Dear Reader

The digital revolution is promoting and pushing new means of learning. As one of the leading international academic publishers, Peter Lang understands the ever-increasing desire and demand for interactive learning experiences and offers dynamic opportunities that conform to new learning environments. To facilitate both the learning process and availability of teaching materials, the Peter Lang Publishing Group has decided to have its digital textbooks made available on Kortext.

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My best regards,

Kelly Shergill
Group Sales & Marketing Director

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A Theater Criticism/Arts Journalism Primer: Refereeing the Muses examines the skill set associated with being a critic and arts journalist. It explores the history, evolution, and future of the profession in the United States, and carefully and purposefully dissects the preparation, observation, and writing process associated with generating thoughtful and interesting arts criticism.

Now in its second edition, Law and Popular Culture: A Course Book takes a particular legally themed film or television show, such as Philadelphia, Dead Man Walking, or Law and Order, treating it as both a cultural text and a legal text. The new edition has been updated with new photos and includes greater emphasis on television than in the first edition because there are so many DVDs of older TV shows now available.

Through a Lens Darkly: Films of Genocide and Ethnic Cleansing is a series of poignant films on the plight of the Native Americans, the controversial Armenian genocide, the Holocaust and its legacy, the killing fields of Cambodia, and the Hutu-sponsored massacres in Rwanda, the reader can grasp the driving mechanisms of genocide and ethnic cleansing.

The Arts-Based Research Primer explores the arts-based research paradigm and its potential to intersect with and augment traditional social science and educational research methods. This text aims to reveal how arts-based ways of knowing and doing lend themselves to blended spaces of naturalistic inquiry, and is intended to aid artists and scientists alike in their research and professional practices.

This is the first book-length study of the groundbreaking work of Rey Chow, whose work has transformed the fields of postcolonialism, cultural studies, film, ethnicity and gender. It describes and explains the features and the breadth of Chow’s interventions and illustrates Chow’s arguments by analysis of a range of engaging examples drawn from the fields of film, popular music, identity and popular culture.
Fleshing out the theoretical pillars of Critical Anti-Racist Theory (CART) as its central organizing framework, this text responds to the central issue of race in terms of public and academic discourses, meta-narratives, and its implications for social policy. This collection serves as a timely and accessible text for academic and wider audiences.

Simon Lindgren

New Noise
A Cultural Sociology of Digital Disruption
Digital Formations. Vol. 88
£ 23.– / US-$ 36.95 / € 28.45

This book is about online subcultures thriving in the border zones between pop cultural and political engagement. Combining classic theories of space, power and resistance with current case studies of digital piracy, online activism and remix culture, the book develops a cultural theory of social movements in the digital age.

Ali A. Abdi · Paul R. Carr (eds.)
Educating for Democratic Consciousness
Counter-Hegemonic Possibilities
Critical Studies in Democracy and Political Literacy. Vol. 3
p-ISBN 978-1-4331-1710-7
e-ISBN 978-1-4539-0917-1
£ 26.– / US-$ 41.95 / € 32.30

This book extends beyond a theoretical analysis of democratic education, seeking to tap into the substantial experiences, perspectives and research of a wide range of leading scholars from diverse vantage points, who bring themselves and their work into the debate connecting democracy and education, which elucidates the reference to counter-hegemonic possibilities in the title.

Federico Batini · Peter Mayo · Alessio Surian
Lorenzo Milani, The School of Barbiana and the Struggle for Social Justice
Education and Struggle: Narrative, Dialogue and the Political Production of Meaning. Vol. 1
p-ISBN 978-1-4331-2152-4
£ 24.– / US-$ 38.95 / € 29.45

This book sheds light on the work of one of the 20th century’s foremost critical educators, the Italian Lorenzo Milani (1923–1967), on the 90th anniversary of his birth. As the book argues, Milani’s œuvre contains important ingredients for a social justice-oriented critical pedagogy. The spirit for this pedagogical approach is captured in the School of Barbiana’s motto ‘I care.’

