

# Communication



 **Cengage**

**Higher Education**  
Catalog 2024–25



<https://www.cengage.com/mindtap/>

# Build Confidence, Elevate Performance

The online learning platform that powers students from memorization to mastery. Giving instructors complete control of their courses – to provide engaging content, challenge every individual and build student confidence.



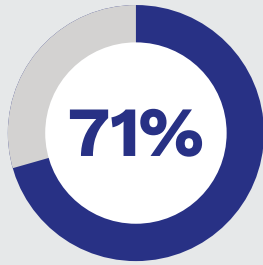
Learn how  
MindTap can  
empower  
your teaching  
journey. Request  
for a demo  
today.



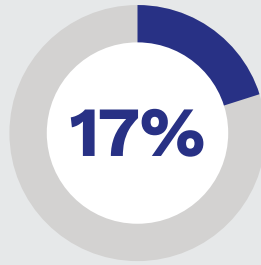
[https://info.cengage.com/  
Asia\\_ReachOut](https://info.cengage.com/Asia_ReachOut)

## Student Reviews

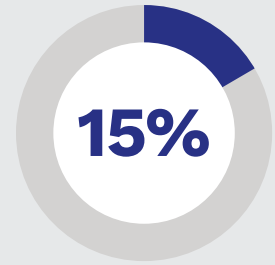
---



Were more motivated to learn with MindTap



Increase in homework scores with MindTap



Increase in GPA with MindTap

### **Better Comprehension, Higher Grades**

Students achieve good grades when they comprehend key concepts through a learning experience that combines visual, verbal auditory, written and active instruction to foster meaningful learning.

### **Build Confidence & Aim Higher**

Personalized course content into learning paths can help students build connected learning experiences that are engaging.

### **Engaged Learners Succeed**

Students who use online learning platforms regularly are more inclined to attend classes and complete their assignments on the go through their devices.

### **LMS Integration**

Enhanced features help manage every aspect of your class in one place, from practice and graded assignments to quizzes and tests.

# Contents

## Communication Studies

Business and Professional Communication.....	1
Gender Communication .....	1
Intercultural Communication .....	2
Interpersonal Communication .....	3
Introduction to Human Communication.....	4
Organizational Communication.....	7
Public Speaking .....	7

## Mass Communication

Introduction to Mass Communication.....	11
Journalism.....	12
Mass Communication Law.....	12
Media Effects .....	13
Research Methods in Mass Communication.....	13

## Radio, Television & Film

Electronic Media Management.....	14
Video & Film Production.....	14

## Theatre

Acting .....	16
Introduction to Theatre.....	17

Order form/pricelist is available upon request through Cengage Learning Consultant.

Special price requests for class adoption are subject to approval. Please contact your Cengage Learning Consultant for details.

Information contained in this catalog is correct at the time of printing.

Prices are subject to change without prior notice.

# COMMUNICATION STUDIES

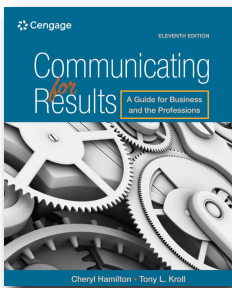
## BUSINESS AND PROFESSIONAL COMMUNICATION

### COMMUNICATING FOR RESULTS, 11E A Guide for Business and the Professions

*Cheryl Hamilton, Tarrant County College-NE Campus*

© 2018, 528pp, Paperback, 9781305280267

**MindTap eBook**



COMMUNICATING FOR RESULTS: A GUIDE FOR BUSINESS AND THE PROFESSIONS, 11th Edition, equips you with the basic concepts and techniques you need to successfully communicate in today's business world, regardless of your current

level of experience. Covering every aspect of the communication process, the text gives you a competitive edge in any business situation -- using social media more effectively, conducting professional interviews, making skilled presentations with professional visual aids, assuming a leadership role, participating in successful teams, and more. Online video clips of common professional scenarios paired with chapter concepts give you a realistic view into the business world, while Polishing Your Career Skills features provide diagnostic tools to help you sharpen your skills. In addition, MindTap Communication provides an interactive learning solution to help you maximize your course success.

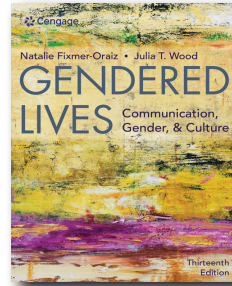
## GENDER COMMUNICATION

### GENDERED LIVES, 13E

*Julia T. Wood, University of North Carolina, Chapel Hill; Natalie Fixmer-Oraiz, The University of Iowa*

© 2019, 352pp, Paperback, 9781337555883

**MindTap eBook**



Packed with the latest research and emerging issues from the field, **GENDERED LIVES: COMMUNICATION, GENDER, & CULTURE**, 13th Edition, equips you with the knowledge and tools to think critically about gender and society. Written

by leading gender communication scholars, the text offers a balanced perspective of masculinity and femininity as it demonstrates the multiple and often interactive ways your views of gender are shaped within contemporary culture. The 13th Edition offers expansive coverage of men's issues, an integrated emphasis on social media and a stronger focus on gender in the public sphere. Its current coverage and conversational, first-person writing styles make it an engaging introduction to the field!

