

Reviews

The reviews pages are edited by Tor Clark. If you have a book you would like to review or have come across a new book we should know about please get in touch. Also if you have recently had a book published and would like to see it reviewed, please contact Tor on tor.clark@leicester.ac.uk

Development Communication: Reframing the Role of Media, edited by Thomas McPhail.

Reviewed by Muhammad Shahid, PhD fellow, Department of Journalism and Mass Communication, University of Peshawar

Though there are numerous books on communication studies and development, *Development Communication: Reframing the Role of Media*, edited by Thomas McPhail, has an advantage as it has collected writings of several scholars on different aspects of the topic.

Editor Thomas L McPhail is a known media critic from the University of Missouri-St Louis Theatre, Dance, and Media Studies Department and Fellow in the Center for International Studies. He began his career with the noted media scholar of communication studies, Marshall McLuhan. He also worked for Canada's Commission for UNESCO for more than 10 years.

McPhail begins with defining the term: "Development communication is the process of intervening in a systematic or strategic manner with either media (print, radio, telephony, video, and the Internet), or education (training, literacy, schooling) for the purpose of positive social change. The change could be economic, personal, as in spiritual, social, cultural, or political." (P. 3)

McPhail describes the development of communication studies, which can help those who have an interest in working on social change in the era of globalisation. He sheds light on what development communication is and also aptly discusses its history, ie how it started and developed as a discipline.

He discusses how the use of technology affected development. He mentions the development communication's past failures because there was little success ratio in the top-down approaches to development. He expresses his support and holds a positive opinion about a bottom-up approach that pays attention to the grassroots initiatives for the development process.

The book is appropriate for those who wish to study in detail communication development studies from modernisation theories to participatory communication, cultural imperialism, etc.

McPhail has written the first five chapters, in addition to conclusion of the book. McPhail begins with how development communication started (the movements of modernisation liberation, etc), theories seeking replacement of the theory of modernisation that is based on economy, in addition to detailing a historical context of various organisations working in the discipline.

The book has another five chapters, which have been written by different scholars of the field, who further

discuss and carry forward points discussed by McPhail in the earlier chapters. Renee Houston and Michele Jackson discuss the role of information and communication dissemination in the process of development. They shed light on the use of technology for development to generate further dialogue. Satarupa Das examines how the Sonagachi Project in India worked towards for development in health sector and Eva Szalvai discusses the case of the Roma project in Europe. Michele Rice discusses the conditions that have led to the global digital divide. Luz Porras and Leslie Steeves examine what role the women play in the uplift schemes and communication.

The book explains how the information and communications technologies can create an environment conducive to development and progress in different spheres of life. It also debates certain key issues related to development communication that form the dominant paradigms, such as the influential role of private or non-profit organisations (NGOs), gender roles as well as feminism.

McPhail is of the view that the modernisation era failed to bring about a positive change in lives of nations where most people live on low incomes. He argues that there has happened a paradigm shift in the sphere of development communication from concentration on economy as rooted in modernisation theory an inclusive framework which is in fact a bottom-up approach, based on development through participation of participatory development.

He says certain conditions are necessary for transfer of technology to cope with the digital divide, which is the gap between those having a good access to digital technology and people having little or no access.

One more aspect this book points to is the significance of grassroots-based communications in different projects to promote a positive change in society. There are different examples of how bottom-up communication can be beneficial. In a chapter, conceptualising technology, Renee Houston and Michele Jackson discuss technology and communication tools and argue that technology should be integrated into the community in order for it to better play the role of a change agent.

Also, the book challenges top-down approaches used for communication development in the past. Overall, it discusses the strategies that were used in the field and overcome those barriers that hindered communication for development.

The book comprehensively discusses the subject for a multidisciplinary audience and explains a participatory approach to development that shows an inclusion model, instead of a diffusion model. It details the prevalent discourse of development first discussing the modernization approach but comes to a participation-oriented process for development.

The writers of the book also present scholars and practitioners with concepts in the subject's theory and emphasise that development is not one-dimensional, nor is it easily evaluated, but change constantly takes place in the field of development communication.

The book is a mine of knowledge with regard to the understanding of development communication.

McPhail says the sphere of development communication is in flux, both whether it is the theory or practice. There can be no quick fixes but an interdisciplinary approach and working teams have to jointly tackle the issues that hinder the development process. The theory of modernisation is challenged in the book as being naïve as the top-down approaches have not been successful.

No single approach is enough. A range of approaches should be used for new projects or initiatives, such as participatory, education-entertainment, avoiding cultural imperialism, sensitivity to gender and other aspects. A social change will come about through combining components of different approaches.

