ANNOTATED BIBLIOGRAPHY
PERPUSTAKAAN TUN ABDUL RAZAK

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1. PREFACE

The Annotated Bibliography Perpustakaan Tun Abdul Razak UNIVERSITI TEKNOLOGI MARA SHAH ALAM is a list of library materials added into the collection of Perpustakaan Tun Abdul Razak in Shah Alam Campus. It will be published quarterly (4 issues a year). The listed materials are available in various formats obtained through the procurement process including donation.

Scope

The bibliography covers materials added into the library collection that published in Bahasa Malaysia, English, Arabic and Chinese. The materials such as books, government publications, annual reports, pamphlets and audio-video material.

Cataloguing and Classification

Follow the rules as below:

3. Classification scheme for Medical - National Library of Medicine Classification (NLM) 2017 edition
5. Subject headings - Medical Subject Headings (MeSH) 2017 edition
2. LIBRARY OF CONGRESS CLASSIFICATION SCHEME

The listed materials are arranged in accordance with the 'Library of Congress' starting from the A to Z alphabetically ordered. The classification scheme is as follows:

A  GENERAL WORKS
B  PHILOSOPHY. PSYCHOLOGY. RELIGION
C D E F  HISTORY
G  GEOGRAPHY. ANTHROPOLOGY. RECREATION
H  SOCIAL SCIENCES
J  POLITICAL SCIENCE
K  LAW
L  EDUCATION
M  MUSIC AND BOOKS ON MUSIC
N  FINE ARTS
P  LANGUAGE AND LITERATURE
Q  SCIENCE
S  AGRICULTURE
T  TECHNOLOGY
U  MILITARY SCIENCE
V  NAVAL SCIENCE
W  MEDICINE
Z  BIBLIOGRAPHY. LIBRARY SCIENCE. INFORMATION RESOURCES

If there are more than one materials in the same classification scheme, the order will follow the order of the primary entry of a substance.
3. THE ABBREVIATIONS FOR LIBRARY LOCATION

FSPU       Perpustakaan Tun Abdul Razak Alam Bina
KKP1       Bilik Koleksi Khas P1
P1         Perpustakaan Tun Abdul Razak Utama
P2         Perpustakaan Tun Abdul Razak Undang-Undang
P3         Perpustakaan Tun Abdul Razak Kejuruteraan
P4         Perpustakaan Tun Abdul Razak Sains Dan Teknologi
PP         Perpustakaan Tun Abdul Razak UiTM Cawangan Selangor Kampus Puncak Perdana
PPA        Perpustakaan Tun Abdul Razak UiTM Cawangan Selangor Kampus Puncak Alam

4. ENTRY DETAIL

Each listed material have the following details:

(1) Classification Number
(2) Author (main entry)
(3) Title
(4) Edition
(5) Place, Publisher and Year of Publication
(6) Number of pages
(7) Illustrations
(8) Height
(9) Subject
(10) Location

Example:

B105.T54 C42 2015
Chaffee, John
Thinking critically. / John Chaffee
xx, 587 pages; colour illustrations; 23 cm.
ISBN 9781285430119
ISBN 1285430115 (paperback)
1. Thought and thinking 2. Critical thinking I. Title
P1
5. ANNOTATED BIBLIOGRAPHY

5.1 B PHILOSOPHY. PSYCHOLOGY. RELIGION

1. B105.T54 C42 2015
   Chaffee, John
   Thinking critically / John Chaffee
   xx, 587 pages: colour illustrations; 23 cm.
   ISBN 9781285430119
   1. Thought and thinking 2. Critical thinking. I. Title

Abstract
THINKING CRITICALLY helps students become sophisticated thinkers by teaching the fundamental cognitive process that allows them to develop the higher-order thinking abilities needed for academic study and career success. The text compels students to use their intellect to think critically about subjects drawn from academic disciplines, contemporary issues, and their life experiences. The text begins with basic skills related to personal experience and then carefully progresses to the more sophisticated reasoning skills required for abstract, academic contexts. Each chapter provides an overview of an aspect of critical thinking, such as problem-solving, perception, and the nature of beliefs. Thinking Activities, thematic boxes, and writing assignments encourage active participation and prompt students to critically examine others’ thinking, as well as their own. Thought-provoking and current readings from a wide variety of thinkers get students to think about complex issues from different perspectives. Each chapter ends with self-assessment activities that help students monitor their own progress as critical thinkers.

   Zadeh, Saeed Zarrabi
   Practical Mysticism in Islam and Christianity A comparative study of Jalal al-Din Rumi and Meister Eckhart/
   Saeed Zarrabi-Zadeh
   New York: Routledge, 2016
   ISBN 9781138100121

Abstract
Practical Mysticism in Islam and Christianity offers a comparative study of the works of the Sufi-poet Jalal al-Din Rumi (1207-1273) and the practical teachings of the German Dominican, Meister Eckhart (c1260-1327/8). Rumi has remained an influential figure in Islamic mystical discourse since the thirteenth century, while also extending his impact to the Western spiritual arena. However, his ideas have frequently been interpreted within the framework of other mystical, philosophical, or religious systems. Through its novel approach, this book aims to reformulate Rumi’s practical mysticism by employing four methodological principles: a) mysticism is a coherent structure with mutual interconnection between its parts; b) the imposition of alien structures to interpret any particular mysticism damages its inward coherency; c) practical mysticism consists of two main parts, namely practices and stages; and d) the proper use of comparative methodology enables a deeper understanding of each juxtaposed system. Eckhart’s speculative mysticism, which differs from and enjoys similarities with the love-based mysticism of Rumi, provides a "mirror" that highlights the special features of Rumi’s practical mysticism.
THE ROUTLEDGE COMPANION TO ISLAMIC PHILOSOPHY/ Edited by Richard C. Taylor and Luis Xavier Lopez Farjeat.
London: Routledge, 2015
xvii, 433 pages; 25 cm
ISBN 9780415881609.

