

St. Paul University Manila

Library Services Unit

Academic Year 2015-2016

LIST OF MASS COMMUNICATION BOOKS

(June 2015 - March 2016)

	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	BF 637 N66 K6 2014	Knapp, Mark L.	Nonverbal communication in human interaction	Boston, MA	Wadsworth, Cengage Learning	c2014	Eighth edition	58566
2	H 61.295 K56 2016	Kim, Jeong-Hee, 1965-	Understanding narrative inquiry : the crafting and analysis of stories as research	Los Angeles	SAGE	c2016		58642
3	HE 8694 D83 2013	Dubber, Andrew,	Radio in the digital age	Cambridge, UK ; Malden MA	Polity Press	c2013	First edition	58551
4	HF 5415.1255 B85 2013	Bull, Andy, 1956-	Brand journalism	London ; New York	Routledge, Taylor & Francis Group	c2013	First edition	58485
5	HF 5823 S5 2014	Sheehan, Kim B.	Controversies in contemporary advertising	Los Angeles	SAGE	c2014	Second edition	58641

6	HF 5825 D7 2014	Drewniany, Bonnie.	Creative strategy in advertising	Boston, MA	Wadsworth, Cengage Learning	c2014	Eleventh edition	58557
7	HM 623 T35 2015	Takacs, Stacy.	Interrogating popular culture : key questions	New York ; London	Routledge, Taylor & Francis Group	c2015	First edition	58539
8	HM 1206 M3 2014	McCombs, Maxwell E.,	Setting the agenda : the mass media and public opinion	Cambridge, UK ; Malden, MA	Polity Press	c2014	Second edition	58487
9	HM 1221 N4 2014	Newsom, Doug.	Public relations writing : form and style	Boston, MA	Wadsworth, Cengage Learning	c2014	Tenth edition	58567
10	K 1485 K54 2015	Klein, Bethany,	Understanding copyright : intellectual property in the digital age	London	SAGE	c2015	First edition	58638
11	N 380 P5 2014	Pointon, Marcia R.	History of art : a students' handbook	London ; New York	Routledge, Taylor & Francis Group	c2014	Fifth edition	58552
12	F ND 1029 M36 C3 2015	Cañete, Reuben Ramas.	Amadeo Y. Manalad : drawing a saga	Philippines	Saga Publishing	c2015		58446
13	P 90 B285 2015	Baran, Stanley J.,	Mass communication theory : foundations, ferment, and future	Stamford, CT	Cengage Learning	c2015	Seventh edition	58571

14	P 90 D83 2015	Duck, Steve,	Communication in everyday life : a survey of communication	Los Angeles	SAGE	c2015	Second edition	58644
15	P 90 G75 2014	Griffin, Cindy L.	Invitation to human communication	Boston, MA	Wadsworth, Cengage Learning	c2014		58563
16	P 90 W618 2015	Wood, Julia T.,	Communication in our lives	Stamford, CT	Cengage Learning	c2015	Seventh edition	58558
17	F P 94 C48 2014		Church and social communication : basic documents, 1936-2014	Manila	Logos (Divine Word) Publications	c2014	Third edition	58099
18	P 94 S55 2008	Silverstone, Roger.	Media and morality : on the rise of the mediapolis	Cambridge, UK ; Malden, MA	Polity Press	2008		58553
19	P 94.6 A78 2015	Artz, Lee.	Global entertainment media : a critical introduction	Chichester, West Sussex ; Malden, MA	John Wiley & Sons Inc.	c2015	First edition	58483
20	P 94.6 G36 2014	Gamble, Teri Kwal.	Interpersonal communication : building connections together	Thousand Oaks, Calif	SAGE Publications	c2014		58643
21	P 94.6 J36 2016	Jandt, Fred Edmund.	An introduction to intercultural communication : identities in a global community	Thousand Oaks, CA	SAGE	c2016	Eighth edition	58645

