

exchanges, rallying around prosocial causes, etc. On the other hand, Redditors often come across harboring the mob mentality such as involvement in the Boston Marathon Bombing and the “cringeworthy” postings. **Chapter 4** details the socialization process of novice Reddit members becoming full-fledged Redditors and what this status change means for their relationship with the Reddit community at large. It also details the scornful attitude toward default subreddits and the varied ways Reddiquette (informal Reddit community rules) is viewed in the Reddit community. **Chapter 5** concerns both the humorously clever and serious ways Redditors express themselves in the platform. It details how the Reddit platform features enable innovative expressions from memes to novelty accounts to reaction GIFs and how Redditors value meaningful contributions and ridicule repetitive “shitposting” and “karmawhoring.” **Chapter 6** addresses the dark side of Reddit discourse that further marginalizes women and minority groups such as “male gaze” and geek masculinity that excludes women and minority groups. **Chapter 7** concludes the book by providing a summary of findings, situating them in a broader context of Reddit platform politics and participatory culture, and suggesting possible directions for future research in this area.

Reddit as a content and repost sharing social networking site has been documented in having the ability to form various online communities. I am surprised to find the book only gives passing treatment of the important concepts of social capital and civic engagement. It does not adequately cover another important research domain in selective exposure and polarization on social networking sites though it mentions “echo chamber” in passing.

Despite the limitations already mentioned, the book is arguably the first to fill a scholarly void by examining one of the social networking sites—Reddit, its formation and development of relationships within the platform, its dual role for charity, prosocial causes and further marginalization of women and minority groups. The author’s ethnography method has a big advantage of capturing Reddit community actions in real time. Overall, this is a solid book-length treatment of a dynamic social networking site.

2. LONGER SINGLE BOOK REVIEWS

A. Media and Politics

46:218

News Frames and National Security: Covering Big Brother by Douglas M. McLeod and Dhavan V. Shah. New York, NY: Cambridge University Press, 2015—\$29.99, ISBN 978-0-5211-3055-4 (paperback), 232 pp., bibliographical notes, index.

Reviewed by: Weiwu Zhang, Texas Tech University, Lubbock, TX, USA

There has been an explosion of framing effects research in the past two decades. The whole spectrum of social sciences has felt its impact. Framing research is a hot topic in political science, sociology, psychology, and in particular, the mass communication discipline, which testifies to the importance and also the confusion of the concept. In addition, the majority of framing studies focus on the nuances of framing in domestic issues. A comprehensive treatment of the framing literature in *foreign policy issues* is scarce with the exception of Professor Robert Entman’s **Projections of Power**. Entman’s book analyzes how American pres-

idents frame foreign policy issues and influence the framing of such issues among mainstream media, which tend to be skeptical of presidential framing efforts. ***News Frames and National Security: Covering Big Brother*** written by two prominent framing scholars Professor Douglas McLeod and Professor Dhavan Shah, both at the School of Journalism and Mass Communication at the University of Wisconsin–Madison is another significant book-length treatment of the complex but fractured paradigm of framing. The book, based on a series of experimental studies, tackles two major questions: What is the role of news framing of terrorist threat in leading ordinary Americans to support national security over civil liberties in the aftermath of the 9/11 attacks? And what is the role of personifying news framing of terrorist threats in making the American public more suspicious of targeted groups, in decreasing the civil liberties for those targeted groups, and increasing their support for the government's expanding surveillance program under the Patriot Act? The series of empirical studies contained in the book are part of faculty-graduate students' collaboration of the Mass Communication Research Center (MCRC) at the University of Wisconsin–Madison. The philosophy of MCRC is that the best way to learn research methods is by doing one in a collaborative manner based on solid theoretical grounding and multimethod approaches.

Although there are many approaches to the concept of framing, scholars generally agree that framing refers to regular patterns of selection, emphasis and exclusion in the communication messages that suggest certain ways of interpretation. Framing effects refers to how such message patterns shape the interpretation and thinking of the people who are exposed to the messages.

This framing book is composed of three major parts and divided into eight chapters. **Part 1** introduces the theoretical underpinnings of framing paradigm. **Chapter 1** introduces an excellent description of the two theoretical models of framing, the Message Framing Model (MFM) and the Message Processing Model (MPM). **Chapter 2** provides the broader background to the studies the book is based on and what the two models mean for the national security vs. civil liberties debate in terms of three major consequences for citizen democratic competences: political sophistication and integration, social tolerance, and political participation.