The book concludes: "There is no 'magic bullet' or sure fire way to approach development; but by learning from past mistakes and being open to new ideas and allowing those in the southern hemisphere to be included at the earliest stages could lead to more progress in development communication activities in the future." (P. 209)

Development Communication: Reframing the Role of Media, edited by Thomas L. McPhail, published by Wiley-Blackwell, 2009, 239pp.

Reading list

This year's books to update your academic bookshelf

2019 has brought an interesting crop of books looking at journalism practice, many of them from authors working in AJE affiliated university journalism departments.

Some of these may already be on your shelves and have even joined you recommended reading lists. In the pressurised world of the modern university it's all too easy to forget to keep a close eye on new publications and ensure your recommended reading lists are both up-to-date and appropriate for the students studying that module. Journalism Education aims to make that job a little easier by keeping you in touch with new publications and carrying reviews that will help you identify which publications are best for your needs. This issue we identify a range of books published in the last few months covering ethics, journalism practice, journalism and gender and journalism culture. If you have found a book that is indispensable to your teaching why not write a review for the next edition of Journalism Education and share your find with others? If you are interested in reviewing for the journal more regularly, please contact Tor Clark at Leicester University who is our reviews editor. Academic publishers such as Routledge, Sage and Palgrave-Macmillan are always happy to provide copies for review and inspection, allowing lecturers to find out first hand what the latest publications are saying. Also if you have a book of your own recently published or due for publication in the next few months, why not let Journalism Education know so that we can publish the news and arrange for a review on publication?

Ethical reporting

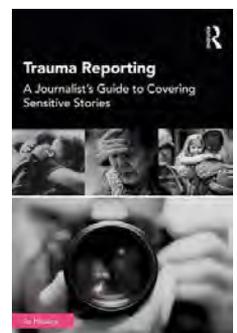
Trauma reporting: A Journalist's guide to covering sensitive stories, By Jo Healey, Routledge 206 pages £19.99

Trauma Reporting provides vital information on developing a healthy, professional and respectful relationship with those who choose to tell their stories during times of trauma, distress or grief.

Amid a growing demand and need for guidance, this fascinating book is refreshingly simple, engaging and readable, providing a wealth of original insight. As an aspiring or working journalist, how should you work with a grieving parent, a survivor of sexual violence, a witness at the scene of a traumatic event?

How should you approach people, interview them and film with them sensitively? Includes an interview with Sallyanne Duncan, co author with Jackie Newton of several papers and a book on trauma reporting and is also one of Journalism Education's editors.

Author: Jo Healey is a senior Broadcast Journalist with the BBC and a prominent member of the DART Centre for Journalism and Trauma network, Europe.



Privacy and the News Media by Chris Frost, Routledge £26.99

This new book about the ethics of reporting privacy critically examines current journalistic practices using both theoretical and applied approaches the book addresses the interplay between the right to free expression (and what that means to a free press) and the right to privacy.

Privacy, and the criticism that journalists unreasonably and regularly invade it in order to get a “good story”, is the most significant ethical dilemma for journalists, alongside accurately reporting the truth. Where is the line between fair exposure in the public interest and interesting the public? This book explains what privacy is, why we need it and why we go to some lengths to protect it.

The law, the regulators, the key court cases and regulator complaints are covered, as well as issues raised by new technological developments. The book also briefly examines regulators in Ireland as well as privacy and free expression elsewhere in Europe and in North America, considering the contrary cultures of the two continents.

This insightful exploration of privacy and journalism combines theory and practice to provide a valuable resource for both Media and Journalism students and working journalists.

Author: Chris Frost is Emeritus Professor of Journalism at Liverpool John Moores University in the UK and has been a journalist, editor and journalism educator for more than 40 years. He is a member of the National Union of Journalists' National Executive and chair of the NUJ's Ethics Council and sits on the NUJ's Professional Training Committee. He is also a former National Chair of the Association for Journalism Education and is a co-editor of the association's journal: Journalism Education. He is a former President of the National Union of Journalists, a former member of the Press Council



Journalism and gender

Journalism, Gender and Power edited by Cynthia Carter, Linda Steiner and Stuart Allan, Routledge, 388 pages £27.99

Journalism, Gender and Power revisits the key themes explored in the 1998 edited collection News, Gender and Power. It takes stock of progress made to date, and also breaks ground in advancing critical understandings of how and why gender matters for journalism and current democratic cultures.