Reconceptualizing Early Childhood Care and Education
Critical Questions, New Imaginaries and Social Activism: A Reader
Rethinking Childhood. Vol. 50
p-ISBN 978-1-4331-2365-8
£ 28.– / US-$ 45.95 / € 35.30

Reconceptualizing Early Childhood Care and Education is a foundational text, which presents contemporary theories and debates about early education and child care in many nations. Audiences include students in graduate courses focused on early childhood and primary education, critical cultural studies of childhood, critical curriculum studies and critical theories.
This book introduces a collection of tools that enable novices – including educators, hobbyists, and youth designers – to create and learn with e-textiles. It then examines how these tools are reshaping technology education – and DIY practices – across the K-16 spectrum.

**Textile Messages**

*Dispatches From the World of E-Textiles and Education*

p-ISBN 978-1-4331-1919-4
e-ISBN 978-1-4539-0941-6
£ 26.– / US-$ 42.95 / € 33.05

Children’s Virtual Play Worlds: Culture, Learning, and Participation

*Reading the World, the Globe, and the Cosmos*

Approaches to Teaching Literature for the Twenty-First Century

New York, 2013. 189 pp., Global Studies in Education. Vol. 28
e-ISBN 978-1-4539-1069-6
£ 24.– / US-$ 38.95 / € 29.95

The purpose of this book is to restore the centrality of pedagogy in governing the ways literary texts are received, experienced, and interpreted by students in the classroom. Utilizing a method of pedagogical criticism, it provides an account of core approaches to teaching literature that have emerged across history and the conceptual values informing these approaches.

**Emerging Perspectives on ‘African Development’**

Speaking Differently

p-ISBN 978-1-4331-2095-4
£ 25.– / US-$ 39.95 / € 30.75

This book examines the use of new media in pedagogy, as it presents case studies of the integration of technology, tools, and devices in an undergraduate curriculum taught by the author, at an urban research university in the United States.
Transforming Education
Global Perspectives, Experiences and Implications
Educational Psychology: Critical Pedagogical Perspectives. Vol. 24
p-ISBN 978-1-4331-2037-4
£ 25.00 / US-$ 39.95 / € 29.75

This research-based volume presents a substantive, panoramic view of ways in which Australia and countries in Africa, Asia, Europe, and North and South America engage in educational programs and practices to transform the learning processes and outcomes of their students.

Ivor Goodson is a vital contributor to the study of education and to educational research. This book traces the contours of his morally inflected approach to scholarship, highlighting its contribution to a politics of transformation, all the while acknowledging and encapsulating the practical, passionate, principled humanity that continues to drive Goodson’s scholarship.

In the tradition of educational narrative inquiry, this book explores diverse ways of thinking, writing and theorizing from auto/biographic experience, in language that is rooted in practice yet challenges the authoritative discourses of educational policy, theory and research. The book will interest researchers in curriculum studies, teaching and teacher education.

This book explores the importance of the adoption of digital technologies by contemporary education systems. Partly a synthesis of findings from projects carried out in Norway by the author over the past 15 years, the data have been extended to raise key questions about the effectiveness of current education strategies for the Facebook and YouTube generation.

The chapters in this book argue that good games teach through well-designed problem-solving experiences. In the end, the book offers a model of collaborative, interactive, and embodied learning centered on problem solving, a model that can be enhanced by games, but which can be accomplished in many different ways with or without games.
Education and the Crisis of Public Values

Challenging the Assault on Teachers, Students, & Public Education


The revised edition of Educational Psychology Reader: The Art and Science of How People Learn presents an exciting amalgam of educational psychology’s research-based reflections framed in twenty-first century critical educational psychology. Featuring a collection of renowned international authors, this text will appeal to scholars across the globe for research and course use.

This reader begins a conversation about the many aspects of critical youth studies. Chapters in this volume consider essential issues such as class, gender, sexuality, race, ethnicity, cultural capital, and schooling in creating a dialogue about and a conversation with youth.

Moving Ideas expands our capacity to understand the embodied dimensions of learning and stretches our repertoires for more artfully describing them. This collection examines the strategic layering across semiotic modes, challenging educators and researchers to revisit many of our most elemental assumptions about communication, learning, and development.