1. Islamic philosophy. I. Taylor, Richard C. II. Farjeat, Luis Xavier Lopez III. Title

P1

Abstract
This valuable reference work synthesizes and elucidates traditional themes and issues in Islamic philosophy as well as prominent topics emerging from the last twenty years of scholarship. Written for a wide readership of students and scholars, The Routledge Companion to Islamic Philosophy is unique in including coverage of both perennial philosophical issues in an Islamic context and also distinct concerns that emerge from Islamic religious thought. This work constitutes a substantial affirmation that Islamic philosophy is an integral part of the Western philosophical tradition. Featuring 33 chapters, divided into seven thematic sections, this volume explores the major areas of philosophy: Logic, Metaphysics, Philosophy in the Sciences, Philosophy of Mind/Epistemology, and Ethics/Politics as well as philosophical issues salient in Islamic revelation, theology, prophecy, and mysticism. Other features include: •A focus on both the classical and post-classical periods. •A contributing body that includes both widely respected scholars from around the world and a handful of the very best younger scholars. •"Reference" and "Further Reading" sections for each chapter and a comprehensive index for the whole volume. The result is a work that captures Islamic philosophy as philosophy. In this way it serves students and scholars of philosophy and religious studies and at the same time provides valuable essays relevant to the study of Islamic thought and theology.

Muhammad Iqbal: Essays on the Reconstruction of Modern Muslim Thought / Edited by H. C. Hillier, and Basit Bilal Koshul
Edinburgh: Edinburgh University, 2015
xii, 244 pages; 24 cm.
ISBN 9780748695416.

1. Iqbal, Muhammad -., Sir - 1877-1938 2. Islamic philosophy. I. Hillier, H. C. II. Basit Bilal Koshul III. Title

P1

Abstract
This book examines the ideas central to Muhammad Iqbal's thought and life: religion, science, metaphysics and nationalism. Commonly known as the 'spiritual father of Pakistan', the philosophical and political ideas of Muhammad Iqbal shaped the face of Indian Muslim nationalism and the direction of modernist reformist Islam around the world. This volume brings together a range of prominent and emerging voices within American and European Islamic studies to share the latest developments on Iqbal's thought. They’re examine the ideas that lie at the heart of Iqbal's own thought: religion, science, metaphysics, nationalism and religious identity, and bring out many new connections between the 'Sage of the Ummah' and the greatest thinkers and ideas of European and Islamic philosophies. It responds to the recent rediscovery of Iqbal's thought within Anglo American scholarship on Islam. It provides an examination of ideas central to Iqbal's thought: the connection between religious belief and modern knowledge, the expression of Islamic belief through modern concepts and the political dimension of Muslim identity. It shows new connections between Iqbal and his contemporary European philosophers, including Bergson, Pierce, and Whitehead.
5. BC177.W38 2015
   Watson, Jamie Carlin
   Critical thinking: an Introduction to reasoning well / Jamie Carlin Watson, Robert Arp
   xiv, 437 pages: illustrations; 24 cm.
   ISBN 9781472595683.

   1. Logic 2. Critical thinking 3. Reasoning. I. Arp, Robert II. Title

   P1

   Abstract
   'You shouldn't drink too much. The Earth is round. Milk is good for your bones.' Are any of these claims true? How can you tell? Can you ever be certain you are right? For anyone tackling philosophical logic and critical thinking for the first time, Critical Thinking: An Introduction to Reasoning Well provides a practical guide to the skills required to think critically. From the basics of good reasoning to the difference between claims, evidence and arguments, Robert Arp and Jamie Carlin Watson cover the topics found in an introductory course.

   Psychology In Asia : AN INTRODUCTION / Edited by Catherine Tien-Lun Sun
   Singapore: Cengage learning, 2016
   xxvii, 664 pages: illustrations; 28 cm.

   I. Catherine, Tien-Lun Sun II. Title

   P1

   Abstract
   Psychology in Asia: An Introduction is an introductory level textbook on psychology and human behavior with an Asian focus. The main aim of the book is to provide an introduction to the central tenets of psychology. Although its coverage is similar to other books on the market, examples and chapters will be culturally relevant to students in Asia, connected to the region's culture and history. The book covers essential topics of psychology such as personality, human development, psychological disorders, gender and sexuality, emotion, and positive psychology. It does not attempt to redefine the nature of studying and teaching introductory psychology. However, each chapter will be accompanied by information relevant to Asian cultural context: new topics include the Tenets of Asian Psychology and Asian Philosophies and Behavior.
7. BF176 .S74 2016
Stetz, Thomas A.
STUDENT STUDY GUIDE: For Foundations of PSYCHOLOGICAL TESTING / Thomas A. Stetz, Leslie A. Miller, Robert L. Lovler
Los Angeles: SAGE, 2016
vii, 332 pages; 26 cm.
ISBN 9781506308050.
1. Psychological tests. I. Miller, Leslie A. II. Lovler, Robert L. III. Title
P1
Abstract
The Student Study Guide for Foundations of Psychological Testing has 15 chapters corresponding to those in the main textbook and follows a consistent structure for quick and easy access to key information. To help students understand and apply material related to psychological testing, authors Thomas A. Stetz, Leslie A. Miller, and Robert L. Lovler offer overviews, learning objectives, outlines, key concepts, crossword puzzles, tips by learning objective, additional exercises, additional learning activities, practice questions, and answer keys.

