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Suitable for college level classrooms, this text takes a critical look at the economic, political, social, and ethical aspects of advertising. Sheehan (U. of Oregon's School of Journalism and Communication) includes 17 chapters addressing such issues as stereotyping, controversial products, consumer

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Now revised and updated to reflect the impact of emerging technologies, this new edition of *Advertising and Society: Controversies and Consequences* examines the evolution of advertising and its influence on society. Expanded with five new chapters covering the impact of emerging technologies, including the evolution of Direct to Consumer (DTC) pharmaceutical advertising; product placement in various media; and the growing intrusiveness of Internet marketing. Explores a broad range of topics including alcohol, tobacco, and sex in advertising; the pros and cons of negative political adverts; advergames; and the use of stereotypes. Examines the impact of advertising through its distinctive 'point/counterpoint' format – designed to spark discussion and help students understand the complexities of the issues being presented. Lends substantial clarity to the subject, uniquely balancing criticism and practice within one text. Includes chapter-level overviews and summaries of the topic history and key issues, along with student-friendly features such as ideas for papers and questions for discussion.

This volume examines the role of communication in contributing to and contesting the current climate crisis. There is now widespread agreement that even if increases in carbon emissions are kept to the current international target the climate crisis will continue to intensify. This book brings together, for the first time, state-of-the-art research with activists' interventions to place debate around climate crisis within the wider conversation about the changing relations between communications and contemporary capitalism. Contributors include; Naomi Klein, Michael Mann, Alan Rusbridger, Vincent Mosco, Jodi Dean, and leading figures in Greenpeace and 350.org.

The third edition of *International Communication* examines the profound changes that have taken place, and are continuing to take place at an astonishing speed, in international media and communication. Building on the success of previous editions, this book maps out the expansion of media and telecommunications corporations within the macro-economic context of liberalisation, deregulation and privatisation. It then goes on to explore the impact of such growth on audiences in different cultural contexts and from regional, national and international perspectives. Each chapter contains engaging case studies which exemplify the main concepts and arguments.

Updated and greatly expanded to reflect the explosive growth of new media, this acclaimed and widely-adopted text offers practical guidance for those involved in media planning on a daily basis as well as those who must ultimately approve strategic media decisions. Its current, real-world business examples and down-to-earth approach will resonate with students as well as media professionals on both the client and agency side.

Ethical practice in any professional discipline is guided by age-old philosophical perspectives, but its modern parameters are continually evolving. Ongoing developments in technology, social media and social contexts mean that public relations and its practices in particular are constantly changing, and so are the ethical questions faced by practitioners in the field. Ethical questions and dilemmas are inherent to public relations, and ensuring that practitioners operate ethically is fundamental to both the professionalism and credibility of the field. Engaging and accessible, *Ethics in Public Relations* offers a lively exploration of the key ethical concerns present in the public relations world today by way of practical tips and guidance to support those in PR and corporate communications. It covers topics including the roles which lies, truth and honesty play; utilitarianism; practising respect and morality; authorship; conflicts of interest; PR and the corporate ethics programme; moonlighting; the impact of whistleblowing and more. Written by a leading academic in the field, this fully updated third edition of *Ethics in*

Public Relations includes an entirely new chapter on the uses of ethics in social media, covering topical issues such as blogger engagement and the relationship between employee social media activity and organizational reputation.

Ethics in Public Relations: Responsible Advocacy is the first book to identify universal principles of responsible advocacy in public relations. In this engaging book, editors Kathy Fitzpatrick and Carolyn Bronstein bring together prominent authorities in the field to address theoretic and practical issues that illustrate the broad scope and complexity of responsible advocacy in 21st-century public relations.

Now in its second edition, Advertising and Societies: Global Issues provides an international perspective on the practice of advertising while examining some of the ethical and social ramifications of advertising in global societies. The book illustrates how issues such as the representation of women and minorities in ads, advertising and children, and advertising in the digital era have relevance to a wider global community. This new edition has been updated to reflect the dramatic changes impacting the field of advertising that have taken place since publication of the first edition. The growing importance of emerging markets is discussed, and new photos are included. The book provides students and scholars with a comprehensive review of the literature on advertising and society and uses practical examples from international media to document how global advertising and global consumer culture operate, making it an indispensable research tool and invaluable for classroom use.

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