## INTERCULTURAL COMMUNICATION

### NEW EDITION

## COMMUNICATION BETWEEN CULTURES, 10E

Larry A. Samovar, *San Diego State University*;  
Richard E. Porter, *California State University, Long Beach*;  
Edwin R. McDaniel, *San Diego State University*;  
Carolyn Sexton Roy, *San Diego State University*

© 2025, 480pp, Paperback, 9798214135847



Samovar/Porter/McDaniel/Roy's COMMUNICATION BETWEEN CULTURES, 10th Edition, details of the importance of intercultural communication skills. World-wide examples explain the complexity of communicating across cultures and which

components need to be understood to be successful. Topics include understanding communication, culture and the role of history, religion, concepts of family and identity formation, professional contexts and ethics. The text personalizes themes and demonstrates the relevance of intercultural communication by examining how culture shapes and modifies our view of reality, and puts theory into practice. Examples force students to examine their own assumptions, perceptions and cultural biases and understand the subtle and profound ways culture affects communication. The 10th Edition is updated to include diverse perspectives and promote cultural understanding.

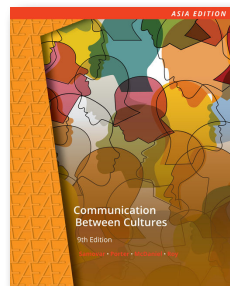
## AE COMMUNICATION BETWEEN CULTURES, 9E

Larry A. Samovar, *San Diego State University, Emeritus*;  
Richard E. Porter, *California State University, Long Beach, Emeritus*;  
Edwin R. McDaniel, *San Diego State University*;  
Carolyn S. Roy, *San Diego State University*

© 2017, 480pp, Paperback, 9789814834223

### eBook

### AsiaTitle



Packed with current research and examples, bestselling COMMUNICATION BETWEEN CULTURES, 9E equips students with a deep understanding and appreciation of different cultures while helping them develop practical

communication skills. Part I introduces the study of communication and culture; Part II focuses on the ability of culture to shape and modify our view of reality; Part III puts the theory of intercultural communication into practice; and Part IV converts knowledge into action. This is the only text to consistently emphasize religion and history as key variables in intercultural communication. Compelling examples force students to examine their own assumptions, perceptions, and cultural biases--enabling them to understand the subtle and profound ways culture affects communication. The ninth edition offers expanded discussions of the impact of globalization, a new chapter on intercultural communication competence, and more coverage of new technology.

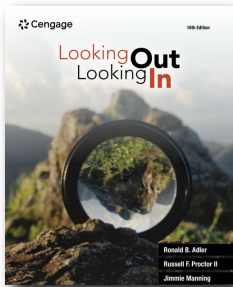
## INTERPERSONAL COMMUNICATION

### LOOKING OUT, LOOKING IN, 16E

Ronald B. Adler, *Santa Barbara City College*; Russell F. Proctor II, *Northern Kentucky University*

© 2023, 480pp, Paperback, 9780357033944

MindTap eBook



Learn how to master and apply strong communication principles in both your personal relationships and on the job with Adler/Proctor/Manning's popular LOOKING OUT, LOOKING IN, 16E. Written with you in mind, this market-leading book connects today's

latest research and theories to your everyday life. This is a textbook you'll actually enjoy reading with current, captivating magazine-style readings and the latest pop culture references -- from recent Marvel movies to viral stars rising through TikTok. This edition continues to focus on the impact of social media and technology on relationships, whether it's "Netflix and chill" or families tethered to cell phones during dinner. You explore the lives of diverse people as you gain a wide sense of understanding about relationships. Compelling photos and cartoons, thought-provoking prompts and hands-on activities bring principles to life. MindTap digital resources are also available to reinforce learning.

---

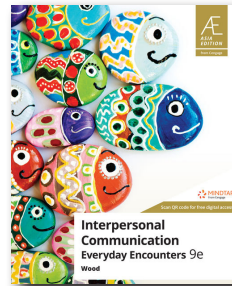
### AE INTERPERSONAL COMMUNICATION: EVERYDAY ENCOUNTERS, 9E

Julia T. Wood, *University of North Carolina, Chapel Hill*

© 2020, 432pp, Paperback, 9789814866101

MindTap

AsiaTitle



Written by leading scholar and award-winning teacher Julia T. Wood, INTERPERSONAL COMMUNICATION: EVERYDAY ENCOUNTERS, 9th Edition, relates theory and skills directly to students' everyday interactions as it

delivers a solid introduction to interpersonal communication. An emphasis on cultural diversity is thoroughly woven throughout the new 9th edition, equipping readers with the skills they need to effectively communicate with people who may not share a similar background. The new edition also features increased coverage of social media, including a section in every chapter that discusses connections between chapter themes and social media. The text's pedagogy is carefully integrated into MindTap's personalized teaching and learning platform. Assignments guide students to analyze, apply and improve thinking, allowing instructors to measure skills and outcomes with ease. MindTap combines interactive videos and simulations with high-value gradable activities in an engaging, personalized online environment.

---

## INTERCONNECTIONS

Interpersonal Communication Foundations and Contexts

*Jonathan M. Bowman, University of San Diego*

© 2019, 384pp, Paperback, 9781285449333

MindTap eBook



Do you find Twitter or Instagram more interesting than textbooks? From an interpersonal communications viewpoint, that makes perfect sense because social media connect you with your friends. Now there's a text you can easily connect with.

