



# The 21st Century Media (R)evolution: Emergent Communication Practices. Second Edition

*Jim Macnamara*

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The emergence of what are called 'new media' and 'social media' is one of the most discussed topics in contemporary societies. Because media and public communication are mostly analyzed within particular theoretical frameworks and within specific disciplinary fields, polarized views have been created with cyberoptimists and celebrants on one side and cyberpessimists and skeptics on the other. Thus we lack an understanding of the interdependencies and convergence between disciplines and practices.

The second edition of this book expertly synthesizes competing theories and disciplinary viewpoints and examines the latest data, including international research from fast-growing markets such as China, to provide a comprehensive, holistic view of the twenty-first century media (r)evolution. Dr. Macnamara argues that the key changes are located in practices rather than technologies and that public communication practices are emergent in highly significant ways.

Engaging and accessible, this book is essential reading for scholars and professionals in media and communication and an invaluable text for courses in media studies, journalism, advertising, public relations and organisational and political communication.

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