This book is the first edited volume written primarily by communication scholars to focus on volunteers. The contributors divided this volume into five sections which cover becoming a volunteer; learning about self as a volunteer; dark sides of volunteering; organizationally supported volunteering; and voice and dissent.
Through developing transdisciplinary research questions and conceptual paradigms, this book suggests new practices beyond those currently used in environmental education, natural resources management, and other environmental fields.

A New Literacies Reader is an introduction to social and cultural studies of new literacies from the perspectives of educators, education researchers and learners. The diverse topics addressed range from multimodal pedagogies, remix, performance poetry, and digital storytelling to issues associated with wireless environments, assessment, identity, and teachers’ ways of taking up new technologies.

Voyage across a Constellation of Information offers educators, information professionals, and researchers an opportunity to get an inside look at the new practices of digital spaces, and lays the groundwork for inclusion of these practices into 21st-century education.

This volume is about the education of gender and sexualities, which is to say it explores how gender and sexuality identities and differences get constructed through the process of education and “schooling”.

How Stories Heal illustrates the value of personal narrative writing. Referring to this type of writing as the “turn to the subjective I” or to “me-search research”, this is a book about Scholarly Personal Narrative (SPN) writing, actually written in an SPN style. This book will satisfy a huge need in higher education and scholarship for students who are writing theses and doctoral dissertations.
This book explores real global issues in the classroom and also offers different innovative instructional strategies that educators have employed while teaching social studies courses. Indeed, this volume is a critical tool to help educators and students to gain a better understanding of globalization and global education.

Postfoundational theories have the potential to disrupt normalizing early childhood education discourses that create and maintain social inequities, and to respect differences and diversities. This book presents research exploring the potential for postfoundational theories to revitalize discussions in early childhood education.

Globalisms and Power examines the effects neoliberal globalization is having on Spanish and Portuguese educational and curriculum policies and practices. The book dissects the nexus between globalization (or globalisms) and power under a global policy momentum, and analyzes how neoliberal globalization strategies eagerly led by nongovernmental institutions determine the educational agenda in each nation.

Education, Science and Knowledge Capitalism explores the nature of cognitive capitalism, the emerging mode of social production for public education and science and its promise for the democratization of knowledge.

The New Development Paradigm, written by international authorities, focuses on three related themes: education, the knowledge economy and openness; social networking, new media and social entrepreneurship in education; and technology, innovation and participatory networks.
Based on critical and moral pedagogy, *The Moral Debate on Special Education* is the self-narrative of a disabled special education teacher who is searching for the answers and spaces where this dialogue and narrative can take place. What started as mere research for social justice in education has morphed, unintentionally, into the moral quest for justice and equality in special education.

**Ecological Pedagogy, Buddhist Pedagogy, Hermeneutic Pedagogy**

*Experiments in a Curriculum for Miracles*


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**Ecological Pedagogy, Buddhist Pedagogy, Hermeneutic Pedagogy**

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This book explores three interrelated roots of scholarly work that have a supportive and elaborative affinity to authentic and engaging classroom inquiry: ecological consciousness, Buddhist epistemologies, philosophies and practices, and interpretive inquiry or «hermeneutics». The authors bring decades of classroom and supervisory experience in grades K–12.

**Both Sides of the Table**

*Autoethnographies of Educators Learning and Teaching With/In [Dis]ability*


**Both Sides of the Table** is a set of evocative, heartfelt, personal, and revealing stories, told by educators about how their experiences with disability, personally and in the lives of family members, has affected their understanding of disability. It uses disability studies and critical theory lenses to understand the autoethnographies of teachers and their personal relationships with disability.

**Becoming Educated**

*Young People’s Narratives of Disadvantage, Class, Place and Identity*


Becoming Educated examines the education of young people, especially those from the most ‘disadvantaged’ contexts. This book shifts the focus to matters such as taking social class into consideration, puncturing notions of poverty and disadvantage, understanding neighborhoods as places of hope and creating spaces within which to listen to young peoples’ aspirations.