With its intriguing anecdotes, current research and student-friendly storytelling style, INTERCONNECTIONS equips you with a solid foundation in interpersonal communication. You'll read about conflicts and communications between people that will help you apply key ideas from the latest research. Surveys help you analyze your own communication style and the text provides the tools to change it--if you want. Links to clips from current TV shows bring chapter concepts to life. To help you maximize your study time, the award-winning MindTap app offers video activities, auto-graded chapter quizzes, interactive flash cards and ReadSpeaker, which will read the textbook to you.

---

## INTRODUCTION TO HUMAN COMMUNICATION

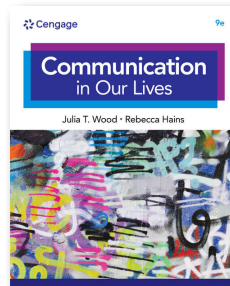
**NEW EDITION**

### COMMUNICATION IN OUR LIVES, 9E

*Julia T. Wood, University of North Carolina, Chapel Hill*

© 2024, 480pp, Paperback, 9780357656853

MindTap eBook



Wood / Hains' COMMUNICATION IN OUR LIVES, 9th Edition, provides everything you need to become a more confident and effective communicator -- both personally and professionally. Renowned teachers Julia T. Wood and Rebecca C. Hains combine

the latest research, theory and best practices with hands-on skills development. Extremely student friendly, the text features an engaging, personal tone, while frequent Student Voice sections highlight how past learners have experienced key communication concepts. In addition to its signature focus on social and cultural diversity, equity and inclusion, the ninth edition includes expanded coverage of digital media and health communication. An early introduction to public speaking includes plenty of sample speeches, and the importance of effective communication to today's careers is emphasized. Also available: MindTap digital learning solution.

---



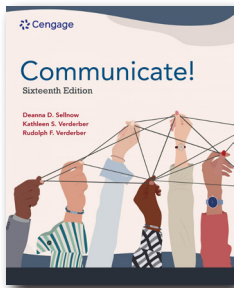
**NEW EDITION**

**COMMUNICATE! 16E**

*Kathleen S. Verderber, Northern Kentucky University;  
Deanna Sellnow, University of Central Florida;  
Rudolph F. Verderber, University of Cincinnati*

© 2024, 480 pages Paperback, 9780357799062

**MindTap eBook**



Verderber/Sellnow's COMMUNICATE!, 16th EDITION, is a groundbreaking human communication text that equips students with the communication skills they need to be successful communicators across face-to-face, in-person and virtual contexts. The

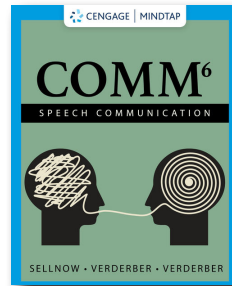
COVID-19 pandemic and lockdown forever altered many ways we communicate and the degree to which we rely on technology for communication. However, the fundamentals of effective communication remain largely unchanged. Thus, this edition of COMMUNICATE! remains steadfast in its goal to engage students in the following: learning communication theory in ways that illustrate how it plays out in various communication settings, and applying strategic tools for effective communication in these settings.

**COMM, 6E**

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

© 2021, 320pp, Paperback, 9780357370278

**MindTap eBook**



A direct response to ongoing research into students' workflows and preferences, Sellnow/Verderber/Verderber's COMM6 delivers the best of print and digital resources to meet the needs of all generations and learning styles. It combines an easy-

reference, paperback textbook with Chapter Review Cards and an innovative online experience -- all at an affordable price. Delivering comprehensive yet succinct coverage, it integrates the latest research, best practices and timely, relevant examples. It also gives you the convenience of anywhere, anytime learning so you can access the text and interactive learning tools on almost any device.

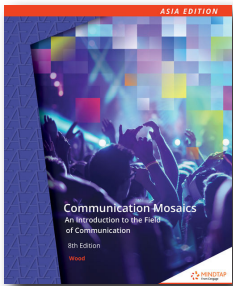
## AE COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, 8E

Julia T. Wood, *University of North Carolina, Chapel Hill*

© 2017, 386pp, Paperback, 9789814834520

MindTap

AsiaTitle



Written by leading scholar Julia Wood, COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, 8E draws from the latest research and practices to equip students with a

foundational survey while helping them build effective skills. Retaining the author's signature first-person narrative style and holistic approach, the text explains the basic processes central to all communication contexts—listening, perceiving, using verbal and nonverbal communication, and establishing climate. Then these processes are applied to various contexts such as interpersonal, small group, public, organizational, intercultural, mass communication, personal, and social media. Each chapter includes a section devoted to digital communication and social media. Chapters end with a case study enabling students to put what they learn into real-world practice. In addition, Chapter 13 walks students step-by-step through the process of planning and preparing a public speech.