22	P 94.6 N48 2015	Neuliep, James William, 1957-	Intercultural communication : a contextual approach	Thousand Oaks, CA	SAGE	c2015	6th edition	58646
23	P 94.6 S26 2013	Samovar, Larry A.	Communication between cultures	Boston, MA	Wadsworth, Cengage Learning	c2013	Eighth edition	58560
24	P 94.7 S65 2013	Solomon, Denise.	Interpersonal communication : putting theory into practice	New York ; London	Routledge, Taylor & Francis Group	c2013	First edition	58535
25	P 96 A86 F75 2014	Friedmann, Anthony.	Writing for visual media	New York ; London	Focal Press, Taylor & Francis Group	c2014	Fourth edition	58475
26	P 96 E57 L47 2010	Lester, Libby.	Media and environment : conflict, politics and the news	Cambridge, UK ; Malden, MA	Polity Press	c2010	First edition	58550
27	P 96 I5 H36 2015	Hamelink, Cees J., 1940-	Global Communication	Los Angeles	SAGE	c2015		57956
28	P 96 T42 C6 2015		A companion to new media dynamics	Chichester ; Malden, MA :	Wiley-Blackwell	c2015	First paperback edition	58554
29	P 96 T42 E87 2014	Ess, Charles, 1951-	Digital media ethics	Cambridge, UK ; Malden, MA	Polity Press	c2014	Second edition	58489
30	PN 1990.9 A54 B53 2015	Blakemore, Tom.	Recording voiceover : the spoken word in media	New York ; London	Focal Press, Taylor & Francis Group	c2015	First edition	58546

31	PN 1990.9 A88 H55 2015	Hilliard, Robert L., 1925-	Writing for television, radio, and new media	Stamford, CT	Cengage Learning	c2015	Eleventh edition	58565
32	PN 1992.75 Z4 2015	Zettl, Herbert,	Television production handbook	Stamford, CT	Cengage Learning	c2015	Twelfth edition	58570
33	PN 1992.8 A6 A43 2015	Alburger, James R., 1950-	The art of voice acting : the craft and business of performing for voiceover	New york ; London	Focal Press, Taylor & Francis Group	c2015	Fifth edition	58481
34	PN 1992.94 V53 2013		The videomaker guide to video production	New York ; London	Focal Press, Taylor & Francis Group	c2013	Fifth edition	58549
35	PN 1995 C37 2015	Cardullo, Bert.	Film analysis : a casebook	Chichester, West Sussex, UK	John Wiley & Sons, Inc.	c2015	Fifth edition	58543
36	PN 1995.9 D6 R33 2015	Rabiger, Michael.	Directing the documentary	New York ; London	Focal Press, Taylor & Francis Group	c2015	Sixth edition	58542
37	PN 2037 B37 2015	Barranger, Milly S.	Theatre : a way of seeing	Stamford, CT	Cengage Learning	c2015	Seventh edition	58568

38	PN 2061 S7 2015	Stilson, Kenneth L., 1960- author.	Acting is believing	Stamford, CT	Cengage Learning	c2015	Twelfth edition	58559
39	PN 2068 D43 2013	Debrececi, Todd.	Special makeup effects for stage and screen : making and applying prosthetics	New York ; London	Focal Press, Taylor & Francis Group	c2013	Second edition	58540
40	PN 2091 E4 E87 2013	Essig, Linda.	Lighting and the design idea	Boston, MA	Wadsworth, Cengage Learning,	c2013	Third edition	58561
41	PN 2091 E4 S54 2014	Shelley, Steven Louis.	A practical guide to stage lighting	New York ; London	Focal Press, Taylor & Francis Group	c2014	Third edition	58476
42	PN 2291 C6 2007	Conte, David M.	Theatre management : producing and managing the performing arts	Hollywood, Calif.	EntertainmentPro	c2007	First edition	57996
43	PN 4731 H37 2015	Harcup, Tony,	Journalism : principles and practice	London	SAGE	c2015	3rd Edition	58639
44	PN 4756 F67 2016	Foreman, Gene.	The ethical journalist : making responsible decisions in the digital age	Chicester, West Sussex, UK	John Wiley & Sons, Inc.	c2016	Second edition	58547
45	PN 4756 P38 2014	Patching, Roger, 1944-	Journalism ethics : arguments and cases for the twenty-first century	London ; New York	Routledge, Taylor & Francis Group	c2014	First edition	58556

46	PN 4784 B75 W46 2015	Wenger, Debora Halpern.	Advancing the story : journalism in a multimedia world	Los Angeles ; London	SAGE/CQ Press	c2015	Third edition	58055
47	PN 4784 F76 B4 2014	Benson, Chris, 1953-	Magazine writing	New York ; Abingdon, Oxon	Routledge, Taylor & Francis Group,	c204	First edition	58544
48	PN 4784 O24 M37 2013	Maras, Steven.	Objectivity in journalism	Cambridge, U.K. ; Malden, MA	Polity Press	c2013	First edition	58486
49	PN 4784 S6 R45 2015	Reinardy, Scott,	The essentials of sports reporting and writing	New York ; London	Routledge, Taylor & Francis Group	c2015	Second edition	58490
50	R PN 4783 R44 2015	Reeves, Iain, author.	The newspapers handbook	London ; New York	Routledge, Taylor & Francis Group	c2015	Fifth edition	58536
51	R TR 267 L6 2015	Long, Ben, 1967-	Complete digital photography	Boston, MA	Cengage Learning PTR	c2015	Eighth edition	58555
52	TK 6570 M6 A3 2015	Akaiwa, Yoshihiko,	Introduction to digital mobile communication	Hoboken, New Jersey	John Wiley & Sons	c2015	Second edition	58478
53	TK 7871.67 A33 B53 2014	Blaunstein, Nathan.	Radio propagation and adaptive antennas for wireless communication networks : terrestrial, atmospheric, and ionospheric	Hoboken, New Jersey	John Wley & Sons	c2014	Second edition	58479