**Living on the Edge**

*Rethinking Poverty, Class and Schooling*


This book confronts one of the most enduring and controversial issues in education – the nexus between poverty and underachievement. The authors draw upon positive examples of schools which are succeeding in engaging marginalized young people, providing worthwhile forms of learning, and improving young lives.
This book compares ways in which children’s rights in, to, and through education, formal and informal, are viewed and implemented in a variety of social and political contexts, aiming to shed light on how policies and practices can improve equal access to high quality education in an environment which is respectful of children’s rights.

Paul Tarc

*International Education in Global Times*

Engaging the Pedagogic

New York, 2013. 132 pp., ill.
Global Studies in Education. Vol. 10

e-ISBN 978-1-4539-0855-6
£ 23.– / US-$ 37.95 / € 33.05

This book illuminates the changing landscape and expediency of international education in global times. Within this larger picture, the book focuses on the educational effects of international encounters, experiences and lessons – the complex processes of learning and subject formation in play during and after one’s international/intercultural experience.

Katrin Weller • Axel Bruns • Jean Burgess • Merja Mahrt • Cornelius Puschmann (eds.)

*Twitter and Society*

New York, 2014. 447 pp., num. ill.
Digital Formations. Vol. 89

£ 26.– / US-$ 42.95 / € 33.05

Drawing on the experience of leading international Twitter researchers from a variety of disciplines and contexts, this is the first book to document the various notions and concepts of Twitter communication, providing a detailed and comprehensive overview of current research into the uses of Twitter. It also presents methods for analyzing Twitter data.

Boyd White • Tracie Constantino (eds.)

*Aesthetics, Empathy and Education*


p-ISBN 978-1-4331-2010-7
£ 25.– / US-$ 39.95 / € 30.75

Aesthetics, Empathy and Education is essential reading for pre-service teachers, graduate students and instructors. The text is divided into four sections addressing issues such as research Methodology, the self as the research subject, education and empathy and classroom practice.

This anthology provides exciting, innovative research focused on the construction of adolescent girls’ sexuality in the media. The use of ethnographic data, in conjunction with media analysis techniques, provides a unique approach to the media studies genre, which tends to highlight an analysis of media content, as opposed to the ways in which media is used in everyday life.

Kate Harper • Yasmina Katsulis • Vera Lopez • Georganne Scheiner Gillis (eds.)

*Girls’ Sexualities and the Media*

Mediated Youth. Vol. 23

p-ISBN 978-1-4331-2275-0
e-ISBN 978-1-4539-1091-7
£ 25.– / US-$ 39.95 / € 30.75

This anthology provides exciting, innovative research focused on the construction of adolescent girls’ sexuality in the media. The use of ethnographic data, in conjunction with media analysis techniques, provides a unique approach to the media studies genre, which tends to highlight an analysis of media content, as opposed to the ways in which media is used in everyday life.
The Gay Agenda: Claiming Space, Identity, and Justice

Gerald Walton (eds.)

The Gay Agenda: Claiming Space, Identity, and Justice claims and reclaims the language of «agenda» and turns the rhetoric of the religious right on its ear. The contributors provide insightful and sharp commentary on gay agendas for human rights, marriage and family, cultural influences, schooling and education, and politics and law.

p-ISBN 978-1-4331-1836-4
e-ISBN 978-1-4539-1175-4
£ 27.– / US-$ 43.95 / € 33.50

Social Networks

Susan B. Barnes

From Text to Video

With a focus on social networking sites such as Facebook, MySpace, Second Life, and YouTube, this book describes the theoretical and historical background of computer-mediated communication alongside the cultural changes occurring with the introduction of digital media in society. Special features including terms, examples, CMC theory, and suggestions for student exercises.

New York, 2013. 244 pp., num. ill. Digital Formations. Vol. 82
p-ISBN 978-1-4331-2174-6
e-ISBN 978-1-4539-1029-0
£ 24.– / US-$ 38.95 / € 29.95

Global Journalism

Peter Berglez

Theory and Practice

Peter Berglez sets out to develop the idea of global journalism as an epistemological updating of everyday mainstream news media. He theoretically understands and explains global journalism as a concrete practice and argues that the future of professional news journalism is about leaving behind the dominant national outlook for the sake of a more integrated (global) outlook on society.

