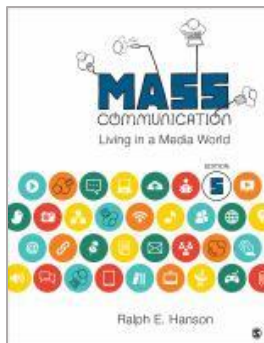


MASS COMMUNICATION

SCOPE

Mass communication refers to the transmission of message to a large number of general people. Through mass communication, information can be transmitted quickly to a large number of geographically dispersed people. The audiences of mass communication may be heterogeneous in nature, large in number and scattered in a vast boundary of space. It requires many intermediary channels to transmit information to the huge number of audiences. Mass communication is done through radio, television, newspaper, magazine, periodical etc. [Source: qsstudy.com]



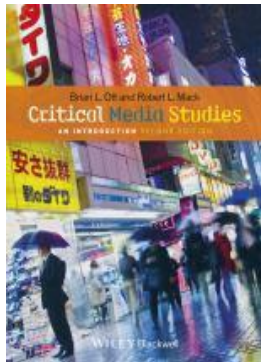
Mass communication: living in a media world (2016)

Hanson, Ralph E.

CO-MC P 90 .H36 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

A new edition of this lively, student focused introduction to mass media, mass communication and media literacy. Full colour, highly pedagogical and supported by a companion website.



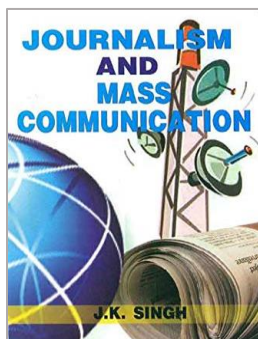
Critical media studies: an introduction (2014)

Ott, Brian L.

CO-MC P 90 .O88 2014

Located in Fr Jose Bacatan SJ Library - Circulation Section

Fully revised to reflect today's media environment, this new edition of Critical Media Studies offers students a comprehensive introduction to the field and demonstrates how to think critically about the power and influence of media in our daily lives.



Journalism and mass communication (2016)

Singh, J. K.

CO-MC PN 4722 .S56 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

Mass communication-basic concepts -- Theories and models of mass communication -- Mass media -- Impacts of mass media on society -- Journalism as a profession -- News -- Journalism and ethics -- Media laws in India.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Mass and communication (2016)

Webster, Alley, editor

CO-MC P 95.54 .M43 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

Media and communication has rapidly emerged as an important field and has evolved the process of information delivery across the world. The book provides a descriptive account of historical understanding and concepts of media and communication. It delves into the ever dynamic and progressive discipline of mass media with the help of theoretical and empirical approaches.



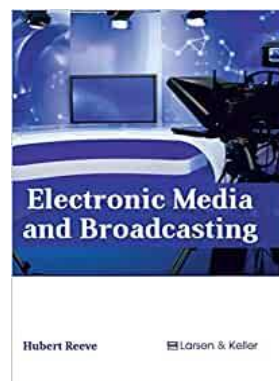
Digital media and communication (2016)

Baxter, Wade

CO-MC P 95.8 .D54 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

Digital media has played a vital role in changing the face of present day communication. It has brought together people from diverse backgrounds and regions, and has provided a common platform for sharing different ideas and opinions.



Electronic media and broadcasting (2017)

Reeve, Hubert

CO-MC PN 4784 .E44 2017

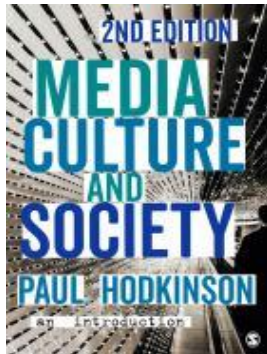
Located in Fr Jose Bacatan SJ Library - Circulation Section

Introduction to electronic media and broadcasting -- Broadcast engineering: an overview -- Evolution of broadcasting -- Fundamental concepts of broadcasting -- Applications of electronic media -- Production and broadcasting.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Media culture and society: an introduction (2017)

Hodkinson, Paul.

CO-MC P 94.6 .H635 2017

Located in Fr Jose Bacatan SJ Library - Circulation Section

Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this second edition cements its reputation as the 'must have' text for any undergraduate student studying media and communication studies.



The Media and human rights: the cosmopolitan promise (2015)

Balabanova, Ekaterina.

CO-MC JC 571 .B336 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

In recent years there has been an explosion in the usage and visibility of the language of human rights, but what does this mean for the role of the media? For evolving ideas about human rights? And for the prospect of shared cosmopolitan values?



Doing gender in media, art and culture: comprehensive guide to gender studies (2018)

Liedeke, Rosemarie Buikema

CO HQ 1101 .D65 2018

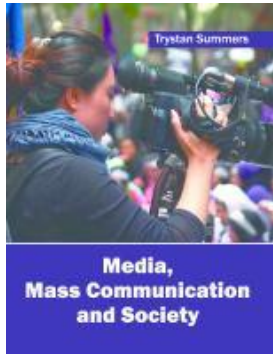
Located in Fr Jose Bacatan SJ Library - Circulation Section

Doing Gender in Media, Art and Culture, 2nd edition is a comprehensive gender studies textbook with an international focus and relevance across a broad range of academic disciplines. Covering an array of topics, theories and approaches to gender studies, it introduces students to the study of gender through geographically diverse case studies on different historical and contemporary figures.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



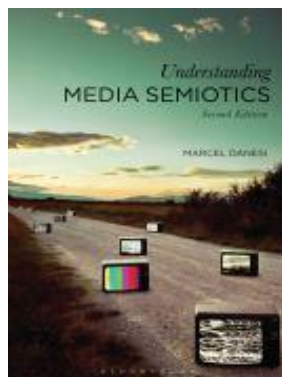
Media, Mass Communication and society (2016)

Summers, Trystan, editor

CO-MC P 90 .M43 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

Media and mass communication are the most significant modes of public information delivery and provide platforms for discussion of socially relevant issues. The chapters included in this book provide comprehensive insights into this field by discussing topics such as globalization, cultural and social impact of media, news and infotainment, types of media, public opinion, and emerging trends in media and communication technology. Various theories and researches have been included in this book that will enhance the understanding of this topic. It is appropriate for students seeking detailed information as well as for professionals engaged in this area.



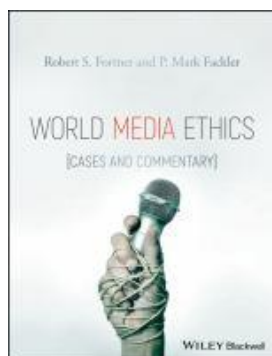
Understanding media semiotics (2019)

Danesi, Marcel.

CO P 96.S43 D36 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

Media semiotics is a valuable method of focusing on the hidden meanings within media texts. This book offers students an in-depth guide to help them investigate and understand the media using semiotic theory.



World media ethics: cases and commentary (2018)

Fortner, Robert S.

CO-MC P 94 .F64 2018

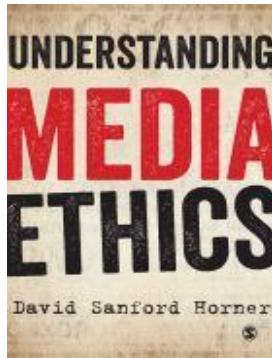
Located in Fr Jose Bacatan SJ Library - Circulation Section

Emphasizing the intertwined concepts of freedom of the press and social responsibility, this is the first book to cover media ethics from a truly global perspective.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



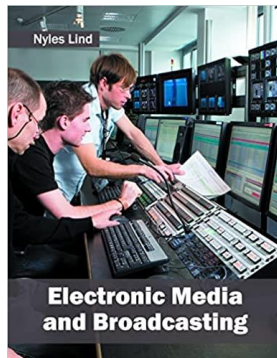
Understanding media ethics (2015)

Danesi, Marcel.

CO P 94 .H67 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

A student friendly exploration of both the theory and practice of media ethics. Full of pedagogy and covering the digital alongside the classical, no other book on the market is as up-to-date or as full of case studies.



Electronic media and broadcasting (2015)

Nyles, Lind, editor

CO P 94 .H67 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

Electronic media is the backbone of the twenty-first century. Television and radio are two significant examples of the same. This book on electronic media and broadcasting covers an extensive range of topics with lucid details. Topics like news broadcasting, electronic media and communication theories, television journalism, etc. have been covered in this book. It has been specifically designed to cater to students and professionals engaged in the field of mass communication and associated disciplines.



Media and globalization (2016)

edited by Trystan Summers.

CO-MC HM1206 .M43 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

The different platforms of communication have turned the world into a global village. The present state of the media has made it possible to transgress borders and social boundaries. Some of the concepts discussed in this book are global media and consumer culture, evolution of global media, alternative media and new media that are sure to provide the reader an insight into this field. The contents of this book will help the readers understand the modern concepts of the subject.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



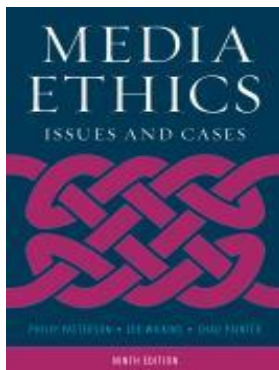
Understanding media ethics (2019)

Patterson, Philip Lee C. Wilkins, Chad Painter, editors

CO P 94 .M36 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

The ninth edition of Media Ethics: Issues and Cases has been updated to reflect the most pressing ethical issues in media. Featuring 25 new cases on hot topic issues from fake news to drones and a new chapter on social justice, this authoritative case book gives students the tools to make ethical decisions in an increasingly complex environment.



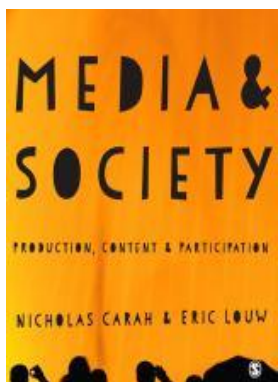
Media ethics: issues and cases (2014)

Patterson Philip and Lee Wilkins.

CO-MC P 94 M43 2014

Located in Fr Jose Bacatan SJ Library - Circulation Section

Media Ethics is a diverse, classroom tested compilation of 60 diverse cases that will help students prepare for the ethical situations they will confront in their media careers.