54	TK 7881.4 R45 2015	Reiss, Joshua D.	Audio effects : theory, implementation, and application	Boca Raton, FL	CRC Press, Taylor & Francis Group	c2015		58480
55	TR 6 A1 R43 2014	Read, Shirley.	Exhibiting photography : a practical guide to displaying your work	New York ; London	Focal Press, Taylor & Francis Group	c2014	Second edition	58538
56	TR 850 B6 2013	Bowen, Christopher J.	Grammar of the shot	New York : London	Focal Press, Taylor & Francis Group	c2013	Third edition	58488
57	TR 895 B53 2014	Blaine, Mark.	The digital reporter's notebook	New York ; London	Routledge, Taylor & Francis Group	c2014	First edition	58484
58	TR 897.7 F67 2015	Foster, Jeff, 1959-,	The green screen handbook : real-world production techniques	Burlington, MA	Focal Press	c2015	Second edition	58820
59	TR 899 B38 2014	Baumgartner, Rick.	3D postproduction : stereoscopic workflows and techniques	New York ; London	Focal Press, Taylor & Francis Group	c2014	First edition	58545
60	TR 899 B69 2013	Bowen, Christopher J.	Grammar of the edit	New York ; London	Focal Press, Taylor & Francis Group	c2013	Third edition	58491

61	Z 326 S73 2014	Stam, David, 1953-	Inside magazine publishing	London ; New York	Routledge, Taylor & Francis Group	c2014	First edition	58477
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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	KF 4165 F74 2012		Free press	Farmington Hills, MI	Greenhaven Press	c2012		57830
2	KF 4778 F74 2012		Freedom of assembly and association	Farmington Hills, MI	Greenhaven Press	c2012		57831
3	P 90 G725 2013	Griffin, Emory A.	A first look at communication theory	New York, NY	McGraw-Hill Global Education	2013	Eighth edition, Int'l edition	57842, c.1 57843, c.2
4	P 90 V43 2013	Verderber, Kathleen S., 1949-	Communicate!	Singapore ; Philippines	Cengage Learning Asia	c2013	13th edition, Philippine edition	57840, c.1 57841, c.2
5	F P 92 P6 C6 2014		Communications and media theories	Quezon City	The University of the Philippines Press	c2014		57683, c.1 57682, c.2 57681, c.3
6	F P 92 P6 M4 2014		Media at lipunan	Quezon City	The University of the Philippines Press	c2014		57689
7	F P 92 P6 P5 2014		Philippine communication in the digital age	Quezon City	New Day Publishers	c2014		57692, c.1 57693, c.2 57694, c.3
8	F PN 1993.5 P6 R4 2014		A Reader in Philippine film : history and criticism	Quezon city	The University of the Philippines Press	c2014		57687, c.1 57686, c.2
9	PN 1995 B67 2013a	Bordwell, David.	Film art : an introduction	New York, NY	McGraw-Hill Global Education	c2013	Tenth edition, Int'l edition	57837

10	F PN 1995.2 T6 2014	Tolentino, Rolando B.	Contestable nation-space : cinema, cultural politics, and transnationalism in the Marcos-Brocka Philippines	Quezon City	The University of the Philippines Press	c2014		57691
11	F PN 2616 M3 B8 2010	Buenaventura, Cristina Laconico.	The theater in Manila 1846-1946	Quezon City	C & E Publishing	c2010	Second edition	57731
12	F PN 2911 R4 2014		A Reader in Philippine theater : history and criticism	Quezon city	The University of the Philippines Press	c2014		57688
13	F TR 892 H4 2014	Hernandez, Eloisa May P.	Digital cinema in the Philippines, 1999-2009	Quezon City	The University of the Philippine Press	c2014		57684, c.1 57685, c.2