p-ISBN 978-1-4331-1030-6
£ 24.– / US-$ 38.95 / € 29.95

The Communication of Jealousy

Jennifer L. Bevan

Informed by a wide variety of academic disciplines and offering a unique interpersonal communication approach to the study of jealousy, The Communication of Jealousy examines, integrates, and informs research on jealousy experience and expression.

p-ISBN 978-1-4331-1698-8
e-ISBN 978-1-4539-1049-8
£ 24.– / US-$ 38.95 / € 29.95

Interactivity 2

Alec Charles

Second edition

Two years is a long time in the world of new media – a world of phubbing and selfies, of cyberbullying and neknomination, of bitcoins and Google Glass. Much has occurred since the first edition of this book, and the author draws upon developments in social networking, crowdsourcing, clicktivism, digital games and reality TV to bring it up to date.
Clifford Christians • Kaarle Nordenstreng (eds.)
Communication Theories in a Multicultural World
New York, 2014. 325 pp., num. ill.
Intersections in Communications and Culture: Global Approaches and Transdisciplinary Perspectives. Vol. 31
p-ISBN 978-1-4331-2305-4
e-ISBN 978-1-4539-1212-6
£ 26.– / US-$ 42.95 / € 33.–

Authored by a group of eminent scholars, each chapter is a history and state-of-the-art description of the major issues in international communication theory.

While the book draws on an understanding of communication theory it also highlights each author’s lifetime effort to critique the existing trends in communication theory and bring out the very best in each multicultural context.

Akiha A. Cohen (ed.)
Foreign News on Television
Where in the World Is the Global Village?
New York, 2013. 391 pp., num. ill.
p-ISBN 978-1-4331-1689-6
£ 26.– / US-$ 42.95 / € 33.05

This book shows that while globalization is a dominant force in society, and though news can be instantaneously broadcast internationally, there is relatively little commonality throughout the world in the depiction of events occurring in other countries. The research gathered here is based on a quantitative content analysis of over 17,000 news items and analysis of over 10,000 survey respondents.

Natalie Coulter
Tweening the Girl
The Crystallization of the Tween Market
New York, 2014. 191 pp., num. ill.
Mediated Youth. Vol. 20
p-ISBN 978-1-4331-2175-3
£ 24.– / US-$ 38.95 / € 29.95

Relying predominantly upon a textual analysis of trade publications from the 1980s and early 1990s, the book eloquently maps out the synergistic processes of the marketing, advertising, merchandising, and media industries as they slowly began to take interest in the girl and began to define her as a tween: an empowered female consumer who is no longer a child but not quite a teen.

Erika Cudworth • Peter Senker • Kathy Walker (eds.)
Technology, Society and Inequality
New Horizons and Contested Futures
New York, 2013. 215 pp., num. ill.
Digital Formations. Vol. 87
£ 24.– / US-$ 38.95 / € 29.95

This book suggests that the primary purpose of current production and distribution is not to satisfy human needs but to create profit for the owners of capital that in turn has devastating consequences for the environment and for vulnerable people. Multidisciplinary in perspective, contributors to this volume address issues of inequality which affect both developed and developing countries.

Charles N. Davis • David Cuillier (eds.)
Transparency 2.0
Digital Data and Privacy in a Wired World
New York, 2014. 177 pp., num. fig.
Communication Law. Vol. 3
e-ISBN 978-1-4539-1333-8
£ 25.– / US-$ 39.95 / € 30.70

Transparency 2.0 investigates a host of emerging issues around the collision of information and personal privacy in a digital world. This book is ideal for anyone interested in the legal battlefield over access and privacy, as well as for classes in the law of the media and First Amendment, privacy, journalism, and public affairs.

Natalie Coulter
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This volume on social media will address the scope and nature of this developing environment of expression with chapter topics ranging from privacy, cyber-bullying, and harassment to defamation, intellectual property rights, and online safety.

Featuring the work of top communication scholars, the volume advances theoretical knowledge, reviews state-of-the-art research, and shares new findings and insights on a variety of tobacco-related areas ranging from tobacco control efforts to corporate representations.

This book advances research on media accountability and transparency, and also offers innovative perspectives for newsrooms, media policy-makers, and journalism educators. Its systematic comparative design makes it an unprecedented venture in international journalism studies.