8. BF327 .M35 2015
Maio, Gregory R.
THE PSYCHOLOGY OF ATTITUDES & ATTITUDE CHANGE / GREGORY R. MAIO AND GEOFFREY HADDOCK
2ND EDITION. Los Angeles: SAGE, 2015
xv, 352 pages; 24 cm.
ISBN 9781446272251.
1. Attitude change 2. Attitude (Psychology). I. Haddock, Geoffrey II. Title
P1
Abstract
What are your attitudes on climate change? Do you have opinions on how political parties should be funded? Or indeed, celebrity misadventure? Written by two world-leading academics in the field of attitudes research, this textbook gets to the very heart of this fascinating and far-reaching field. In the 2nd Edition, Greg Maio and Geoffrey Haddock expand on how scientific methods have been used to better understand attitudes and how they change, with updates to reflect the most recent findings. With the aid of a few helpful metaphors, the text provides readers with a grasp of the fundamental concepts for understanding attitudes and an appreciation of the scientific challenges that lay ahead. With plenty of learning aids to help with revision and a new companion website, this textbook is a valuable resource for anyone interested in learning about attitudes.

9. BF441.M56 2015
Minda, John Paul
The Psychology of THINKING: Reasoning, Decision-Making and Problem-Solving / John Paul Minda
London: SAGE, 2015
xi, 260 pages; illustrations; 24 cm.
P1
Abstract
How do we define thinking? Is it simply memory, perception and motor activity or perhaps something more complex such as reasoning and decision making? This book argues that thinking is an intricate mix of all these things and a very specific coordination of cognitive resources. Divided into three key sections, there are chapters on the organization of human thought, general reasoning and thinking and behavioral outcomes of thinking. These three overarching themes provide a broad theoretical framework with which to explore wider issues in cognition and cognitive psychology and there are chapters on motivation and language plus a strong focus on problem solving, reasoning and decision making – all of which are central to a solid understanding of this field.

10. BF503 .K43 2016
KECEMERLANGAN MODAL INSAN MELALUI 12 KEPERIBADIAN.
vi, 89 pages: some colour illustrations; 25 cm.
ISBN 9789832381549.

1. Self-actualization (Psychology) 2. Motivation (Psychology). I. Title

P1

Abstract

11. BF637.C45 S96 2015
Syofia Ulfah
KOMUNIKASI INTERPERSONAL: Teori dan Amali / Syofia Ulfah, Zamri Mahamad, Jamaludin Badusah
Bangi: UKM Press, 2015
277 pages; 23 cm.


P1

Abstract
Knapp, Mark L.
Nonverbal Communication in Human Interaction / Mark L. Knapp, Judith A. Hall, Terrence G. Horgan
xvii, 510 pages: illustrations; 24 cm.
ISBN 9781133311591
1. Body language. I. Hall, Judith A. II. Horgan, Terrence G. III. Title
P1

Abstract
NONVERBAL COMMUNICATION IN HUMAN INTERACTION is the most comprehensive and readable
compendium of research and theory on nonverbal communication available today. Written by a communication
scholar and two social psychologists, the book offers an interdisciplinary approach to the study of nonverbal
communication that shows how it affects a wide variety of academic interests. The theory and research included in
this text comes from scholars with a wide variety of academic backgrounds, including communication, anthropology,
counseling, psychology, psychiatry, and linguistics. The eighth edition includes new material on nonverbal messages
and technology/media that covers the increasing amount of communication that is mediated by some form of
technology and newly added text boxes that acquaint readers with cutting-edge research questions and findings, and
appeal to your real-life concerns.

13. BF637.S8 E36 2016
EKONOMI KISAH-KISAH KEINSAFAN
vii, 39 pages: colors illustrations; 21cm.
ISBN 9789832381525.
P1

Abstract
-

Johan Halid
Aku Adalah Aku / Johan Halid
Kuala Lumpur: iBook Publication Sdn Bhd, 2006
ix,126 pages: colour illustrations; 18 cm.
1. Identity (Psychology). I. Title
P1

Abstract
-
Interested in the field of psychology? Read this handbook first. It provides you with the facts and insights you need to make informed decisions about whether to pursue psychology as a major and career, as well as useful tips to help you succeed as a psychology major. The first chapter introduces you to the scope of psychology and the subspecialties within the field. The second chapter helps you to assess your skills, abilities, and interests in order to choose a major. Subsequent chapter's help you succeed in college by offering you study tips as well as guidance on how to write literature reviews and empirical papers, and by showing you how to take an active role in your education. The final four chapters present information about career opportunities at the undergraduate and graduate levels to help you make career decisions -- and concrete advice for seeking a job after graduation and/or applying to graduate school.
18.  BP80. L69 2014
Low, Kok On.
Tradisi Lisan KERAMAT TUNKU SYARIF KEDAH di Pulau Labuan/ LOW KOK ON.
Kota Kinabalu, Sabah: Universiti Malaysia Sabah, 2010
xiii, 149 pages colour illustrations, map 26 cm
ISBN 9789675224348

1. Muhammad ibni Tunku Syed Muhammad Shahabuddin -, Tunku Syed, 2. Oral tradition. I. Title

P1

Abstract

19.  BP135 .M58 2011
Muhammad Mustaqim Mohd Zarif
HADIS-HADIS PALSU dalam Mustadrak al-Hakim / MUHAMMAD MUSTAQIM MOHD ZARIF
Negeri Sembilan: Penerbit USIM, 2011
xiii, 155 pages ; 23 cm.
ISBN 9789675295782.

