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# Jurnal Ilmu Komunikasi Jurnalilkom Uinsby Ac Id

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Advertising & IMC  
Media Today  
Message Received  
Podcast Academy  
Political Campaign Communication  
Persuasion  
Encyclopedia of Communication Theory  
The Radio Handbook  
Ratings Analysis  
The Political Economy of Communication  
Political Marketing  
Theories of Human Communication  
Electronic Media  
The Radio Station  
Digital Cinematography & Directing  
Media, Wacana Korupsi, dan Analisis Wacana Kritis Norman Fairclough  
Modern Radio and Audio Production: Programming and Performance  
Introducing Semiotics  
Effective Radio Advertising  
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Engage!, Revised and Updated  
Exploring Religious Meaning  
Local Radio Journalism  
Politics and Government

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**SWANSON MCKENZIE**

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**Advertising & IMC**

Wadsworth Publishing  
Company  
The Radio Handbook is a  
comprehensive guide to  
radio broadcasting in  
Britain. Featuring two

entirely new chapters for  
this edition, You Radio  
and Sport on Radio, this  
text offers a thorough  
introduction to radio in  
the twenty-first century.

Using new examples, case studies and illustrations, it examines the various components that make radio, from music selection to news presentation, and from phone-ins to sport programmes. Discussing a variety of new media such as podcasts, digital radio and web-linked radio stations, Carole Fleming explores the place of radio today, the extraordinary growth of commercial radio and the importance of community radio. The *Radio Handbook* shows how communication theory informs everyday broadcasts and encourages a critical approach to radio listening and to radio practice. Addressing issues of regulation, accountability and representation, it offers advice on working in radio and outlines the skills needed for a career in the industry.

*Media Today* John Wiley & Sons

For introductory courses in advertising An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication-as well as

the implications of these changes to traditional practice-and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

*Message Received* Lexington Books

The *Encyclopedia of Communication Theory* provides students and researchers with a comprehensive two-volume overview of contemporary communication theory. Reference librarians report that students frequently approach them seeking a source that will provide them with a quick overview of a particular theory or theorist - just enough to help them grasp the general concept or theory and its relation to the discipline as a whole. Communication scholars and teachers also occasionally need a quick reference for theories. Edited by the co-authors of the best-selling textbook on communication theory and drawing on the

expertise of an advisory board of 10 international scholars and nearly 200 contributors from 10 countries, this work finally provides such a resource. More than 300 entries address topics related not only to paradigms, traditions, and schools, but also metatheory, methodology, inquiry, and applications and contexts. Entries cover several orientations, including psycho-cognitive; social-interactive; cybernetic and systems; cultural; critical; feminist; philosophical; rhetorical; semiotic, linguistic, and discursive; and non-Western. Concepts relate to interpersonal communication, groups and organizations, and media and mass communication. In sum, this encyclopedia offers the student of communication a sense of the history, development, and current status of the discipline, with an emphasis on the theories that comprise it.

**Podcast Academy**

Indiana University Press  
*Media Today* gives your students the media literacy skills they need to think critically about the role of media in their lives. This book uses a media systems approach to look closely at the

production, distribution, and exhibition of media, from Hollywood films to Facebook, to discover cultural, political, and economic forces that shape media now. Completely revised and updated, this 4th edition connects the latest trends, debates, and technologies to the history of media, highlighting the impact and meaning of today's changes to the media landscape, especially how traditional industry boundaries have blurred with digital convergence. Students and instructors will find a full range of supporting materials including interactive quizzes and online video resources at [www.routledge.com/textbooks/mediatoday4e](http://www.routledge.com/textbooks/mediatoday4e). *Political Campaign Communication* Taylor & Francis