---

## INVITATION TO HUMAN COMMUNICATION - NATIONAL GEOGRAPHIC, 2E

Cindy Griffin, *Colorado State University*;  
Jennifer Emerling Bone, *Colorado State University*

© 2017, 488pp, Paperback, 9781305502826

MindTap eBook



Communication is key to your social, political, professional, and personal life. Packed with case studies and tips from nationally recognized explorers, scientists, researchers, and activists, INVITATION TO HUMAN COMMUNICATION -

NATIONAL GEOGRAPHIC, 2e equips you with the foundational skills you need to compete and succeed in today's fast-paced workplace. It also helps you recognize the importance and centrality of communication in your professional and personal life. Insightful Communicating in the Workplace features introduce you to real-world workplace needs and the role of communication in negotiating those needs, while Ethical Moments help you work through modern dilemmas you may eventually face in the workplace and resolve them civilly.

---

## ORGANIZATIONAL COMMUNICATION

### ORGANIZATIONAL COMMUNICATION, 8E

Approaches and Processes

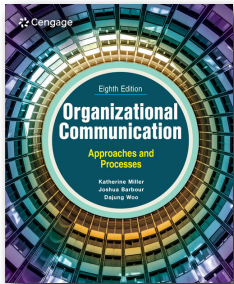
*Katherine Miller, Texas A&M University;*

*Joshua Barbour, University of Texas at Austin;*

*Dajung "DJ" Woo, Rutgers University*

© 2025, 328pp, Hardback, 9798214135779

MindTap eBook



Miller/Barbour/Woo's ORGANIZATIONAL COMMUNICATION: APPROACHES AND PROCESSES, 8th Edition, presents organizational communication from both a communication and managerial perspective. Professor Miller, Barbour and Woo's clear writing style and consistent use of examples and case studies make it easy for undergraduate students to understand.

## PUBLIC SPEAKING

NEW EDITION

### PUBLIC SPEAKING, 5E

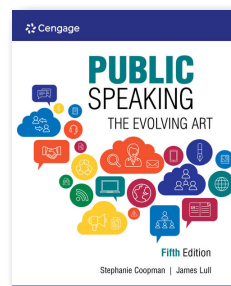
The Evolving Art

*Stephanie J. Coopman, San Jose State University;*

*James Lull, San Jose State University*

© 2024, 420pp, Paperback, 9780357656754

MindTap eBook



Employers rank communication skills -- not technical knowledge -- as the most important qualification they look for when hiring and promoting people in their workforce. Coopman/Lull's PUBLIC SPEAKING: THE EVOLVING ART, 5th

edition, helps you acquire the diverse skills you need for making effective classroom and workplace presentations -- both in person and online (aka "distance speaking"). The authors' wealth of insight ranges from how to mindfully manage increased speaker anxiety and critically assess the credibility of information sources to expert tips on research, digital literacy and maximizing tools like PowerPoint for in-person and online presentations. Technologically up to date, clearly written and packed with examples from popular culture, sports, politics and quality social media influencers, this book delivers the most engaging and complete public speaking guide available.

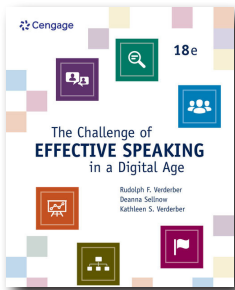
**NEW EDITION**

**THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE, 18E**

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

© 2024, 368pp, Paperback, 9780357798782

**MindTap eBook**



A favorite with students, Sellnow/Verderber's **THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE, 18th Edition**, equips you with the skills you need to become a confident public speaker in both in-person and virtual settings. Its signature six

key Speech Plan Action Steps guide you step-by-step through topic selection, audience analysis and adaptation, effective research, organization (with an emphasis on outlining), a wide variety of presentational aids (including how to avoid succumbing to “death by PowerPoint”), and language and delivery. Online tools -- including videos of student speeches accompanied by critical assessment questions and a robust MindTap Speech digital learning solution -- further develop and strengthen your public speaking skills. Grounded in the latest research and best practices, this bestseller is an exceptional resource for creating and delivering speeches.

---

**NEW EDITION**

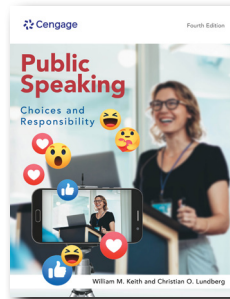
**PUBLIC SPEAKING, 4E**

Choices and Responsibility

*William Keith, University of Wisconsin, Milwaukee; Christian O. Lundberg, University of North Carolina, Chapel Hill*

© 2024, 336pp, Paperback, 9780357798928

**MindTap**



Combining the latest research with hands-on applications, Keith/Lundberg's **PUBLIC SPEAKING: CHOICES AND RESPONSIBILITY, 4th Edition**, delivers a practical, up-to-date guide to public speaking based on rhetorical theory -- equipping

students with everything they need to create and deliver excellent speeches in a variety of settings. Students learn to approach public speaking as a way of continuing important public conversations with specific audiences. The authors highlight the role of speaker choices, civic engagement and responsibility throughout. They also emphasize the importance of civility as the ethical grounding of speech in public as well as the dangers of fake news and bias.

