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 sceptics 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 revolution. 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.

“The 21st Century Media (R)evolution offers a comprehensive, compelling and insightful mapping of the changing landscape of new media. Grounding his argument in a trove of case studies that have been brought up to date in this second edition, Jim Macnamara stands apart in his ability to integrate theory and practice and will set the agenda for the next phase of thought in the field of communication. A must-read for all communication scholars and professionals.” — Wei-Wen Chung, Dean, College of Communication, National Chengchi University

“Jim Macnamara’s book is a tour de force. It is a must-read for all students and instructors who wish to engage with 21st century media in a critical fashion. In a beautifully written and updated text, Macnamara intelligently critiques the complexities of the 21st century media landscape. I highly recommend this latest edition.” — Eoin Devereux, University of Limerick, Ireland

“Jim Macnamara’s book provides a very well-informed survey of the multiple, often confusing dynamics of contemporary media. He draws on a huge range of debates, remaining skeptical of hype but keeping a sharp eye out for new opportunities for public deliberation and a more informed public culture. This expanded edition is as smart, enlightening and accessible as the original edition. Highly recommended.” — Nick Couldry, London School of Economics, United Kingdom

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SECOND EDITION

Emergent Communication Practices

(R)EVOLUTION
The 21st Century Media

Jim MacNamara
Subaltern projects by governments and institutions in several countries, examine democracy movements such as Occupy as well as official online communications networks in the 2012 Obama presidential campaign as well as in the 2010 UK election. In China and other parts of Asia, including during the recent "Arab Spring," in Europe, the role of social media and social networks. This second edition examines other regions in the global of latest developments. This second edition examines other regions in the global of latest developments. Therefore, the second edition has been produced to further rest the hype around the world that while the core arguments of the book remain true, the pace of change in emerging forms of media and Internet development is the pace of change in emergent forms of media and Internet development. The 21st Century Media (R) Evolution: Emerging Communication Practices—With
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This second edition also presents the findings of a number of 2011, 2012 double the 275 million internet users in the US.

The international scope of this book is one of its key features. While many ...

The essential book for all media and communication scholars and students, its expansive coverage of politics and political communication, the latest research studies from several countries to inform its analysis and 2013 research, and its focus on the application of its international scope, makes it a great resource.

Dr. Call Kenneth  

And, as always, I continue to owe a debt to my wife, partner and muse, substantially updated edition of print. 

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As with the first edition, I owe a great debt to the community of scholars and practitioners in these fields.