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	H 62 B37 2014	Barbour, Rosaline S.	Introducing qualitative research : a student's guide	London	SAGE	2014	Secon edition	57426
2	HD 49 C66 2015	Coombs, W. Timothy.	Ongoing crisis communication : planning, managing, and responding	Thousand Oaks, CA	SAGE	c2015	Fourth edition	57415
3	HD 49 U4 2015	Ulmer, Robert R., 1969-	Effective crisis communication : moving from crisis to opportunity	Thousand Oaks, CA	SAGE	c2015	3rd edition	57406
4	HD 62.6 K37 2013	Kapin, Allyson, 1974-	Social change anytime everywhere : how to implement online multichannel strategies to spark advocacy, raise money, and engage your community	San Francisco	Jossey-Bass	c2013		57424
5	HE 203 B4 2014		Best practices for transportation agency use of social media	Boca Raton, FL	CRC Press	c2014		57405
6	HF 5821 A746 2015	Arens, William.	Advertising	New York, NY	McGraw-Hill Education	c2015	2nd edition	57433
7	HF 6146 I58 T8 2013	Tuten, Tracy L., 1967-	Social media marketing	Boston	Pearson	c2013		57418
8	HM 585 D55 2014	Dillon, Michele, 1960-	Introduction to sociological theory : theorists, concepts, and their applicability to the twenty-first century	Chichester, West Sussex, UK	Wiley Blackwell	c2014	Second edition	57435
9	HM 661 C47 2013	Chriss, James J., 1955-	Social control : an introduction	Cambridge	Polity Press	c2013	Second edition	57414

10	HM 851 H5 2013	Hinton, Sam.	Understanding social media	London	SAGE	c2013	First edition	57425
11	HM 1211 I58 2014		Intercultural communication for everyday life	Chichester, West Sussex :	Wiley Blackwell	c2014		57407
12	HM 1211 S6 2013	Sorrells, Kathryn.	Intercultural communication : globalization and social justice	Thousand Oaks, CA	SAGE	c2013		57409
13	HN 29.5 M5 2014	Midgley, James,	Social development : theory & practice	London	SAGE	c2014	First edition	57429
14	HN 90 M3 C76 2014	Croteau, David.	Media/society : industries, images, and audiences	Thousand Oaks, CA :	SAGE	c2014	Fifth edition	57417
15	NK 1510 J8 2014	Julier, Guy,	The culture of design	London	SAGE	c2014	3rd edition	57423
16	R P 91.3 H36 2014		The handbook of media and mass communication theory	Chichester, West Sussex, UK	John Wiley & Sons	c2014	First edition	57427, v.1 57428, v.2
17	P 91.3 B4 2014	Berger, Arthur Asa, 1933-	Media and communication research methods : an introduction to qualitative and quantitative approaches	Thousand Oaks, CA	SAGE	c2014	Third edition	57416
18	P 94.6 N48 2015	Neuliep, James William, 1957-	Intercultural communication : a contextual approach	Thousand Oaks, CA	SAGE	c2015	6th edition	57419
19	F PN 1993.5 P6 G4 2000		Geopolitics of the visible : essays on Philippine film cultures	Quezon City	Ateneo de Manila University Press	c2000		57495
20	F PN 5424 O7 2013	Ordoñez, Elmer A.	The other view : last posts : The Manila Times (2010-2012), volume three	Quezon City	The University of the Philippines Press	c2013		57494
21	R TR 267 M3 2010	McNally, Joe, 1952-	The Life guide to digital photography : everything you need to shoot like the pros	New York, N.Y.	Life Books	c2010		57436

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	HF 5825 I35 2010	Iezzi, Teressa.	The idea writers : copywriting in a new media and marketing era	New York	Palgrave Macmillan	c2010	1st ed.	56931
2	HM 1086 E5 2013	Engleberg, Isa N.	Working in groups : communication principles and strategies	Upper Saddle River, NJ	Pearson Education	2013	Sixth ed.	56620
3	HM 1221 B5 2014	Bivins, Thomas H. (Thomas Harvey), 1947-	Public relations writing : the essentials of style and format	New York, NY	McGraw-Hill	c2011	Eighth ed., Int'l ed.	56618
4	HM 1221 N48 2010	Newsom, Doug.	This is PR : the realities of public relations	Boston, MA ; Australia ;	Wadsworth, Cengage Learning	c2010	Tenth ed., Int'l ed.	56932
5	F LB 3620 K4 2010	Khan, Rachel E.	Campus journalism	Mandaluyong City	Anvil Pub.	c2010		56864
6	NC 1000 A76 2012	Arntson, Amy E.	Graphic design basics	Boston, Ma	Wadsworth, Cengage Learning,	c2012	6th ed., Int'l ed.	56619
7	P 90 H86 2013		Human communication	New York	McGraw-Hill	c2013	Fifth ed, Int'l ed.	56679
8	F P 91.3 P4 2004	Pernia, Elena E.	Communication research in the Philippines : issues and methods	Quezon City	University of the Philippines Press	c2004		56563
9	F P 92 P6 A25 2003	Ables, Higinio A.	Mass communication and Philippine society	Quezon City	University of the Philippines Press	c2003		56562
10	P 94 M4 2014		Media ethics : issues and cases	New York, NY	McGraw-Hill	c2014	Eighth ed., Int'l ed.	56621

