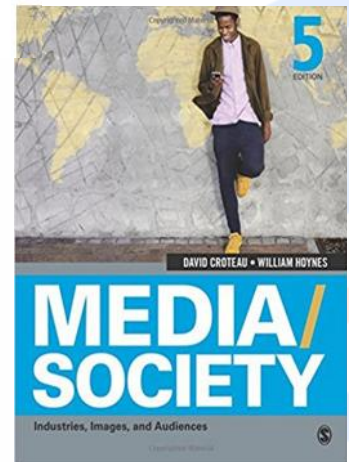
- Includes a companion website featuring exercise and discussion questions, links to relevant blogs and web material, lists of further reading and free access to key journal articles.



## Media/society : Industries, images, and audiences

**Author :** David R. Croteau  
**No. Class :** 302.23 CRO m

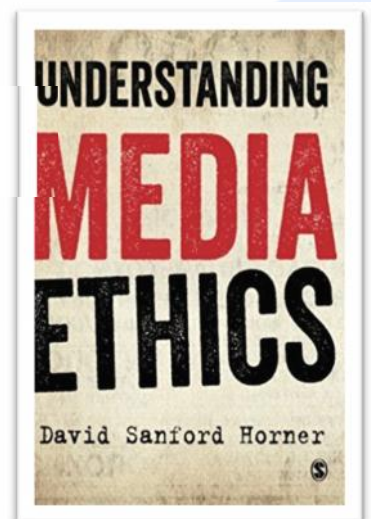
**Description:** David Croteau and William Hoynes provides a framework for understanding the relationship between media and society and helps readers develop skills for critically evaluating both conventional wisdom and their own assumptions about the social role of the media. Retaining its acclaimed sociological framework, the Fifth Edition covers new studies, includes up-to-date material about today's rapidly changing media landscape, and significantly expands discussions of the "new media" world, including digitization, the Internet, the spread of mobile media devices, the role of user-generated content, the potential social impact of new media on society, and new media. Updated research, the latest industry data, and current examples from popular media illustrate enduring themes in the sociology of media.



## Understanding media ethics

**Author :** David Sanford Horner  
**No. Class :** 175 HOR u

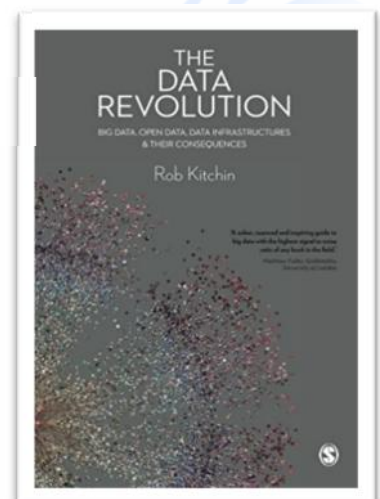
**Description:** Our new media landscape of social networking, blogging, and interactivity has forever changed how media content is produced and distributed. Choices about how to gather, evaluate and publish information are ever more complex. This blurring of boundaries between general public values and the values of media professionals has made media ethics an essential issue for media professionals, but also demonstrates how it must be intrinsically part of the wider public conversation. This book teaches students to navigate ethical questions in a digital society and apply ethical concepts and guidelines to their own practice.



## Data revolution: big data, open data, data infrastructures & their consequences

**Author :** Rob Kitchin  
**No. Class :** 005.7 KIT d

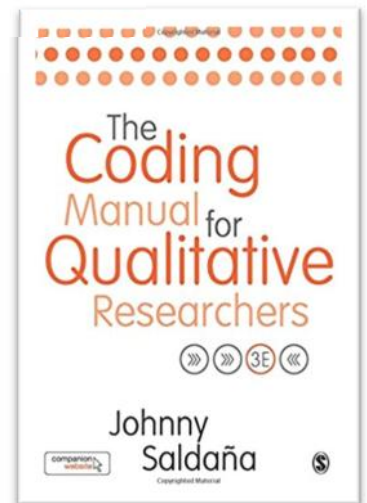
**Description:** Traditionally, data has been a scarce commodity which, given its value, has been either jealously guarded or expensively traded. In recent years, technological developments and political lobbying have turned this position on its head. Data now flow as a deep and wide torrent, are low in cost and supported by robust infrastructures, and are increasingly open and accessible. A data revolution is underway, one that is already reshaping how knowledge is produced, business conducted, and governance enacted, as well as raising many questions concerning surveillance, privacy, security, profiling, social sorting, and intellectual property rights.



### **Coding manual for qualitative researches**

**Author : Johnny Saldana**  
**No. Class : 001.42 SAL c**

**Description:** Johnny Saldana's unique and invaluable manual demystifies the qualitative coding process with a comprehensive assessment of different coding types, examples and exercises. The ideal reference for students, teachers, and practitioners of qualitative inquiry, it is essential reading across the social sciences and neatly guides you through the multiple approaches available for coding qualitative data. Its wide array of strategies, from the more straightforward to the more complex, is skillfully explained and carefully exemplified providing a complete toolkit of codes and skills that can be applied to any research project. For each code Saldana provides information about the method's origin, gives a detailed description of the method, demonstrates its practical applications, and sets out a clearly illustrated example with analytic follow-up.



### **media for journalists : principles & practice**

**Author : Megan Knight**  
**No. Class : 302.23 KNI s**

**Description:** The essential guide to understanding and harnessing the tools of journalism today, Meagan Knight and Clare Cook show you how to master the enduring rules of good practice and the new techniques of social media. The book gives a thorough guide to principles and practice, including:

- How to find, write and break stories with social media
- An online journalism toolkit to get you started
- Using crowdsourcing to find and follow stories
- Getting on top of user-generated content
- The ins and outs of copyright and ethics
- Building your brand and making money
- The new economy of journalism and how to get ahead.