This new volume develops research insights into issues such as the influence of media ownership and control on sexism, women's employment, and “macho” news cultures, the gendering of objectivity and impartiality, tensions around the professional identities of journalists, news coverage of violence against women, the sexualization of women in the news, the everyday experience of normative hierarchies and biases in newswork, and the gendering of news audience expectations, amongst other issues.

Authors: Cynthia Carter is Reader in the School of Journalism, Media and Culture, Cardiff University, UK. She has published widely on children, news, and citizenship; feminist news and journalism studies; and media violence. Her recent books include Current Perspectives in Feminist Media Studies (2013) and the Routledge Companion to Media and Gender (2014). She is a founding Co-Editor of Feminist Media Studies and serves on the editorial board of numerous media and communication studies journals. Linda Steiner is Professor in the College of Journalism, University of Maryland, USA, and Editor



of Journalism & Communication Monographs. Recent co-authored or co-edited books include: Key Concepts in Critical-Cultural Studies (2010), Routledge Companion to Media and Gender (2013), The Handbook of Gender and War (2016), and Race, News, and the City: Uncovering Baltimore (2017). She has published over 100 book chapters and refereed journal articles. Steiner leads the campus Keeping Our Faculty program.

Stuart Allan is Professor and Head of the School of Journalism, Media and Culture at Cardiff University, UK and an editor of Journalism Education. His publications include Citizen Witnessing: Revisioning Journalism in Times of Crisis (2013) and the edited collections, The Routledge Companion to News and Journalism (revised edition, 2012) and Photojournalism and Citizen Journalism: Co-operation, Collaboration and Connectivity (2017). He is currently researching the visual cultures of news imagery in war, conflict, and crisis reporting, amongst other projects

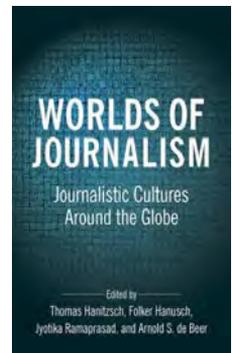
Journalism culture

Worlds of Journalism: Journalistic Cultures Around the Globe, edited by Thomas Hanitzsch, Folker Hanusch, Jyotika Ramaprasad, and Arnold S. de Beer; Columbia University Press £30.00

How do journalists around the world view their roles and responsibilities in society? Based on a landmark study that has collected data from more than 27,500 journalists in 67 countries, Worlds of Journalism offers a groundbreaking analysis of the different ways journalists perceive their duties, their relationship to society and government, and the nature and meaning of their work.

Challenging assumptions of a universal definition or concept of journalism, the book maps a world populated by a rich diversity of journalistic cultures.

Authors: Thomas Hanitzsch is chair and professor of communication in the Department of Communication and Media at LMU Munich. Folker Hanusch is professor of journalism in the Department of Communication at the University of Vienna, where he heads the Journalism Studies Center, and adjunct professor at Queensland University of Technology. He is editor in chief of Journalism Studies. Jyotika Ramaprasad is professor in the School of Communication at the University of Miami. Her books include Contemporary BRICS Journalism: Non-Western Media in Transition (2017) Arnold S. de Beer is professor of journalism at Stellenbosch University. His publications include Global Journalism: Topical Issues and Media Systems (2009).



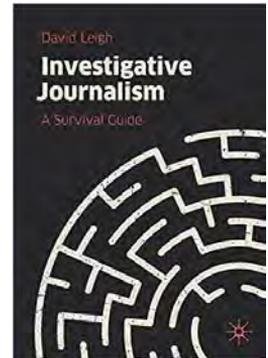
Journalism practice

Investigative Journalism: A Survival Guide by David Leigh Palgrave Macmillan £17.99

At a time of hyper-partisanship, media fragmentation and “fake news”, the work of investigative journalism has never been more important.

This book explores the history and art of investigative journalism, and explains how to deal with

legal bullies, crooked politicians, media bosses, big business and intelligence agencies; how to withstand conspiracy theories; and how to work collaboratively across borders in the new age of data journalism. It also provides a fascinating first-hand account of the work that went into breaking major news stories including WikiLeaks and the Edward Snowden affair. Drawing on over 40 years of experience with world-leading investigative teams at newspapers including the Guardian and The Washington Post, award-winning journalist David Leigh provides an illuminating insight into some of the biggest news events of the 20th and 21st centuries. This book is essential reading for anyone interested in the behind-the-scenes work of journalists and news organizations. It also acts as an essential practical toolkit for both aspiring and established investigative journalists.