11	F P 94.65 A8 M4 2011		Media & culture : global homogeneity & local identity	Manila	Asian Congress for Media & Communication; Anvil Pub.	c2011		56863
12	PE 1408 C56 2013	Clouse, Barbara Fine.	A troubleshooting guide for writers : strategies and process	New York, NY	McGraw-Hill	c2013	Seventh ed.	56617
13	F PN 1993.5 P6 D46 2011	Deocampo, Nick	Film : American influence on Philippine cinema	Manila	Anvil Pub.	c2011		56866
14	F PN 1993.5 P6 L8 2011	Lumbera, Bienvenido.	Re-viewing Filipino cinema	Mandaluyong City	Anvil Pub.	c2011		56865
15	F PN 1998.2 C3 2010	Carballo, Bibsy M.	Filipino directors up close : the golden ages of Philippine cinema, 1950-2010	Pasig City :	Anvil Pub.	c2010		56862
16	PN 2053 S9 2011	Swain, Rob.	Directing : a handbook for emerging theatre directors	London	Methuen Drama	c2011	1st ed.	56842
17	F PN 2911 C6 2008		A Continuing narrative on Philippine theater : the story of PETA (Philippine educational theater association)	Quezon City	Philippine Educational Theater Association	c2008		56567
18	Z 253.5 H27 2013	Harrower, Tim.	The newspaper designer's handbook	New York, NY	McGraw-Hill	c2013	Seventh ed.	56624

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	BF 637 C45 W6 2013	Wood, Julia T.	Interpersonal communication : everyday encounters	Australia	Wadsworth, Cengage Learning	c2013	7th ed., Int'l ed.	56079, c.2 56080, c.3
2	BF 774 H6 2012		How to win friends and influence people in the digital age	New York	Simon & Schuster Paperbacks	2012		56059
3	HC 79 I55 D5 2013		Digital state : how the internet is changing everything	London, UK	Kogan Page	c2013	1st ed.	56060
4	HD 30.3 A73 2013	Argenti, Paul A.	Corporate communication	New York	McGraw-Hill, Irwin	c2013	6th ed., Int'l ed.	56087
5	HD 30.3 S3 2012	Scudder, Virgil, 1950-	World class communication : how great CEOs win with the public, shareholders, employees, and the media	Hoboken, N.J.	John Wiley & Sons	c2012		56070
6	HF 5415 B5 2014	Blakeman, Robyn, 1958-	Nontraditional media in marketing and advertising	Los Angeles, CA	SAGE	c2014		56058
7	HF 5415.1265 B3 2013	Barker, Melissa S.	Social media marketing : a strategic approach	Mason, OH	South-Western Cengage Learning	c2013	Int'l ed.	55813, c.1 56094, c.2
8	HF 5718 A34 2013	Adler, Ronald B. (Ronald Brian), 1946-	Communicating at work : strategies for success in business and the professions	New York	McGraw-Hill	c2013	11th ed., Int'l ed.	56098
9	HF 5718 W3 2013	Waldeck, Jennifer H.	Business and professional communication in a digital age	Australia	Wadsworth, Cengage Learning	c2013	Int'l ed.	56104