### **News Writing**

**Author : Anna Mackane**  
**No. Class : 070.43 MAC n**

**Description:** The ability to hone and craft an eye-catching news story is fundamental to good journalism. It is an essential skill that the young journalist of today must carry with them. The growth of online journalism and the use of social media has meant that the skills required in news writing are evolving, opening up fresh challenges and exciting new possibilities. Anna McKane's **News Writing** takes you step-by-step through the key aspects of writing news on both print and online platforms, equipping you with all that you need to become an articulate, accurate and engaging journalist.



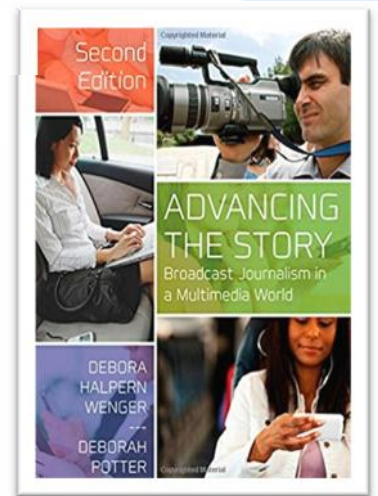


### Advancing story: journalism in a multimedia world

**Author : Debora Halpern wenger**

**No. Class : 070.19 WEN a**

**Description:** It's a multimedia world, and today's journalists must develop a multimedia mindset. How does this way of thinking change the newsgathering and news production processes? Having conceived of and written their book in this changed media landscape, broadcast veterans Wenger and Potter seamlessly build on the fundamentals of good television reporting while teaching students to use depth, interactivity and immediacy as they maximize the advantages of each platform. While retaining the book's clear instruction and advice from those in the trenches, the authors focus on updating to reflect the latest issues and trends

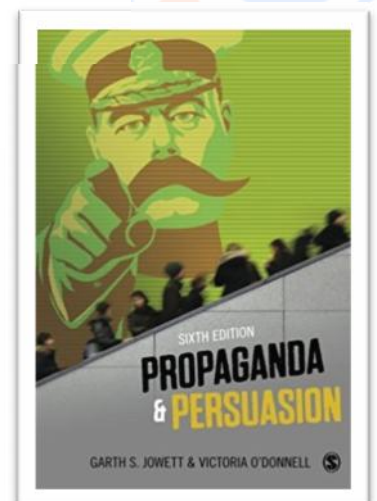


### Propaganda & persuasion

**Author : Garth S. Jowett**

**No. Class : 303.38 JOW p**

**Description:** Propaganda and Persuasion, Sixth Edition, by Garth S. Jowett and Victoria O'Donnell, is the only book of its kind to comprehensively cover the history of propaganda and offer insightful definitions and methods to analyze it. Fascinating examples, from ancient times to present day, facilitate a solid understanding of what propaganda is. The book includes current research in propaganda and persuasion, discusses the use of propaganda in psychological warfare, and offers students a systematic approach to analyzing the propaganda and persuasion they will encounter in everyday life.

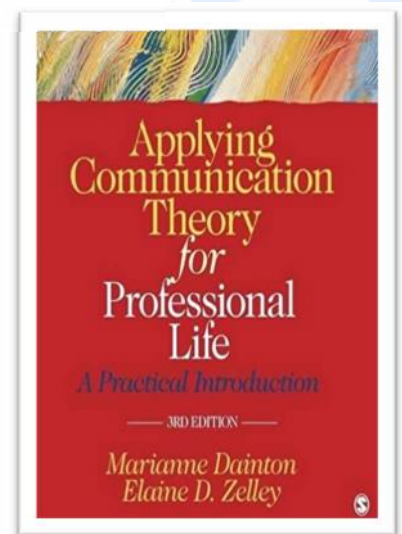


**Applying communication theory for professional life: practical introduction**

**Author : Li Dong**

**No. Class : 423.951 DON t**

**Description:** This fully updated Third Edition of Applying Communication Theory for Professional Life helps readers understand communication theory and its importance to careers in communication and business. Practical and reader-friendly, the book offers succinct coverage of the major theories that have clear applicability to communication and business practitioners, including theories of intrapersonal communication, interpersonal interaction, intercultural encounters, persuasion, group communication, organizational behavior, social media, and mass communication. In every chapter, authors Marianne Dainton and Elaine D. Zelley illustrate how theory is applied in a variety of professional settings through real-world case studies.



**Engaging theories in interpersonal communication multiple perspectives**

**Author : Dawn O. Braithwaite**

**No. Class : 302.2 BRA e**

**Description:** Engaging Theories in Interpersonal Communication: Multiple Perspectives highlights key theories used to guide interpersonal communication research. The Second Edition features 30 theory chapters written by leading scholars in interpersonal communication, including new coverage of evolutionary theories, Problematic Integration Theory, supportive communication theories, Theory of Motivated Information Management, critical approaches to interpersonal communication, and Media Multiplexity Theory. Each theory chapter follows the same structure to help readers easily find and compare information across theories. An updated introductory chapter maps the history and the current state of interpersonal communication theory since publication of the first edition, based on comprehensive analysis of published scholarship. Presenting both classic and cutting-edge issues, the book organizes theories into three clusters theories that are individually-centered; theories that are focused on discourse and interaction processes; and theories that examine how communication functions in personal relationships. All authors interweave abstract theoretical concepts with concrete examples in order to maximize readability and comprehension.