Part 2, including chapters 3 through 7, presents a series of empirical framing studies. **Chapter 3** presents details of the research design for the empirical studies of the War on Terror contained in the book. Here the authors tout the advantages of using experiments to examine framing effects over survey and content analysis and provide thorough concept explication of the framing concept. The following four chapters explore direct and indirect effects of framing on the three major outcomes mentioned previously. **Chapter 4** investigates the confluence of framing effect and cueing on attitude consistency and latency effect concerning tolerance toward Arabs in the United States. **Chapter 5** uses open-ended responses to examine framing effects on people's cognitive complexity about the national security/civil liberties conflict. **Chapter 6** explores the interaction effects of news framing and people's predisposition on the tolerance judgments toward political activist groups in the experimental context. **Chapter 7** examines the competing influences of individual vs. collective framing on people's willingness to take expressive measures for or against the targeted groups of governance surveillance.

Part 3 concludes the book by synthesizing the research findings, explains the broader theoretical, methodological and practical implications of the findings, and sheds light on how news framing of the War on Terror leads the public to greater willingness to trade liberty for national security. Finally, four indexes detail the measurement procedures for all the studies.

The biggest contribution of this book is its theory-driven approach and methodological rigor. Doug McLeod and Dhavan Shah are probably the first to integrate various framing approaches (e.g., Message Framing Model and Message Processing Model) and come up with a unifying model that tackles the fractured status of framing. In other words, they link the frames embedded in communication messages to the effects of frames in shaping people's thinking and judgment. Concept explication, the process of connecting abstract concepts to concrete procedures of observing and measuring those concepts in the real world, tends to be the weakest link in mass communication research. However, their concept explication of framing is most impressive. They organize the vast amount of framing studies along two dimensions: a *purity* dimension between "idealistic" and "pragmatic" perspectives and a *generalizability* dimension between "context-specific" and context-transcendent" approaches.

They also link the framing approach to the message cueing process and explore how they jointly affect people's thinking of these messages. Unlike many framing studies that only examine the nuances of framing in communication messages, this book goes further by exploring three major outcomes of framing: political sophistication and integration, social tolerance, and political participation. It also provides empirical evidence for the conditional rather than direct influence of framing by looking at framing moderators such as need for cognition, ideologies, media credibility and trust, the presence of opposing views, etc.

This is an impressive collection of theories and empirical studies of framing effects in the important area of national security vs. civil liberties during the War on Terror. It is theoretically sound and methodologically rigorous, the hallmark of the "Wisconsin School."

Despite the advantages of the book, there remain some limitations. One is the dominance of experimental approaches in capturing framing effects in public opinion research. Although the biggest advantage of experimental design is the ability to establish causal relationship, that is, high internal validity, its inherent weakness is low external validity, that is, what is applicable in the laboratory setting may not be working in the real public opinion environment. One possibility is to embed message framing experiments in the national surveys based on probability samples.

Although the book focuses on various factors that lead to publics' acceptance of the government surveillance program over civil liberties concerns, it neglects the two-issue dichotomy factor, that is, on foreign policy, the federal government, especially the president, has far more power in framing the issues and the publics tend to be reactive to elite frames, whereas on domestic policy, there tends to be more diversity of frames from both elites and ordinary Americans. In addition, there are some typos in people's names. For example, Edward Snowden was misspelled as "Eric Snowden" on page x.

On balance, this volume is a comprehensive synthesis of the theoretical approaches and research studies surrounding framing effects in national security and civil liberties issues. The unifying model can be applied to framing effects in other research domains.

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The Media, Political Participation and Empowerment edited by Richard Scullion, Roman Gerodimos, Daniel Jackson, and Darren Lilleker. New York, NY: Routledge, 2013—\$140.00/49.95, ISBN 978-0-415-63349-9 (hardcover), ISBN 978-1-13-883039-4 (paperback), 264 pp., bibliographical references, index.

Reviewed by: Weiwu Zhang, Texas Tech University, Lubbock, TX, USA

Drawing on research studies from the United Kingdom, The Netherlands, France, Germany, The Middle East, South Africa, Mexico, and the United States, *The Media, Political Participation and Empowerment* provides a truly international perspective on current understanding of the ways and processes through which media and the Internet influence the political participation and the empowerment or dis-empowerment of citizens. Using interdisciplinary perspectives from the fields of journalism, media studies, public relations, marketing, cultural studies, political science, and international relations, prominent scholars of this volume address the following questions: 1) How much and what types of civic empowerment are most desirable, and how does this differ cross-nationally? 2) How do citizens relate to private and public spaces? 3) How do citizens function in online, networked, and alternative spaces? 4) How do audiences of ‘nonpolitical’ media spaces relate their experiences to politics? and 5) How are political parties and movements utilizing audiences as co-creators of political communication and what are the consequences for democracy?

This volume, edited by Richard Scullion, a Senior Lecturer in Marketing Communication, Roman Gerodimos, a Senior Lecturer in Global Current Affairs, Daniel Jackson, a Senior Lecturer, and Darren G. Lilleker, a Senior Lecturer in Political Communication, all in the Media School, Bournemouth University, United Kingdom, consists of three themed parts and divided into 18 chapters.