This book is bible for beginning radio professionals: the complete, definitive guide to the internal workings of radio stations and the radio industry. Not only will you begin understand how each job at a radio station is best performed, you will learn how it meshes with those of the rest of the radio station staff. If you are uncertain of your career goals, this

book provides a solid foundation in who does what, when, and why. The Radio Station details all departments within a radio station. Topics explained include satellite radio, Web radio, AM stereo, cable and podcasting. Also, mergers and consolidation, future prospects, new digital technologies. This edition is loaded with new illustrations, feature boxes and quotes from industry pros, bringing it all together for the reader. Going strong after 20 years The Radio Station is now in its eighth edition and long considered the standard work on this audio medium. It remains a concise and candid guide to the internal workings of radio stations and the radio industry, explaining the functions performed successfully within every well-run station. *Persuasion* Routledge

The ultimate guide to branding and building your business in the era of the Social Web—revised and updated with a Foreword by Ashton Kutcher Engage! thoroughly examines the social media landscape and how to effectively use social media to succeed in business—one network and one tool at a time. It

leads you through the detailed and specific steps required for conceptualizing, implementing, managing, and measuring a social media program. The result is the ability to increase visibility, build communities of loyal brand enthusiasts, and increase profits. Covering everything you need to know about social media marketing and the rise of the new social consumer, Engage! shows you how to create effective strategies based on proven examples and earn buy-in from your marketing teams. Even better, you'll learn how to measure success and ROI. Introduces you to the psychology, behavior, and influence of the new social consumer Shows how to define and measure the success of your social media campaigns for the short and long term Features an inspiring Foreword by actor Ashton Kutcher, who has more than 5 million followers on Twitter Revised paperback edition brings the book completely up to date to stay ahead of the lightning fast world of social media Today, no business can afford to ignore the social media revolution. If you're not

using social media to reach out to your customers and the people who influence them, who is?

**Encyclopedia of Communication Theory**  
SAGE

THEORIES OF HUMAN COMMUNICATION is considered the seminal text in the field. Littlejohn and Foss present the range of communication theories currently available in the discipline, organizing them according to the scholarly traditions and contexts from which they emerge. Clear and accessible writing, charts that summarize the relationships among theories, and sections devoted to applications and implications help position theories within the discipline as a whole. The Radio Handbook Routledge  
This edited collection comprises foundational texts and new contributions that revisit the theory of the «audience commodity» as first articulated by Dallas Smythe. Contributors focus on the historical and theoretical importance of this theory to critical studies of media/communication, culture, society, economics, and

technology - a theory that has underpinned critical media studies for more than three decades, but has yet to be compiled in a single edited collection. The primary objective is to appraise its relevance in relation to changes in media and communication since the time of Smythe's writing, principally addressing the rise of digital, online, and mobile media. In addition to updating this perspective, contributors confront the topic critically in order to test its limits. Contextualizing theories of the audience commodity within an intellectual history, they consider their enduring relationship to the field of media/communication studies as well as the important legacy of Dallas Smythe.

Ratings Analysis Rowman & Littlefield

Unique graphic introductions to big ideas and thinkers, written by experts in the field.

**The Political Economy of Communication**

Cambridge University Press

This practical guide shows how to go about the different aspects of local radio journalism, from how to build and establish a small newsroom on a budget to planning and

developing news stories, and ensuring the accuracy of news bulletins.

**Political Marketing**

Selat Media

Political marketing has become a global phenomenon as parties try to copy the market-oriented approach employed by Tony Blair to win power for New Labour in 1997. It raises fresh perspectives on the more established political marketing practices in the UK and US, such as how to incorporate political leadership within the market-oriented framework and the democratic implications when faced with the actual business of governing. This book also highlights how the market-oriented party approach has spread around the world, including Europe and the new democracies of Brazil and Peru. The collection also introduces the debate on whether such practices enhance or undermine democracy, raising important questions on the future of political marketing. *Theories of Human Communication* Taylor & Francis  
Message Received brings together the most recent research findings of the Glasgow Media Group. It

focuses on major public issues such as the impact of fictional violence on children and media coverage of ethnic minorities, the developing world and disasters. It examines media representations of mental illness and public understanding of risks about this and about other areas such as health and food safety. The Group has also studied controversies in the media such as the BSE crisis and other major events such as the collapse of communism in Eastern Europe.

