



Communication

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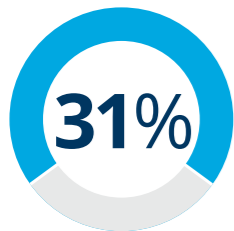


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COMMUNICATION STUDIES

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

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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.

CONTENTS

Unit I: UNDERSTANDING COMMUNICATION IN THE WORKPLACE. Analyze This Real-Life Case: Wal-Mart: Ethics Choices and Communication

Challenges. 1. Communication and Ethics at Work: What You Should Know. 2. Organizations in the Workplace: Which Ones Fit You Best? 3. Handling Conflict, Cultural Diversity, and Relationships in the Workplace. Unit II: PERSONALIZING COMMUNICATION IN THE WORKPLACE. Analyze this Real-Life Case: An Engineer's Experience with Communication and Listening. 4. Effective Listening. 5. Nonverbal Communication. 6. Anxiety, Technology, and Other Communication Obstacles. Unit III: MAXIMIZING COMMUNICATION IN THE WORKPLACE. Analyze This Real-Life Case: Amazon: Hiring Practices That Continue to "Raise the Bar." 7. Basic Information for All Types of Interviews. 8. The Employment Interview. 9. Small-Group Communication and Problem Solving. 10. Participation and Leadership in Teams. Unit IV: POLISHING ORAL AND WRITTEN COMMUNICATION IN THE WORKPLACE. Analyze This Real-Life Case: Harry Markopolos: Why Didn't Anyone Heed His Warnings About Madoff? 11. Informative Presentations: Plan, Research, Organize, and Deliver. 12. Verbal and Visual Supporting Materials. 13. Persuasive Presentations: Individual or Team. 14. Written Communication.

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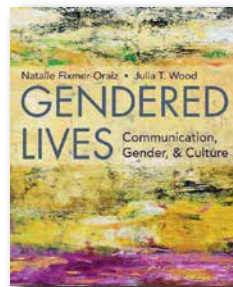
GENDER COMMUNICATION

GENDERED LIVES, 13E

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

© 2019, 352pp, Paperback, 9781337555883

CENGAGE | 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!

CONTENTS

Introduction. Opening the Conversation Part 1. **CONCEPTUAL FOUNDATIONS**. 1. The Study of Communication, Gender and Culture. 2. Theoretical Approaches to Gender Development. 3. The Rhetorical Shaping of Gender: Competing Images of Women. 4. The Rhetorical Shaping of Gender: Competing Images of Men. 5. Gendered Verbal Communication. 6. Gendered Nonverbal Communication. Part 2. **GENDERED COMMUNICATION IN PRACTICE**. 7. Becoming Gendered. 8. Gendered Education: Communication in Schools. 9. Gendered Close Relationships. 10. Gendered Organizational Communication. 11. Gendered Media. 12. Gendered Power and Violence.

INTERCULTURAL COMMUNICATION

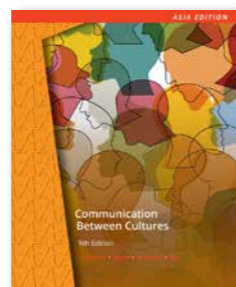
AE COMMUNICATION BETWEEN CULTURES, 9E

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

Cengage
ASIA TITLE



Packed with current research and examples, **best selling 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.

CONTENTS

1. Intercultural Communication: A Requirement for the Interdependent Global Society. 2. Communication and Culture: The Voice and the Echo. 3. The Deep

Structure of Culture: Lessons from the Family. 4. Worldview: Cultural Explanations of Life and Death. 5. Cultural History: Precursor to the Present and Future. 6. Cultural Values: Roadmaps for Behavior. 7. Culture and Identity: Situating the Individual. 8. Verbal Messages: Exchanging Ideas Through Language. 9. Nonverbal Communication: The Messages of Action, Space, Time, and Silence. 10. Intercultural Communication in Contexts: Application in Business, Education, and Healthcare. 11. The Challenges of Intercultural Communication: Managing Differences.

INTERCULTURAL COMMUNICATION, 14E

A Reader

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

© 2015, 528pp, Paperback, 9781285077390

ebook



This new special, anniversary edition of **INTERCULTURAL COMMUNICATION: A READER**, celebrates 40 years of publication. In compiling this Fortieth Anniversary Edition, the editors reviewed over 600 articles from the previous

13 editions and selected those essays that educators, both in the United States and abroad, have considered foundational to intercultural communication teaching and research. These essays also illustrate the growth and direction of the field since the early 1970s. This edition offers a series of essays that enables students to gain an appreciation and understanding of intercultural communication. Material is presented in a context that assists students in comprehending and then applying course concepts to their lives. These core readings also demonstrate the historical

development and philosophical evolution of the field. As with prior editions, the Reader continues to convey the idea that successful intercultural communication is a matter of highest importance in this globalized, interconnected world. The concluding chapter, "New Perspectives: Prospects for the Future," contains five new essays by leading intercultural communication scholars. These original works offer insight into new directions for intercultural communication in the coming decades.

CONTENTS

1. Approaches to Intercultural Communication. 2. Cultural Identity: Issues of Belonging. 3. International Cultures: Understanding Diversity. 4. Co-Cultures: Living in a Multicultural World. 5. Intercultural Messages: Verbal and Nonverbal Interaction. 6. Cultural Contexts: The Influence of the Setting. 7. Communicating Interculturally: Becoming Competent. 8. Ethical Considerations: Changing Behavior. 9. New Perspectives: Prospects for the Future.

INTERPERSONAL COMMUNICATION

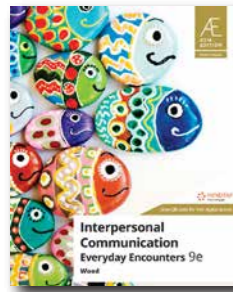
AE INTERPERSONAL COMMUNICATION: EVERYDAY ENCOUNTERS, 9E

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

© 2020, 432pp, Paperback, 9789814866101

CENGAGE | MINDTAP ebook

Cengage 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.

CONTENTS

Part I: THE FABRIC OF INTERPERSONAL COMMUNICATION. 1. A First Look at Interpersonal Communication. 2. Communication and Personal Identity. 3. Perception and Communication.

4. The World of Words. 5. The World Beyond Words. 6. Mindful Listening. Part II: WEAVING COMMUNICATION INTO RELATIONSHIPS. 7. Emotions and Communication. 8. Communication Climate: The Foundation of Personal Relationships. 9. Managing Conflict in Relationships. 10. Friendships in Our Lives. 11. Committed Romantic Relationships. 12. Communication in Families. Epilogue: Continuing the Conversation. Glossary. References. Index.

INTERCONNECTIONS

Interpersonal Communication Foundations and Contexts

Jonathan M. Bowman, University of San Diego

© 2019, 384pp, Paperback, 9781285449333

CENGAGE | 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.

CONTENTS

Part I: INTERPERSONAL COMMUNICATION FOUNDATIONS. 1. Interpersonal Communication Overview. Interpersonal Communication Defined. Models of Communication. Foundational Principles of Interpersonal Communication. Interpersonal Communication Channels. 2. Identity and the Self. Identity. Cognition and Schemata. Identity Management. Self-Monitoring. Self-Portrayal and Social Media. 3. Individual and Intercultural Motivations. Interpersonal Motivations. Beyond Initial Attraction. Group Membership and Attraction. Communication Cultures and Attraction. Intercultural Competence. Part II: INTERPERSONAL COMMUNICATION IN ACTION. 4. Verbal Messages. Rhetorical Foundations. Characteristics of Language. Message Construction and Management. Verbal Theories. 5. Listening. Comparing Hearing and Listening. Listening to Verbal Messages and Message Processing. Elements of Effective Listening. Hindrances to Effective Listening. 6. Nonverbal Messages and Perception. Nonverbal Communication Basics. Nonverbal Communication Characteristics. Nonverbal Codes. Intercultural Challenges and Nonverbal Communication. 7. Maintaining Our Changing Relationships. Relational Maintenance. Charting a Relationship. Relationship-Focused Behaviors. 8. Relational Difficulties. Relational Transgressions. Aggression. Unhealthy Conflict. Deception. Infidelity. Jealousy and Envy. Part III: UNIQUE INTERPERSONAL COMMUNICATION CONTEXTS. 9. Romantic Relationships. Romantic Relationships. Love and Other Matters. Attachment. 10. Families. Our First Relationships. Defining the Family. Types of Family Structures. Family Systems Theory. Types of Family Functions. Types of Family Challenges. 11. Workplace Interactions. The Culture of Work. Tensions in Workplace Relationships. Popular Team-Based Work Contexts.