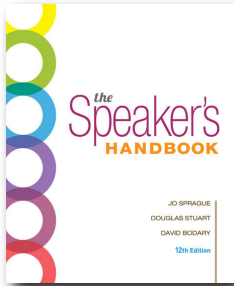
---

## THE SPEAKER'S HANDBOOK, SPIRAL BOUND VERSION, 12E

Jo Sprague, San Jose State University; Douglas Stuart; David Bodary, Sinclair Community College

© 2019, 528pp, Spiral, 9781337558617

MindTap eBook



Helping you build your public speaking skills for a variety of contexts, THE SPEAKER'S HANDBOOK, 12th Edition, covers the entire process of preparing, organizing, developing and delivering a speech, making it the ideal resource for beginning and experienced

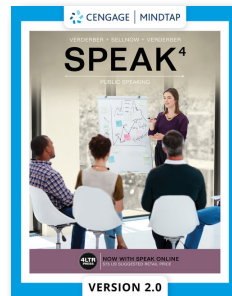
speakers alike. The handbook's comprehensive coverage emphasizes ethics, reasoning, audience analysis, and diversity throughout. Each chapter is designed to stand alone, so you can easily refer only to the sections you need. Vivid graphics illustrate key concepts like public speaking anxiety. Recent speeches from beginning speakers as well as public figures--including Congressman John Lewis's dedication speech for the National Museum of African American History and Culture--give you relevant speech models to analyze. In addition to valuable tips and advice, the handbook is packed with hands-on activities to give you plenty of practice and checklists to help you review what you've learned.

## SPEAK, 4E

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

© 2018, Paperback, 9781337407038

MindTap



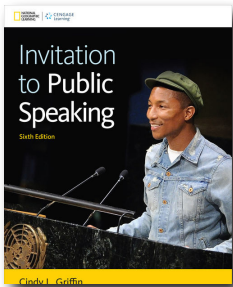
Through ongoing research into students' workflows and preferences, SPEAK4 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards and an innovative online experience--all at an affordable price.

## INVITATION TO PUBLIC SPEAKING - NATIONAL GEOGRAPHIC EDITION, 6E

*Cindy L. Griffin, Colorado State University*

© 2018, 400pp, Paperback, 9781305948082

MindTap eBook



Griffin's INVITATION TO PUBLIC SPEAKING: NATIONAL GEOGRAPHIC EDITION, 6th Edition, engages students in the public dialogue, encourages civic involvement, and illustrates how to effectively apply speaking skills to college and career.

Grounded in rhetorical tradition while offering a fresh perspective, the text helps students understand the power and importance of public speaking -- personally and in greater society. It is packed with stories and tips from NATIONAL GEOGRAPHIC researchers, scientists, artists, and activists who speak to audiences of all sizes and ages about their projects, whether saving endangered species, documenting human tragedies, or introducing students to science. Sample student speeches, speech-building exercises, and examples of civic engagement and ethical actions prepare students to enter the public dialogue. In addition, the most comprehensive integrated technology program available gives students plenty of interactive skill-building practice for public speaking.

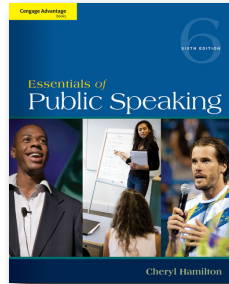
---

## CENGAGE ADVANTAGE SERIES: ESSENTIALS OF PUBLIC SPEAKING, 6E

*Cheryl Hamilton, Tarrant County College-NE Campus*

© 2015, 408pp, Paperback, 9781285159454

MindTap eBook



Think public speaking skills aren't important? Think again. Packed with sample speeches illustrating what to do as well as plenty of examples detailing what not to do, this value-priced public speaking text equips you with the essential skills and theories needed to

become an effective public speaker. ESSENTIALS OF PUBLIC SPEAKING delivers abundant practical advice, intriguing discussions on the role of ethics in public speaking, and up-to-date coverage on effectively using technology in speech development and delivery. The sixth edition will help you get started with effective public speaking in the very first chapter with information on 11 types of introductory speeches. You'll learn how to answer interview questions on Skype and prepare video clips for college or job applications. You'll be able to access "how-to" videos on your mobile device by scanning QR codes in the book's Quick Start Guide.

---

# MASS COMMUNICATION

## INTRODUCTION TO MASS COMMUNICATION

### NEW EDITION

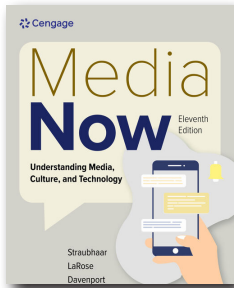
#### MEDIA NOW, 11E

Understanding Media, Culture, and Technology

*Joseph Straubhaar, University of Texas at Austin;*  
*Robert LaRose, Michigan State University;*  
*Lucinda Davenport, Michigan State University*

© 2025, 608pp, Paperback, 9798214135625

### eBook



Straubhaar/Larose/Davenport's MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY, 11th Edition, encourages critical thinking about media, how it develops, operates, converges and impacts society. Global media

environment, transformations in technology, culture and critical theory are introduced. History, theories and technical knowledge develop media literacy skills to prepare students for careers in online, interactive and traditional media. It includes new coverage of media developments, issues, policies, diversity, equity, inclusion, social media consumption, AI, COVID-19, international issues, online privacy and more. The Accrediting Council for Journalism and Mass Communication requires journalism history in the curriculum. The inclusion of history fulfills requirements for programs that cannot offer a stand-alone history course and serves as a guide for Media Literacy courses.