Part 1 concerns how elites use media to garner power and influence and tackles one question: Does political communication from the elites to citizens empower or dis-empower citizens? If so, how? **Chapter 1** serves as the introduction. **Chapter 2** is a theoretical chapter and is provocative in challenging the notion that media empower the citizens. Instead it is argued that empowerment depends on the social and economic contexts of which media organizations are parts and on who writes the rules of the game and who dominates the structures. **Chapter 3** uses data from national elections from four democracies to examine whether social media use by both the elites and ordinary citizens changes the power dynamics in those countries. It is found that user-generated content by ordinary citizens does function along with elite official communication and they jointly shape voters’ experiences.

However, elite political actors are managing citizens’ crowd efforts for their own purposes. Voter participation is still limited and controlled by the official campaigns and the desirable goal of empowering citizens has not been materialized. **Chapter 4** examines if political attack ads empowers and dis-empowers young citizens. The conclusions from a survey data of the 2010 British elections are firm in the dis-empower camp. Although political attack ads are effective winning strategies during political campaigns, they are also quite effective in fostering cynical view and distrust of the political processes among young voters. **Chapter 5** analyzes Conservative Party leader David Cameron’s rhetoric of the Big Society as a vehicle for empowerment. It is concluded that such rhetoric’s empowering potential is dubious at best. Cameron’s speeches show that the populist rhetoric and its empowerment depend on certain engaged individuals and certain individualist-oriented work and personal responsibility. **Chapter 6** examines the uses of Twitter by political candidates during the Dutch and British General Elections and determines whether Twitter uses enhance civic empowerment and serve as a vehicle for connected representation. Findings suggest that political candidates recognize Twitter as a platform to engage citizens. However, majority of candidates use tweets for broadcasting their political messages and informing citizens of their political stances on

issues with interesting personal appeal. Few use them to interact with citizens to engage them and develop relationships.

Part 2 focuses on mediated spaces and forums for citizen engagement and tackles one key question: Do media broaden the empowerment of citizens or do they mainly restrict such empowerment? **Chapter 7** questions the utility of the “empowerment” concept and argues that the way the concept is used itself in research studies actually may dis-empower those individuals who are on the receiving end of empowerment. “To speak of someone/something empowering someone else constrains and tames the kind of power which can be enacted by the receiving party” (p. 100). **Chapter 8** concerns the paradoxical relationship between journalism and publics and what constitutes meaningful citizen participation in the public spheres. It is argued that we should reject the notion that interactive tools afforded by the new media technologies automatically enable publics.

The chapter situates the role of new media technologies in the broader social, cultural, economic, and political contexts and sheds fresh insight on the changing relationships between journalists and citizens. It also rejects the “minimalist” view of public participation in journalism driven by bottom-line concerns that maintains the status quo and stifles meaningful participation from citizens. It argues that news production process needs to be open and equal to all contributors and it should involve the publics in the production phase as well as the interpretation phase. Empowerment means true partnership with the public and genuine diversity of publics in the process. **Chapter 9** is an empirical study of BBC News Online and its civic engagement potential. It is concluded that BBC News Online has a limited space for citizen participation. The author suggests cross-platform fertilization rather than isolated silos but still believes in the value of expanded citizen voices to the democratic debates despite the flaws of these spaces.

Chapter 10 expands the scope of politically relevant media to include “media installations” in public spaces, in this case, Lozano-Hemmer’s *Relational Architectures* projected onto the outside of theater in Rotterdam. These new media artworks favors certain civic identity such as preferring the status quo and the privatization of public spaces imposed by the artist’s sovereign will. The final chapter in **Part 2** examines the constructions and de-constructions of “moral panic” narratives on online newspaper discussion boards. Moral panics are defined as scares about a threat or expected threat from deviants or folk-devils. The chapter uses a combination of discourse analysis and virtual ethnography to analyze moral panic claims and counterclaims (e.g., “Broken Britain,” “Welfare Scroungers”) and argues that such user-generated content serves as a robust forum for competing ideals of civic engagement and for citizens to challenge the hegemonic “moral panic” narratives.

