



ATENEO DE ZAMBOANGA UNIVERSITY

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NEW ACQUISITIONS

MASS COMMUNICATION



Barrot, Jessie S., Purposive Communication in the 21st Century 2nd Edition Quezon City: C&E Publishing, Inc., c2024 [CO-FI P 90 .B337 2024]

Purposive Communication in the 21st Century seeks to engage students in a 21st-century learning paradigm which is geared toward global standards. The book focuses on developing skills in writing, speaking and presenting to different audiences and for various purposes. It seeks to align the CHED mandate and materials to the 21st-century literacies, ensure that the materials jibe with established and current theories and principles in English, and incorporate sociocognitive and transformative learning in teaching English to ensure lifelong learning.

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This textbook offers an array of activities that will help students achieve these goals. These listening, comprehending, critiquing, and responding to live and recorded discussions; speaking publicly with confidence; explaining authentic passages or texts in their own words aided by illustrations, in various forms; writing technical reports and academic papers; and preparing a presentation using PowerPoint or any web-based platforms.

The textbook also uses different instructional approaches and strategies based on principles of differentiation; spiral progression; process orientation; information, communication, and technology integration; collaboration; contextualization; reflective learning; and visual enhancement. These are essential in adapting to the demands expected from a 21st-century learner—who is described as self-directed, a lifelong learner, flexible or adaptable, creative in problem solving, a critical thinker, passionate, and has a high emotional quotient.

Madrunio, Marilu Rañosa, Purposive Communication: Using English in Multilingual Contexts 2nd Edition Quezon City: C&E Publishing, Inc., c2022 [CO-FI P 90 .M33 2022]

Purposive Communications: Using English in Multilingual Contexts uses the World Englishes framework, which, according to the CHED Memorandum Order 20, series of 2013, aims to expose students to various domains of knowledge and ways of comprehending social and natural realities, developing intellectual competencies, such as critical, analytical, and creative thinking and multiple forms of expressions; and civic capacities demanded of membership in the community, country, and the world.

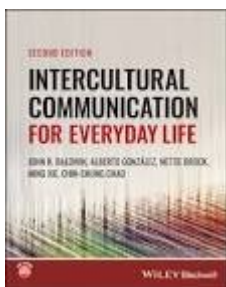


The book emphasized the multilingual contexts of using English in Asia and beyond and looks at the Filipino as a global citizen, as a citizen of the world. For this reason, the book features readings and audio recordings from speakers of different varieties of English, from the Inner Circle (speakers of English as a Native Language), Outer Circle (speakers of English as a Second Language), and Expanding Circle (speakers of English as a Foreign Language).

It provides topics of local and international importance that are always in the context of a specific purpose and a specific audience, not in the abstract. It uses different classroom arrangements, modalities, written texts, audio recordings, and videos. Moreover, each unit uses all the skills of listening, speaking, reading, writing, critical thinking, and viewing.



Description of contents are taken from Amazon.com, Book Blurb, Choice Review, Booklist, Book News, Inc., The New York Times and School Library Journal



Baldwin, John R., Intercultural Communication for everyday life 2nd Edition USA: John Wiley & Sons, Inc., c2024 [CO P 90 .I58 2024]

Communication between cultures can be challenging in a number of ways, but it also carries immense potential rewards. In an increasingly connected world, it has never been more important to communicate across a range of differences created by history and circumstance. Contributing to global communities and rising to meet crucial shared challenges—human rights disputes, refugee crises, the international climate crisis—depends, in the first instance, on a sound communicative foundation.

Intercultural Communication for Everyday Life provides a thorough introduction to this vital subject for students encountering it for the first time. Built around a robust and multifaceted definition of culture, which goes far beyond simple delineation of national boundaries, it offers an understanding of its subject that transcends US-centricity. The result, updated to reflect dramatic ongoing changes to the interconnected world, is essential for students of cross—cultural communication and exchange.

Readers of the second edition of Intercultural Communication for Everyday Life readers will also find:

- Accessible definitions of core concepts
- Revised and updated chapters reflecting the COVID-19 crisis, climate change challenges, and more
- An all-new chapter on social media as a tool for intercultural communication

Intercultural Communication for Everyday Life is essential for students and other readers seeking a foundational overview of this subject.

Hollifield, C. Ann, Media Analytics: Understanding media, Audiences, and Consumers in the 21st Century New York: Routledge, c2023 [CO P 96.A83 H96 2023]

This textbook takes a case study approach to media and audience analytics. Realizing the best way to understand analytics in the digital age is to practice it, the authors have created a collection of cases using datasets that present real and hypothetical scenarios for students to work through.

Media Analytics introduces the key principles of media economics and management. It outlines how to interpret and present results, the principles of data visualization and storytelling, and the basics of research design and sampling. Although shifting technology makes measurement and analytics a dynamic space, this book takes an evergreen, conceptual approach, reminding students to focus on the principles and foundations that will remain constant.

Aimed at upper-level students in the fast-growing area of media analytics in a cross-platform world, students using this text will learn how to find the stories in the data and how to present those stories in an engaging way to others.