Media & society: production, content & participation (2015)

Carah, Nicholas, Eric Louw

CO HM 1206 .C37 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

A cutting-edge, student focused introduction to the broad field of media, culture and society. Louw and Carah critically explore the emergence of interactive, social and mobile media, alongside established questions of production, content and participation.

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Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Management of electronic and digital media (2017)

Albarran, Alan B.

CO-MC P 96.M34 A4 2017

Located in Fr Jose Bacatan SJ Library - Circulation Section

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.



Sport, media and mega-events (2017)

Hamalainen, Nora.

CO GV 742 .S6625 2017

Located in Fr Jose Bacatan SJ Library - Circulation Section

Framing sport, media and mega-events – Megamedia sport event studies.



International handbook of media literacy education (2017)

De Abreu, Belinha S. [and four others].

CO-R P 96.M4 I585 2017

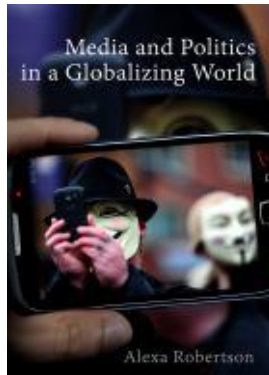
Located in Fr Jose Bacatan SJ Library - Reference Section

At the forefront in its field, this Handbook examines the theoretical, conceptual, pedagogical and methodological development of media literacy education and research around the world. Building on traditional media literacy frameworks in critical analysis, evaluation and assessment, it incorporates new literacies emerging around connectivity.

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Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



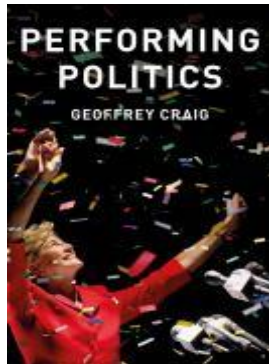
Media and politics in a globalizing world (2015)

Alexa Robertson

CO-MC P 95.8 .R63 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

Globalization and technological advances have had a dramatic impact on the relationship between media and politics. How can we understand the connection between the two in the present day? Alexa Robertson argues that we cannot understand the power of the one without taking the other into account.



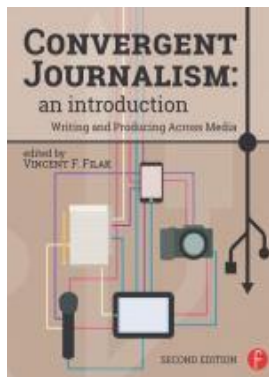
Performing politics: media interviews, debates and press conferences (2015)

Craig, Geoffrey.

CO-MC P 95.8 .R63 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

For successful political leaders, public speaking is only half the battle. A good politician must also be a competent performer.



Convergent journalism: an introduction, writing and producing across media (2015)

Filak, Vincent F., editor.

CO-MC PN 4784.O62 C66 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

Convergent Journalism: An Introduction is a pioneering textbook that will teach you how to master the skills needed to be a journalist in today's converged media landscape. This book shows you what makes a news story effective, and how to identify the best platform for a particular story, whether it's the Web, broadcast or print.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



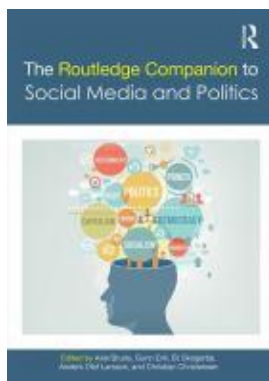
Keywords: essays on Philippine media cultures and neocolonialisms (2016)

Tolentino, Rolando B.

CO-FI P 94.65.P5 T65 2016

Located in Fr Jose Bacatan SJ Library - Filipiniana Section

These essays form a conjectural historiography of how aspects of Philippine media shape and are shaped by various political, economic, and cultural infrastructures. As a whole, the collection renders visibly the forms, contents, and substantiations of the experiences of Philippine neocolonialisms and media cultures.



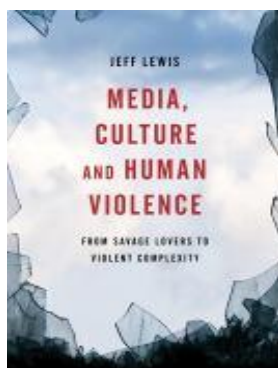
The Routledge companion to social media and politics (2016)

Bruns , Axel [and four others].

CO JA 85 .R68 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

Social media are now widely used for political protests, campaigns, and communication in developed and developing nations, but available research has not yet paid sufficient attention to experiences beyond the US and UK.



Media, culture and human violence: from savage lovers to violent complexity (2016)

Lewis, Jeff.

CO-MC HM 621 .L49 2016

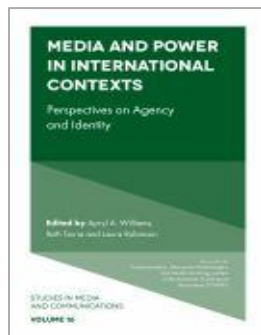
Located in Fr Jose Bacatan SJ Library - Circulation Section

This book examines the role of media and culture in shaping contemporary conditions of violence. It argues that the collective pursuit and expression of our economic, sexual, social and political desires has catalyzed significant social transformations in human history.

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MASS COMMUNICATION

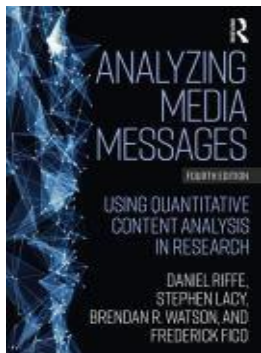


Media and power in international context: perspectives on agency and identity (2019)

Williams, April A. editor
CO HM 1206 .M3874 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

Media and Power is sponsored by the Communication, Information Technologies, and Media Sociology (CITAMS). This volume contributes phenomenological and epistemic knowledge of the intersection of media and various forms of power, addressing the relationships between media and gender, race, ethnicity, and national identity.



Analyzing media messages: using quantitative content analysis in research (2019)

Daniel Riffe [and three others].
CO P 93 .R54 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

Analyzing Media Messages, Fourth Edition provides a comprehensive guide to conducting content analysis research. It establishes a formal definition of quantitative content analysis; gives step-by-step instructions on designing a content analysis study; and explores in depth several recurring questions that arise in such areas as measurement, sampling, reliability, data analysis, and the use of digital technology in the content analysis process.



An integrated approach to communication theory and research (2019)

Stacks, Don W., Michael B. Salwen, and Kristen C. Eichhorn, editors
CO P 91 .I558 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

This new edition provides a comprehensive overview of current theory and research written by the top theorists and researchers in each area. It has been updated to address the growing influence of technology, changing relationships, and several growing integrated approaches to communication.

MASS COMMUNICATION



Sport communication: an international approach (2016)

Onwumehili, Chuka.

CO-MC HM 621 .L49 2016

Located in Fr Jose Bacatan SJ Library - Circulation Section

Sport is a global business. Now more than ever, sport communication professionals need to understand sport's global reach in order to develop their full potential. This is the first textbook to introduce the fundamental principles and practice of sport communication from an international perspective. Combining business strategies with insights into social issues such as gender, disability and national identity, this is an accessible, practical and engaging guide to the essentials of sport communication.

Aimed to enhance learning at both undergraduate and postgraduate levels, each chapter contains special features tailored to meet the needs of students and instructors. These include learning objectives, chapter summaries, activities, reflections, discussion questions, recommended resource lists and original cross-cultural case studies that demonstrate sport communication theories put into practice. Its twenty chapters explore communication in sport across all levels, from interpersonal communication and team building to strategic communications, and in all forms of media, from print and broadcast to social media.



Storytelling for virtual reality: methods and principles for crafting immersive narratives (2018)

Bucher, John.

CO-MC P 96.A86 B35 2018

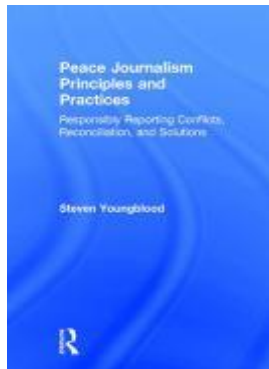
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Storytelling for Virtual Reality serves as a bridge between students of new media and professionals working between the emerging world of VR technology and the art form of classical storytelling. Rather than examining purely the technical, the text focuses on the narrative and how stories can best be structured, created, and then told in virtual immersive spaces.

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MASS COMMUNICATION



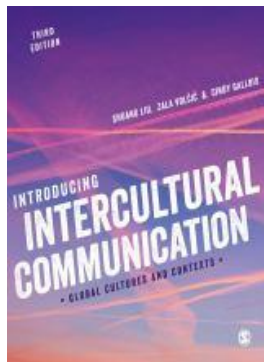
Peace journalism principles and practices: responsibly reporting conflicts, reconciliation, and solutions (2017)

Youngblood, Steven.

CO-MC PN 4784.W37 Y68 2017

Located in Fr Jose Bacatan SJ Library - Circulation Section

Long-time peace journalist Steven Youngblood presents the foundations of peace journalism in this exciting new textbook, offering readers the methods, approaches, and concepts required to use journalism as a tool for peace, reconciliation, and development.



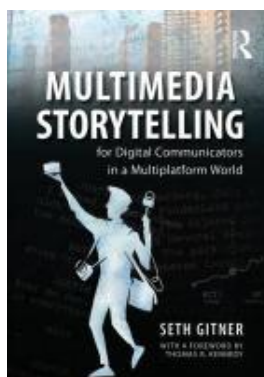
Introducing intercultural communication: global cultures and contexts (2019)

Liu, Shuang.

CO P 94.6 .L74 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

Taking a truly global perspective, this textbook presents concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style. The third edition features new international case studies to tie theory to real-world practices, including the European refugee crisis, Chinese food culture and Barbie dolls and beauty.



Multimedia storytelling for digital communicators in a multiplatform world (2016)

Gitner, Seth.