Part 3 shifts focus from political elites and media to citizen perspectives. It seeks to answer one fundamental question: To what extent does citizen participation bring about more political power? **Chapter 12** concerns how citizen diplomats (nonstate actors) use social media to be actively engaged in international affairs. That author confirms the quasi-diplomatic practices of nonstate actors and NGOs. Despite the acknowledgement of the difficulties of measuring tangible outcomes of citizen diplomacy and the continued dominance of state actors in global affairs, the author calls for more conceptual and measurement tools to better capture the influence of citizen diplomacy. **Chapter 13** addresses whether the Internet tools can empower disabled people to take direct actions. It focuses on the actual new media experiences of disabled campaigners to achieve their ends. **Chapter 14** uses a

survey data to explore how young people in the United Kingdom use the Internet for political and civic participation and how does such Internet use relate to their notions of civic and political participation. It is found that youth in UK participate rarely in conventional politics but are very active in voluntary activities. **Chapter 15** analyzes everyday talk on online spaces and the implications of these for empowerment. They argue for the importance of the talkative electorate for the health of democratic governance with a caveat that such talk should contain substance. The online spaces examined serve to limit the political discourse.

Chapter 16 deals with the potential of another form of talk, radio talk shows in post-apartheid South Africa. It is argued that radio talk shows can be alternative platforms for empowerment but cautions against various ways that individuals can still be marginalized. **Chapter 17** concerns the role of citizen journalism in civic empowerment. While new media technologies in theory can empower passive publics, substantive participation can take place only when a truly deliberative forum is in place where elite discourse is challenged. **Chapter 18** concludes the book by providing general conclusions on the relationship between political elites, media, and citizens.

This edited volume has the advantage of drawing on insights from multiple disciplines in journalism, media studies, public relations, marketing, cultural studies, and political. It features both theoretical articles and empirical studies from around the world. It has distinct European flavor of being critical and skeptical of the role of media and the Internet in empowering citizens.

One major weakness of the volume is that some chapters make provocative statements without solid empirical evidence to back them up. For example, the chapter on the negative influence of political attack ads uses survey methods, which is not appropriate to establish causal relationship. Another chapter that analyzes a nonprobability sample survey data makes sweeping generalizations as if it used probability sample data. At times, some chapters can be overly critical without appreciating the positive side of some theoretical perspectives. For example, the chapter on the role of citizen journalism in civic empowerment fails to acknowledge that civic journalism, that kind that aims to serve the community better by identifying the most important problems facing the community, is actually a positive application of the agenda setting theory. In other words, one desirable role for the media in this model is to set proper agenda for media owners, politicians, and citizens and to stimulate debate and foster democratic deliberation.

B. Strategic Communication Reference

46:220

The Routledge Handbook of Strategic Communication edited by Derina Holtzhausen and Ansgar Zerfass. New York, NY: Routledge, 2015—\$205.00, ISBN 978-0-415-53001-9 (hardcover), 596 pp., bibliographical references, index.

Reviewed by: Weiwu Zhang, Texas Tech University, Lubbock, TX, USA

Since the inaugural issue of the *International Journal of Strategic Communication* in 2007, there has been concerted effort to build an emerging body of knowledge of strategic communication from multiple disciplines. This burgeoning field has also spawned a solid number of empirical studies most recently. Two original “instigators” of the field, Professor Derina

Holtzhausen of the School of Media and Strategic Communications at Oklahoma State University and Professor Ansgar Zerfass of strategic communication at both the University of Leipzig, Germany, and BI Norwegian Business School, assembled an impressive review of scholarship in theoretical approaches and practices in the strategic communication field in *The Routledge Handbook of Strategic Communication*.

The book consists of four major parts. **Part I** lays the theoretical foundations of strategic communication. It includes conceptualizing strategic communication, an overview of research development in this area, implications of Clausewitz and John Dewey for strategic communication, the evolution of strategy in communication science, and expanding the concept of strategic communication by including the notion of public sphere. It also presents the application of network theory in government-citizen communication, the importance of tolerance of uncertainty in organizational strategic communication, and finally the role of social theory in strategic communication, in particular, how strategic communication is influenced by and influences power structure through language, legitimacy, etc.

Part II presents the institutional and organizational aspects of strategic communication. It covers organizational factors that may limit excellence in strategic communication such as organizational structures, organizational culture and knowledge, and the role of polyphony in management messages in undercutting persuasiveness and creating confusion.

This part also presents the importance of the combination of interactions and communication practices in sense making in organizations, how the interface between good governance and communication builds communication capital, how entrepreneurial theory may help form effective strategies, the role of communication executives in strategizing, and the role of organizational goals and behavioral objectives in strategic communication.

Part III focuses on the dimensions of communication between strategic communicators and their various stakeholders and publics. It covers the message strategies in strategic communication, framing strategies in message design, image restoration message strategies during crisis communication, semiotic approach to identifying and decoding strategic visuals, relationship cultivation strategies in strategic communication, and the importance of participatory communication through social media in strategic communication.

Part IV comprehensively presents various domains of strategic communication practices such as institutionalization in public relations, advertising, strategic political communication, communicating strategically in government, health communication, strategic activism for democratization and social change, strategic dimensions of public diplomacy, international non-governmental organizations, terrorism, crisis communication, risk communication during social change, social media and strategic communication, and global strategic communication.