Now in its updated fourth edition, Giglio examines how the tangled relationship between Hollywood’s global film industry and the politics of federal and state governments manifests itself in the real world of political campaigns and in the fictional world of Hollywood films. Included in this new volume: President Obama’s re-election, new photos, statistical data, three new chapters and eight case studies.

This volume represents a unique contribution to the area of language attitudes research with its focus on how languages, dialects and accents induce us to form social judgments about people who use these forms.
In the second edition of *Zombie Politics and Culture in the Age of Casino Capitalism*, Henry A. Giroux uses the metaphor of the zombie to highlight how America has embraced a machinery of social and civil death that chills any vestige of a robust democracy. Giroux calls for a systemic alternative to zombie capitalism through a political and pedagogical imperative to address and inform a new cultural vision.

**Old New Media** examines how the introduction of a new medium threatens those accustomed to the old media environment. The book includes theoretical chapters and case studies in five areas: media ecology; critical media theory; freedom of expression; Eastern thought; and the body and the media environment.

Strategic Planning for Public Relations: Beginning the Journey is written for the next generation of public relations professionals. The book’s unique approach to strategy and strategic planning provides the tools for students becoming strategists first and tacticians second – essential criteria for successful public relations professionals.

The crisis of incivility plaguing today’s workplace calls for an approach to communication that restores respect and integrity to interpersonal encounters in organizational life. The book argues the practice of professions in contemporary organizations as well as a communicative ethic of professional civility.

**Mass Media Law: The Printing Press to the Internet** is a textbook designed to introduce students to the panoply of legal theories raised by the Internet revolution as well as those supporting traditional media. The book takes a historical approach beginning with the printing press and the telegraph and proceeding to the digital technologies of today, such as social media and search engines.
Kevin Howley (ed.)

**Media Interventions**

Afterword by Nick Couldry

New York, 2013. 430 pp., num. ill.

e-ISBN 978-1-4539-0973-7

£ 26.– / US-$ 42.95 / € 33.05

This collection of essays, the first book-length treatment of its kind, explicates the concept of «media interventions» herein defined as activities and projects that secure, exercise, challenge or acquire media power for tactical and strategic action.

André Jansson · Miyase Christensen (eds.)

**Media, Surveillance and Identity**

Social Perspectives


Digital Formations. Vol. 84

p-ISBN 978-1-4331-1879-1

£ 25.– / US-$ 39.95 / € 30.75

**Media, Surveillance and Identity** addresses a need for contextualized social perspectives within the study of mediated surveillance. The volume seeks to advance a complex framework of research for future scrutiny as well as rethinking the very concept of surveillance and offers a unique contribution to contemporary debates on the social implications of mediated practices and surveillance cultures.

Nancy A. Jennings

**Tween Girls and their Mediated Friends**

New York, 2014. 122 pp., num. ill.

Mediated Youth. Vol. 21

p-ISBN 978-1-4331-2188-3

£ 23.– / US-$ 37.95 / € 29.20

Through in-depth interviews, this book explores how tween girls relate to media characters past and present, what they value in these relationships, and how these relationships have shaped their own identity and friendships.

Richard Lance Keeble · John Tulloch (eds.)

**Global Literary Journalism**

Exploring the Journalistic Imagination

Volume 2


Mass Communication and Journalism. Vol. 15

p-ISBN 978-1-4331-2469-3
e-ISBN 978-1-4539-1289-8

£ 26.– / US-$ 41.95 / € 32.30

This new volume significantly expands the scope of the study of literary journalism both geographically and thematically. Chapters explore literary journalism not only in the UK, US and India – but also in countries such as Australia, France, Brazil and Portugal not covered in the first volume, while its central themes help lead the study of literary journalism into previously unchartered territory.
This edited collection aims to examine religion across: historical media forms using a broad concept of «media», contemporary media with a focus on digital forms, religious traditions, and disciplinary approaches. This book attempts to address issues of religion and media precisely through establishing a cross-disciplinary scholarly dialogue on the subject of «religion across media». 
Sexing the Media: How and Why We Do It

Debra L. Merskin

In this book, McStay draws on an array of philosophers to offer a novel approach to privacy matters. Against the backdrop and scrutiny of Arendt, Aristotle, Bentham, Brentano, Deleuze, Engels, Heidegger, Hume, Husserl, James, Kant, Latour, Locke, Marx, Mill, Plato, Rorty, Ryle, Sartre, Skinner, among others, McStay advances a wealth of new ideas and terminology, from affective breaches to zombie media.