1. Hadith 2. Hadith - Hermeneutics. I. Title

P1

Abstract

20.  BP165.5. L56 2012
MUHAMMAD FAIZ TANZIZI ABDULLAH
50 AKHLAK SALAFUSSOLEH / TERJEMAHAN DAN SUSUNAN : MUHAMMAD FAIZ TANZIZI ABDULLAH, PENGANTAR : SYEIKH MUHD ZAINUL ASRI HJ MOHD ROMLI
xiv, 126 pages ; 25 cm.

P1
Abstract
-

BID’AH: PERBEZAAN PANDANGAN WAHABIYYAH DAN AHLI SUNNAH WAL JAMAAH.
vii, 65 pages ; 21 cm.

ISBN 9789832381464.

1. Taqlīd 2. Islamic law - Interpretation and construction 3. Islamic sects. I. Title

P1
Abstract
-

ISU-ISU PASCA MODENISME.
xi, 127 pages ; 22 cm.


1. Islamic modernism 2. Islamic renewal. I. Title

P1
Abstract
-

UMAT ISLAM & CABARAN PASCAMODENISME.
xi, 88 pages ; 25 cm.

ISBN 9789832381266.

1. Islamic modernism 2. Islam and secularism 3. Islamic renewal. I. Title

P1
Abstract
-
24. BP166.78 .M46 2015
MENCARI JALAN HIDAYAH MENUJU KEREDHAAN ILAHI.
vi, 88 pages ; 25 cm.
ISBN 9789832381242.
1. Faith (Islam). I. Title
P1
Abstract

25. BP170.25 .M36 2014
Managing Waqf for societal well-being / Editors: Aliah Hanim M. Salleh, Nur Sa'adah Muhammad, Khairul Akmaliah Adham
Serdang, Selangor Darul Ehsan: Universiti Putra Malaysia Press, 2014
xi, 102 pages : illustration ; 25 cm.
1. Waqf 2. Islamic law. I. Aliah Hanim M. Salleh II. Nur Sa'adah Muhammad III. Khairul Akmaliah Adham IV. Title
P1
Abstract

PEMBIAYAAN & PEMBANGUNAN WAKAF: dalam Melestarikan Ekonomi Ummah: Cabaran dan Prospek Masa Hadapan / Penyunting: Prof. Dato' Dr. Haji Mohammad Haji Alias, Dr Fuadah Johari, Profesor Madya Dr Asma Abdul, Dayang Waiduri Haji Mohamad Ali, Dayang Hajah Rosni @ Hajah Aisyah Radhiah Haji Gani
Negeri Sembilan: Penerbit USIM, 2016
xii, 231 pages : illustrations ; 23 cm.
ISBN 9789674402617.
P1
Abstract

-
Abstract
30. **BP187.3 S63 2009**
SOAL JAWAB IBADAT HAJI, UMRAH DAN ZIARAH.
Kuala Lumpur: Lembaga Tabung Haji, 2009
xxviii, 128 pages ; 18 cm.
ISBN 9789832819004.
1. Muslim pilgrims and pilgrimages - Mecca - Saudi Arabia 2. Muslim pilgrims and pilgrimages. I. Title
P1
Abstract
-

31. **BP188.15. D37 2015**
DARI KESESATAN KE PETUNJUK ILAHI: MENERUSI KISAH-KISAH KEINSAFAN.
vi, 104 pages ; 21 cm.
P1
Abstract
-

32. **BP194. K57 2016**
KISAH-KISAH KEINSAFAN SYIAH DI MALAYSIA.
vii, 135 pages : some colour illustrations ; 25 cm.
1. Shī‘ah - Doctrines 2. Islamic sects. I. Title
P1
Abstract
-

33. **BP194 .M46 2015**
MEMBONGKAR KESESATAN SYIAH DI MALAYSIA.
viii, 104 pages ; 21 cm.
1. Shī‘ah - Doctrines. I. Majlis Agama Islam Selangor. II. Title
P1
Abstract
-
34. BP63.I5. S63 2015
SOAL JAWAB: MENGENALI KEPERLUAN SOSIAL MENURUT KACAMATA ISLAM.
xii, 123 pages : illustrations some colour ; 25 cm.

1. Islam and social problems 2. Social problems 3. Islam. I. Title

Abstract

35. BP63.M27 .M46 2015
MENGENALI AJARAN SESAT MELALUI SOAL JAWAB.
viii, 101 pages : colors illustrations ; 22 cm.
ISBN 9789832381181.

1. Islamic heresies 2. Islamic sects 3. Kufr (Islam). I. Title

Abstract

5.2 C D E F HISTORY

36. CD950 .C76 2016
Crockett, Margaret
The No-Nonsense Guide to Archives and Recordkeeping / Margaret Crockett
vii, 212 pages : ill. ; 24 cm.
ISBN 9781856048552.

