

B Communication USQ 2017 Reading List

Author	Title	Year/Edition	Publisher	Book No. & DDC No.
DeVito, J. A.	Human communication: the basic course	2012/12 th International ed.	Pearson	B 11 320 302.2 DEV
Tyler, S., Kossen, C. & Ryan, C.	Communication: a foundation course	2005/2 nd ed.	Pearson	B 09704 302.2 TYL
Eunson, B.	Communicating in the 21st century	2012/3 rd ed.	John Wiley & Sons	B 11 318 302.2 EUN
DeVito, J. A.	The interpersonal communication book	2016/4 th ed.	Pearson	B 12 474 302.2 DEV
Dwyer, J.	The business communication handbook	2008/8 th ed.	Pearson	B 09995 658.45 DWY
Chapman, N. & Chapman, J.	Digital multimedia	2009/3 rd ed.	John Wiley & Sons	B 11 317 006.7 CHA
Conley, D. & Lamble, S.	The daily miracle: an introduction to journalism	2006/3 rd ed.	Oxford University Press	B 08965 070.4 CON
Lockwood, K. (edited by)	Style: the essential guide for journalists and professional writers	2005/3 rd ed.	News Custom	B 06631 808.066 STY
Lattimore, D. et al.	Public relations: the profession and the practice	2012/4 th ed.	McGraw-Hill	B 11 326 659.2 PUB
Cutlip, S. M., Center, A. H. & Broom, G. M.	Effective Public Relations	2006/9 th ed.	Pearson	B 07028 659 CUT
Broom, G. M. & Sha, B.	Cutlip and Center's effective public relations	2013/11 th ed.	Pearson	B 12 124 659.2 BRO
Smith, R. D.	Strategic planning for public relations	2009/3 rd ed.	Routledge	B 11 449 659.2 SMI
Wilcox, D. L. et al.	Public Relations: Strategies and Tactics	2015/11 th ed.	Pearson Allyn & Bacon	B 12 131 659.2 WIL
Hartley, J.	Communication, cultural and media studies: the key concepts	2011/4 th ed.	Routledge	B 11 373 302.2 HAR

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O'Shaughnessy, M. & Stadler, J.	Media and society: an introduction	2012/5 th ed.	Oxford University Press	B 11 655 302.023 O'SH
Siapera, E.	Understanding new media	2012	Sage	B 10 927 302.231 SIA
Croteau, D., Hoynes, W. & Milan, S.	Media/society: industries, images, and audiences	2012/4 th ed.	Sage	B 10 918 302.23 CRO
Mc-Manus, J. H.	Detecting bull: how to identify bias and junk journalism in print, broadcast and on the Wild Web	2011/2 nd ed.	Unvarnished press	B 11 555 070 MCM
Kovach, B. & Rosenstiel, T.	Elements of journalism: what news people should know and the public should expect	2007	Three Rivers Press	B 11 539 070.40973 KOV
DeVito, J. A.	Interpersonal messages: communication and relationship Skills	2017	Pearson	On request to purchase
Doorley, J. & Garcia, H. F.	Reputation management: the key to successful public relations and corporate communication	2011/2 nd ed.	Routledge	B 11 381 659.2 DOO
Baines, P., Egan, J. & Jefkins, F.	Public relations: contemporary issues and techniques	2004	Elsevier/Butterworth-Heinemann	B 11 380 659.2 BAI
Davies, G. et al.	Corporate reputation and competitiveness	2003	Routledge	B 11 452 659.285 COR
Dancyger, K.	The technique of film and video editing: theory and practice	2011/5 th ed.	Focal Press	B 11 382 778.535 DAN
Granato, L.	Newspaper feature writing	2002/Rev. ed.	University of NSW Press	B 08979 808.066 GRA
Ricketson, M.	Writing feature stories: how to research and write newspaper and magazine articles	2004	Allen & Unwin	B 11 315 808.066 RIC
Stovall, J. G.	Writing for the mass media	2006/6 th ed.	Pearson	B 11 221 808.066 STO

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Twyford, V. et al.	Beyond public meetings: connecting community engagement with decision-making,	2006	Vivien Twyford Communication	B 11 553 361.8 BEY
Burke, E. M.	Corporate community relations: the principle of the neighbor choice	1999	Praeger	B 08977 658.4 BUR
Healey, M.	What is branding?	2010	Rotovision SA	B 10 284 658.827 HEA
Daniels, T. D., Spiker, B. K. & Papa, M. J.	Perspectives on organizational communication	1997/4 th ed.	McGraw-Hill	B 08972 658.4 DAN
Starkey, K., Tempest, S. & McKinlay, A.	How organizations learn: managing the search for knowledge	204/2 nd ed.	South-Western Cengage	B 11 378 302.35 STA
Taylor, S.	Communication for business	2005/4 th ed.	Pearson	B 09551 651.7 TAY
Waddell, D. M. et al.	Organisation change: development and transformation	2014/5 th ed.	Cengage Learning	B 12 034 302.35 ORG
Bivins, T. H.	Public relations writing: the essentials of style and format	2011/7 th ed.	McGraw-Hill	B 11 379 808.066 BIV
Marsh, C., Guth, D. W. & Short, B. P.	Strategic Writing: Multimedia writing for public relations, advertising, and more	2012/3 rd ed.	Pearson	B 11 457 808.066 MAR
Pearson, M. & Polden, M.	The journalist's guide to media law	2011/4 th ed.	Allen & Unwin	B 11 437 343.940998 PEA
Day, L. A.	Ethics in media communications: cases and controversies	2006/5 th ed.	Thomson	B 10 644 174.9 DAY
Boyd, A.	Broadcast journalism: techniques of radio and television news	2008/6 th ed.	Focus	B 11 458 070.194 BOY
Chantler, P. & Stewart, P.	Basic radio journalism	2003	Focal Press	B 09539 070.4 CHA
Caulfield, A.	Writing for radio: a practical guide	2009	Crowood	B 10 479 808.222 CAU

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Ricketson, M.	Writing feature stories: how to research and write newspaper and magazine articles	2004	Allen & Unwin	B 11 315 808.066 RIC
Craig, R.	Online journalism: reporting, writing and editing for new media	2005	Wadsworth	B 11 359 070.4 CRA
Beckwith, S.	Complete publicity plans: how to create publicity that will spark media exposure and excitement	2003	Adams Media	B 09971 659.2 BEC
Hendrix, J. A. & Hayes, D. C.	Public relations cases	2007/7 th ed.	Thomson Wadsworth	B 08967 659.2 HEN
Austin, E. W. & Pinkleton, B. E.	Strategic public relations management: planning and managing effective communication programs	2006/2 nd ed.	Lawrence Erlbaum Associates	B 08975 659.2 AUS