CO-MC P 96.A86 G58 2016

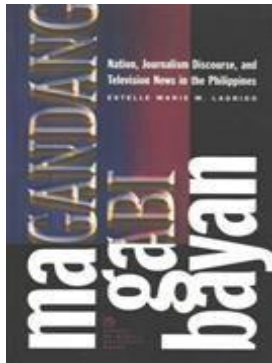
Located in Fr Jose Bacatan SJ Library - Circulation Section

Multimedia Storytelling for Digital Communicators in a Multiplatform World is a unique guide for all students who need to master visual communication through multiple media and platforms. Every communication field now requires students to be fluent in visual storytelling skill sets, and as the present-day media adapt to a multiplatform world (with ever-increasing delivery systems from desktops to cell phones)...

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MASS COMMUNICATION



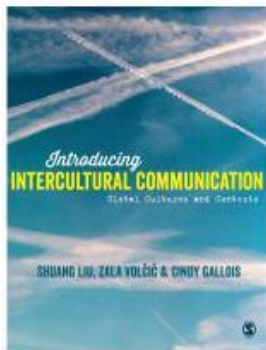
Magandang gabi, bayan: nation, journalism discourse, and television news in the Philippines (2017)

Ladrido, Estelle Marie M.

CO-FI PN 4784.T4 L34 2017

Located in Fr Jose Bacatan SJ Library - Filipiniana Section

Magandang Gabi Bayan reveals that news workers are vulnerable to flows of internal and external power relations in their quest to provide relevant news to audiences. In their response to power, government and commercial news workers develop varying meanings and practices to journalism values such as public service and autonomy as they work to maintain their authority to...



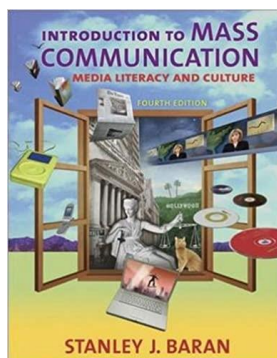
Introducing intercultural communication: global cultures and contexts (2019)

Liu, Shuang.

CO P 94.6 .L74 2015

Located in Fr Jose Bacatan SJ Library - Circulation Section

A new edition of this popular, student-focused exploration of intercultural communication. Global in focus, full of pedagogy and supported by a companion website.



Introduction to mass communication: media literacy and culture (2017)

Baran, Stanley J.

CO-MC P 90 .B37 2017

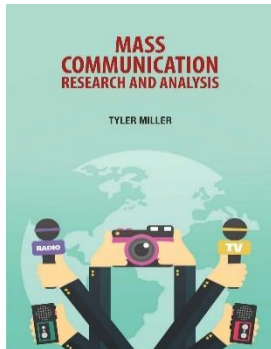
Located in Fr Jose T Bacatan SJ Library – Circulation Section

Helps students to take active roles as media consumers and gives them an understanding of the role that the media play in both shaping and reflecting culture.

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MASS COMMUNICATION



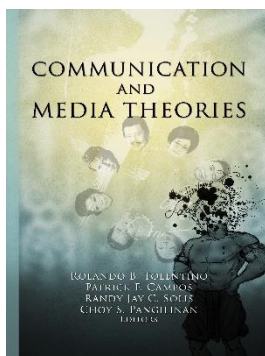
Mass communication: research and analysis (2019)

Miller, Tyler

CO P 91 .M55 2019

Located in Fr Jose Bacatan SJ Library - Circulation Section

Mass Communication has taken deep roots in the world. Mass communication research is a sprawling and multidisciplinary field of research approaches and theories, drawing inspiration from a range of disciplines in the humanities and the social sciences, and even from science disciplines such as mathematics, computing, and engineering. It continually develops and adapts to the changing nature and application of media technologies as well as changing political and social concerns with 'the media'. It influences almost all the aspects of human life viz. medical, education, culture, tradition and fashion etc. Like all other subjects mass communication also is worthy of research so that it can develop in a more understandable form. This book presents an epistemological view of levels of analysis. It guides the readers to understanding the challenges of media measurement, its quantification, datafication and assessment, and helps in developing skills of media audience analysis. A comparative analysis is also made as where required. The author is hopeful that this book will be very useful to those who have a flair of learning more about the mass communication.



Communication and media theories (2014)

Tolentino, Rolando [and three others]

CO-FI P 92.P5 C66 2014

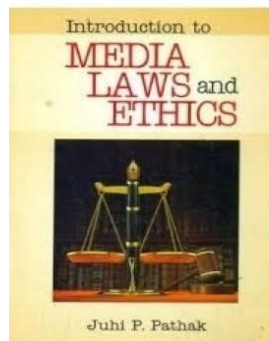
Located in Fr Jose T Bacatan SJ Library – Filipiniana Section

THE MEDIA AND COMMUNICATION TEXTBOOK SERIES
Series Editors: Rolando B. Tolentino and Patrick F. Campos. The Media and Communication Textbook Series is jointly published by the Office of Research and Publication of the University of the Philippines College of Mass Communication and the University of the Philippines Press. The series features critical and theoretical writings by Filipino scholars that shed light on communication and media studies in the context of Philippine culture and society. The textbook series includes Media at Lipunan.

Search library resources at: <http://210.213.146.180:8080/#section=home>

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MASS COMMUNICATION

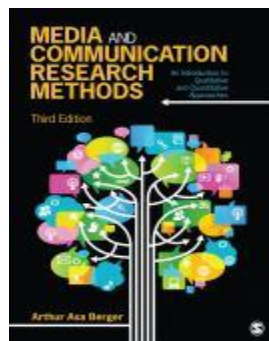


Introduction to media laws and ethics (2014)

Pathak, Juhi P.

CO-MC KPM 1065 .P38 2014

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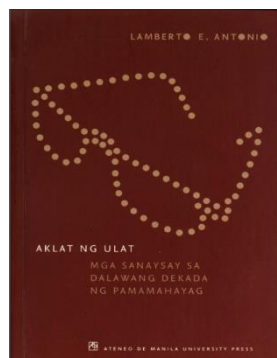
Media and communication research methods: an introduction to qualitative and quantitative approaches (2014)

Berger, Arthur Asa

CO-MC P 91.3 .B385 2014

Located in Fr Jose T Bacatan SJ Library – Circulation Section

A practical and approachable student introduction to research methods in both human communication and mass communication.

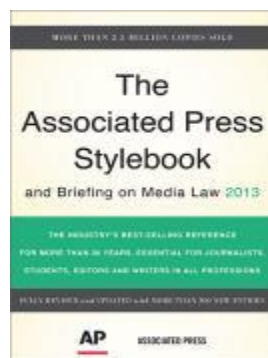


Aklat ng ulat: mga sanaysay sa dalawang dekada ng pamamahayag (2011)

Antonio, Lamberto E.

CO-FI PN 5424 A58 2011

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section



The Associated Press stylebook 2013 and briefing on media law (2013)

Darrel Christian, Sally Jacobsen and David Minthorn.

CO PN 4783 .A83 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

A fully revised and updated edition of the bible of the newspaper industry

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



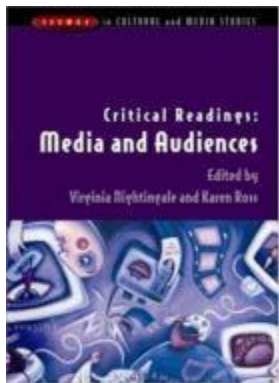
A companion to new media dynamics (2015)

John Hartley, Jean Bruggess, Axel Bruns (editors)

CO-MC P 96.T42 C626 2015

Located in Fr Jose T Bacatan SJ Library – Circulation Section

As the lines have grown blurred between 'new' and 'traditional' media forms, there is much to learn about the dynamics surrounding the growth and adoption of new media.



Critical reading: media and audience (2003)

Virginia Nightingale, Karen Ross (editors)

CO P 91 C74 2003

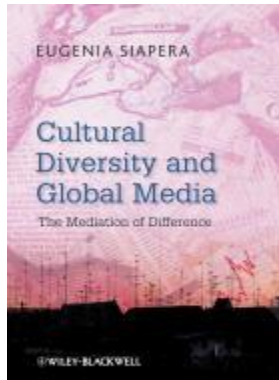
Located in Fr Jose T Bacatan SJ Library – Circulation Section

How have media researchers changed the ways in which the audience is perceived over time? How have audiences become fragmented in the search for ratings? What next for audience research in the 21st century? The study of 'audience' is a central concept in both media and cultural studies. Although it has become an academic fashion to turn away from imagining that groups of people can share common purpose or interests, there are still reasons enough for wanting to explore the way in which audiences behave, understand and interact with media texts in all their various forms, not least because of the vast sums of money which are persistently expended by advertisers and broadcasters trying to give 'the audience' what 'it' wants and therefore maintaining or preferably increasing market share. This Reader provides an opportunity to bring together some of the important developments in the history of audience and media studies and the significant research trajectories which have shaped the field until now. It is sometimes difficult to locate specific examples of audience research or discussions of research practice, as opposed to description, conjecture or critical reflection about audiences, which are in abundant supply: the Reader allows students and lecturers to source original research commentaries and better understand the rationale, findings and forms of analysis undertaken at different points in the field's research-based career.

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Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Cultural diversity and global media: the mediation of difference (2010)

Siapera, Eugenia.

CO-MC P 94.5.M3 S53 2010

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Cultural Diversity and Global Media explores the relationship between the media and multiculturalism.



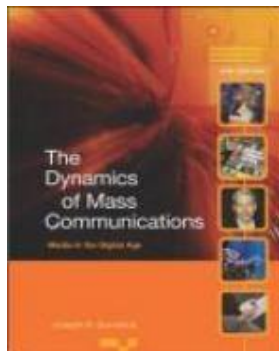
Cultures and politics of global communication (2008)

Costas M. Constantinou, Oliver P. Richmond and Alison M. S. Watson.

CO JZ 1251 C85 2008

Located in Fr Jose T Bacatan SJ Library – Circulation Section

This special issue of Review of International Studies addresses three specific themes: how international and global studies approach the question of communication, how to conceptualise and respond to the globalisation of communication and how global problems get communicated within and across the institutional settings of the epistemic disciplines in general.



The Dynamics of mass communication: media in the digital age (2007)

Dominick, Joseph R.