### NEW EDITION

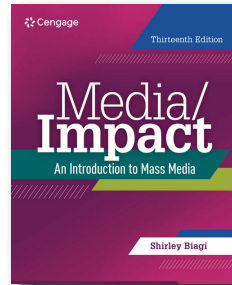
#### MEDIA/IMPACT, 13E

An Introduction to Mass Media

*Shirley Biagi, California State University, Sacramento*

© 2025, 404pp, Paperback, 9798214135519

### eBook



Praised for its engaging writing style, currency and visual appeal, Biagi's MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, 13e, focuses on today's digital mass media industries and support businesses as well as the legal, ethical, social, global

and technological issues that these businesses face every day. The 13th edition focuses on how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. Providing thorough yet balanced coverage, Biagi grounds her discussion in the business aspects of all the mass media industries, with concise histories of each industry plus an insider's look at what it's like to work in each business. The 13th edition delivers up-to-the-minute coverage on digital delivery, artificial intelligence, social media, streaming, global distribution, disinformation and challenges to the First Amendment.

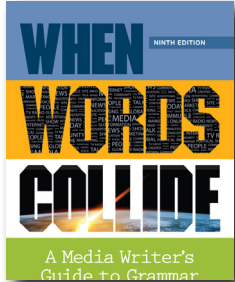
## JOURNALISM

### WHEN WORDS COLLIDE, 9E

Lauren Kessler, *University of Oregon*; Duncan McDonald, *University of Oregon*

© 2016, 224pp, Spiral, 9781285052472

#### eBook



Offering solutions for today's cross-platform, multi-media writing environment, Kessler and McDonald's *WHEN WORDS COLLIDE*, 9e is praised by students and professors alike for its straightforward presentation of grammar and writing

guidelines. This versatile handbook works for both beginning and continuing media writers, providing concise, clear explanations and examples, as well as quick and accurate answers to common grammar and usage questions. The unique "from writer to writer" perspective guides students step by step through the writing process. The Ninth Edition emphasizes the importance of language skills to help students quickly learn to create effective prose. Its simplified rules appeal to students from a broad variety of backgrounds. In addition, engaging new boxed features reinforce key concepts.

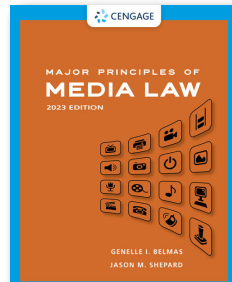
---

## MASS COMMUNICATION LAW

### MAJOR PRINCIPLES OF MEDIA LAW, 2023

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

© 2023, 680pp, Paperback, 9780357657065



Current through the most recent Supreme Court term, Belmas/Shepard's *MAJOR PRINCIPLES OF MEDIA LAW*, 2023, delivers a comprehensive summary of the latest additions, changes and developments in communication law. The text focuses on the issues

most critical to media law. Helping you truly engage with the material, student-friendly features include essential questions that sharpen critical thinking skills and "Focus On" sidebars that explore key legal issues in depth. Giving you a personal connection to text concepts, end-of-chapter "What should I know about my state?" features highlight key issues from your home state, and in-margin definitions of glossary terms make even the most complex topics easy to understand.

---



## MEDIA EFFECTS

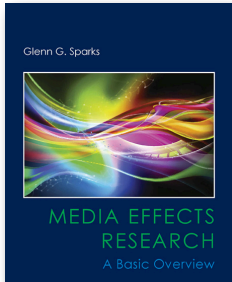
### MEDIA EFFECTS RESEARCH, 5E

A Basic Overview

Glenn G. Sparks, *Purdue University*

© 2016, 336pp, Paperback, 9781305077478

#### eBook



Packed with current examples and the latest research available, *MEDIA EFFECTS RESEARCH: A BASIC OVERVIEW, 5e*, provides students with a comprehensive introduction to the study of mass media's effects on society. Through an engaging personal

narrative style, the author presents media theories in the context of fascinating research findings. Students gain a clear understanding of how the effects of mass media are measured and what the latest research has concluded about media's influence on our lives. Completely up to date, the Fifth Edition offers new coverage of electronic media's effects on sleep displacement, TV viewing and obesity research, media violence, emotions in cooperative video game play, first- vs. second-order cultivation, agenda-setting theory research, new media's effects on imitative suicides, Internet use statistics, screen time and face-to-face interaction, multitasking, and much more. It also features a new 2-color interior, 90 new research citations, and 36 new Questions to Focus Your Attention. In addition, 19 all-new Study Boxes give students an in-depth look at media effects information in real-world practice.

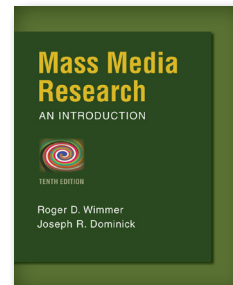
## RESEARCH METHODS IN MASS COMMUNICATION

### MASS MEDIA RESEARCH, 10E

Roger D. Wimmer, *Wimmer Research*; Joseph R. Dominick, *University of Georgia*

© 2014, 496pp, Paperback, 9781133307334

#### eBook



Quality media is the result of meticulous research. *MASS MEDIA RESEARCH: AN INTRODUCTION, 10e*, shows you how it happens--from content analysis to surveys to experimental research--and then equips you with expert tips on analyzing the media you

encounter in your daily life. Packed with study and review tools to help you maximize your course success, the Tenth Edition delivers a comprehensive overview of mass communication research and a thorough exploration of each major approach--including qualitative research, content analysis, survey research, longitudinal research, and experimental research. It fully integrates social media coverage, ethics, and the impact of merging technology on mass media research. It also provides expanded coverage of online research, the impact of tablets on readership, new advertising channels, social media message analytics, and much more. Available with InfoTrac® Student Collections <http://gocengage.com/infotrac>.