Sexing the Media · Kortext / 2015

£ 26.– / US-$ 41.95 / € 32.30
Now in its third edition, *Communication: Motivation, Knowledge, Skills* is a textbook for the basic college communication course. The text emphasizes the basic themes of motivation, knowledge, and skills across the contexts of interpersonal communication, small group communication, public speaking, and computer-mediated communication and mass communication.

*Communication: Motivation, Knowledge, Skills* by Sherwyn P. Morreale, Brian H. Spitzberg, and J. Kevin Barge

**Dynamics of International Advertising**

*Theoretical and Practical Perspectives*

Second Edition

New York, 2011. X, 368 pp., num. ill. and tables

p-ISBN 978-1-4331-0384-1

£ 34.– / US-$ 54.95 / € 42.30

*Dynamics of International Advertising* brings to light the unique challenges marketers face in developing and implementing successful campaigns globally. With a balance of theoretical and practical perspectives, this second edition takes the reader inside the dynamics of advertising as it functions within the international marketing mix.

*Communication: Motivation, Knowledge, Skills* by Sherwyn P. Morreale, Brian H. Spitzberg, and J. Kevin Barge

**A Screenful of Sugar?**

*Prescription Drug Websites Investigated*


Health Communication. Vol. 10

p-ISBN 978-1-4331-2508-9

£ 24.– / US-$ 39.95 / € 30.30

This book offers insight into the uncharted waters of prescription drug information and promotion on the Internet and suggests how it might be transformed into an unprecedented agent for good. The focus throughout is on practical outcomes: How can information for consumer decision making be optimized and how can consumers use it responsibly?

*Communication: Motivation, Knowledge, Skills* by Sherwyn P. Morreale, Brian H. Spitzberg, and J. Kevin Barge

**bell hooks**

*bell hooks*

*A Critical Introduction to Media and Communication Theory*


Health Communication. Vol. 8

p-ISBN 978-1-4331-1586-8

£ 24.– / US-$ 36.95 / € 28.45

bell hooks’ writings have been touchstones for major debates in the «culture wars», fostering insight into many central questions in communication studies. This book provides readers with a measured, contextualized introduction to how hooks’ writings on media and culture enhance our understanding of key concepts in communication.

*Communication: Motivation, Knowledge, Skills* by Sherwyn P. Morreale, Brian H. Spitzberg, and J. Kevin Barge

**Amazing Ourselves to Death**

*Neil Postman’s Brave New World Revisited*


Health Communication. Vol. 10

p-ISBN 978-1-4331-1930-9
e-ISBN 978-1-4539-1234-8

£ 24.– / US-$ 39.95 / € 30.70

Integrating Postman’s arguments about television with his critique of technology in general, Strate considers the current state of journalism, politics, religion, and education in American culture. Strate also contextualizes *Amusing Ourselves to Death* through an examination of Postman’s life and career and the field of media ecology that Postman introduced.
Kristin A. Swenson

**Lifestyle Drugs and the Neoliberal Family**

Popular Culture and Everyday Life. Vol. 22

- e-ISBN 978-1-4539-1051-1
- £19.95 / US-$ 31.95 / € 39.95

Through the lens of lifestyle drug advertisements, *Lifestyle Drugs and the Neoliberal Family* unpacks our contemporary obsession with obtaining easy solutions for difficult problems. The ads’ discourse illuminates the experience of living within a society increasingly affected by the policies of neoliberalism, one that requires us to invest and manage our own health.

Einar Thorsen · Stuart Allan (eds.)

**Citizen Journalism**

Global Perspectives

Volume 2

New York, 2014. 406 pp., num. fig. and tables
Global Crises and the Media. Vol. 14

- p-ISBN 978-1-4331-2282-8
- £29.95 / US-$ 46.95 / € 36.10

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