CO-MC P 90 D65 2007

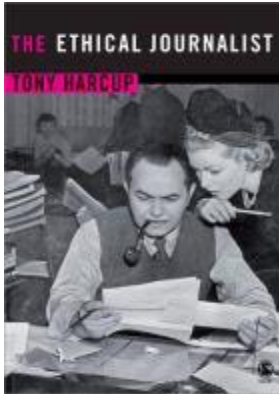
Located in Fr Jose T Bacatan SJ Library – Circulation Section

Well-known for its balanced approach to media industries and professions, Dynamics of Mass Communication offers a lively, thorough, and objective introduction for mass communication majors and nonmajors alike. This new edition embraces the digital age with a free Student CD-ROM that adds video and interactivity to the student's textbook experience, and brings students up-to-date on the latest developments in mass communication--from the emerging role of cell phones and iPods in the mass media mix to the growing impact of blogs on the practice of journalism.

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MASS COMMUNICATION



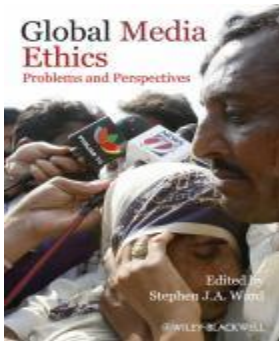
The ethical journalist (2007)

Harcup, Tony

CO-MC PN 4756 H37 2007

Located in Fr Jose T Bacatan SJ Library – Circulation Section

The Ethical Journalist discusses a range of ethical questions likely to confront those studying journalism and/or training to become journalists. Building on the reflective and questioning approach of the author's acclaimed Journalism: Principles and Practice (2004), The Ethical Journalist links theory and practice throughout by examining the views of journalists and academics. It places anecdotal experience within the context of relevant critical study, and scrutinizes academic explanations within the context of practitioner accounts. Informed by original research and the author's own experience within mainstream and alternative journalism, The Ethical Journalist addresses topics issues such as trust, the public interest, undercover reporting, news values, source relationships, crime reporting, regulation, and the Hutton inquiry.



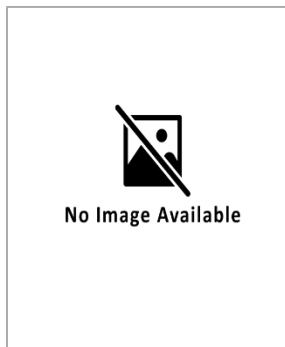
Global media ethics: problems and perspectives (2013)

Ward, Stephen J.A. (editor)

CO-MC PN 4756 G56 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Global Media Ethics is the first comprehensive cross-cultural exploration of the conceptual and practical issues facing media ethics in a global world. A team of leading journalism experts investigate the impact of major global trends on responsible journalism.



Digital_nation [2010]

Rachel Dretzin

AS-DVD HQ 784 D74 2010

Located in Fr Jose T Bacatan SJ Library – American Corner

Within a single generation, the web and digital media have remade nearly every aspect of modern culture, transforming the way we work, learn and socialize in ways that we are only beginning to understand. Frontline producer Rachel Dretzin (Growing up online) teams up with one of the leading thinkers of the digital age, Douglas Rushkoff (The Persuaders, merchants of cool), to continue her exploration of life on the virtual frontier by focusing her lens on what it means to be human in an entirely new world - a digital world.

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Visit the library webpage at: <https://www.adzu.edu.ph/library/>

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Greening the media (2012)

Maxwell, Richard

CO-MC HM 1206 M39 2012

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Greening the Media rethinks media technologies from an ecological perspective, developing a new approach to historical and social analysis of information and communication technology.



The handbook of development communication and social change (2014)

Wilkins, Karin Gwinn, Thomas Tufte, Rafael Obregon

CO-R HM 1206 .H363 2014

Located in Fr Jose T Bacatan SJ Library – Reference Section

This valuable resource offers a wealth of practical and conceptual guidance to all those engaged in struggles for social justice around the world. It explains in accessible language and painstaking detail how to deploy and to understand the tools of media and communication in advancing the goals of social, cultural, and political change.



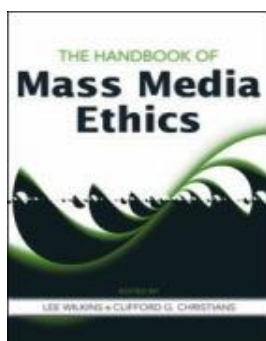
The Handbook of global communication and media ethics

Robert S. Fortner and P. Mark Fackler.

CO-R P 94 .H36 2014

Located in Fr Jose T Bacatan SJ Library – Reference Section

This groundbreaking handbook provides a comprehensive picture of the ethical dimensions of communication in a global setting. The handbook includes examinations of feminism, ideology, social responsibility, reporting, metanarratives, blasphemy, development, and globalism, among many others.



The handbook of mass media ethics (2009)

Wilkins, Lee, Clifford G. Christians (editors)

CO-R P 94 H36 2009

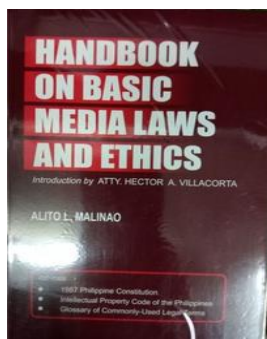
Located in Fr Jose T Bacatan SJ Library – Reference Section

This Handbook encapsulates the intellectual history of mass media ethics over the past twenty-five years. Chapters will serve as a summary of existing research and thinking in the field, as well as setting agenda items for future research.

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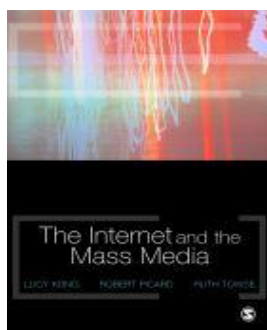


Handbook on basic media laws and ethics

Malinao, Alito L.

CO-FI-R KF 2750 M35 2011

Located in Fr Jose T Bacatan Sj Library – Filipiniana Section



The Internet and the mass media (2008)

Kung, Lucy

CO-MC HM 851.I5 K86 2008

Located in Fr Jose T Bacatan Sj Library – Circulation Section

This unique book investigates the impact of the Internet on the media industries and provides the first multi-disciplinary analysis of the changes it has brought to date and its likely future development



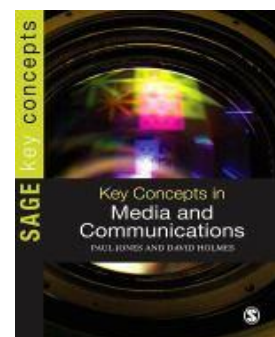
Introducing the language of the news: a student's guide

Busa, M. Grazia

CO-MC P 94.L3 B87 2014

Located in Fr Jose T Bacatan Sj Library – Circulation Section

Introducing the Language of the News is a comprehensive introduction to the language of news reporting. Assuming no prior knowledge of linguistics, the book provides an accessible analysis of the processes that produce news language, and discusses how different linguistic choices promote different interpretations of news texts. Written by an experienced researcher and teacher, this book is essential reading for students studying English language and linguistics, media and communication studies, and journalism.



Key concepts in media and communications (2011)

Jones, Paul, David Holmes

CO P 90 J66 2011

Located in Fr Jose T Bacatan SJ Library – Circulation Section

An approachable yet critical introduction to the basics of media and communication studies from two experts in the field.

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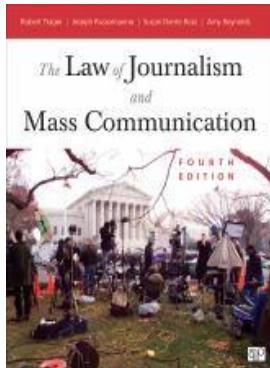


Kritikal na espasyo ng kulturang popular (2015)

Tolentino, Rolando, Gary C. Devilles

CO-FI HM 626 .K75 2015

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section



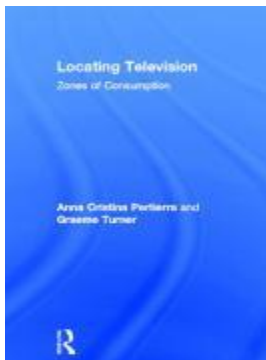
The law of journalism and mass communication (2015)

Trager, Robert

CO-MC KF 2750 .L39 2015

Located in Fr Jose T Bacatan SJ Library – Circulation Section

With its clear, concise writing and easy-to-navigate chapters, this is easily the most engaging and readable book on the market. Student focused and highly pedagogical, it offers essential coverage and analysis alongside substantive discussions of case law.



Locating television: zones of consumption (2013)

Pertierra, Anna Cristina, Graeme Turner.

CO-MC PN 1992.8.F67 P47 2013

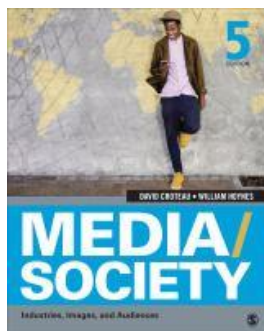
Located in Fr Jose T Bacatan SJ Library – Circulation Section

Locating Television: Zones of Consumption takes an important next step for television studies: it acknowledges the growing diversity of the international experience of television today in order to address the question of 'what is television now?' The book addresses this question in two interrelated ways: by situating the consumption of television within the full range of structures, patterns and practices of everyday life; and by retrieving the importance of location as fundamental to these structures, patterns and practices - and, consequently, to the experience of television. This approach, involving collaboration between authors from cultural studies and cultural anthropology, offers new ways of studying the consumption of television - in particular, the use of the notion of 'zones of consumption' as a new means of locating television within the full range of its spatial, temporal, cultural, political and industrial contexts.

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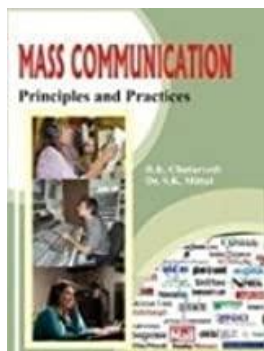
Media/Society: industries, images, and audiences

Croteau, David, William Hoynes

CO HN 90.M3 C76 2014

Located in Fr Jose T Bacatan SJ Library – Circulation Section

New edition of this popular, student-friendly introduction to understanding and analysing the relationship between media and society. Adopted on courses in media, communication, cultural studies and sociology schools worldwide.