# RADIO, TELEVISION & FILM

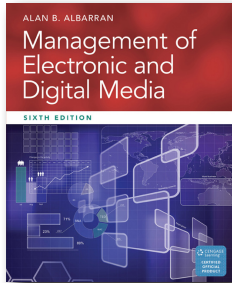
## ELECTRONIC MEDIA MANAGEMENT

### MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, 6E

Alan B. Albarran, *University of North Texas*

© 2017, 368pp, Paperback, 9781305077560

#### eBook



Offering numerous real-world examples and case studies, **MANAGEMENT OF ELECTRONIC AND DIGITAL MEDIA, 6e**, equips you with the latest trends, practices, and research on the management and leadership techniques used in the electronic and digital

media industries. Extremely reader friendly, the text offers a clear and concise presentation of key issues facing future managers, leaders, and entrepreneurs in the rapidly evolving media industries. New coverage highlights trends in big data, mobile, social media, and the cloud, as well as the latest on the evolution of social media and digital platforms. An all-new chapter details the multifaceted manager/leader/entrepreneurial role of a media manager. Giving you hands-on experience with real-life challenges, end-of-chapter case studies put you directly in the role of decision-maker -- helping prepare you for a career in today's electronic and digital media field.

---

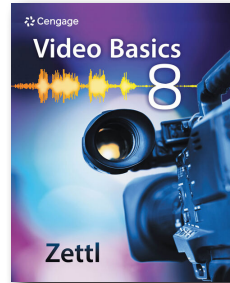
## VIDEO & FILM PRODUCTION

### VIDEO BASICS, 8E

Herbert Zettl, *San Francisco State University (Emeritus)*

© 2018, 448pp, Paperback, 9781305950863

#### MindTap eBook



Reflecting the latest from real-world practice, **VIDEO BASICS, 8th Edition**, by Emmy award-winning producer, director, and innovator Herbert Zettl delivers the most authoritative, current, and technically accurate guide to video production

available. Concise yet thorough, the text moves you quickly from video concepts and processes to production tools and techniques, and -- ultimately -- the production environment (studio and field, indoors and out) and its effects. A more conceptual framework helps you progress from the idea (what to create) to the image (how to create) on video. In addition, the accompanying MindTap digital experience helps you ensure your course success with a range of interactive study tools.

---

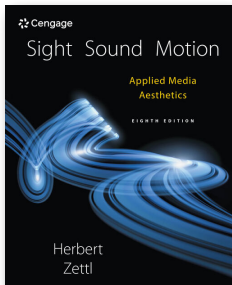
## SIGHT, SOUND, MOTION, 8E

Applied Media Aesthetics

Herbert Zettl, *San Francisco State University (Emeritus)*

© 2017, 464pp, Hardback, 9781305578906

MindTap eBook



Delivering the most comprehensive coverage available, Herb Zettl's SIGHT SOUND MOTION: APPLIED MEDIA AESTHETICS, 8e thoroughly describes the major aesthetic image elements -- light and color, space, time-motion, and

sound -- as well as presents in-depth coverage on how they are creatively used in television and film. Real-world applications bring the text's detailed coverage of aesthetic theory to life. It equips you to think critically about media aesthetics and apply them to production situations. Now presented in full color, the Eighth Edition's engaging presentation is richly illustrated with strong visuals that often draw on traditional art forms, such as painting, sculpture, and dance.

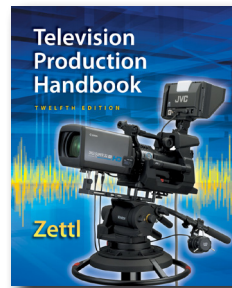
---

## TELEVISION PRODUCTION HANDBOOK, 12E

Herbert Zettl, *San Francisco State University (Emeritus)*

© 2015, 528pp, Hardback, 9781285052670

MindTap eBook



In the field-defining text TELEVISION PRODUCTION HANDBOOK, author Herbert Zettl emphasizes how production proceeds in the digital age—from idea to image—and how it moves through the three major phases, from preproduction

to production to postproduction. In this context, Zettl describes the necessary tools, considers what they can and cannot do, and explains how they are used to ensure maximum efficiency and effectiveness. This edition features the latest digital equipment and production techniques, including stereo 3D, 3D camcorders, 4K and 8K digital cinema cameras, portable switchers, LED lighting instruments, and digital lighting control systems.