10	HF 5734.7 C5 2012	Clay, Cynthia, 1955-	Great webinars : how to create interactive learning that is captivating, informative and fun	San Francisco, CA	Pfeiffer	c2012		56101
11	HF 5823 K3 2013	Kaser, Ken	Advertising & sales promotion	Mason, OH	South-Western, Cengage Learning	c2013		55839, c.1 56090, c.2
12	HF 5823 S54 2013	Shimp, Terence A.	Advertising, promotion, and other aspects of integrated marketing communications	Mason, OH	South-Western, Cengage Learning	c2013	9th ed., Int'l ed.	55840, c.1 56095, c.2
13	HF 5837 O38 2013	O'Guinn, Thomas C.	Promo 2 [Promotion and integrated marketing communications]	Mason, OH	South-Western, Cengage Learning	c2013	2nd ed., Student ed.	55833
14	HM 1206 C68 2012	Couldry, Nick.	Media, society, world : social theory and digital media practice	Cambridge ; Malden, MA	Polity	c2012	1st ed.	56069
15	HM 1221 N4 2014	Newsom, Doug.	Public relations writing : form and style	Boston, MA	Wadsworth, Cengage Learning	c2014	10th ed., Int'l ed.	56088
16	JZ 1242 S5 2013	Shimko, Keith L.	International relations : perspectives, controversies and readings	Australia	Wadsworth, Cengage Learning	c2013	4th ed.	56075
17	KF 2750 B4 2013	Belmas, Genelle Irene.	Major principles of media law	Boston, MA	Wadsworth, Cengage Learning	c2013	2013 ed.	56083, c.1 56084, c.2
18	LB 1028.3 D58 2012	Dixon, Brian, 1978-	Social media for school leaders : a comprehensive guide to getting the most out of Facebook, Twitter, and other essential web tools	San Francisco, CA	Jossey-Bass	c2012		56086
19	LB 1029 S53 L3 2014	Ladousse, Gillian Porter.	Role play	Oxford ; New York	Oxford University Press	2014		56062
20	N 7430 A7 2013		Art fundamentals : theory and practice	New York, NY	McGraw-Hill	c2013	12th ed., Int'l ed.	56093
21	NC 750 R3 2012	Rani, Ruzaimi Mat.	Sketching basics : one point perspective	Singapore	Page One Pub.	c2012	1st ed.	56076

22	NC 825 C43 B3 2012	Bancroft, Tom.	Character mentor : learn by example to use expressions, poses, and staging to bring your characters to life	Waltham, MA	Focal Press	c2012		56077
23	NC 998 D78 2013	Drucker, Johanna, 1952-	Graphic design history : a critical guide	Boston	Pearson	c2013	2nd ed.	56223
24	NX 650 N37 W4 2012	Weaver, Tyler, 1981-	Comics for film, games, and animation : using comics to construct your transmedia storyworld	Burlington, MA	Focal Press	c2012	1st ed.	56073
25	P 90 S77 2014	Straubhaar, Joseph D.	Media now : understanding media, culture, and technology.	Boston, MA	Wadsworth, Cengage Learning	c2014	8th ed.	56081, c.1 56082, c.2
26	P 90 V43 2014	Verderber, Kathleen S., 1949-	Communicate!	Boston, MA	Wadsworth, Cengage Learning	c2014	14th ed., Int'l ed.	56103
27	P 91.3 A5 2012	Anderson, James A.	Media research methods : understanding metric and interpretive approaches	Los Angeles, CA; London	SAGE	c2012		56057
28	P 91.3 S6 2013	Sparks, Glenn Grayson.	Media effects research : a basic overview	Australia ; Boston, MA	Wadsworth, Cengage Learning	c2013	4th ed.	56074
29	P 91.3 W47 2014	Wimmer, Roger D.	Mass media research : an introduction	Australia	Wadsworth, Cengage Learning	c2014	10th ed, Int'l ed.	56072
30	F P 92 P6 T46 2012	Teodoro, Luis V.	In medias res = in the middle of things : essays on the Philippine press media	Quezon City	University of the Philippines Press	c2012		56368
31	P 92 U5 T3 2011		Taking sides : clashing views in mass media and society	New York	McGraw-Hill	c2011	11th ed.	56055
32	P 93.5 L47 2014	Lester, Paul Martin.	Visual communication : images with messages	Boston, MA	Wadsworth, Cengage Learning	c2014	6th ed., Int'l ed.	56089
33	F P 94 S48 2007	Sevilla, Andres G.	Mass communication ethics : a primer	Quezon City	Great Books Publishing	c2007		56367