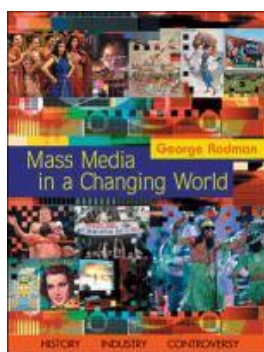
Mass communication: principles and practices (2011)

Chaturvedi, B.K., S.K. Mittal

CO HM 258 C43 2011

Located in Fr Jose T Bacatan SJ Library – Circulation Section

The book entitled Mass Communication: Principles and Practices is a comprehensive and critical study of the different dimensions of the process of communication. Newspapers, magazines, radio, television and, of course, the internet are the vital ingredients of mass communication. It is remarkable to point out that the application of some form of media is the hallmark of the discipline of mass communication. The distinguishing feature of this book is that it has given particular attention to the role of mass media in the context of India.



Mass media in a changing world: history, industry, controversy (2006)

Rodman, George R.

CO-MC P 90 R62 2006 / CO-CD P 90 R62 2006

Located in Fr Jose T Bacatan SJ Library – Circulation Section

This text introduces students to the world of media through a unique structure that makes the material easily intelligible and meaningful to their lives. Each chapter is divided into three-part narrative sections: history, industry, and controversy. The third edition features updated statistics and current examples.

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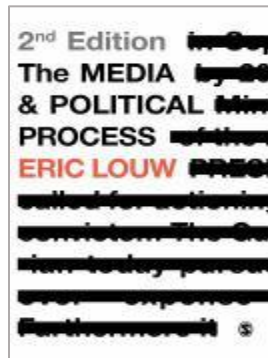
Media and communication research methods

Hansen, Anders, David Machin

CO-MC P 91.3 H36 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Media and Communication provides a clear and accessible introduction to key research methods, approaches and tools available for the study of media and communication processes. It provides a new focus on current topics, such as 'ethics,' 'research questions,' and 'markets and corporate trends,' and adopts a considerably more global perspective.



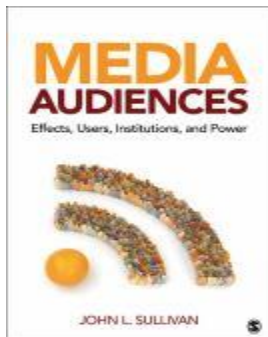
The media and political process

Louw, P. Eric

CO P 95.8 L68 2010

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Lively, approachable, critical and fully updated edition of Eric Louw's assessment of media activity and political communication in liberal democracies.



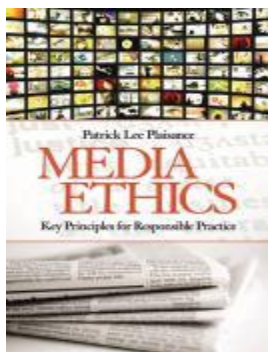
Media audiences: effects, users, institutions, and power (2013)

Sullivan, John L.

CO-MC P 96.A83 S85 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Explores the concept of media audiences from four broad perspectives: as "victims" of mass media, as market constructions & commodities, as users of media, and as producers & subcultures of mass media.



Media ethics: key principles for responsible practice (2009)

Plaisance, Patrick Lee.

CO P 94 P53 2009

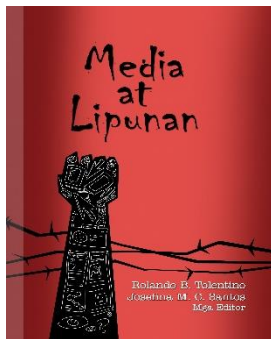
Located in Fr Jose T Bacatan SJ Library – Circulation Section

Media Ethics is an accessible yet philosophically grounded volume explaining key ethical principles and their application in print and broadcast journalism, public relations, and marketing.

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Visit the library webpage at: <https://www.adzu.edu.ph/library/>

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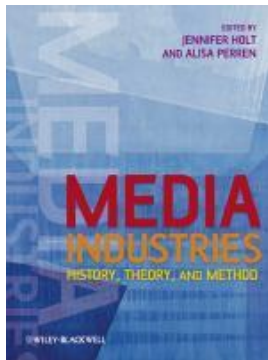
Media at lipunan

Rolando B. Tolentino, Josefina M. C. Santos.

CO-FI P 92.P5 M46 2014

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section

THE MEDIA AND COMMUNICATION TEXTBOOK SERIES Editors: Rolando B. Tolentino and Patrick F. Campos. The Media and Communication Textbook Series is jointly published by the Office of Research and Publication of the University of the Philippines College of Mass Communication and the University of the Philippines Press. The series features critical and theoretical writings by Filipino scholars that shed light on communication and media studies in the context of Philippine culture and society. The textbook series includes Communication and Media Theories.



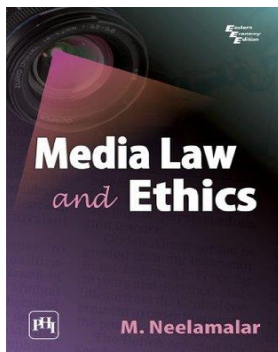
Media industries: history, theory, and method (2009)

Jennifer Holt and Alisa Perren (editors)

CO-MC P 90 M43 2009

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Media Industries: History, Theory and Method is among the first texts to explore the evolving field of media industry studies and offer an innovative blueprint for future study and analysis.



Media law and ethics

M. Neelamalar

CO-MC KF 2750 N44 2010

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Designed as a textbook for undergraduate and postgraduate students of journalism, mass communication, visual communication, electronic media and other related media courses, this compact text provides a detailed description of the rules, acts and ethics concerning print, electronic, film and advertising media as prevalent in India.

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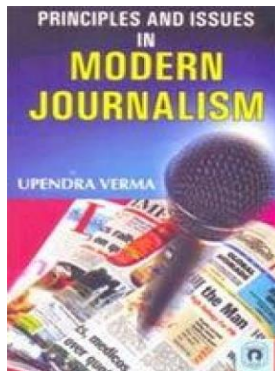
Media writer's handbook: a guide to common writing and editing problems (2009)

Arnold, George T.

CO-R PN 4783 A76 2009

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Appropriate for media writing courses as either a primary or supplemental text, Media Writer's Handbook is a primer for anyone who really wants to understand the grammatical and stylistic elements of good writing. Long after being a teaching tool in the classroom, it functions as a resource book that students and professionals can place on their desks alongside their dictionaries and stylebooks.

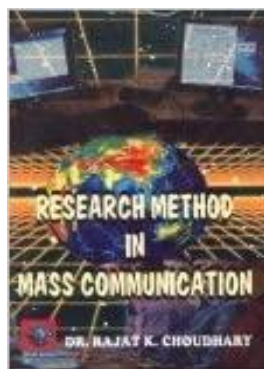


Principles and issues in modern journalism (2007)

Verma, Upendra.

CO-MC PN 4775 V47 2007

Located in Fr Jose T Bacatan SJ Library – Circulation Section



Research method in mass communication

Chaudhary, Rajat K.

CO-MC P 91 C43 2007

Located in Fr Jose T Bacatan SJ Library – Circulation Section

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MASS COMMUNICATION



Paranormal media: audiences, spirits and magic in popular culture (2011)

Hill, Annette.

CO P 96.P3 H55 2011

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Beliefs are on the rise, with almost half of the British population, and two thirds of Americans, claiming to believe in extra sensory perceptions and hauntings. Psychic magazines like Spirit and Destiny, television shows such as Fringe, Ghost Whisperer and Most Haunted, ghost-cams and e-poltergeists, bestselling books on mind, body and spirit, and magicians like Derren Brown have moved from the outer limits to the centre of popular culture, turning paranormal beliefs and scepticism into revenue streams. Paranormal Media offers a unique, timely exploration of the extraordinary, unexplained and supernatural in popular culture, looking in unusual places in order to understand this phenomenon. Early spirit forms such as magic lantern shows or the spirit photograph are re-imagined as a search for extraordinary experiences in reality TV, ghost tourism, and live shows. Through a popular cultural ethnography, and critical analysis in social and cultural theory, this ground-breaking book by Annette Hill presents an original and rigorous examination of people's experiences of spirits and magic. In popular culture, people are players in an orchestral movement about what happens to us when we die. In a very real sense the audience is the show. This book is the story of audiences and their participation in a show about matters of life and death. Paranormal Media will be a highly interesting read for undergraduate and postgraduate students, as well as academics, on a wide range of television, media, cultural studies, and sociology courses.



The Routledge companion to news and journalism (2012)

Allan, Stuart

CO PN 4731 R68 2012

Located in Fr Jose T Bacatan SJ Library – Circulation Section

The Routledge Companion to News and Journalism provides an authoritative and comprehensive assessment of the diverse forms of news media, including newspapers, radio, television, magazines, photojournalism, online news and beyond.

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Pornography and violence in the mass media, module 5, disc 3 (2009)

Presented by Various experts.

CO-AVC-DVD BV 4520 P67 2009

Located in Audio Visual Center

Media have become very powerful instruments in the modern world, often going beyond mere influence to dictate upon attitudes, values, and lifestyles of the people. Media for a large part is losing its crusade for public good; commercialism has encroached upon, and has eaten up, their mission. Because of the great temptation of profit, ethics has not become a major consideration in the mission of many media outlets, thus we experience violations against the dignity of the person. Pornography has been shown to produce the following effects among its users: addiction (the victim comes back for more); escalation (the victim seeks more shocking material), desensitization (shocking material becomes normal and acceptable), and acting out sexually (the victims act out what was seen). Pornography distorts love, ridicules marriage and fidelity, and dehumanizes participants and victims. Studies have shown that teenagers are the biggest consumers of pornography. Violent entertainment in mass media, from movies to video games, has also become common fare especially to young people. The prevalence of violence and the use of violence in media lead to the inability of persons to offer dialogue and alternative means of resolving conflicts and disagreements. Thus we see today a "mean world syndrome". We must be constantly on guard and teach the faith very strongly, beginning from the earliest stages of childhood. The invaluable dignity of the human person has to be imbued especially among the young people in order that human sexuality is understood in its proper context.