---

# THEATRE

## ACTING

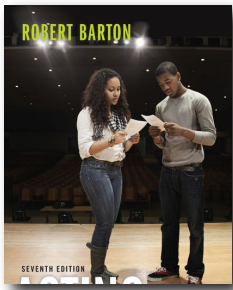
### ACTING, 7E

Onstage and Off

Robert Barton, University of Oregon

© 2016, 416pp, Paperback, 9781305077447

### eBook



Reader-friendly and practical, **ACTING: ONSTAGE AND OFF** demonstrates how to adapt onstage training toward offstage performance, and how to apply skills for theatre and film to lead a rich, full life outside the theatre. Humorous,

conversational writing helps students learn all phases of actor training, including scene study, auditioning, and improvisation, as well as relaxation techniques for the mind, voice and body. Examples from life, rather than dramatic literature, ensure understanding. Students also learn strategies for connecting with other actors in a scene and in rehearsal. Enlightening and creative exercises help students practice altering their physical and emotional state to become a character while keeping those aspects of their selves that most serve the role being played.

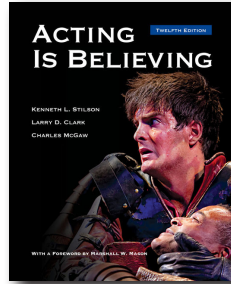
---

### ACTING IS BELIEVING, 12E

Kenneth L. Stilson, Southeast Missouri State University; Larry D. Clark, University of Missouri, Columbia; Charles McGaw, Late of the Goodman School of Drama, a School of the Art Institute of Chicago

© 2015, 352pp, Hardback, 9781285465050

### eBook



Did you know that “an actor must believe to make his audience believe?” This is the key concept behind **ACTING IS BELIEVING**. Authors Charles McGaw and Larry D. Clark have influenced thousands of actors, and this Twelfth Edition has been completely

updated by Kenneth Stilson to inspire today’s future acting professionals. New exercises keep the content current and relevant. You’ll learn the Stanislavski System and how to perfect using it, and benefit from hundreds of other tips that help you become the flawless actor you are meant to be. The final chapter, “Getting the Job,” will help you find a job in the acting industry by discussing the latest approaches to auditioning and marketing.

---

## INTRODUCTION TO THEATRE

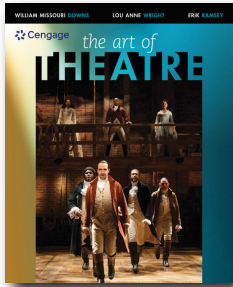
### THE ART OF THEATRE, 4E

Then and Now

*William Missouri Downs, Lou Anne Wright, University of Wyoming; Erik Ramsey, Ohio University*

© 2018, 496pp, Paperback, 9781305954700

### MindTap eBook



THE ART OF THEATRE: THEN AND NOW, 4th Edition, brings the fascinating world of theatre to life with lively coverage of the history, cultural diversity, creativity, controversy -- and even a typical day in the life -- of theatre. As the authors wrote each chapter,

they asked themselves how the subject applies to students' lives. The result is a text packed with practical information you can use in everyday life, including insight on censorship, freedom of speech, copyrights, the National Endowment for the Arts, and more. Timely connections drawn between theatre and TV and film help you see how the living stage is unique, and the optional MindTap digital learning solution provides a variety of online study tools to help you ensure your success in the course.

### THE ESSENTIAL THEATRE, 11E

*Oscar G. Brockett, University of Texas, Austin; Robert J. Ball, University of the Incarnate Word; John Fleming, Texas State University; Andrew Carlson, University of Texas at Austin*

© 2017, 496pp, Paperback, 9781305411074

### eBook



Whether you are a theatre major looking forward to a career in the arts or a non-major interested in an overview to increase your appreciation as an audience member, THE ESSENTIAL THEATRE, 11th Edition, provides an engaging, insightful, and informative

resource that will enrich your theatre experience throughout your life. Written by highly respected teachers and theatre historians, the text has earned its reputation as one of the most comprehensive, authoritative surveys of the theatre. Its vibrant treatment of theatre practice--past and present--catalogs the origins of theatre through postmodernism and performance art. The Eleventh Edition includes an all-new chapter devoted to musical theatre, new "Then and Now" boxes that link theatre history to present-day, and numerous new photos--including photos of actors you will quickly recognize from film and television.

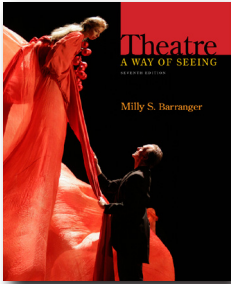
## THEATRE, 7E

A Way of Seeing

Milly S. Barranger, *University of North Carolina, Chapel Hill*

© 2015, 416pp, Paperback, 9781133309895

### eBook



Consistently praised as “streamlined” and “clear and student friendly,” THEATRE: A WAY OF SEEING offers the beginning theatre student an exciting, full-color introduction to all aspects of theatre. It presents the experience of theatre, who

sees it, what is seen, and where and how it is seen largely from the viewpoint of audiences exposed to a complex, living art that involves people, spaces, plays, designs, staging, forms, language, and productions. The book includes the appropriate coverage of the history, diversity, and most critical moments in theatre in a way that encourages students to experience theatre as “a performing art and humanistic event.”

---

# Notes



**Cengage Learning Asia Pte Ltd**

30A Kallang Place, #12-06

Singapore 339213

T (65) 6410 1200

F (65) 6410 1208

E [asia.info@cengage.com](mailto:asia.info@cengage.com)

URL [www.cengageasia.com](http://www.cengageasia.com)