One limitation is its conceptualization of strategic communication. Its definition of strategic communication as “the practice of deliberate and purposive communication that a communication agent enacts in the public sphere on behalf of a communicative entity to reach set goals” (p. 4) is too encompassing. This handbook could have differentiated strategic communication from its closely related fields such as advertising, marketing, persuasion, and especially public relations. Indeed, many chapters such as crisis communication, risk communication, framing theory, and organization-public relationships model (OPR) seem to be straight public relations concepts and domains. Though the role of social media in strategic communication is covered throughout the volume, some chapters seem to be overly optimistic of the impact of social media in various domains of strategic communication. For example, the chapter on

strategic communication in a networked world argues that the proliferation of new communication technologies makes theories based on traditional and legacy communication obsolete. This is rather a sweeping statement and fails to appreciate the fact that majority of mass communication and strategic communication theories still hold up in the new media environment though some modifications are necessary. In addition, strategic communication needs to employ a variety of media channels including traditional media and new media to achieve the objectives of communication campaign.

Overall, this is a useful handbook that covers the broad territory of the field of strategic communication with its solid theorizing and extensive review of empirical studies in major areas.

C. Digital State

46:221

Disruptive Power: The Crisis of the State in the Digital Age by Taylor Owen. New York, NY: Oxford University Press, 2015—\$27.95, ISBN 978-0-199-36386-5 (hardcover), 264 pp., bibliographical notes, index.

Reviewed by: Robert B. Affe, Indiana University, Bloomington, IN, USA

In a more leisurely age, the question might have been posed as: “Whither our modern institutions?” But in our amped-up, hyper-technological 21st century, the question might be better phrased: “*Wither* our modern institutions?”

That is the thesis of a remarkably thoughtful discussion by Taylor Owen. The digital tsunami has swept through all aspects of our civilization, forcing a wholesale reassessment of our values, methods—and institutions. Owen is Assistant Professor of Digital Media and Global affairs at the University of British Columbia and a Senior Fellow at the Columbia Journalism School, with a Ph.D. from the University of Oxford. This book is a little masterpiece of provocative thought.

The digital world upon us is perhaps the greatest wholesale change in the way humans relate to each other since the *first* Information Age—the invention of movable type. After Gutenberg, no longer were reading and information the redoubt of the well-born. Literacy, not bloodline, became the path to achievement. The domain of elite literacy was forever demolished so that today an individual can even have his own domain *name*. Although Owen carefully dissects the many components of society that must adapt, his main focus is on the changes in international relationships and security. A nation-state is vertical: power, influence, and organization radiate from above. A digital state is borderless, horizontal, the ultimate democratizer and diffuser of that very same power, influence, and organization. The bulky, predictable *grand pas de deux* of nation-to-nation diplomacy has irreparably frayed. Nation-states cannot as easily react to innumerable nonstate players, free agents pursuing their own foreign policy, the way they can interact with fellow bureaucratic nation-states. A teen-aged hacker in his basement can cause as much havoc as a renegade dictator.

Speed, mobility, and new protagonists abound in the Digital World. Apart from its impact on political matters, no aspect of modern life is spared, whether manufacturing (mass industrialization v. 3-D printing); commerce (Amazon v. brick- and-mortar merchants); international currencies (the U.S. dollar v. Bitcoin); space exploration (NASA v. Space X),

media (Hollywood studios v. YouTube), intelligence gathering (NSA v. Anonymous), or even dating/mating (old-fashioned fix-ups v. social media and commercial “match” sites).

Technology changes, but human nature abides. Short of time-travel or the discovery of alien life forms, digital saturation of our lives might be the most significant technologic event of our still-young century. There are significant trade-offs, though, a price to pay for the convenience of the digital lifestyle; whether humanity can adjust is another question. One advantage of the lumbering nation-states is that decisions and actions were more deliberative, cautious, and consensual. In contrast, digital technology can be individualistic and instantaneous, and therefore more unpredictable. It might be wise to remind ourselves that the more that technology affects all the institutions of our lives, the more we need reminders of our individuality and shared vulnerability.

D. Business Communication

46:222

Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and its Stakeholders by Matthew W. Ragas and Ron Culp. New York, NY: Palgrave Macmillan, 2014—\$55.00, ISBN 978-1-1373-8773-8 (hardcover), 232 pp., bibliographical references, glossary, index.

Reviewed by: Timothy Penning, APR, Grand Valley State University, Allendale, MI, USA

There is an ongoing dialogue among professors and practitioners of communications about what exactly does a modern communications professional need to know. The subject comes up at conferences, in journal articles about pedagogy, in countless trade publication articles, and in culminating reports such as the periodic reports from the Commission on Public Relations Education, which combines the insights from academia and industry.