The social media industries (2013)

Albarran, Alan B., editor

CO HD 9696.8.A2 S63 2013

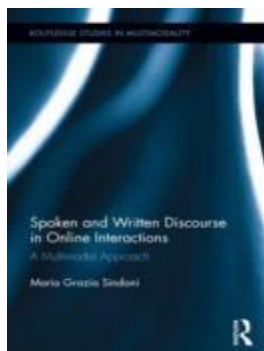
Located in Fr Jose T Bacatan SJ Library – Circulation Section

This volume examines how social media is evolving as an industry--it is an extension of traditional media industries, yet it is distinctly different in its nature and ability to build relationships among users. Examining social media in both descriptive and analytical ways, the chapters included herein present an overview of the social media industries, considering the history, development, and theoretical orientations used to understand social media. Overall, the volume provides a timely and innovative look at the business aspects of social media, and it has much to offer scholars, researchers, and students in media and communication, as well as media practitioners.

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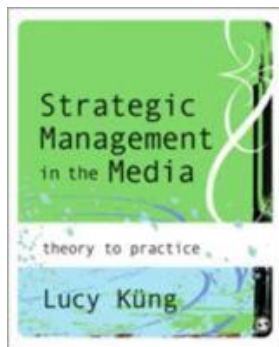
Spoken and written discourse in online interactions: a multimodal approach (2013)

Sindoni, Maria Grazia.

CO P 96.T43 S56 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Common patterns of interactions are altered in the digital world and new patterns of communication have emerged, challenging previous notions of what communication actually is in the contemporary age. Online configurations of interaction, such as video chats, blogging, and social networking practices demand profound rethinking of the categories of linguistic analysis, given the blurring of traditional distinctions between oral and written discourse in digital texts. This volume reconsiders underlying linguistic and semiotic frameworks of analysis of spoken and written discourse in the light of the new paradigms of online communication, in keeping with a multimodal corpus linguistics theoretical framework.



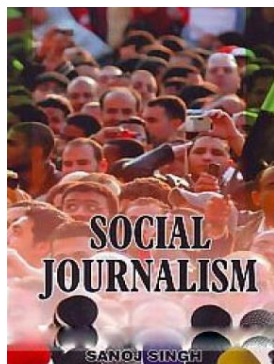
Strategic management in the media: theory to practice (2008)

Kung, Lucy

CO-MC P 96.M4 K86 2011

Located in Fr Jose T Bacatan SJ Library – Circulation Section

The first and only book to provide a comprehensive and accessible overview of strategic management in the media industry, covering all the most relevant strategy concepts and illustrating these with specially written examples from some of the best-known media organisations.



Social journalism (2015)

Singh, Sanoj

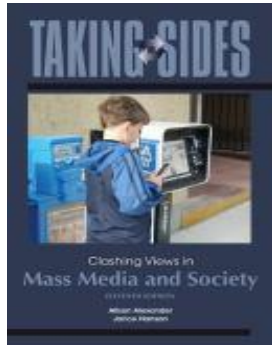
CO-MC PN 4749 .S56 2015

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MASS COMMUNICATION



Taking sides: clashing views in mass media and society

CO-R HN 90.M3 T35 2011

Located in Fr Jose T Bacatan SJ Library – Reference Section

Taking Sides volumes present current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. Each issue is thoughtfully framed with an issue summary, an issue introduction, and a postscript or challenge questions. Taking Sides readers feature an annotated listing of selected World Wide Web sites. An online Instructor's Resource Guide with testing material is available for each volume. Using Taking Sides in the Classroom is also an excellent instructor resource.



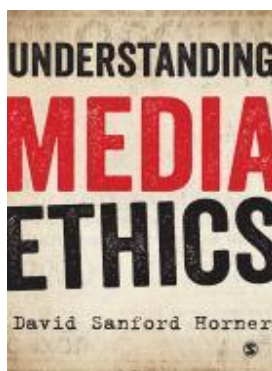
Understanding media economics (2013)

Doyle, Gillian

CO P 91 .D68 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Long waited second edition of this popular exploration of media economics. Will be adopted on courses across media management, media policy and the creative industries.



Understanding media ethics (2015)

Horner, David Sanford

CO P 94 .H67 2015

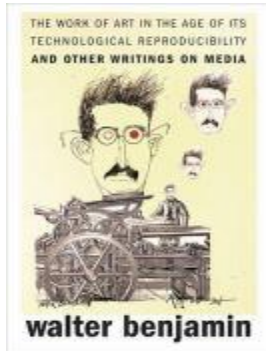
Located in Fr Jose T Bacatan SJ Library – Circulation Section

A student friendly exploration of both the theory and practice of media ethics. Full of pedagogy and covering the digital alongside the classical, no other book on the market is as up-to-date or as full of case studies.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



The Work of art in the age of its technological reproducibility, and other writings on media (2008)

Benjamin, Walter.

CO-MC N 72.S6 B46 2008

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Benjamin's famous "Work of Art" essay sets out his boldest thoughts on media and on culture in general. This book contains the second, and most daring, of the four versions of the "Work of Art" essay—the one that addresses the utopian developments of the modern media. The collection tracks Benjamin's observations on the media as they are revealed in essays on the production and reception of art; on film, radio, and photography; and on the modern transformations of literature and painting.



Youth and media (2013)

Ruddock, Andy

CO-MC P 94.5 R83 2013

Located in Fr Jose T Bacatan SJ Library – Circulation Section

A fascinating student introduction to the popular subject of how the media influence young people. Covering all the key topics and full of international case studies, it will be adopted on courses on youth media and youth culture across media studies, cultural studies and sociology.



The Dynamics of mass communication: media in transition (2013)

Dominick, Joseph R.

CO-MC P 90 D66 2013

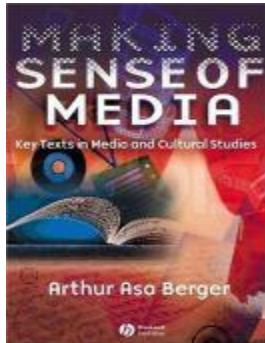
Located in Fr Jose T Bacatan SJ Library – Circulation Section

Offers an introduction for mass communication majors and non-majors alike. This book takes a look at the changing world of mass media. It also explores how the traditional mass media are dealing with shrinking audiences, evaporating advertising revenue and increased competition from the Internet.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



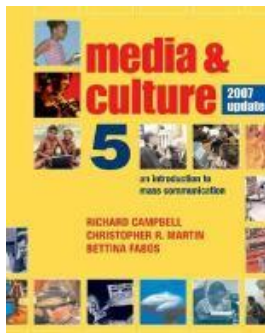
Making sense of media: key texts in media and cultural studies (2005)

Berger, Arthur Asa.

CO P 91.25 B47 2005

Located in Fr Jose T Bacatan SJ Library – Circulation Section

Making Sense of Media is a lively and accessible text that helps readers understand mass media and the texts they carry. Designed expressly for those interested in gaining a solid understanding of the media and how they work, it is an indispensable book.

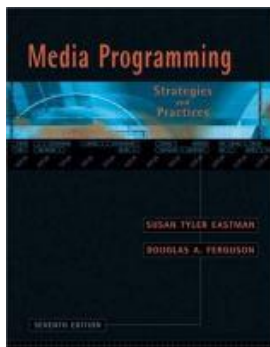


Media and culture: an introduction to mass communication (2007)

Campbell, Richard.

CO-MC P 92.65.U5 C35 2007

Located in Fr Jose T Bacatan SJ Library – Circulation Section



Media programming: strategies and practices (2006)

Susan Tyler Eastman and Douglas A. Ferguson.

CO-MC PN 1992.55 E17 2006

Located in Fr Jose T Bacatan SJ Library – Circulation Section

MEDIA PROGRAMMING: STRATEGIES AND PRACTICES is an exciting book that will provide you with the most accurate and current information on the techniques and strategies used in the programming industry. This innovative text covers everything from how programs are selected to the limits of media programming.



The Media of mass communication (2008)

Vivian, John.

CO-MC P 90 V58 2008

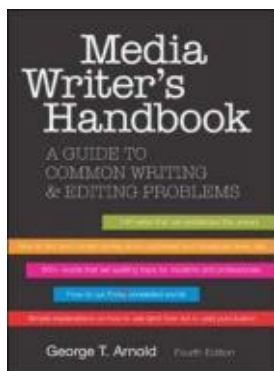
Located in Fr Jose T Bacatan SJ Library – Circulation Section

This revised edition of Attachment, Trauma and Multiplicity investigates the still unaddressed and unexplored subject of Dissociative Identity Disorder. With brand new chapters on police work and attachment theory it has been fully updated to include new research and the latest understanding of patterns of attachment theory that lead to dissociation.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Media writer's handbook: a guide to common writing and editing problems (2007)

Arnold, George T.

CO-R PN 4783 A76 2007

Located in Fr Jose T Bacatan SJ Library – Reference Section

Appropriate for media writing courses as either a primary or supplemental text, Media Writer's Handbook is a primer for anyone who really wants to understand the grammatical and stylistic elements of good writing. Long after being a teaching tool in the classroom, it functions as a resource book that students and professionals can place on their desks alongside their dictionaries and stylebooks.



News writing and reporting for today's media (2007)

Bruce D. Itule and Douglas A. Anderson.

CO-MC PN 4781 I88 2007

Located in Fr Jose T Bacatan SJ Library – Reference Section

News Writing and Reporting takes students on the beat, into the press box, council chambers, and courthouse, and to a speech and press conference. It introduces them to current issues such as cultural sensitivity, multimedia journalism, and legal and ethical considerations that journalists face every day. Throughout the text, reporters and editors offer their down-to-earth advice, and, whenever possible, professional journalists covering actual stories are used as instructional models. Students are exposed to the work of professionals while gathering the tools to follow in their footsteps.

ZCPO's media plan and messaging on the peace and order situation and its reception among Zamboanguenos (2019)

Marquez, Maria Rachel M.

CO-FI-TS HV 7936.C8 M37 2019

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

Perceptions of ADZU female college students towards commodification of women in cosmopolitan magazine ads (2017)

Aeon Rhys D. Abad, Angelica Louisa E. Chan.

CO-FI-TS HF5821.W6 A23 2017

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION

Perceptions of ADZU female college students towards commodification of women in local TV liquor ads (2017)

Lee Why D. Halasan, Monalisa Ninia B. Knuttel.