LOOKING OUT, LOOKING IN, 15E

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

© 2017, 448pp, Paperback, 9781305076518

CENGAGE | MINDTAP ebook



A longtime favorite with millions of students, **LOOKING OUT, LOOKING IN**, 15th Edition equips you with practical communication concepts and skills you can immediately start applying in your personal relationships as well as on

the job. Extremely reader friendly, the text connects the latest theories and research to real-world practice. The Fifteenth Edition includes an all-new Chapter 2 devoted to interpersonal communication and social media, while coverage of mediated communication is also integrated throughout. In addition, diverse examples, engaging readings, compelling cartoons, vibrant photos, and popular culture references bring chapter concepts to life.

CONTENTS

1. A First Look at Interpersonal Communication. 2. Interpersonal Communication and Social Media. 3. Communication and Identity: Creating and Presenting the Self. 4. Perception: What You See Is What You Get. 5. Emotions: Feeling, Thinking, and Communicating. 6. Language: Barrier and Bridge. 7. Nonverbal Communication: Messages Beyond Words. 8. Listening: More Than Meets the Ear. 9. Communication and Relational Dynamics. 10. Communication in Close Relationships. 11. Improving Communication Climates. 12. Managing Interpersonal Conflicts.

INTRODUCTION TO HUMAN COMMUNICATION

NEW EDITION

COMM, 6E

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

© 2021, 320pp, Paperback, 9780357370278

CENGAGE | 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.

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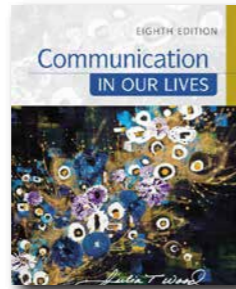
Part I: FOUNDATIONS OF COMMUNICATION. 1. Communication Perspectives. 2. Perception of Self and Others. 3. Intercultural Communication. 4. Verbal Messages. 5. Nonverbal Messages. 6. Listening. Part II: INTERPERSONAL COMMUNICATION. 7. Interpersonal Relationships. 8. Interpersonal Communication. Part III: GROUP COMMUNICATION. 9. Communicating in Groups. 10. Group Leadership and Problem Solving. Part IV: PUBLIC SPEAKING. 11. Topic Selection and Development. 12. Organizing Your Speech. 13. Presentational Aids. 14. Language and Oral Style. 15. Delivery. 16. Informative Speaking. 17. Persuasive Speaking. Appendix: Interviewing. References. Index.

COMMUNICATION IN OUR LIVES, 8E

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

© 2018, 480pp, Paperback, 9781305949546

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COMMUNICATION IN OUR LIVES, 8th Edition, provides everything you need to become a more confident and effective communicator -- in both your personal and professional life. Award-winning teacher Julia T. Wood combines 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 students have experienced key communication concepts. In addition to its signature emphasis on social and cultural diversity, the eighth edition includes expanded coverage of digital media, a new focus on health communication, and an early introduction to public speaking -- with plenty of sample speeches. The text also illustrates the importance of effective communication to today's careers. Interactive, online study tools help you put what you learn into practice as you strengthen your interpersonal, group, public speaking, and media skills.

CONTENTS

Preface. About the Author. Introduction. Part I: FOUNDATIONS OF COMMUNICATION. 1. The World of Communication. 2. Perception and Communication. 3. Communication and Personal Identity. 4. Listening Effectively. 5. The Verbal Dimension of Communication. 6. The Nonverbal Dimension of Communication. Part II: CONTEXTS OF COMMUNICATION. 7. Communication in Personal Relationships. 8. Communication in Groups and Teams. 9. Communication in Organizations. 10. Communication and Culture. 11. Media and Media Literacy. Part III: PUBLIC COMMUNICATION. 12. Planning Public Speaking. 13. Researching

and Developing Support for Public Speeches. 14. Organizing and Presenting Public Speeches. 15. Informative Speaking. 16. Persuasive Speaking. Closing: Pulling Ideas Together. Appendix A: Annotated Sample Speeches. Appendix B: Interviewing. Glossary. References. Index.

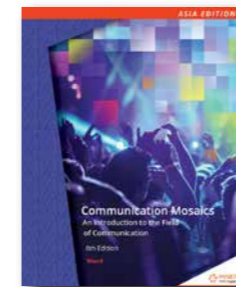
AE COMMUNICATION MOSAICS: AN INTRODUCTION TO THE FIELD OF COMMUNICATION, 8E

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

© 2017, 386pp, Paperback, 9789814834520

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Cengage 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, 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.

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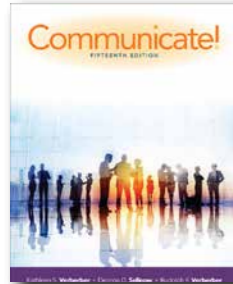
Preface. Part I: COMMUNICATION CAREERS AND FOUNDATIONS. 1. A First Look at Communication. 2. The Field of Communication from Historical and Contemporary Perspectives. Part II: COMMUNICATION PROCESSES AND SKILLS. 3. Perceiving and Understanding. 4. Engaging in Verbal Communication. 5. Engaging in Nonverbal Communication. 6. Listening and Responding to Others. 7. Creating Communication Climates. 8. Adapting Communication to Cultures and Social Communities. Part III: CONTEXTS OF COMMUNICATION. 9. Communication and Personal Identity. 10. Communication in Personal Relationships. 11. Communication in Groups and Teams. 12. Communication in Organizations. 13. Public Communication. 14. Mass Communication. 15. Digital Media and the Online World. Epilogue. Glossary. References. Index.

COMMUNICATE!, 15E

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

© 2017, 528pp, Paperback, 9781305502819

CENGAGE | MINDTAP **ebook**



Become a successful communicator in all your personal and professional endeavors—whether they're face-to-face or virtual—with COMMUNICATE! 15th Edition. This book will engage you in active learning with theory, application and tools for practicing and assessing

specific communication skills in interpersonal, intercultural, group, and public speaking settings. Skill-building exercises, including speech-plan action step activities, guide students through the speech preparation process. COMMUNICATE! provides lively contemporary examples and sample student speeches that ground theory, increase comprehension, and help students become skillful communicators. The role of ethics in communication is integrated throughout the text, as is the role of technology and social media. The chapters on listening (Ch. 6) and presentational aids (Ch. 13) have been significantly revised.

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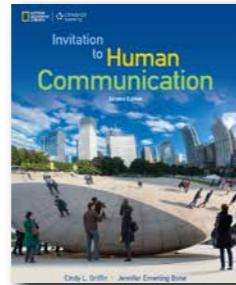
Unit I: FOUNDATIONS OF COMMUNICATION. 1. Foundations of Communication. 2. Perception of Self and Others. 3. Intercultural Communication. 4. Verbal Messages. 5. Nonverbal Messages. 6. Listening. Unit II: INTERPERSONAL COMMUNICATION AND RELATIONSHIPS. 7. Interpersonal Relationships. 8. Interpersonal Communication. Unit III: GROUP COMMUNICATION. 9. Communicating in Groups. 10. Group Leadership and Problem Solving. Unit IV: PUBLIC SPEAKING. 11. Topic Selection and Development. 12. Organizing Your Speech. 13. Presentational Aids. 14. Language and Oral Style. 15. Delivery. 16. Informative Speaking. 17. Persuasive Speaking. Appendix: Interviewing. References. Index.