One area of knowledge that comes up frequently as important for communications professionals is business knowledge. Communications professionals with a marketing degree may have gained this because marketing programs are typically in a business school of college. But those with degrees in advertising or public relations may have had more classes in creative expression than in the areas of finance and economics.

Business Essentials for Strategic Communicators seeks to bridge this knowledge gap and does so in a way that is useful to current students of communications disciplines as well as for working communications professionals who desire a better understanding of the terminology and concepts that are discussed by their management peers. The book is written by a public relations professor (Ragas) and a veteran public relations practitioner (Culp) who now directs a graduate program in public relations and advertising.

The book is organized into four parts. **Part I** is an introduction to business essentials and makes the case for why such knowledge is important. These reasons include the ability for communicators to gain the often sought after “seat at the management table” by being able to talk the language of management. More than just being there, the book aims to equip communicators to go beyond mere creativity to be strategic counselors of management, and to do that they must align communication with broader organizational business goals. **Part II** covers foundational business knowledge for communicators. It serves as a short-course in five chapters covering economics, finance, the stock market, financial statements and accounting,

law, and intangible assets and the importance of nonfinancial information. **Part III** makes more explicit the bridge between communications and business, with chapters on corporate governance, corporate social responsibility (CSR), and corporate reputation. Finally, **Part IV** focuses on proving the business value of communications with a chapter on the increasing importance of research, measurement, and evaluation.

Potential readers of the book should not be put off by the word “business” in the title. The authors acknowledge that many of the concepts also apply to nonprofit organizations (hence the word “stakeholders” in the title as well). However, the authors could have been more frequent and explicit with information that applies to many communications professionals in the nonprofit and government sectors with chapters on the unique concepts there such as donor retention, donor intent, nonprofit governance, transparency in government, and other key topics.

The strengths of the book include its logical organization and understandable tone. Some who go into communication profess a fear of mathematics or boredom with business concepts. This text makes such terms easy to understand and to see the connection to communications. The 21 tables, figures and examples help to illustrate much of the information in the book. The glossary at the end is also very useful as a desk reference for communicators who want to write a report with appropriate terminology or to check on something they read or heard at a meeting.

Overall, *Business Essentials for Strategic Communicators* fills a felt need for both students and professionals. It could be used as a supplemental text in communications courses that cover case studies or stress the management and strategic aspects of communication. Communications professionals may find the book a helpful tool to enter client and management meetings with more confidence in their ability to participate in the broader discussions, demonstrating the value of their creative ideas to the organization.

E. Social Networks in Social Movements

46:223

Social Networks and Social Movements: Contentious Connections by Nick Crossley and John Krinsky. New York, NY: Routledge, 2015—\$145.00, ISBN 978-1-13-883241-1 (hardcover), 182 pp.

Reviewed by: Lan Ni, University of Houston, Houston, TX, USA

Social Networks and Social Movements: Contentious Connections is an edited book examining the nature and dynamics of social movements using social network analysis.

This is a book most appropriate for public relations educators, students, and practitioners interested in social network analysis, social movement, and political communication. It is worth noting that some of the concepts and methods used in this book are rather advanced so it may be more suited for someone who already has a good understanding of social network analysis.

The edited book consists of eight chapters: one introduction and seven cases. **Chapter 1** is an introduction on social movements and social networks. This chapter not only provides an excellent review of literature on related studies, but also a useful introduction to major concepts and evolution in social network analysis. Readers are highly recommended to read this chapter before moving on to the various cases in the following chapters.

Chapters 2 through **8** explore the usefulness and limitations of social network analysis in social movement. These chapters utilize contexts that vary vastly in terms of country, issue, time period, actor, method, and application. They can be categorized into three major clusters: decision making, network and actors, and technology.

Decision making is examined in **Chapters 2** and **3**: how social network influences decisions to participate in movement (**Chapter 2**), and to adopt new tactics (**Chapter 3**). Network and actors are examined in **Chapters 4, 7, and 8**: how network itself changes and evolves (**Chapter 4**), how central actors evolve (**Chapter 7**), and how peripheral actors in environmental movement are influenced (**Chapter 8**). Technology in network is examined in chapter five and six: how virtual network and internet and communication technologies (ICTs) influence social network and movements. Below is a brief review of each chapter.

Chapter 2 examines the influence of network ties on the decisions of participating in activist movements. The authors discuss the variations of network influences on such contentious protest participation and aim at disclosing the specific conditions and contexts where such influence exists.

Chapter 3 explores another kind of decision, the decision to adopt new tactics. Specifically the author examines the diffusion of one tactical innovation (i.e., militancy) within the British Suffrage Movement. Linking structural and cultural analysis of social networks, the author details why some adopted the new innovation whereas others did not.