CO-FI-TS HF5821.W6 H35 2017

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

Effective information dissemination media of the Zamboanga siege among a selected population of directly and indirectly affected children of Zamboanga City (2015)

Azcarraga, Bernadette O.

CO-FI-TS PN 4784.W37 A93 2015

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

Motivations and practices of Zamboanga-Based citizen journalists on Facebook during the Zamboanga Crisis (2015)

Resurreccion, Demmi Kaye S.

CO-FI-TS PN 4756 .R47 2015

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

Establishing and ending virtual friendships on Facebook among High School students, College students, and faculty and staff of Ateneo de Zamboanga University (2012)

Hja. Shahira M. Hussin, Quincy G. De Guzman.

CO-FI-TS HM743.F33 H87 2012

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

The Effects of television violence among Grade Six students of Ateneo de Zamboanga University (2008)

Jan-Zehryad Asda [and three others].

CO-FI-TS HQ784.V55 E34 2008

Located in Fr Jose T Bacatan SJ Library – Filipiniana Section - Undergraduate Theses

Mass media and science: where non-scientists obtain science information and scientist and non-scientist attitudes toward national science policies (1971)

Ritchie, Alton J.

GR-FI-TS Q 179.9 R57 1971

Located in Fr Jose T Bacatan SJ Library – Reference Section – Graduate Theses and Dissertation Area

Preferred message design logics in negotiation of ethnic group members in the Zamboanga Peninsula (2012)

Andrada, Mary Rose Jean C.

GR-FI-TS P 94.6 A53 2012

Located in Fr Jose T Bacatan SJ Library – Reference Section – Graduate Theses and Dissertation Area

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Mass Communication and Society

Taylor & Francis Limited

Full-text available from 1998 to present

Available in EBSCO E-journals

Contains articles from a wide variety of perspectives and approaches that advance mass communication theory, especially at the societal or macrosocial level.



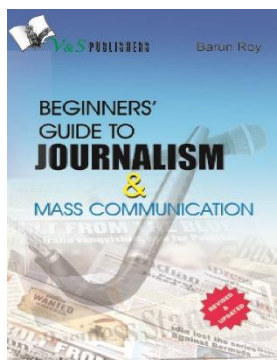
Journalism & Mass Communication Quarterly

Sage Publications Inc.

Full-text available from 1995 to present

Available in EBSCO E-journals

Presents articles and essays on all aspects of print journalism and electronic mass communications, including reviews, studies, and opinion.



Beginner's guide to journalism & mass communication (2013)

Barun Roy

V & S Publishers

Available in EBSCO E-books

Most books on journalism today are either too complex to comprehend or too superficial. Barun Roy has really done a remarkably good job to fill a long-felt vacuum. This guide introduces basic tools of the applied journalism in simple language. It provides step-by-step instructions to develop skills in the field. Any person interested in journalism, mass communication and in public relations will find this book very interesting, informative and useful. It could even motivate you to contribute articles and features to newspapers and magazines as a freelance writer. Some salient features of the book: •What is journalism? •News Gathering. •News Lead. •Putting the Story together. •Writing in Newspaper Style. •Colourful News Feature. •Headline Story. •Journalism as a Career.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



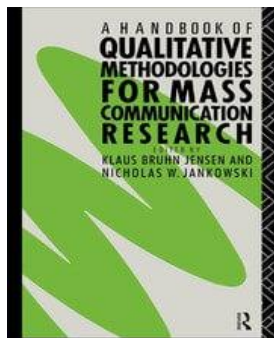
Journalism & Mass Communication Educator

Sage Publication, Inc.

Full-text available 1973 to present

Available in EBSCO E-journals

Teaching techniques, new courses, and technology, statistical information students, schools, and careers in journalism.



Handbook of qualitative methodologies for mass communication research (1991)

Jankowski, Nicholas W.

Available in EBSCO E-books



Southern Mass Communication Journal

Southern Education Council for Journalism & Mass Communication

Full-text available from 2007 to present

Available in EBSCO E-journals

Provides a forum for scholars in the Southwestern region of the United States to publish reports of original research or discussion on a wide variety of topics and issues relevant to mass communication.



Critical Studies in Mass Communication

Taylor & Francis Limited

Full-text available from 1984 to present

Available in EBSCO E-journals

Multidisciplinary articles and reviews covering the theory and research of mass communication.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



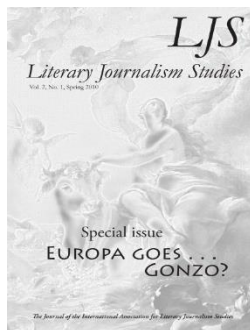
Journalism Studies

Routledge

Full-text available from 2000 to present

Available in EBSCO E-journals

Covers journalism as a global practice.



Literary Journalism Studies

International Association for Literary Journalism Studies

Full-text available from 2011 to present

Available in EBSCO E-journals

Features articles on the theory, history and pedagogy of literary journalism throughout the world.



American Journalism

Routledge

Full-text available from 1983 to present

Available in EBSCO E-journals

Articles and books reviews on media history, including the history of broadcasting, advertising, public relations, and media outside of the United States, and communication of history in general.



Journalism and media freedom (2020)

Healey, Justin

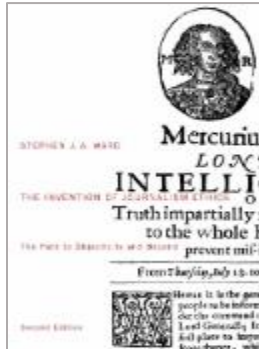
Available in EBSCO E-books

Recent controversial police raids of media premises and journalists on national security grounds have prompted concerns about media freedoms and the public's right to know what governments are doing. Is our democracy under threat, or is the government simply protecting the security of the nation?

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



The invention of journalism ethics: the path to objectivity and beyond (2015)

Stephen J.A. Ward
McGill-Queen's University Press
Available in EBSCO E-books

Does objectivity exist in the news media? In *The Invention of Journalism Ethics*, Stephen Ward argues that given the current emphasis on interpretation, analysis, and perspective, journalists and the public need a new theory of objectivity. He explores the varied ethical assertions of journalists over the past few centuries, focusing on the changing relationship between journalist and audience. This historical analysis leads to an innovative theory of pragmatic objectivity that enables journalists and the public to recognize and avoid biased and unbalanced reporting. Ward convincingly demonstrates that journalistic objectivity is not a set of absolute standards but the same fallible but reasonable objectivity used for making decisions in other professions and public institutions. Considered a classic in the field since its first publication in 2004, this second edition includes new chapters that bring the book up to speed with journalism ethics in the twenty-first century by focusing on the growing dominance of online journalism and calling for a radical approach to journalism ethics reform. Ward also addresses important developments that have occurred in the last decade, including the emergence of digital journalism ethics and global journalism ethics.



The participatory journalism of Michael Herr, Norman Mailer, Hunter S. Thompson, and Joan Didion: creating new reporting styles (2011)

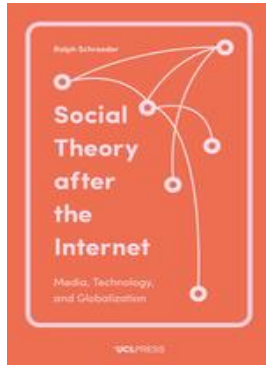
Mosser, Jason
Available in EBSCO E-books

Among New Journalists of the 1960s-1970s, Michael Herr, Norman Mailer, Hunter S. Thompson, and Joan Didion approached their subjects by placing themselves in the center of their narratives as protagonists and by openly acknowledging their subjective impressions of the events they reported. Unlike journalists who adopted the conventions of detachment and objectivity, these New Journalists employed their subjective, literary styles to construct their narrative personae and to dramatize not only the events like the Vietnam War and the 1972 presidential campaign but their direct participation in the stories they told.

Through the critical lens of Kenneth Burke's dramatism and Mikhail Bakhtin's dialogism, this study analyzes the rhetoric of selected texts by these New Journalists, specifically Herr's *Dispatches*, Mailer's *The Armies of the Night*, Thompson's *Fear and Loathing on the Campaign Trail*, and Didion's *Salvador* and *Miami*, in a way that highlights their use of self-consciously persuasive styles not only to report on but to critique the contemporary political scene.

Search library resources at: <http://210.213.146.180:8080/#section=home>
Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



Social Theory after the Internet: Media, Technology, and Globalization (2018)

Schroeder, Ralph

Available in eLibraryUSA (JSTOR) E-book

The internet has fundamentally transformed society in the past 25 years, yet existing theories of mass or interpersonal communication do not work well in understanding a digital world. Nor has this understanding been helped by disciplinary specialization and a continual focus on the latest innovations.



Public Relations Review

Full-text available from 1975 to present

Available in ScienceDirect E-journals

The Public Relations Review is the oldest journal devoted to articles that examine public relations in depth, and commentaries by specialists in the field. Most of the articles are based on empirical research undertaken by professionals and academics in the field. In addition to research articles and commentaries, The Review publishes invited research in brief, and book reviews in the fields of public relations, mass communications, organizational communications, public opinion formations, social science research and evaluation, marketing, management and public policy formation.



Southeast Asian Media Studies

Southeast Asian Media Studies Association

Full-text available: Vol. 1, No. 2 (2019), Vol. 1, No. 1 (2019), Vol. 2, No. 1 (2020), Vol. 3, No. 1 (2020)

Available in Philippine E-Journals

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



HARVEST

Baliuag University

Full-text available from 2010 to 2011, 2013 to 2020

Available in Philippine E-Journals

Harvest is the institutional research publication of the Baliuag University. It publishes not only research papers but also creative works of both faculty members, University staff and students. It comes out on the first month of every school year.



FEU English and Literature

Full-text available: 2008 to 2012

Available in Philippine E-Journals

The English Literature Journal is the official publication of the Department of Language and Literature of Far Eastern University. It publishes annually a wide variety of scholarly and original articles by younger as well as established scholars. It is a forum for the dissemination of research in English language and literature, communication, media, and society.