INVITATION TO HUMAN COMMUNICATION - NATIONAL GEOGRAPHIC, 2E

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

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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.

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Preface and Acknowledgements. Part I: FOUNDATIONS OF COMMUNICATION. 1. The Communication Process. 2. Communication, Perception, and the Self. 3. Nonverbal Communication. 4. Language. 5. Listening. Part II: INTERPERSONAL COMMUNICATION. 6. Understanding Interpersonal Communication. 7. Improving Interpersonal Communication and Relationships. Part III: COMMUNICATION IN GROUPS. 8. Foundations of Understanding Communication in Groups and Teams. 9. Communicating Effectively in Groups and Teams. Part IV: PUBLIC COMMUNICATION. 10. Developing Your Speech Topic and Purpose. 11. Gathering and Developing Supporting Materials. 12. Delivering Your Speech. 13. Informative Speaking.

14. Persuasive Speaking. 15. Invitational Speaking. End Notes. Glossary.

ORGANIZATIONAL COMMUNICATION

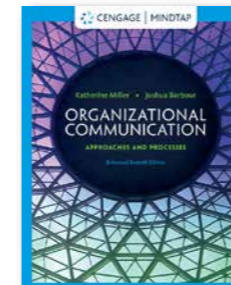
ORGANIZATIONAL COMMUNICATION, 7E

Approaches and Processes

Katherine Miller, Texas A&M University; Joshua Barbour, University of Texas at Austin

© 2015, 352pp, Hardback, 9781285164205

CENGAGE | MINDTAP **ebook**



ORGANIZATIONAL COMMUNICATION: APPROACHES AND PROCESSES presents organizational communication from both a communication and managerial perspective.

CONTENTS

Brief Contents. Preface. 1. The Challenge of Organizational Communication. 2. Classical Approaches. 3. Human Relations and Human Resources Approaches. 4. Systems Approaches. 5. Cultural Approaches. 6. Critical Approaches. 7. Socialization Processes. 8. Decision-Making Processes. 9. Conflict Management Processes. 10. Organizational Change and Leadership Processes. 11. Processes of Emotion in the Workplace. 12. Organizational Diversity Processes. 13. Technological. 14. The Changing Landscape of Organizations. References. Name Index. Subject Index.

PUBLIC SPEAKING

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

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MindTapV2.0 for Verderber/Sellnow/Verderber's SPEAK, 4th Edition helps you learn on your terms. INSTANT ACCESS IN YOUR POCKET. Take advantage of the MindTap Mobile App to learn on your terms. Read or listen to textbooks and study with

the aid of instructor notifications, flashcards and practice quizzes. MINDTAP HELPS YOU CREATE YOUR OWN POTENTIAL. GEAR UP FOR ULTIMATE SUCCESS. Track your scores and stay motivated toward your goals. Whether you have more work to do or are ahead of the curve, you'll know where you need to focus your efforts. MINDTAP HELPS YOU OWN YOUR PROGRESS. MAKE YOUR TEXTBOOK YOURS. No one knows what works for you better than you. Highlight key text, add notes and create custom flashcards. When it's time to study, everything you've flagged or noted can be gathered into a guide you can organize. MINDTAP CREATES CONFIDENCE AND BUILDS YOUR PUBLIC SPEAKING SKILLS. "Observe", "Prepare", "Practice", and "Present" digital activities structure your MindTap, guiding you through multiple, low-stakes "Prepare" and "Practice" opportunities, allowing you to acquire the skills you need to confidently "Present" and demonstrate your knowledge of informative and persuasive public speaking.

CONTENTS

1. Foundations of Public Speaking. 2. Managing

Speech Anxiety. 3. Listening and Responding. 4. Determining an Appropriate Speech Goal. 5. Adapting to Audiences. 6. Topic Development. 7. Organizing the Speech Body. 8. The Introduction and Conclusion. 9. Presentational Aids. 10. Language and Oral Style. 11. Delivery. 12. Informative Speaking. 13. Persuasive Messages. 14. Persuasive Speaking. 15. Ceremonial Speaking. 16. Group Communication and Presentations.

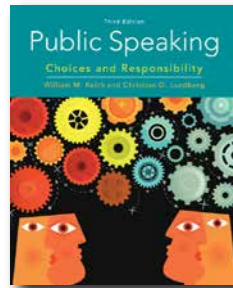
PUBLIC SPEAKING, 3E

Choices and Responsibility

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

© 2020, 336pp, Paperback, 9780357039083

CENGAGE | MINDTAP ebook



Combining the latest research with hands-on applications, Keith/Lundberg's PUBLIC SPEAKING: CHOICES AND RESPONSIBILITY, 3rd Edition, delivers a practical and up-to-date public speaking text based on rhetorical theory. It

emphasizes the role of choices and civic engagement/responsibility throughout. Giving students valuable insight, it describes the audience as a "public" to which the speaker belongs, rather than as a separate entity defined only by demographics. The third Edition includes an emphasis on the importance of civility in public discourse as well as a discussion about "fake news" and a new section covering "lightning talks." An entire chapter is devoted to special kinds of speeches like TED Talks, PechaKucha, poetry slams and more. Combining current research with best practices, the text equips students with the tools to become excellent public speakers.

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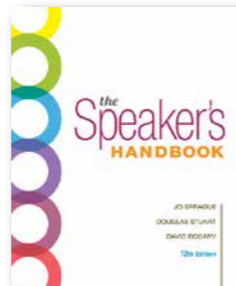
Part I: FUNDAMENTALS OF GOOD SPEAKING. 1. Public Speaking. 2. Speaking for the Common Good: Ethics and the Responsible Speaker. 3. Understanding Audiences and Publics. 4. Becoming a Skilled Listener. Part II: CREATING A GREAT SPEECH. 5. Choosing a Topic and Purpose. 6. Research. 7. Organization. Part III: PRESENTING A GREAT SPEECH. 8. Verbal Style. 9. Delivery. 10. Presentation Aids. Part IV: KINDS OF SPEECHES. 11. Informative Speaking. 12. Being Persuasive. 13. Special Types of Speeches and Presentations.

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

CENGAGE | 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.

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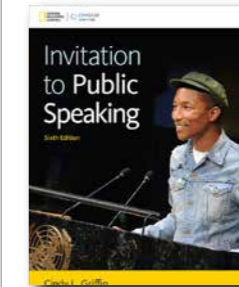
Part I: FOUNDATION. 1. Understanding Speaking. 2. Listening. 3. Speaking Ethics. 4. Addressing Speech Anxiety. Part 2: PREPARATION. 5. Planning. 6. Topic Selection and Analysis. 7. Audience Analysis. 8. Research. Part 3: ORGANIZATION. 9. Transforming Ideas into Speech Points. 10. Organizing Points. 11. Outlining. 12. Connectives. 13. Introductions. 14. Conclusions. Part 4: DEVELOPMENT. 15. Supporting Materials. 16. Reasoning. 17. Language and Style. 18. Attention and Interest. 19. Credibility. 20. Motivational Appeals. 21. Informative Strategies. 22. Persuasive Strategies. Part 5: PRESENTATION. 23. Modes of Delivery. 24. Practice Sessions. 25. Vocal Delivery. 26. Physical Delivery. 27. Presentation Aids. 28. Adapting to the Speech Situation. 29. Answering Questions. Part 6: CONTEXTS. 30. Analyzing Speech Contexts. 31. Educational Context. 32. Workplace Context. 33. Social and Ceremonial Context. 34. Civic and Political Context. 35. Leadership Across Contexts. Part 7: SAMPLE SPEECHES. Speeches by Student Speakers. Speeches by Public Figures. ADDITIONAL RESOURCES. Guide to Common Pronunciation and Usage Errors. Glossary of Key Terms. Notes Index.