34	P 96 A83 B3 2011	Balnaves, Mark.	Rating the audience : the business of media	London ; New York	Bloomsbury Academic	c2011		56056
35	P 96 T42 C6 2013		A companion to new media dynamics	Chichester ; Malden, MA	Wiley-Blackwell	c2013	1st ed.	56068
36	PE 1408 C5 2013	Clouse, Barbara Fine.	The student writer	New York, NY	McGraw-Hill	c2013	9th ed., Int'l ed.	56099
37	PE 1439 L36 2013	Langan, John, 1942-	Exploring writing : paragraphs and essays	New York	McGraw-Hill	c2013	3rd ed., Int'l ed.	56092
38	PN 1993.5 U6 B4 2013	Belton, John.	American cinema/American culture	New York	McGraw-Hill	c2013	4th ed., Int'l ed.	56100
39	PN 1995 L4 2014	Lewis, Jon, 1955-	Essential cinema : an introduction to film analysis	Boston, MA	Wadsworth, Cengage Learning	c2014		56091
40	F PN 1995 T5 2013	Tiongson, Nicanor.	The Urian Anthology 2000-2009 : the rise of the Philippine new wave indie film : film articles, reviews, and interviews of the Manunuri Ng Pelikulang Pilipino on the Filipino Cinema 2000-2009	Quezon City	University of the Philippines Press with the support of the Film Development of the Philippines	c2013		56307
41	PN 1995.9 P7 H8 2012	Hurbis-Cherrier, Mick.	Voice & vision : a creative approach to narrative film and DV production	Burlington, MA	Focal Press	c2012	2nd ed.	56063
42	PN 2091 S8 W6 2014	Wolf, R. Craig.	Scene design and stage lighting	Boston	Wadsworth, Cengage Learning	c2014	10th ed., Int'l ed.	56102
43	PN 4731 W3 2013	Waisbord, Silvio R. (Silvio Ricardo), 1961-	Reinventing professionalism : journalism and news in global perspective	Cambridge ; Malden, MA	Polity	c2013	1st ed.	56071
44	F PN 4775 V5 2010	Viduya, Filemon V.	Basic journalism handbook	Manila	Booklore Publishing Corporation	c2010	First ed.	56366
45	PN 4833 B74 2012	Briggs, Mark, 1969-	Entrepreneurial journalism : how to build what's next for news	Los Angeles	Sage	c2012		56061

46	R PN 4778 D3 2014	Davis, Steve.	Think like an editor : 50 strategies for the print and digital world	Boston, MA	Wadsworth, Cengage Learning	c2014		56085
47	TK 7881.4 A46 2011	Alten, Stanley R.	Audio in media	Boston, MA	Wadsworth, Cengage Learning	c2011	9th ed., Int'l ed.	56105
48	TK 7881.4 A46 2014	Alten, Stanley R.	Audio in media	Australia	Wadsworth, Cengage Learning	c2014	10th ed., Int'l ed.	56097
49	TR 267 W3 2013	Warren, Bruce.	Digital Photography	Australia	Wadsworth, Cengage Learning	c2013	Int'l ed.	56106

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LIST OF MASS COMMUNICATION BOOKS
(November 2012 - March 2013)

	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	HE 8700.66 U6 B8 2012	Buzzard, Karen.	Tracking the audience : the ratings industry from analog to digital	New York, NY; Abingdon, Oxon	Routledge	c2012		55670
2	HF 5823 B387 2012	Belch, George E. (George Edward), 1951-	Advertising and promotion : an integrated marketing communications perspective	New York	McGraw-Hill/Irwin	c2012	9th ed., Global ed.	55720
3	HM 1166 E5 2013	Engleberg, Isa N.	Think communication	Boston	Pearson	c2013	2nd ed.	55678
4	HM 1166 R4 2013	Richmond, Virginia P., 1949-	Communication apprehension, avoidance, and effectiveness	Boston	Pearson	c2013	6th ed.	55671
5	HM 1206 A4 2012	Alberts, Jess K.	Human communication in society	Upper Saddle River, NJ	Pearson	c2012	3rd ed.	55511
6	HM 1206 O7 2012	Orgad, Shani, 1972-	Media representation and the global imagination	Cambridge ; Malden	Polity	c2012	1st ed.	55512
7	HM 1211 I57 2012		Intercultural communication : a reader	Australia	Wadsworth, Cengage Learning	c2012	13th ed., Int'l ed.	55674, c.1 55696, c.2
8	HM 1211 L8 2013	Lustig, Myron W.	Intercultural competence : interpersonal communication across cultures	Boston, MA	Pearson	c2013	7th ed.	55675

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	HF 5814 D38 2012	Davis, Joel, 1950-	Advertising research : theory and practice	Upper Saddle River, N.J.	Prentice Hall, Pearson	c2012	2nd ed.	54961
2	HF 5821 A7 2008a	Arens, William F.	Contemporary advertising	New York	McGraw-Hill	c2008	11th ed., Int'l ed.	55186, c.1 55187, c.2
3	HF 5823 K47 2012	KesselsKramer.	Advertising for people who don't like advertising	London	Laurence King Pub	c2012		54910
4	HF 5823 M67 2010	Moriarty, Sandra E. (Sandra Ernst)	Advertising : principles & practice	Singapore	Pearson Education South Asia	c2010	8th ed., [Philippine ed.]	55188, c.1 55189, c.2
5	HM 1221 W54 2012	Wilcox, Dennis L.	Public relations : strategies and tactics	Boston, MA	Allyn & Bacon, Pearson	c2012	10th ed., Int'l ed.	54909
6	HQ 57.6 I4 Y3 2011	Yadav, Amita	Role of media on sex education	New Delhi	Discovery Pub. House	c2011		54628
7	P 90 B284 2012a	Baran, Stanley J.	Introduction to mass communication : media, literacy, and culture	New York	McGraw-Hill	c2012	7th ed., Int'l ed.	55231, c.1 55231, c.2
8	P 90 V5 2011	Vivian, John.	The media of mass communication	Boston	Pearson /Allyn & Bacon	c2011	10th ed.; Int'l ed.	54641
9	P 90 W618 2012	Wood, Julia T.	Communication in our lives	Australia	Wadsworth, Cengage Learning	c2012	6th ed., Int'l ed.	54640
10	P 94 M3618 2011		Media, markets, and morals	Malden, MA	Wiley-Blackwell	c2011	1st ed.	54636