1. Archives 2. Records - Management. I. Title

Abstract
A how-to-do-it guide to all aspects of archives and records management from creation of records through to making them accessible as archives. Based on the internationally renowned training days run by the author this deals with all materials including born-digital and digitized, photographs and audio-visual. Utilizing checklists, practical exercises, sample documentation, case studies and helpful diagrams the authors ensure a very accessible and pragmatic approach allowing anyone to get to grips with the basics quickly. Topics include: Basic Concepts Recordkeeping Records Management Archives Management Preservation This one-stop-shop is ideal for practitioners globally involved in the practical management of archives and records, especially if they are just starting out or without formal training, including archives and records assistants, librarians, information managers and IT professionals responsible for archives and records and managers of archives staff.
UPACARA PENYAMPAIAN ANUGERAH TUN ABDUL RAZAK: PRESENTATION CEREMONY OF TUN ABDUL RAZAK AWARD.
Kuala Lumpur: Yayasan Tun Razak, 2000
52 pages: illustration colour ; 30 cm.
1. Yayasan Tun Razak 2. Awards. I. Title

KKP1

Abstract

- 

38. D842.42.M87 B56 2015
The Bloomsbury Reader On Islam In The West / edited by Edward E. Curtis IV
London: Bloomsbury, 2015
xvii, 280 pages ; 25 cm.

1. Islam - Western countries 2. Muslim - Western countries. I. Curtis, Edward E. II. Title

P1

Abstract
For more than a millennium, Islam has been a vital part of Western civilization. Today, however, it is sometimes assumed that Islam is a foreign element inside the West, and even that Islam and the West are doomed to be in perpetual conflict. The need for accurate, reliable scholarship on this topic has never been more urgent. The Bloomsbury Reader on Islam in the West brings together some of the most important, up-to-date scholarly writings published on this subject. The Reader explores not only the presence of Muslim religious practitioners in Europe and the Americas but also the impact of Islamic ideas and Muslims on Western politics, societies, and cultures. It is ideal for use in the university classroom, with an extensive introduction by Edward E. Curtis IV and a timeline of key events in the history of Islam in the West. A brief introduction to the author and the topic is provided at the start of each excerpt.

39. DA125.I68 G46 2015
Gholami, Reza
Secularism and Identity Non-Islamiosity in the Iranian Diaspora/ REZA GHOLAMI.
LONDON: Routledge, 2015
xvi, 227 pages 24 cm


P1

Abstract
Within western political, media and academic discourses, Muslim communities are predominantly seen through the prism of their Islamic religiosities, yet there exist within diasporic communities unique and complex secularisms. Drawing on detailed interview and ethnographic material gathered in the UK, this book examines the ways in which a form of secularism - ‘non-Islamiosity’ - amongst members of the Iranian diaspora shapes ideas and practices of diasporic community and identity, as well as wider social relations.
40. DS119.7 M46 2015
MENGAPAKAN ZIONIS PERLU DIKENALI.
x, 126 pages : some colour illustrations ; 25 cm.

ISBN 9789832381204.

1. Zionism 2. Zionists. I. Title

P1

Abstract

- 

41. DS149 M46 2015
MENEMPUH CABARAN KAUM YANG DILAKNA T.
vii, 105 pages : some colour illustrations ; 25 cm.


1. Zionism 2. Islamic countries 3. Interfaith relations. I. Title

P1

Abstract

- 

42. DS36.85 M63 2016
MODAL INSAN : CIRI-CIRI UMAT ISLAM YANG CEMERLANG DAN HEBAT.
vi, 93 pages ; 25 cm.


1. Islamic civilization 2. Personnel management 3. Human capital. I. Title

P1

Abstract

- 

43. DS523.4 M35 M123 2013
M. Bakri Musa
Liberating the Malay mind / M. Bakri Musa
534 p. ; 20 cm.


P1
Abstract
In Liberating The Malay Mind, M. Bakri Musa maps with clarity a path towards a liberated Malaysia by carefully examining the country's past and evaluating the current Malay obsession with Ketuanan Melayu. This book explores the ways in how special rights and “sons of the soil” privileges bestowed have inhibited the Malay people from forging an educated, dynamic and globally competitive Tanah Melayu. Dr. Bakri Musa examines Malay culture through the prisms of history, psyche and religion and details the steps necessary to liberate the collective Malay mindset through free access to information, an enlightened education system, and engagement in commerce. With this careful navigation, and not by pinning hopes on the political amulet of Article 153, Liberating The Malay Mind forges a way towards a self-sufficient Malaysia, able to turn crises into opportunities, and challenges into inspirations.

44. DS570.M85 M87 2008
MUSLIM SELATAN THAI: konflik dan perjuangan / editor, Farid Mat Zain, Zulkarnain Mohamed
xv, 300 pages ; 21 cm.
ISBN 9789831953600
P1
Abstract

45. DS592. D37 2015
DASAR DAN TADBIR DALAM SEJARAH/ Editor Ahmad Kamal Ariffin Mohd Rus, Noor Ain Mat Noor.
vi, 413 pages 23 cm.
ISBN:9789831008324
1. Politics and government. I. Ahmad Kamal Ariffin Mohd Rus II. Noor Ain Mat Noor III. Title
P1
Abstract
46. DS594. R35 2017
MANUSKRIP SYARAHAN PERDANA BUDAYA: RUNTUH BUDI RUNTUHLAH BANGSA / YBHG. TAN SRI DATO’ SERI UTAMA DR. RAIS YATIM
Kuala Lumpur: Jabatan Kebudayaan dan Kesenian Negara, 2017
52 pages : illustration, some color ; 29 cm.
1. Manners and customs - Malaysia. I. Title
KKP1
Abstract
-

47. DS594. U947 2012
Utara Semenanjung Malaysia: Esei-esei Warisan / editor: Abu Talib Ahmad
Pulau Pinang: Penerbit Universiti Sains Malaysia, 2012
xix, 247 pages : illustrations ; 24 cm.
1. Essays 2. Malaysia - Social life and customs. I. Abu Talib Ahmad II. Title
Control No: 15141
P1
Abstract
-

48. DS595.2. J3 M58 2014
Mohamad Luthfi Abdul Rahman
Pura Taman WARISAN PENGLIPUR LARA JAKUN/ Mohamad Luthfi Abdul Rahman.
Bangi, Selangor: UKM Press, 2014
360 pages 23 cm
ISBN 9789674122447.
P1
Abstract
On history and oral tradition literature by Pura Taman, a storyteller of Jukun ethnic indigenous people in Pahang, Malaysia.