**Electronic Media** Sage Publications (CA)  
Electronic Media connects the traditional world of broadcasting with the contemporary universe of digital electronic media. It provides a synopsis of the beginnings of electronic media in broadcasting, and the subsequent advancements into digital media. Underlying the structure of the book is a "See It Then, See It Now, See It Later" approach that focuses on how past innovations lay the groundwork for changing trends in technology, providing the opportunity and demand for change in both broadcasting and digital media. FYI and Zoom-In boxes point to

further information, tying together the immediate and long-ranging issues surrounding electronic media. Career Tracks feature the experiences of industry experts and share tips in how to approach this challenging industry. Check out the companion website at <http://www.routledge.com/cw/medoff-9780240812564/> for materials for both students and instructors.  
*The Radio Station* Routledge  
Grounded in theoretical principle, *Media Effects and Society* help students make the connection between mass media and the impact it has on society as a whole. The text also explores how the relationship individuals have with media is created, therefore helping them alleviate its harmful effects and enhance the positive ones. The range of media effects addressed herein includes news diffusion, learning from the mass media, socialization of children and adolescents, influences on public opinion and voting, and violent and sexually explicit media content. The text examines relevant research done in these areas and discusses it in a thorough and accessible manner. It also

presents a variety of theoretical approaches to understanding media effects, including psychological and content-based theories. In addition, it demonstrates how theories can guide future research into the effects of newer mass communication technologies. The second edition includes a new chapter on effects of entertainment, as well as text boxes with examples for each chapter, discussion of new technology effects integrated throughout the chapters, expanded pedagogy, and updates to the theory and research in the text. These features enhance the already in-depth analysis *Media Effects and Society* provides.

*Digital Cinematography & Directing* Cengage Learning

To learn more about Rowman & Littlefield titles please visit us at [www.rowmanlittlefield.com](http://www.rowmanlittlefield.com).

**Media, Wacana Korupsi, dan Analisis Wacana Kritis** Norman Fairclough Transaction Publishers  
Podcast Academy, the leader in audio/video podcast and new media education, brings you their first book, Podcast

Academy: The Business Podcasting Book, based on their seminars.

Modern Radio and Audio Production: Programming and Performance National

Federation of Community What is political economy and how can it be applied to the study of media communication? The Political Economy of Communication is the definitive critical overview of the discipline for students of the social sciences. It explains in detail the analytic tools that political economy can apply to today's increasingly global and technological information society. Mosco presents an historical overview of the discipline and defines political economy by its focus on the relation between the production, distribution and consumption of communication in historical and cultural context. This comprehensive analysis of the 'commodity form' is communication includes an examination of print, broadcast and new electronic media, the role and function of the audience, and the problem of social control. It concludes by

addressing the relationship of political economy to the increasingly important fields of policy studies and cultural studies.

**Introducing Semiotics** Cambridge University Press

Ratings Analysis: The Theory and Practice of Audience Research provides a thorough and up-to-date presentation of the ratings industry and analysis processes. It serves as a practical guide for conducting audience research, offering readers the to

**Effective Radio Advertising** Metuchen, N.J. : Scarecrow Press

Tradition is a central concept in the social sciences, but it is commonly treated as unproblematic. Dr. Boyer insists that social anthropology requires a theory of tradition, its constitution and transmission. He treats tradition "as a type of interaction which results in the repetition of certain communicative events," and therefore as a form of social action. Tradition as Truth and Communication deals particularly with oral communication and focuses on the privileged

role of licensed speakers and the ritual contexts in which certain aspects of tradition are characteristically transmitted. Drawing on cognitive psychology, Dr. Boyer proposes a set of general hypotheses to be tested by ethnographic field research. He has opened up an important new field for investigation within social anthropology.

**Tradition as Truth and Communication** Taylor & Francis

Media and Society is a lively, illustrated introduction to the role that mass media--and the messages and texts they carry--play in our lives and our society. Arthur Asa Berger explores the time we spend with media, media aesthetics, ethics, audiences, media effects, technologies, violence and sexuality in media, and ownership. Media and Society helps us understand the relationship between consumers and media--the books, television, radio, magazines, web sites, video games, newspapers, movies, and other mass media we encounter every day. -- Publisher.

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