INVITATION TO PUBLIC SPEAKING - NATIONAL GEOGRAPHIC EDITION, 6E

Cindy L. Griffin, Colorado State University

© 2018, 400pp, Paperback, 9781305948082

CENGAGE | 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.

CONTENTS

1. Why Speak in Public? 2. Effective Listening. 3. Developing Your Speech Topic and Purpose. 4. Your Audience and Speaking Environment. 5. Gathering Supporting Materials. 6. Developing and Supporting Your Ideas. 7. Organizing and Outlining Your Speech. 8. Introductions and Conclusions. 9. Language. 10. Delivering Your Speech. 11. Visual Aids. 12. Informative Speaking. 13. Invitational Speaking. 14. Reasoning. 15. Persuasive Speaking. 16. Speaking on Special Occasions.

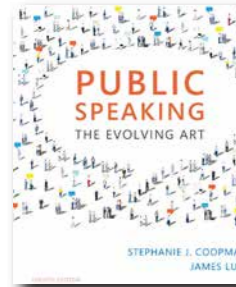
PUBLIC SPEAKING, 4E

The Evolving Art (with MindTap Speech, 1 term (6 months) Printed Access Card)

Stephanie J. Coopman, San Jose State University; James Lull, San Jose State University

© 2018, 416pp, Paperback, 9781337090568

CENGAGE | MINDTAP **ebook**



Combining time-tested techniques with the latest digital resources, Coopman and Lull's **PUBLIC SPEAKING: THE EVOLVING ART**, 4th Edition, gives you the tools and knowledge to become a confident, competent, and ethical public speaker in

today's media-driven society. Four peer mentors bring text concepts and strategies to life with seamlessly integrated video and animation segments that highlight strategies for successful public speaking. Examples from popular culture include analysis of the public speaking success of Bernie Sanders, Malala Yousafzai, and others, while "Apply It" boxes help you put what you learn into practice outside the classroom. In addition, the text is also available with MindTap Speech, a highly customizable, student-focused online learning platform that combines all of your resources -- readings, multimedia, activities, and assessments -- into a singular Learning Path that guides you through the course.

CONTENTS

PART I: GETTING STARTED. 1. The Evolving Art of Public Speaking. 2. Building Your Confidence. 3. Listening. **PART II: DEVELOPING AND RESEARCHING YOUR SPEECH.** 4. Developing Your Purpose and Topic. 5. Adapting to Your Audience. 6. Researching Your Topic. 7. Supporting Your Ideas. 8. Organizing and Outlining Your Speech. 9. Beginning and Ending Your Speech. **PART III: PRESENTING YOURSELF AND YOUR IDEAS.** 10. Using Language Effectively. 11. Integrating Presentation Media. 12. Delivering Your

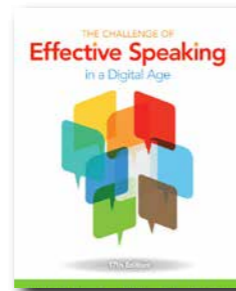
Speech. **PART IV: SPEAKING SITUATIONS.** 13. Informative Speaking. 14. Persuasive Speaking. 15. Understanding Argument. 16. Special Occasion, Distance, and Group Speaking. Glossary. References. Index.

THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE, 17E

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

© 2018, 368pp, Paperback, 9781305948198

CENGAGE | MINDTAP **ebook**



A favorite with students, **THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE**, 17th Edition, equips you with the skills you need to maximize your course success and become a confident public speaker. 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 (and how to avoid succumbing to "death by PowerPoint"), and language and delivery. Online tools include videos of student speeches accompanied by Interactive Video Activities that help you develop and strengthen your public speaking skills as well as the robust MindTap Speech digital learning solution. Grounded in the latest research, this new edition is an exceptional resource for creating and delivering speeches.

CONTENTS

Part I: ORIENTATION. 1. Foundations of Public Speaking. 2. Your First Speech. 3. Listening. **Part II: PRINCIPLES.** 4. Determining an Appropriate Speech Goal. 5. Adapting to Audiences. 6. Topic Development. 7. Organizing the Speech Body. 8.

The Introduction and Conclusion. 9. Presentational Aids. 10. Language and Oral Style. 11. Delivery. **Part III: INFORMATIVE AND PERSUASIVE SPEAKING.** 12. Informative Speaking. 13. Persuasive Messages. 14. Persuasive Speaking. **Part IV: ADAPTING TO OTHER OCCASIONS AND FORMATS.** 15. Ceremonial Speaking. 16. Group Communication and Presentations.

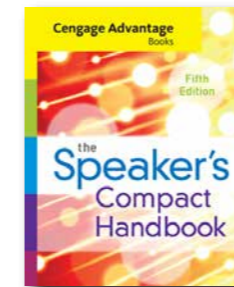
CENGAGE ADVANTAGE BOOKS, 5E

The Speaker's Compact Handbook, Spiral bound Version

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

© 2017, 272pp, Spiral, 9781305280281

ebook



Providing a quick resource whenever and wherever you need it, **CENGAGE ADVANTAGE BOOKS: THE SPEAKER'S COMPACT HANDBOOK**, 5th Edition, equips you with the essential information, tips, and tools you need to be an effective public

speaker. Its spiral-bound, quick-reference format makes the handbook easy to use. Each succinct chapter can stand alone, allowing you to easily jump exactly to the topic you need to help you create a great speech. Drawing from academic research and practical experience, the handbook walks you step by step through the entire speechmaking process. Five student-friendly features--Key Points, Quick Tips, Checklists, Web Links, and Critical Thinking Questions--help you stay on track throughout the speech-building process.

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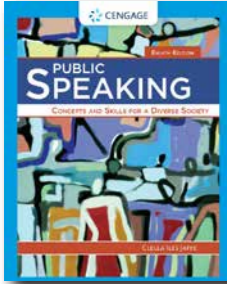
Part I: APPROACHING PUBLIC SPEAKING. 1. Understanding Public Speaking. 2. Listening. 3. Speaking Ethically. 4. Overcoming Fear of Speaking. **Part II: PRESENTING YOUR SPEECH.** 5. Vocal

Delivery. 6. Physical Delivery. 7. Using Presentation Aids. 8. Answering Questions. **Part III: PLANNING YOUR SPEECH.** 9. Your Preparation Schedule. 10. Topic Selection. 11. Audience Analysis. **Part IV: FINDING AND USING RESOURCES.** 12. Your Research Strategy. 13. Print, Internet, and Other Electronic Resources. 14. Interviewing People About Your Topic. 15. Identifying and Recording Evidence. **Part V: ORGANIZING YOUR IDEAS AND INFORMATION.** 16. Exploring Your Ideas. 17. Choosing Points That Work. 18. Arranging Points. 19. Outlining. 20. Building Sound Arguments. **Part VI: GETTING YOUR IDEAS ACROSS.** 21. Informative Strategies. 22. Persuasive Strategies. 23. Reasoning. 24. Motivational Appeals. 25. Credibility. 26. Presentation Aids. **Part VII: CRAFTING YOUR SPEECH.** 27. Modes of Delivery. 28. Language and Style. 29. Capturing Attention and Interest. 30. Introductions and Conclusions. 31. Polishing Your Speech. 32. Practicing Your Speech. **Part VIII: SPEECH CONTEXTS.** 33. Analyzing Speech Contexts. 34. Educational Context. 35. Workplace Context. 36. Civic and Political Context. 37. Social and Ceremonial Context. Appendix A: Sample Speeches and Outlines. Appendix B: Citation Guidelines. Glossary. Index.