49. DS595. L44 2014
Lee, Yok Fee
IDENTITI CINA MALAYSIA ELEMEN DAN PEMBENTUKAN/ LEE YOK FEE
125 pages; 23 cm
ISBN 9789831007662
Abstract

50. DS595 .M34 2008
Mahathir bin Mohamad
The malay dilemma / Mahathir bin Mohamad
236 pages ; 20 cm.


1. Malays (Asian People) 2. Malaysia - Race relations. I. Title

51. DS595.5.M35 N39 2014
Nazri Muslim
Islam dan Melayu dalam Perlembagaan Tiang Seri Hubungan Etnik di Malaysia/ Nazri Muslim
Bangi, Selangor: Penerbit Universiti Kebangsaan Malaysia, 2014
285 pages, 23 cm

ISBN 9789674121853

52. DS595.95. N66 2014
Noor Sulastry Yurni Ahmad
Hegemoni Budaya Politik Melayu/ Noor Sulastry Yurni Ahmad
Bangi: Penerbit Universiti Kebangsaan Malaysia, 2014
263 pages 23 cm
ISBN 9789674122331

1. Politics and government 2. Hegemony. I. Title

P1

Abstract

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53. DS596 .M991 2014
Mohamed Mustafa Ishak
POLITIK BANGSA MALAYSIA Pembinaan Bangsa dalam Masyarakat Pelbagai Etnik/ MOHAMED MUSTAFA ISHAK; Penterjemah: Azmi Ahmad, Hasan Ahmad, Suziana Abdul Aziz.
342 pages 23 cm
ISBN 9789670798226


P1, PPA

Abstract


54. DS596. N87 2016
Nurani Maarif
MISTERI ALAM MELAYU NUSANTARA EMAS KHAZANAH YANG HILANG/ NURANI MAARIF & BRADO KAPAK.
xii, 220 pages 21 cm
ISBN 9789671356005
1. Malaya - History. I. Brado Kapak II. Title

P1, PPA, PP

Abstract

55. DS596. P46 2015
PENSEJARAHAN KEDAH TUA Satu Kritikan Sumber dan Tafsiran/ EDITOR: NASHA RODZIADI KHAW, NAZARUDIN ZAINUN, MOHD MOKHTAR SAIDIN.
Batu Pahat, Johor Penerbit: UTHM, 2015
ix, 141 pages, illustrations; 23 cm

1. Malaysia. I. Nasha Rodziadi Khaw II. Nazarudin Zainun III. Mohd Mokhtar Saidin IV. Title

P1, PPA

Abstract
Buku ini menyajikan enam bab yang merangkumi keseluruhan aspek pensejarahan Kedah Tua yang telah dikaji oleh pengkaji terdahulu. Bab 1 akan menerangkan secara ringkas keseluruhan kandungan buku ini serta skop-skop menarik yang terkandung menerusi semua bahagian dalam buku ini. Bab 2 akan mengupas mengenai pensejarahan Asia Tenggara. Bab 3 akan memfokuskan kepada pendekatan yang digunakan dalam kajian oleh pengkaji terdahulu dalam mengkaji pensejarahan Kedah Tua dari aspek sumber, politik, sosiobudaya, penempatan dan kronologi sejarah Kedah Tua. Bab 4 membahaskan isu-isu dari aspek kronologi, interpretasi terhadap status politik Kedah Tua, kebudayaan awalnya dan struktur ekonominya. Bab 5 membincangkan isu lain yang memerlukan kajian lebih konkret untuk menghuraikannya seperti isu dinamika sosial dan juga kronologi sejarah Kedah Tua menerusi analisis dan kritikan yang telah diperoleh oleh pengkaji terdahulu. Bab 6 akan menyimpulkan kesemua aspek yang telah dibincangkan dalam mengkaji pensejarahan Kedah Tua.

56. DS596.5. Z35 2008
Zainal Abidin Abdul Wahid
Kesultanan Melayu Melaka Pentadbiran Kuno atau Moden? / Zainal Abidin Abdul Wahid
Melaka: Institut Kajian Sejarah dan Patriotisme Malaysia, 2008
29 pages, 22 cm
ISBN 9789839915533


P1

Abstract
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57. DS596.53. T86 M98 2008
Mohd Yusoff Hashim
Tun Perak DALAM SEJARAH DAN DINAMISME KETAMADUNAN BANGSA/ Prof. Emeritus Dato' Dr. Mohd Yusoff Hashim.
Melaka: Institut Kajian Sejarah dan Patriotisme Malaysia (IKSEP), 2008
29 pages, 22 cm
ISBN 9789839915509.
1. Malaysia - Melaka (Sultanate). I. Tun Perak - active 15th century II. Title
P1
Abstract
Tun Perak in the Sultanate of Malacca and in malay civilisation.