Chapter 4 explores the network itself, i.e., the changes and dynamism in movement networks and how networks are influenced by movement activism. Using the Provisional Irish Republican Army as the study context, the authors also examine the role of secrecy in the evolution of this network.

Chapters 5 and **6** are both about online network and its effect on social movement. **Chapter 5** specifically focuses on how virtual network influences mobilization in social movement in the early 21st century, utilizing hyperlink network analysis approach. On the other hand, **Chapter 6** examines a more recent case of virtual network, the use of Twitter leading up to the Occupy Wall Street movement.

Chapter 7 takes a close look at some of the contentious events in Mexico City and examines the active and central actors in those events, based on a block model of the actors.

Instead of examining the direct and central actors in social network, chapter eight looks at the more “peripheral” aspect of network. It examines whether minimal and indirect forms of contact with environmental movement organizations are associated with pro-environmental attitudes and in turn reduced levels of electricity usage.

The strength of this book lies in its rich and rigorous theoretical and methodological approaches. Each chapter examines a unique and important context in social network and social movement. Some chapters are explanatory and some are descriptive, yet all have contributed tremendously to our understanding of this field.

The only limitation of this book is that it lacks guidelines for practical applications. It would be a nice addition if it contained a final, conclusion chapter that details how the book may shed light on the practice of those who are involved in social movements or activist groups.

Overall, this book is a very useful advanced text to supplement by other, more fundamental readers on social network and movements. It is best suited for educators, advanced graduate students, and practitioners who want to dig deeper into this social phenomenon.

F. Women in Film and Television

46:224

Women and Death in Film, Television, and News: Dead but Not Gone by Joanne Clarke Dillman. New York, NY: Palgrave Macmillan, 2014—\$95.00, ISBN 978-1-1374-5768-4 (hard-cover), 220 pp., bibliographical notes, index.

Reviewed by: Jennifer Huemmer, Texas Tech University, Lubbock, TX, USA

Women and Death in Film, Television and News analyzes the significance of images of dead female bodies across multiple texts, namely film, television and newspaper. Clarke Dillman privileges the knowledge created by the image rather than the text arguing that images cannot be unseen and their meanings cannot be negated through text, thus the repetition of images of dead women across multiple texts serves to discipline women while simultaneously positioning women as disposable. The author further argues that the influx of images of dead female bodies that occurred during the 2000s is situated within the historical and cultural boundaries of globalization, the events of 9/11, and “the resurgence of antifeminism.” She then uses these components to inform her reading of dead women in film, television, and news stories.

The book is divided into five chapters and a conclusion. The introduction in **Chapter 1** establishes the author’s argument that the repetitive images of dead female bodies that manifested in media during the 2000s are problematic because they serve to discipline and dehumanize women and, perhaps more unnervingly, because these images are often overlooked or understood as “status-quo.” The introduction then examines the influence of globalization, 9/11, and antifeminism on these media images. Clarke Dillman argues that globalization has allowed women to progress in the work place resulting in male anxieties. These images therefore serve to immobilize women and calm male angst. She also argues that the events of 9/11 produced a nationwide melancholy and obsession with death that manifests in a recurring media focus on death and, particularly, dead women. Finally, the author argues, “because feminism is responsible for the discourse of female empowerment, it is targeted for destruction” (p. 20). The resurgence of antifeminism then influences the production of images that serve to discipline women by instilling fear over the threat of what might happen if a woman “steps out of line.”

Chapter 2 examines the dead female characters in the films *Minority Report* (2002), *Déjà Vu* (2006), and *Corpse Bride* (2005). These female characters are either already dead or their death is foreseen by the audience at the beginning of the film. Clarke Dillman argues that the women killed in *Minority Report* are punished for being bad mothers, and their deaths therefore discipline women that fail to fulfill society’s expectations of female roles. The film also acknowledges American anxiety over surveillance as well as anxiety over female ways of “knowing” which must be regulated and controlled. *Déjà Vu* also plays on recent anxieties over surveillance and uses a dead female character to argue for the necessity of government surveillance to protect citizens. The most alarming analysis conducted in this chapter is that of the *Corpse Bride*, which is an animated “family” film. The author points out narrative and visual elements that establish the dead female character as a victim of domestic violence and argues that the film “masks gendered violence with universal death” (p. 52).

In **Chapter 3**, the author examines the use of dead women as tools to explore issues of family, loss, and serial killers in the films *The Lovely Bones* (2009) and *Disturbia* (2007).

Clarke Dillman notes that these films depict the serial killers responsible for killing the girls and women as “monsters.” She argues that this characterization serves to separate serial killers from other males thus freeing the film and the audience from the responsibility of examining the misogynistic cultural systems that empower gendered violence.