PUBLIC SPEAKING, 8E
Concepts and Skills for a Diverse Society
Clella Jaffe, George Fox University

© 2016, 352pp, Paperback, 9781285445854

CENGAGE | MINDTAP **ebook**



Offering comprehensive coverage in a concise format, **PUBLIC SPEAKING: CONCEPTS AND SKILLS FOR A DIVERSE SOCIETY, 8e** equips you with the training and tools to be an effective public speaker and listener in a world of constant cultural, political,

and technological changes. The text combines 2,500-year-old principles with the latest research into concepts, skills, theories, applications, and critical-thinking proficiencies essential for successful listening and speaking. Giving you a heightened awareness of and sensitivity to your audience, the text's discussions of classic public speaking topics are grounded in an awareness of the impact of cultural nuances-ranging from gender differences to co-cultures within the United States to the traditions of other nations. Ethics are also emphasized throughout. The Eighth Edition includes up-to-date coverage of listening competencies, online courses, legacy journalism, native digital news outlets, MAPit, powerful language forms, and more. Numerous samples speeches from students and professional speakers along with hands-on exercises help you develop and sharpen your own speechmaking skills.

CONTENTS

Preface. 1. Introduction to Public Speaking and Culture. 2. Giving Your First Speech: Developing Confidence. 3. Ethics in a Diverse Society. 4. Effective Listening. 5. Selecting Your Topic and Purpose. 6. Audience Analysis. 7. Researching Your Speech in the Digital Age. 8. Choosing Supporting Materials. 9. Organizing Your Main Points. 10. Introductions and Conclusions. 11. Outlining Your Speech. 12. Choosing Effective Language. 13.

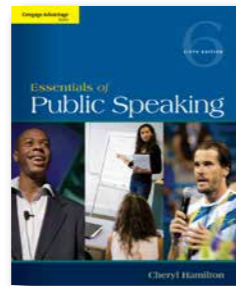
Presentation Aids. 14. Delivering Your Speech. 15. Informative Speaking. 16. Foundations of Persuasion. 17. Persuasive Speaking. 18. Special Occasion Speaking. Appendix A. Speaking in Small Groups. Appendix B. Glossary. References. Index.

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

Cheryl Hamilton, Tarrant County College-NE Campus

© 2015, 408pp, Paperback, 9781285159454

CENGAGE | 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. You'll also have the option of using technology resources such as CourseMate, which includes access to videos of sample speeches, text-specific study tools, the MindTap Reader interactive eBook, and more.

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Part I: FOUNDATIONS. 1. Public Speaking: Let's Start Speaking Now. 2. Building Speaker Confidence. 3. Listening: What Speakers and Listeners Should Know. 4. Public Speaking: Make Ethics and Technology Work for You. Part II: PREPARING AND PRESENTING. 5. Analyzing Your Audience and Selecting a Really Great Topic. 6. Researching, Organizing, and Outlining Your Topic. 7. Interesting Visual and Verbal Supporting Materials. 8. Effective Delivery. Part III: THREE TYPES OF SPEECHES. 9. Informative Speaking. 10. Persuasive Speaking. 11. Special Occasion Speaking. 12. Team Presentations.

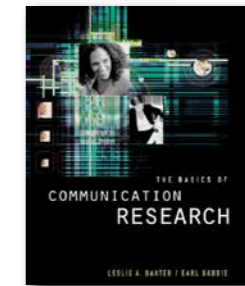
**RESEARCH METHODS IN
COMMUNICATION STUDIES**

**THE BASICS OF COMMUNICATION
RESEARCH**

Leslie A. Baxter, University of Iowa; Earl R. Babbie, Chapman University, Berkeley

© 2004, 480pp, Paperback, 9780534507787

ebook



Combining the time tested classical work of Earl Babbie with the insights of one of the most recognized and respected names in speech communication research, **THE BASICS OF COMMUNICATION RESEARCH** is the book for the Communication

research methods course. With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course. The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and qualitative research traditions in communication research and present it in a student friendly and engaging format. It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report.

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Part One: INTRODUCTION TO SCIENTIFIC INQUIRY ABOUT COMMUNICATION. 1. Human Inquiry and Scientific Inquiry about Communication. 2. Basic Building Blocks in Conducting Communication Research. 3. Paradigms of Knowing in Communication Research. 4. Logic Systems and Theory in Communication Research. 5. The Ethics of Communication Research. Part Two: QUANTITATIVE COMMUNICATION RESEARCH. 6. Conceptualization and Operationalization. 7. The Logic of Sampling. 8. Survey Research. 9.

Experiments. 10. Quantitative Text Analysis. 11. The Basics of Quantitative Data Analysis. 12. Inferential Statistics in Quantitative Data Analysis. Part Three: QUALITATIVE COMMUNICATION RESEARCH. 13. Participant Observation. 14. Qualitative Interviewing. 15. Social Text Analysis. 16. Qualitative Data Analysis.

MASS COMMUNICATION

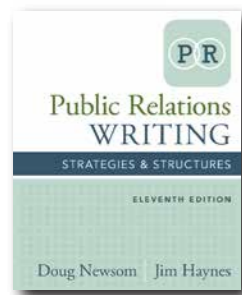
ADVERTISING & PUBLIC RELATIONS

PUBLIC RELATIONS WRITING, 11E Strategies & Structures

Doug Newsom, Texas Christian University (Retired); Jim Haynes

© 2017, 384pp, Paperback, 9781305500006

ebook



Combining the practical approach of a trade book with fundamental PR principles and theories, **PUBLIC RELATIONS WRITING: STRATEGIES & STRUCTURES**, 11th Edition, thoroughly equips students with the essential techniques and methods

needed to write with understanding and purpose. The Eleventh Edition takes a more strategic focus as it guides students through a logical progression of PR writing, starting with the roles and responsibilities of the PR writer, followed by writing principles, preparing to write, writing for select audiences, and writing for turbulent times. It also introduces different styles and techniques behind writing principles. In addition, the text now includes an entire chapter devoted to writing for social media.

CONTENTS

Preface. Part I: PR WRITING: ROLE & RESPONSIBILITY. 1. Public Relations and the Writer. 2. Ethical and Legal Responsibilities of the PR Writer. Part II: WRITING PRINCIPLES. 3. Writing to Clarify and Simplify the Complex. 4. Grammar, Spelling and Punctuation. Part III: PREPARING TO WRITE. 5. Social Media. 6. Research for the Public Relations Writer. 7. Writing to Persuade. Part IV: WRITING FOR SELECT AUDIENCES. 8. Media Kits, Media Pitches, Backgrounders and Columns. 9. Writing for Public Media. 10. Email, Memos, Letters, Proposals and Reports. 11. Newsletters. 12. Magazines & Brochures. 13. Speeches, Presentations and Other Orally Delivered Messages. Part V: WRITING IN TURBULENT TIMES. 14. Crisis Communication.

CREATIVE STRATEGY IN ADVERTISING, 11E

Bonnie L. Drewnany, University of South Carolina, Columbia; A. Jerome Jewler, University of South Carolina, Columbia

© 2014, 336pp, Paperback, 9781133307266

ebook



CREATIVE STRATEGY IN ADVERTISING provides everything you need to be successful as an advertising professional in today's fast-changing media environment. Focusing on the idea that good advertising always starts with an understanding of

people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives you all the necessary tools to create winning advertising strategies.