Pejuang-pejuang kemerdekaan/ diselenggarakan oleh Ramlah Adam.
Melaka: Institut Kajian Sejarah dan Patriotisme Malaysia, 2008
iii, 588 pages: illustrations; 23 cm
ISBN 9789832600046
ISBN 9832600049.
P1, PPA
Abstract
Biographies of Malaysian prominent figures fighting against British rule for independence in 1957.

59. DS597.15. L44
LEE LAM THYE
MELALUI KACA MATA SAYA : Through My Eyes / LEE LAM THYE
Kuala Lumpur: OPEN UNIVERSITY MALAYSIA
x, 328 pages ; 21 cm.
1. Politicians 2. Humanitarianism. I. Title
P1
Abstract
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60. DS597. 215.E53 K46 2007
Khoo, Kay Ki, 1937- . Prof. Dato' D
Songket : Seni Tenunan Warisan Tradisi : kenangan abadi Datin Paduka Seri Endon Mahmood / Prof Dato' Dr Khoo Kay Kim
Petaling Jaya, Selangor: Read Resources Sdn Bhd, 2007
140 pages : colour illustrations ; 31 cm
ISBN 9789834147747.
61. DS598.K28 M74 2012
Mohd Shariff A. Samah
MODENISASI PENTADBIRAN NEGERI KEDAH 1895-1957/ MOHD SHARIF ABU SAMAH
Malaysia: UUM Press, 2012
xxii, 227 pages, illustrations; 23 cm


62. DS599.M3 Z34 2012
Zahari A. Rashid
KENANG-KENANGAN Abdullah Munsyi/ Zahari A. Rashid.
Petaling Jaya: IBS BUKU SDN BHD, 2012
ISBN 9789679503197


63. DS600.81. I86 2016
Ismail Ali
SEJARAH PEMBUDAYAAN PERAHU TRADISI DI SABAH/ ISMAIL ALI.
Sabah: PENERBIT UNIVERSITI MALAYSIA SABAH, 2016
xii, 109 pages, illustrations; 26 cm
ISBN 9789670521657


Abstract
This fascinating, often-funny and sometimes-controversial collection of quotations from Michelle Obama gives a revealing insight into the life and mind of the new First Lady. Featuring her thoughts on the election campaign and how she sees her role in the White House, this timely and inspirational compendium draws on a range of sources including press interviews, speeches and Michelle's own writing to share her reflections on: the juggling act between work and motherhood - her own journey from Chicago's south side to Princeton and Harvard - the women who have influenced her, and controversial issues such as racism and the war in Iraq. It's an inspiring collection that gives a quick and fascinating glimpse into this intriguing woman's view of the world.

5.3 GEOGRAPHY. ANTHROPOLOGY. RECREATION

Abstract
Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research. Explaining and extending prior approaches, Netnography: Redefined is an indispensable guide to the understanding and conduct of Internet ethnography. With this volume, netnography is upgraded, updated and renewed with the latest netnographic research from media anthropology, geography, education, library sciences, travel and tourism, linguistics, media and cultural studies, sociology, sexuality, addiction research, gaming studies, and nursing, and multiple examples from the worlds of Facebook, Twitter, LinkedIn, and other social media sites. Like its predecessor, Netnography: Redefined includes full, step-by-step procedural guidelines for the accurate and ethical conduct of netnography. Yet this edition adapts netnography to include big data and social media analytics, as well as further incorporating notions of network analysis. It deepens the practice of netnography through participative engagement, introspection, alternative representation, and a new humanist focus.
5.4 SOCIAL SCIENCES

67. HB615. E58 2011
Petaling Jaya: MPH Group Pub, 2011
xvii, 197 pages: illustrations; 25 cm.


1. Entrepreneurship - Government policy 2. Entrepreneurship - Social aspects. I. Title

P1

Abstract

"...

Bonefeld, Werner

Critical Theory and the Critique of Political Economy: On Subversion and Negative Reason / Werner Bonefeld
New York: Bloomsbury Academic 2016
viii, 246 pages ; 23 cm.


P1

Abstract

Subversive thought is none other than the cunning of reason when confronted with a social reality in which the poor and miserable are required to sustain the illusion of fictitious wealth. Yet, this subsidy is absolutely necessary in existing society, to prevent its implosion. The critique of political economy is a thoroughly subversive business. It rejects the appearance of economic reality as a natural thing, argues that economy has not independent existence, expounds economy as political economy, and rejects as conformist rebellion those anti-capitalist perspectives that derive their rationality from the existing conceptuality of society. Subversion focuses on human conditions. Its critical subject is society unaware of itself. This book develops Marx’s critique of political economy as negative theory of society. It does not conform to the patterns of the world and demands that society rids itself of all the muck of ages and founds itself anew.
69. HD30.28. L45 2016
Leinwand, Paul
STRATEGY THAT WORKS: HOW WINNING COMPANIES CLOSE THE STRATEGY-TO-EXECUTION GAP. / Paul Leinwand, Cesare Mainardi with Art Kleiner
264 pages ; 24 cm.
ISBN 9781625275202.


Abstract
Two-thirds of executives say their organizations don’t have the capabilities to support their strategy. In Strategy That Works, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies: • Commit to what they do best instead of chasing multiple opportunities • Build their own unique winning capabilities instead of copying others • Put their culture to work instead of struggling to change it • Invest where it matters instead of going lean across the board • Shape the future instead of reacting to it. Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

70. HD30.3. R67 2016
Rosli Mohammed
AUDIT KOMUNIKASI ORGANISASI / ROSLI MOHAMMED
Sintok: PENERBIT UNIVERSITI UTARA MALAYSIA, 2016
xvi, 181 pages ; 23 cm.
ISBN 9789670876399.