11	FP 94 S4 2007	Sevilla, Andres G.	Mass communication ethics : a primer	Quezon City	Great Books Pub.	c2007		54591
12	PN 2037 E5 2011		The enjoyment of theatre	Boston	Allyn & Bacon	c2011	8th ed.	54643
13	F PN 2061 L55 2009	Lim, Ana Valdes.	Evolutionary theater : a book for actors, directors, and teachers	Quezon City	Great Books Trading	2009		54627
14	PN 4784 B75 H6 2012	Holm, Nancy Graham.	Fascination : viewer friendly TV journalism	Amsterdam ; Waltham, MA	Elsevier	2012	1st ed.	54638
15	PN 4784 O62 J6 2012	Jones, Janet, 1963-	Digital journalism	London	SAGE	c2012	1st ed.	54637
16	PN 4815.2 C3 2011	Calcutt, Andrew.	Journalism studies : a critical introduction	Abingdon, Oxon ; New York, NY	Routledge	c2011	1st ed.	54647
17	PN 4832 H6 2012	Holmes, Tim, 1953-	Magazine journalism	Los Angeles	SAGE	c2012	1st ed.	54645
18	PN 4833 B74 2012	Briggs, Mark, 1969-	Entrepreneurial journalism : how to build what's next for news	Los Angeles	Sage	c2012		54646
19	RC 965 T54 R6 2011	Rossol, Monona.	The health & safety guide for film, TV & theater	New York	Allworth Press	c2011	2nd ed.	54648
20	TR 591 J6 2012	Johnson, Chris, 1948-	The practical zone system : for film and digital photography	Amsterdam; Oxford	Elsevier; Focal	c2012	5th ed.	54639

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	Call Number	Author's Name	Title	Place of Publication	Publisher	Copyright	Edition	Barcode
1	H 62.2 H4 2010	Heath, Christian, 1952-	Video in qualitative research : analysing social interaction in everyday life	Los Angeles; London	SAGE	c2010		54467
2	R HD 30.3 A33 2011	Adair, John.	John Adair's 100 greatest ideas for brilliant communication	Chichester, West Sussex, UK	Capstone Publishing	c2011	1st ed.	54463
3	HD 59 G6 2011	Gordon, Averill.	Public relations	Oxford ; New York	Oxford University Press	c2011		54305
4	F LB 3620 C78 2010	Cruz, Ceciliano-Jose	Campus journalism and school paper advising	Manila	Rex Book Store	c2010	2nd ed.	54096, c.1 54095, c.2
6	F P 91.3 H4 1999	Henson, Ronald M.	Communicating research : a course guide in communication research	[S.l.]	Booklore Pub. Corp.	c1999	1st ed.	54255
7	PN 2061 P6 2010	Powell, Michael	Acting techniques : an introduction for aspiring actors	London	Methuen Drama; A & C Black Publishers	c2010		54468
8	PN 2091 E4 C33 2010	Cadena, Richard.	Automated lighting : the art and science of moving light in theatre, live performance, and entertainment	Burlington, MA	Focal Press/Elsevier	c2010	2nd ed.	54464
9	PN 3373 K5 2010	King, Sophie	Creative writing : how to write short stories for magazines - and get published!	Oxford	How to books	c2010	2nd ed.	54500
10	F PN 4784 C88 J87 2005		Justices to journalists, journalists to justices : a reader on judiciary-media relations	San Juan	Asian Institute of Journalism and Communication	c2005		54257

11	R TK 7881.4 C53 2011	Clark, Rick.	Mixing, recording, and producing techniques of the pros	Boston, MA	Course Technology /Cengage Learning	c2011	2nd ed.	54469
12	TR 860 E9 2010	Evans, Russell, 1966-	Stand-out shorts : shooting and sharing your films online	Amsterdam ; Boston	Focal Press/Elsevier	c2010		54461