FEU Communication Journal

Full-text available: 2007 to 2012

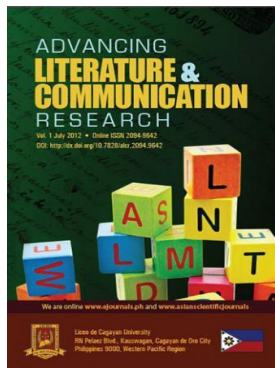
Available in Philippine E-Journals

The Far Eastern University Communication Journal is the official publication of the Department of Communication. A semi-refereed journal, it publishes annually a wide variety of scholarly and original articles that show the interplay among communication, media, society, technology, and culture.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



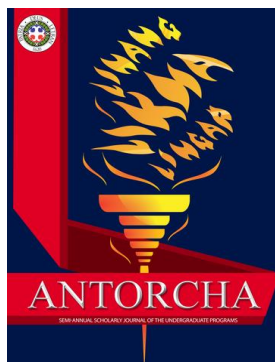
Advancing Literature and Communication Research

Liceo de Cagayan University

Full-text available: Vol. 1, No. 1 (2012)

Available in Philippine E-Journals

The Advancing Literature & Communication Research aims to publish new discoveries in literature and communication, which are contributed by member researchers around the country and from the international community. The Advancing Literature & Communication Research is a peer reviewed journal that provides a venue for scholars to publish their research findings for advocacy and utilization.



ANTORCHA

Colegio de San Juan de Letran – Manila

Full text available: 2014 to 2022

Available in Philippine E-Journals



ARETE

Full-text available: 2013 to 2017

Available in Philippine E-Journals

The Official Liberal Arts and Education Journal of Student Researches of the University of the Immaculate Conception. ARETE is an annual official journal publication of the Liberal Arts and the Education Programs of the University of the Immaculate Conception (UIC). This publication showcases the researches completed by the Communication Arts, Psychology, Philosophy and Education students of UIC. This publication is committed to provide the students the right avenue to fully develop their scientific and technical skills through the publication of their research outputs.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION



ISU-CABAGAN Journal of Research

Full-text available: 2010 to 2013

Available in Philippine E-Journals

The ISU-Cabagan Journal of Research is an official publication of the Isabela State University.

The Role of Media and Mass Communication Theory in the Global Pandemic. (2020)

DEUZE, Mark

Communication Today. Nov 2020, Vol. 11, Issue 2, pp. 4-16.

Available in EBSCO E-articles

The Beginnings of Mass Communication: a Transnational History (2019)

Simonson, Peter [and three others]

Journal of Communication, vol. 69, Issue 5, pp. 518-543

Available in EBSCO E-articles

The Rise of Digital Communication Era and the End of Mass Communication Era: Human-oriented Communication Paradigm and New Subject Imagination in Digital Age (2021)

Zingdong, Fang, Xiangming, Zhong

China Media Report Overseas, vol. 17, Issue 2, pp. 66

Available in EBSCO E-articles

Covid-19 and Education of Mass Communication: a Change, Charged with Exclusion and Disparity

Abbas, Saleem, Jabeen, Firasat, Tahir, Huma

Pakistan Journal of Women's Studies, vol. 28, Issue 2, pp. 1-18

Available in EBSCO E-articles

Mass Media, Social Media and Technological Evolution Today: A Theoretical Approach. (2021)

SZABO, Lucian-Vasile

Journal of Media Research. Nov 2021, Vol. 14 Issue 3, pp. 95-105.

Available in EBSCO E-articles

Communication, mainstream media, and Twitter: A summative content analysis of the concepts surrounding the COVID-19 pandemic during 2020.

Archee, Ray

Global Media Journal: Australian Edition. 2021, Vol. 15 Issue 1, pp. 1-19.

Available in EBSCO E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION

Mass Media Deploying Digital Personalization: An Empirical Investigation.

Loebbecke, Claudia

JMM: The International Journal on Media Management. Jul-Dec2021, Vol. 23 Issue 3/4, pp. 176-203.

Available in EBSCO E-articles

The Combined Effects of Mass Media and Social Media on Political Perceptions and Preferences.

Kleinnijenhuis, Jan

Journal of Communication. Dec2019, Vol. 69 Issue 6, pp. 650-673.

Available in EBSCO E-articles

Virtual Theme Collection: Journalism and Mass Communication Research in the MENA Region (2020)

Fahmy, Shahira S.

Journalism & Mass Communication Quarterly. Autumn2020, Vol. 97 Issue 3, pp. 590-593.

Available in EBSCO E-articles

The Paradigmatic Change in the Media-Mediated Communication after the Onset of Online Media Technologies (2021)

SÁMELOVÁ, Anna

Communication Today. Nov2021, Vol. 12 Issue 2, pp. 20-30.

Available in EBSCO E-articles

Mobile Application Development for Technology Enhanced Learning: An Applied Study on the Students of the College of Mass Communication at Ajman University (2020)

Nidal Al Said

International Journal of Emerging Technologies in Learning. 2020, Vol. 15 Issue 8, pp. 57-70.

Available in EBSCO E-articles

Collective Memory and the Transformations of Political Myth in the Era of the Mass Media (2021)

Andrew Barash, Jeffrey

Acta Scientiarum: Human & Social Sciences. 2021, Vol. 43 Issue 3, pp. 1-8

Available in EBSCO E-articles

The Beginnings of Mass Communication: A Transnational History. (2019)

Simonson, Peter [and three others]

Journal of Communication. Oct2019, Vol. 69 Issue 5, pp. 518-543

Available in EBSCO E-articles

Reconceptualizing Arab Media Research: Moving From Centrism Toward Inclusiveness and Balance. (2021)

Kozman, Claudia

Journalism & Mass Communication Quarterly. Spring2021, Vol. 98 Issue 1, pp. 241-262

Available in EBSCO E-articles

Mass Media, Social Media and Technological Evolution Today: A Theoretical Approach. (2021)

SZABO, Lucian-Vasile.

Journal of Media Research. Nov2021, Vol. 14 Issue 3, pp. 95-105

Available in EBSCO E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION

Exploring the Uses and Gratifications Theory in the Use of Social Media among the Students of Mass Communication in Nigeria. (2015)

Musa, Aisar Salihu, Azmi, Mohd Nazri Latiff, Ismail, Nur Salina.
Malaysian Journal of Distance Education. Dec2015, Vol. 17 Issue 2, p1-13.
Available in EBSCO E-articles

The Role of Mass Media in Crisis Communication. (2018)

Reissová, Alice; Žambochová, Marta; Sláma, Vít.
Scientific Papers of the University of Pardubice. Series D, Faculty of Economics & Administration. 2018,
Vol. 25 Issue 42, pp. 189-199.
Available in EBSCO E-articles

Mass Media Coverage and Political Communication Channels in Ethical Democracies. (2017)

MIRCICĀ, NELĀ.
Annals of Spiru Haret University, Journalism Studies. 2017, Vol. 18 Issue 2, pp. 43-49.
Available in EBSCO E-articles

Social media advocacy and gun violence: Applying the engagement model to nonprofit organizations' communication efforts (2022)

MinheeChoi, BrookeMcKeever
Public Relations Review, vol. 48, Issue 2, 102173
Available in ScienceDirect E-articles

Explorations on mediated communication and beyond: Toward a theory of social media (2021)

Chaoyuan Li, bMichael L. Kent
Public Relations Review, vol. 47, Issue 5, Dec 2021, 102112
Available in ScienceDirect E-articles

Social Media Advertising through Private Messages and Public Feeds: A Congruency Effect between Communication Channels and Advertising Appeals (2022)

Professor Fue Zeng [and three others]
Information & Management, vol. 59, Issue 4, June 2022, 103646
Available in ScienceDirect E-articles

Getting through COVID-19 together: Understanding local governments' social media communication (2022)

Anna Górska
Cities, vol. 121, Feb 2022, 103453
Available in ScienceDirect E-articles

Mapping networks in corporate social responsibility communication on social media: A new approach to exploring the influence of communication tactics on public responses (2022)

Yangzhi (Nicole) Jiang, Hyojung Park
Public Relations Review, vol. 48, Issue 1, March 2022, 102143
Available in ScienceDirect E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>
Visit the library webpage at: <https://www.adzu.edu.ph/library/>

MASS COMMUNICATION

Social media use and work efficiency: insights from the theory of communication visibility (2021)

Xueping Yang, Hua Ye, Xinwei Wang
Information & Management, vol. 58, Issue 4, June 2021, 103462
Available in ScienceDirect E-articles

Media communication and youth reproductive health, North Toraja District (2021)

Arianto, Fatimah Jeanny Maria, Tuti Bahfiarti
Gaceta Sanitaria, vol. 35, Supplement 2, 2021, pp. S112-115
Available in ScienceDirect E-articles

Social Media Data and Users' Preferences: A Statistical Analysis to Support Marketing Communication

Elisa Arrigo, Caterina Liberati, Paolo Mariani
Big Data Research, vol. 24, May 2021, 100189
Available in ScienceDirect E-articles

Mass media coverage in Health & Oral Health-related advertisements: A content analysis in Kerala, India

Malliga Venkat, Chandrashekar Janakiram
Journal of Oral Biology and Craniofacial Research, vol. 11, Issue 3, July-Sept 2021, pp. 451-456
Available in ScienceDirect E-articles

Does the medium matter? A meta-analysis on using social media vs. traditional media in crisis communication (2020)

Jie Xu
Public Relations Review, vol. 46, Issue 4, Nov 2020, 101947
Available in ScienceDirect E-articles

Social media as a distribution of emotions, not participation. Polish exploratory study in the EU smart city communication context (2021)

Krzysztof Kowalik
Cities, vol. 108, Jan 2021, 102995
Available in ScienceDirect E-articles

De-motivating employees' negative communication behaviors on anonymous social media: The role of public relations (2020)

Yeunjae Lee, Katie Haejung Kim
Public Relations Review, vol. 46, Issue 4, Nov 2020, 101955
Available in ScienceDirect E-articles

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Yanliu Lin
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To further your search on Mass Communication, use the keyword/s below:

mass communication **“mass communication”** **mass+communication**
mass media **“mass media”** **mass+media**

You may also use other keywords related to Mass Communication:

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Narrower terms: Mass media
Media studies
Digital media
Mass media and culture
Mass media and education
Gender role in mass media
Miscommunication
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Multimedia communications
Oral communication
Local mass media
Social media
Public communication
Journalism

Related terms: Advertising
Audiences
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