CONTENTS

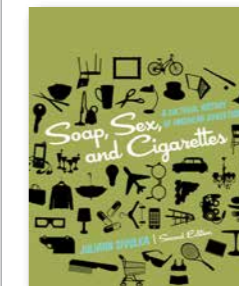
Preface. About the Authors. 1. Creativity: Unexpected but Relevant Selling Messages. 2. Branding: Identity and Image Strategy. 3. Uncovering Insights: The Basis for Effective Creative Work. 4. Inclusion: Targeting an Ever-Changing Marketplace. 5. Strategy: A Road Map for the Creative Team. 6. Ideas: The Currency of the 21st Century. 7. Words on Paper: Connecting To Consumers' Hearts and Minds. 8. Layouts: Designing To Communicate. 9. Radio: Can You See What I'm Saying? 10. Television: The Power of Sight, Sound, and Motion. 11. Direct Marketing: The Convenience of Shopping at Home. 12. Social Media: The Ultimate in Word-Of-Mouth Advertising. 13. Integrated Marketing Communications: Building Strong Relationships Between the Brand and the Consumer. 14. The Law and Creativity: Making Sure Your Great Idea Is a Good Idea. Appendix 1: How to Pitch Your Idea. Appendix 2: Assignments.

SOAP, SEX, AND CIGARETTES, 2E A Cultural History of American Advertising

Juliann Sivulka, Waseda University

© 2012, 448pp, Paperback, 9781133311133

ebook



SOAP, SEX AND CIGARETTES examines how American advertising both mirrors society and creates it. From the first newspaper advertisement in colonial times to today's online viral advertising, the text explores how advertising grew in America,

how products and brands were produced and promoted, and how advertisements and agencies reflect and introduce cultural trends and issues. The threads of art, industry, culture, and technology unify the work. The text is chronological in its organization and is lavishly illustrated with advertisements.

CONTENTS

Introduction. PART I: HISTORICAL OVERVIEW. 1. 1492-1880 The Beginnings. PART II: EARLY AMERICAN ADVERTISING. 2. 1880-1900 Selling the Goods. PART III: MODERN AMERICAN ADVERTISING. 3. 1900-World I The Rise of a Consumer Economy. 4. 1920-1929 The Roaring Twenties. 5. 1930-1945 The Depression and World War II. 6. 1945-1960 The Postwar Boom. PART IV: POSTMODERN ADVERTISING. 7. 1960-1975 The Creative Revolution. 8. 1975-1990 From Positioning to Image Building. 9. 1990-1999 The Information Revolution. PART V: ADVERTISING IN THE NEW MILLENNIUM. 10. Since 2000 The Digital Age.

INTRODUCTION TO MASS COMMUNICATION

MEDIA NOW, 10E

Understanding Media, Culture, and Technology

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

© 2018, 592pp, Paperback, 9781305950849

CENGAGE | MINDTAP **ebook**



Reflecting the latest developments and emerging issues from the field, **MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY**, 10th Edition, thoroughly illustrates how media technologies develop,

operate, converge, and affect society. The text gives you a comprehensive introduction to today's global media environment and explores the ongoing developments in technology, culture, and critical theory that transform this rapidly evolving industry -- and impact your everyday life. Cutting-edge coverage of the essential history, theories, concepts, and technical knowledge prepares you for a career in the fields of online, interactive, and traditional media. Expanded coverage includes mobile media consumption, policy changes for Internet governance, international trends, online privacy protection, media ethics, new media, and more. In addition, the MindTap digital learning platform available with this text delivers the ultimate personal learning experience to maximize your course success.

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Part I: MEDIA AND THE INFORMATION AGE. 1. The Changing Media. 2. Media and Society. Part II: THE MEDIA. 3. Books. 4. Print to Digital Newspapers. 5. Magazines. 6. Recorded Music. 7. Radio. 8. Film and Video. 9. Television. 10. The

Internet. 11. The Third Screen: Smartphones and Tablets. 12. Video Games. 13. Public Relations. 14. Advertising. Part III: MEDIA ISSUES. 15. Media Uses and Impacts. 16. Media Policy and Law. 17. Media Ethics. 18. Global Communications Media.

MEDIA/IMPACT, 12E

An Introduction to Mass Media

Shirley Biagi, California State University, Sacramento

© 2017, 448pp, Paperback, 9781305580985

CENGAGE | MINDTAP **ebook**



From media history to today's rapid-fire changes, **MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA**, 12th Edition takes you on an exciting tour of the events, people, money, and technologies that have shaped the mass media industries. Known for its

engaging writing style, current coverage, and visual appeal, the book explores the legal, ethical, social, and global issues facing the mass media industries every day. The twelfth edition focuses on convergence--how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. It also equips you with an insider's look at what it's like to work in each industry. Reflecting the latest trends from the field, the text provides new coverage of digital delivery, net neutrality, media industry consolidation, social media, mobile media, and more. It is also packed with lively new illustrations and a wealth of real-world examples.

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Part I: THE MASS MEDIA INDUSTRIES. 1. Mass Media and Everyday Life. 2. Books: Rearranging the Page. 3. Newspapers: Mobilizing Delivery. 4. Magazines: Chasing the Audience. 5. Recordings: Streaming Sounds. 6. Radio: Riding New Waves.

7. Movies: Digitizing Dreams. 8. Television: Changing Channels. 9. Internet Media: Widening the Web. Part II: SELLING THE MESSAGE. 10. Advertising: Catching Consumers. 11. Public Relations: Promoting Ideas. Part III: CHANGING MESSAGES. 12. News and Information: Staying Connected. 13. Social and Political Issues: Shaping the Arguments. 14. Law and Regulation: Rewriting the Rules. 15. Ethics: Placing Responsibility. 16. Global Media: Discovering New Markets. Glossary. Media Information Resource Guide.

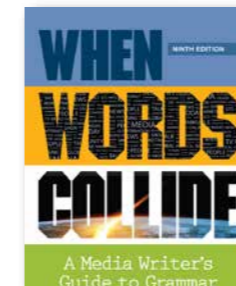
JOURNALISM

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.

CONTENTS

PART I: UNDERSTANDING GRAMMAR AND STYLE. 1. Grammar Lives! 2. Ten Little Secrets: Ten Big Mistakes. 3. The Sentence. 4. Power UP with the Verb! 5. Working with the Verb: The Captain's View. 6. Making the Case for Agreement. 7. Punctuation: Your Symphony of Signals and Stops. 8. Clarity and Conciseness. 9. Style. PART II: YOUR SPEEDY GRAMMAR AND WORD USE GUIDE. Appendix A: Homonyms, Homophones, Spell-Checks, Oh My! Appendix B: Irregular (Make That Troublesome) Verb Forms.

MASS COMMUNICATION LAW

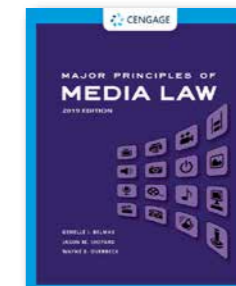
MAJOR PRINCIPLES OF MEDIA LAW

2019 Edition

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

© 2019, 680pp, Paperback, 9780357113127

ebook



Current through the most recent Supreme Court term, **MAJOR PRINCIPLES OF MEDIA LAW**, 2019, delivers a comprehensive summary of the latest additions, changes and developments in communication law. The text fully integrates recent developments through July-

-the end of the Court's 2017-18 term--and is available in August for fall classes. Reflecting the authors' experience in the courtroom and classroom, the text focuses on the issues more important to media law, while student-friendly features help you truly engage with the material. "Focus On" sidebars explore key legal issues in more depth, 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.

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1. The American Legal System. 2. The Legacy of Freedom. 3. Modern Prior Restraints. 4. Libel and Slander. 5. The Right of Privacy. 6. Copyrights and Trademarks. 7. Fair Trial-Free Press Conflicts. 8. Newsgatherer's Privilege. 9. Freedom of Information. 10. Obscenity and the Law. 11. Regulation of Electronic Media. 12. Media Ownership Issues. 13. Advertising and the Law. 14. Freedom of the Student Press.