Author: David Leigh is one of Britain's best-known investigative journalists, and the Anthony Sampson Professor in Reporting at City, University of London, UK. He was head of investigations at the Guardian for 15 years, a journalist for The Times, the Observer and The Scotsman, and the first Laurence Stern Fellow at The Washington Post. He was also a TV producer at This Week and World in Action. He has won numerous journalism awards and is the author of several books, including Wikileaks: Inside Julian Assange's War on

Specialist journalism

Writing Feature Articles by Mary Hogarth published by Routledge £29.69.

Writing Feature Articles presents clear and engaging advice for students and young professionals on working as a freelance feature writer.

This fifth edition not only covers producing content for print, but also for digital platforms and online. Mary Hogarth offers comprehensive guidance on every aspect of feature writing, from having the initial idea and conducting market and subject research, to choosing the right target audience and publishing platform and successfully pitching the article. In addition, the book instructs students on developing their own journalistic style and effectively structuring their feature. Each chapter then concludes with an action plan to help students put what they have read into practice. It covers:

- Life as a freelance
- Building a professional profile
- Telling a story with images
- Developing a specialism
- Interviewing skills

Praised by Dr Barbara Rowlands of City University as a “A rich resource, full of gold-plated advice for any budding feature writer.” and Catherine Derby of the University of Central Lancashire as “a welcome and timely update of Brendan Hennessy’s classic Writing Feature Articles... it is for anyone who aspires to be a journalist in our fast-moving digital age.”



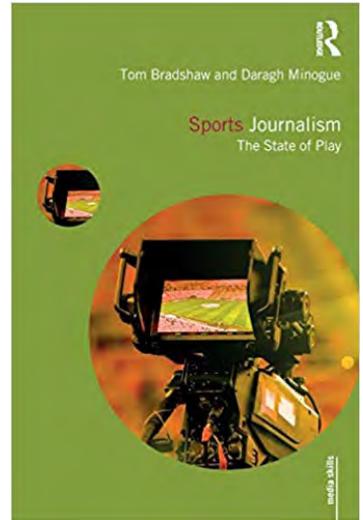
Author: Mary Hogarth is an educator, media specialist, and writer, and HEA Senior Fellow and has a fractional post at Bournemouth University. With more than 20 years' industry experience and lecturing experience, Mary set up The Magazine Expert Ltd consultancy practice in 2015, specialising in new title launches (print, online and digital), audience engagement, editorial development and sustainable business strategies.

Sports Journalism (Media Skills) by Tom Bradshaw and Daragh Minogue Routledge £29.55

Based on interviews with leading sports journalists and grounded in the authors’ experience and expertise in both the sports journalism industry and sports media research, Sports Journalism gives in-depth insight into the editorial and ethical challenges facing sports journalists in a fast-changing media environment.

The book considers how sports journalism’s past has shaped its present and explores the future trends and trajectories that the industry could take. The far-reaching consequences of the digital revolution and social media on sports journalists’ work are analysed, with prominent sports writers, broadcasters and academics giving their insights. While predominantly focused on the UK sports media industry, the book also provides a global perspective, and includes case studies, research and interviews from around the world. Issues of diversity – or a lack of it – in the industry are put into sharp focus. Sports Journalism gives both practising sports journalists and aspiring sports journalists vital contextualising information to make them more thoughtful and reflective practitioners.

Authors: Tom Bradshaw is Senior Lecturer and Course Leader in Sports Journalism at the University of Gloucestershire, and an award-winning sports journalist. His main research area is media ethics. Alongside his teaching and research, Tom writes for The Times and other titles, and broadcasts for the BBC. Daragh Minogue is Principal Lecturer and Course Leader in Sport Journalism at St Mary’s University. His current research focuses on identity, politics and sports media. He contributes to the journalism training programme at Sky Sports News and has received commendations for promoting equality, diversity and inclusion in journalism.



Fashion Journalism by Julie Bradford Routledge £32.99

This comprehensively revised and updated second edition of Fashion Journalism examines the vast changes within the industry and asks what they mean for the status, practices, and values of journalism worldwide.

Providing first-hand guidance on how to report on fashion effectively and responsibly, this authoritative text covers everything from ideas generation to writing news and features, video production, podcasting, and styling, including advice on how to stay legally and ethically safe while doing so. The book takes in all types of fashion content – from journalism to branded content, and from individual content creation to editorial for fashion brands. It explores their common practices and priorities, while examining journalists’ claim to special status compared to other content producers. In conjunction with expanded theory and research, the book includes interviews with journalists, editors, bloggers, filmmakers, PRs, and brand content producers from the UK, the US, China, and the Middle East to offer all a student or trainee needs to know to excel in fashion journalism.

Author: Julie Bradford is programme leader for BA Fashion Communication at Northumbria University and a former journalist.