The evolving representations of women in television are examined in **Chapter 4** through the author’s interrogation of the use of dead women in the television shows *CSI: Crime Scene Investigation* and *Dead Like Me*. Clarke Dillman argues that while crime shows such as *CSI* incorporate at least one strong female detective, the repetition of images of dead female bodies negates any feminist advantage that might be afforded by having a female lead character. *Dead Like Me*, on the other hand, is a dark comedy about the afterlife of a dead young woman. The show is situated in a post 9/11 reality and examines women as an expendable labor force.

Chapter 5 addresses the highly controversial and sensational news-mediated narratives of the disappearances of Chandra Levy, Laci Peterson, and Natalee Holloway and attempts to disrupt “the normalization of the commodification of women’s deaths” (p. 23). The chapter also examines how the media use images of the missing women to insight the audience to identify with the women.

The conclusion identifies the author’s positionality and restates her motivation for analyzing the recurring images of dead women in the media. She concludes the book by assessing the impact of images of gendered violence and posing questions about the status of women in society for the audience to ponder. The book does a good job of analyzing the visualization of dead women across multiple contexts including film, television, and news but could have incorporated a more in depth explanation of the motivation for sampling certain television shows and films over others. Overall, the analysis provides a convincing argument for the power of images and successfully articulates the relationship between images of dead women in the 2000s and the cultural environment in which they are produced.

G. News and Public Relations

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Virtue in Media: The Moral Psychology of Excellence in News and Public Relations by Patrick Lee Plaisance. New York, NY: Routledge, 2014—\$160.00/49.95, ISBN 978-0-415-70743-5 (hardcover), ISBN 978-0-415-70744-2 (paperback), 234 pp., bibliographical references, index.

Reviewed by: Katie R. Place, Quinnipiac University, Hamden, CT, USA

Virtue in Media: The Moral Psychology of Excellence in News and Public Relations offers a multimethodological and thought-provoking approach to mass media ethics research in the form of a large-scale study of media exemplars. Applying relevant research from social psychology, moral psychology and virtue ethics, it is a timely and substantial alternative to the deontological and utilitarian ethics research in the field. The book walks the reader step-by-step through this large-scale study, which is especially ideal for scholars interested in beginning or currently engaged in media ethics scholarship.

Structurally, the book is organized in eight chapters with a conclusion and appendices. **Chapter 1** offers an introduction to moral psychology and media ethics, reviewing relevant literature from psychology, journalism and public relations. **Chapter 2** details both the qualitative (interview) and quantitative (survey) design components of the study, followed by

Chapter 3, which intricately profiles the 24 journalism and public relation professionals who participated in the qualitative interviews. **Chapter 4** offers an analysis of the quantitative survey data regarding the study. Then, **Chapters 5** through **8** include extensive interview excerpts illustrating the media exemplars' personal reflections on the topics of public service, moral courage, humility and hubris, and "crucible" experiences. Finally, the book concludes with a section offering implications for the study of virtue ethics and moral psychology in the journalism and public relations fields.

Combined, the survey and interview data provide a detailed portrait of what it means to be a moral exemplar in journalism and public relations. Findings suggest that exemplars exhibit a commitment to public service and professionalism, display the personality traits of extraversion, agreeableness, conscientiousness and openness, and perceive their work as a special "calling." Particularly impressive is the patchwork of stories gleaned from interview data illustrating how public service, courage, humility, and adversity contribute to the core identity of media exemplars. Plaisance ensures that the exemplars' own voices shine through, offering a richness and honesty to each theme that is explored. The exemplars' long quotations are further contextualized with relevant psychology and ethics research citations. On the other hand, the extremely long quotations can, at times, be overwhelming to the reader. It is quite easy to get lost in the lengthy stories, making some thematic connections between the passages seem unclear.

Virtue in Media: The Moral Psychology of Excellence in News and Public Relations makes several key contributions to media ethics research. The multimethodological design pairs quantitative analysis of data from a five-part survey instrument assessing personality traits and ethical perspectives with qualitative life-story interview data to create one of the most extensive and complete analyses of media professionals' moral reasoning. Additionally, the resulting Model of the Morally Motivated Self offers media scholars and practitioners a visual representation of the various facets and traits that comprise a moral exemplar. Moreover, the study's attention to virtue ethics contributes an alternative to the more developed deontological, utilitarian, or discourse ethics research streams in communication. Ultimately, the book will introduce both new and seasoned ethics scholars to the world of literature from moral and social psychology and their applications to journalism and public relations, which will surely inspire future media ethics research and inquiry into the morally motivated self.

3. BOOKNOTES

A. Electronic Media

46:226

A *Prehistory of the Cloud* by Tung-Hui Hu. Cambridge, MA: MIT Press, 2015—\$25.00, ISBN 978-0-262-02951-3 (hardcover), 240 pp., photos, charts, notes, bibliographical references, index.

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