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.

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1. A SCIENTIFIC APPROACH TO THE STUDY OF MEDIA EFFECTS. 2. SCIENTIFIC METHODS IN MEDIA EFFECTS RESEARCH. 3. A BRIEF HISTORY OF MEDIA EFFECTS RESEARCH. 4. TIME SPENT WITH MASS MEDIA: REASONS AND CONSEQUENCES. 5. EFFECTS OF MEDIA VIOLENCE. 6. SEXUAL CONTENT IN THE MEDIA. 7. MEDIA THAT STIR EMOTIONS. 8. PERSUASIVE EFFECTS OF THE MEDIA. 9. THE EFFECTS OF NEWS AND POLITICAL CONTENT. 10. THE EFFECTS OF MEDIA STEREOTYPES. 11. THE IMPACT OF NEW MEDIA TECHNOLOGIES. 12. MEET MARSHALL MCLUHAN: A LESS SCIENTIFIC APPROACH TO MEDIA IMPACT.

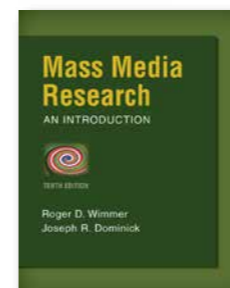
RESEARCH METHODS IN MASS COMMUNICATION

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://goengage.com/infotrac>.

CONTENTS

Preface. PART I: THE RESEARCH PROCESS. 1. Science and Research. 2. Elements of Research. 3. Research Ethics. 4. Sampling. PART II: RESEARCH APPROACHES. 5. Qualitative Research Methods. 6. Content Analysis. 7. Survey Research. 8. Longitudinal Research. 9. Experimental Research. PART III: DATA ANALYSIS. 10. Introduction to Statistics. 11. Hypothesis Testing. 12. Basic Statistical Procedures. PART IV: RESEARCH

APPLICATIONS. 13. Newspaper and Magazine Research. 14. Research in the Electronic Media. 15. Research in Advertising. 16. Research in Public Relations. Appendix Tables. Glossary. Name Index. Subject Index.

RADIO, TELEVISION & FILM

AESTHETICS

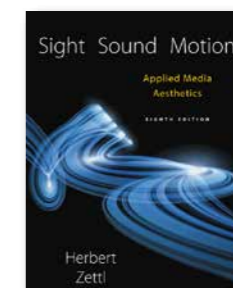
SIGHT, SOUND, MOTION, 8E

Applied Media Aesthetics

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

© 2017, 464pp, Hardback, 9781305578906

CENGAGE | 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.

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4. The Extended First Field: Color. 5. Structuring Color: Function and Composition. 6. The Two-Dimensional Field: Area. 7. The Two-Dimensional Field: Forces Within the Screen. 8. Structuring the Two-Dimensional Field: Interplay of Screen Forces. 9. The Three-Dimensional Field: Depth and Volume. 10. Structuring the Three-Dimensional Field: Screen Volume and Effects. 11. Building Screen Space: Visualization. 12. The Four-Dimensional Field: Time. 13. The Four-Dimensional Field: Motion. 14. Structuring the Four-Dimensional Field: Timing and Principal Motions. 15. The Five-Dimensional Field: Sound. 16. Structuring the Five-Dimensional Field: Sound Structures and Sound/Picture Combinations. 17. Visual Narrative: The Syntax of Continuity Editing. 18. Visual Narrative: The Syntax of Complexity Editing. Glossary. Bibliography.

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.

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Preface. Abbreviations and Acronyms. 1. Managing Electronic and Digital Media. 2. The Media Business Environment: Markets, Business Models, Mergers, Alliances, and Partnerships. 3. Ethics of Management. 4. Theories of Management. 5. Financial Management. 6. Managing Personnel. 7. Audiences and Audience Research. 8. Content: Strategy and Distribution. 9. Marketing. 10. News and News Management. 11. Regulatory Influences on Media Management. 12. Technology Influence

on Media Management. 13. Media Management: The Manager/Leader/Entrepreneur. Glossary of Key Terms. Index.

INTRODUCTION TO FILM

ESSENTIAL CINEMA

An Introduction to Film Analysis (with MLA Update Card)

Jon Lewis, Oregon State University

© 2018, 352pp, Paperback, 9781337294522

CENGAGE | MINDTAP ebook



Succinct, lively, and affordable, **ESSENTIAL CINEMA: AN INTRODUCTION TO FILM ANALYSIS** vividly illustrates principles in action as it helps you develop effective skills in close analysis. The book is packed with frame captures you can readily

relate to, and it also features interviews with film practitioners throughout, giving you insight into real-world practice. In addition, unique screening questions at the end of each chapter help you apply chapter concepts to any film you watch, while the running glossary and end-of-text illustrated glossary offer easy access to full explanations of concepts. This edition includes an updated card reflecting the new guidelines from the 2016 **MLA HANDBOOK**, Eighth Edition.

CONTENTS

1. ANALYZING MOVIES. The Magic of Movies. Movies as Entertainment and Art. How to "Read" a Film. 2. NARRATIVE AND GENRE. Narrative Structure. Characters. Genre. 3. MISE-EN-SCÈNE. The Set. Costumes, Make-Up, and Hair. Blocking and Performance. The Lights. 4. CAMERAWORK. Camera Placement. Camera Movement. Focus and Depth. The Plastic Material: Stock, Exposure, and Effects. 5. EDITING. Elements of Editing.

Continuity Editing. Alternative Editing Styles. 6. SOUND. Sound and Image. The Voice Track. Music. Sound Effects. Sound Editing and Mixing. 7. THE COMMERCIAL AND INDUSTRIAL CONTEXTS. The Business of Film. Distribution and Marketing. Exhibition. 8. DOCUMENTARY, ANIMATED, AND EXPERIMENTAL FILMS. Documentary. Animation. Experimental Film. 9. FILM HISTORY. Hollywood. American Independents. Europe. Non-Western Film. 10. WRITING ABOUT FILM. Essay Writing Strategies. Research and Citation.

VIDEO & FILM PRODUCTION

VIDEO BASICS, 8E

Herbert Zettl, San Francisco State University (Emeritus)

© 2018, 448pp, Paperback, 9781305950863

CENGAGE | 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.

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Part I: PRODUCTION: PROCESSES AND PEOPLE. 1. Production Process. 2. Production Team: Who Does What When? Part II: IMAGE CREATION:

DIGITAL VIDEO AND CAMERA. 3. Image Formation and Digital Video. 4. Video Camera. 5. Operating the Camera. 6. Looking through the Viewfinder. Part III: IMAGE CREATION: SOUND, LIGHT, GRAPHICS, AND EFFECTS. 7. Audio and Sound Control. 8. Light, Color, and Lighting. 9. Graphics and Effects. Part IV: IMAGE CONTROL: SWITCHING, RECORDING, AND EDITING. 10. Switcher and Switching. 11. Video Recording. 12. Postproduction: Digital Editing. 13. Editing Principles. Part V: PRODUCTION ENVIRONMENT: STUDIO, FIELD, AND SYNTHETIC. 14. Production Environment: Studio. 15. Production Environment: Field and Synthetic. Part VI: PRODUCTION CONTROL: TALENT AND DIRECTING. 16. Talent, Clothing, and Makeup. 17. Putting It All Together: Directing.

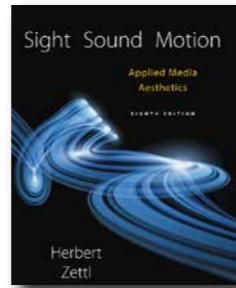
SIGHT, SOUND, MOTION, 8E

Applied Media Aesthetics

Herbert Zettl, San Francisco State University (Emeritus)

© 2017, 464pp, Hardback, 9781305578906

 CENGAGE | 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.

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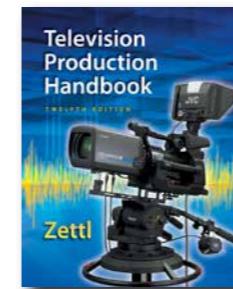
Continuity Editing. 18. Visual Narrative: The Syntax of Complexity Editing. Glossary. Bibliography.

TELEVISION PRODUCTION HANDBOOK, 12E

Herbert Zettl, San Francisco State University (Emeritus)

© 2015, 528pp, Hardback, 9781285052670

 CENGAGE | 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.

CONTENTS

1. THE TELEVISION PRODUCTION PROCESS. 2. THE PRODUCER IN PREPRODUCTION. 3. THE SCRIPT. 4. THE DIRECTOR IN PREPRODUCTION. 5. THE TELEVISION CAMERA. 6. LENSES. 7. CAMERA OPERATION AND PICTURE COMPOSITION. 8. AUDIO: SOUND PICKUP. 9. AUDIO: SOUND CONTROL. 10. LIGHTING. 11. TECHNIQUES OF TELEVISION LIGHTING. 12. VIDEO-RECORDING SYSTEMS AND PROCEDURES. 13. SWITCHING, OR INSTANTANEOUS EDITING. 14. DESIGN. 15. TELEVISION TALENT. 16. THE DIRECTOR IN PRODUCTION. 17. FIELD PRODUCTION AND BIG

REMOTES. 18. POSTPRODUCTION EDITING: HOW IT WORKS. 19. EDITING FUNCTIONS AND PRINCIPLES.

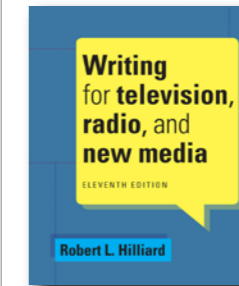
WRITING FOR RADIO, TELEVISION & FILM

WRITING FOR TELEVISION, RADIO, AND NEW MEDIA, 11E

Robert L. Hilliard, Emerson College, Emeritus

© 2015, 528pp, Paperback, 9781285465074

ebook



You can trust Hilliard's WRITING FOR TELEVISION, RADIO, AND NEW MEDIA to provide you with thorough and up-to-date coverage of the principles, techniques, and approaches of writing for television, radio, and the Internet. You'll learn about

writing for a variety of formats, such as commercials, news and sports, documentaries, reality programs, talk shows, interviews, music programs, and drama and sitcoms. The book's comprehensive content, excellent organization, attention to form, and good examples ensure that you will be well trained for a career in the field.

CONTENTS

Preface. 1. The Mass Media. 2. Basic Elements of Production. 3. Format and Style. 4. Commercials and Announcements. 5. News and Sports. 6. Features, Documentaries, and Reality Programs. 7. Interviews and Talk Programs. 8. Music, Variety, and Comedy. 9. Corporate, Educational, and Children's Programs. 10. The Play. 11. Professional Opportunities.

THEATRE

ACTING

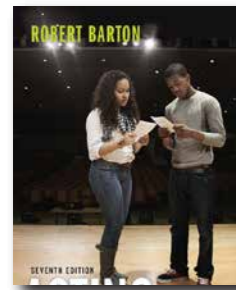
ACTING, 7E

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.

CONTENTS

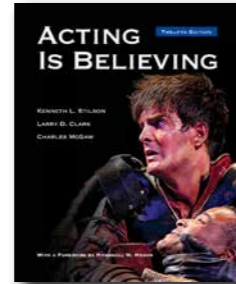
Preface. About the Author. 1. Acting Acknowledged. 2. Relaxed Readiness. 3. Individual Inventory. 4. Stanislavski's System. 5. Stanislavski Stretched. 6. Truth/Technique. 7. Scene Study. 8. Performance Process. 9. Acting Anticipated.

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.

CONTENTS

Preface. Part I: THE ACTOR. 1. Training Your Talent. 2. Approaching the Creative State. 3. Discovering Physical Actions. 4. Defining Simple Objectives. 5. Developing Your Powers of Observation. 6. Exploring Circles of Attention. 7. Investigating the Subconscious. Part II: THE ACTOR AND THE PLAY. 8. Creating a Character. 9. Interpreting the Lines. 10. Communicating the Subtext. Part III: THE ACTOR AND THE PRODUCTION. 11. Transforming into Character. 12. Preparing Undirected Scene Study. 13. Getting the Job. Endnotes. Appendix. Bibliography. Index.

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

CENGAGE | 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.

CONTENTS

Part I: THEATRE LITERACY. 1. Theatre, Art, and Entertainment. 2. Stage vs. Screen. 3. Theatre of the People. 4. Experiencing and Analyzing Plays. Part II: THE ARTS WITHIN THE ART. 5. A Day in the Life of a Theatre. 6. The Art of Playwriting. 7. The Art of Acting. 8. The Art of Directing. 9. The Art of Design. 10. A Creative Life. 11. The Musical. Part II: A BRIEF HISTORY OF THEATRE. 12. Theatre Around the World. 13. The Greeks to the Rise of Christianity. 14. The Dark Ages to the Dawn of the Renaissance. 15. The Renaissance. 16. The Restoration, the Enlightenment, and Romanticism. 17. Modern Theatre.

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.

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Preface. PART I: FOUNDATIONS. 1. The Nature of Theatre. 2. The Audience and Criticism. 3. The Play. PART II: VARIETIES OF THEATRICAL EXPERIENCE. 4. Festival Theatre: Greek, Roman, and Medieval Theatre Experiences. 5. Creating a Professional Theatre: Elizabethan England, Italian Commedia dell'Arte, and Seventeenth-Century France. 6. Theatre in the 1800s. 7. Modernism in the Twentieth Century: 1900–1960. 8. Decentralization and Subsidization: New Directions. 9. Contemporary Theatre and Its Diversity. 10. Musical Theatre. 11. Asian and African Theatre. PART III: THEATRICAL PRODUCTION. 12. Theatrical Space and Production Design. 13. Playwriting and Dramaturgy. 14.

Directing and Producing. 15. Acting. 16. Scene Design. 17. Costume Design and Makeup. 18. Lighting and Sound Design. Glossary. Bibliography. Index.

Makers: Designers: Lighting and Sound. 13. Image Makers: Producers. Part IV: AMERICAN MUSICAL THEATRE. 14. The American Musical. Part V. THEATRE'S CRITICS. 15. Viewpoints.

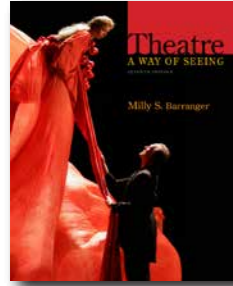
THEATRE, 7E

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.”

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Part I: THEATRE'S SEEING PLACES. 1. Discovering Theatre. 2. The Seeing Place. 3. Alternative Theatrical Spaces. Part II: PLAYWRIGHTS, PERSPECTIVES, AND FORMS. 4. Image Maker: The Playwright. 5. Theatrical Writing: Perspectives and Forms. 6. Structures of Seeing. 7. Drama's Conventions. 8. Stage Language. Part III: THEATRE'S PRACTITIONERS. 9. Image Maker: The Actor. 10. Image Maker: The Director. 11. Image Makers: Designers: Scenery, Costumes, Makeup, Masks, Wigs, and Puppets. 12. Image

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Cengage Learning Asia Pte Ltd

151 Lorong Chuan #02-08

New Tech Park (Lobby H)

Singapore 556741

T (65) 6410 1200

F (65) 6410 1208

E asia.info@cengage.com

URL www.cengageasia.com