1. Management audit 2. Communication in organizations - Auditing. I. Title

Abstract
Buku ini digarap oleh penulis bagi tujuan menyediakan panduan pada para pelajar, perunding, pengurus serta pengurus komunikasi dalam membuat penilaian terhadap amalan sistem komunikasi dalam sesuatu organisasi. Ianya melibatkan kaedah dalam penilaian amalan komunikasi yang diamalkan oleh organisasi dalam menjalankan hubungan serta penyaluran maklumat pada publik dalaman serta luaran organisasi. Panduan yang diperihalkan dalam buku ini bersesuaian dengan amalan pengelolaan aktiviti kerja dalam semua organisasi awam, swasta dan organisasi sukarela di Malaysia. Kandungan dalam buku ini tidak hanya menceritakan konsep tetapi melibatkan aplikasi serta kajian kes bagi tujuan membentuk kemahiran pengamal dalam memilih kaedah yang bersesuaian dalam menilai keberkesanan serta kecekapan pengurusan organisasi dalam melaksanakan amalan komunikasi yang memenuhi citarasa pelanggan.
Matsushita Konosuke (1894-1989): kehidupan & warisannya / PHP Institute
Tokyo: PHP Institute, Inc., 1998
158 pages : illustrations ; 26 cm.

1. Executives - Attitudes. I. Title

P1

Abstract

72. HD49 .C66 2015
Coombs, W. Timothy
Ongoing Crisis Communication : Planning, Managing, and Responding.
xiii, 240 pages ; 24 cm.

ISBN 9781452261362.

1. Communication in management 2. Crisis management. I. Title

P1

Abstract

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated and multi-disciplinary
approach to the entire crisis communication process. Drawing on his extensive firsthand experience, Dr. Timothy
Coombs uses a three-staged approach to crisis management (pre-crisis, crisis, and post-crisis), explains how crisis
management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an
emergency situation. The book includes new coverage of social media, social networking sites, and terrorist threats
while drawing from recent works in management, public relations, organizational psychology, marketing,
organizational communication, and computer-mediated communication research.

73. HD49 .U46 2014
Ulmer, Robert R.
EFFECTIVE CRISIS COMMUNICATION : Moving From Crisis to Opportunity / Robert R. Ulmer, Timothy
L.Sellnow, Matthew W. Seeger
xvi, 250 pages : illustrations ; 23 cm.

ISBN 9781452257518.

I. Sellnow, Timothy L. II. Seeger, Matthew W. III. Title

P1

Abstract

In this fully updated Third Edition, three of today’s most respected crisis/risk communication scholars provide the
latest theory, practice, and innovative approaches for handling crisis. This acclaimed book presents a clear
understanding about how to manage risks and crises effectively. The authors provide 18 in-depth case studies that
highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating
effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing
renewing responses to crisis. Unlike other crisis communication texts, this book answers the question, "What now?"
and explains how organizations can and should emerge from crisis.
Abstract
The fourth edition of Organisational Behaviour: Emerging Knowledge, Global Insights continues to be both relevant and engaging while providing clear explanations of emerging OB theories and concepts. A range of practical examples prepare students for the changing global business environment. Individual, Team and Organisational processes taking into account self-concept, social networking and the need for creativity in organisations, as well as considering the business-wide issues including sustainability and business ethics, are covered in depth. Numerous real-life anecdotes are spread throughout the book illustrating how adopting a global mindset has become an important employee characteristic in this increasingly interconnected world. Interesting and thought-provoking real-world examples throughout the text illustrate concepts and motivate students to engage with the book's content. The book maintains a strong Pacific Rim focus while simultaneously presenting OB practices and anecdotes of international significance.
77. HE8689.6. P75 2015
Pringle, Peter K.
ELECTRONIC MEDIA MANAGEMENT. / PETER K. PRINGLE, MICHAEL F. STARR
FIFTH EDITION. New York: Taylor, 2015
xv, 415 pages ; illustrations ; 27 cm.

P1

Abstract
The fifth edition of a classic text features important updates that reflect the enormous changes that have taken place in recent years - the Internet as an important information transmission format that is here to stay and convergence among media. This edition features thorough discussions on the Internet and convergence, as well as reflects the latest information on broadcast and cable regulations and policies. It also includes a fresh batch of case studies, and study questions. As in previous editions, this book also covers management theory, audience analysis, broadcast promotion, and marketing.

78. HE8700.9. A78 T45 2015
TELEVISION HISTORIES IN ASIA: Issues and contexts / Edited by Jinna Tay and Graeme Turner
Singapore: Taylor, 2015
xv, 231 pages ; illustrations ; 24 cm.
ISBN 9780415855365.

1. Television 2. Television broadcasting 3. Asia. I. Tay, Jinna II. Turner, Graeme III. Title
P1

Abstract
This book presents an analysis of television histories across India, China, Taiwan, Singapore, Indonesia, Japan, Hong Kong, the Philippines, Malaysia and Bhutan. It offers a set of standard data on the history of television’s cultural, industrial and political structures in each specific national context, allowing for cross-regional comparative analysis. Each chapter presents a case study on a salient aspect of contemporary television culture of the nation in question, such as analyses of ideology in television content in Japan and Singapore, and transformations of industry structure vis-à-vis state versus market control in China and Taiwan. The book provides a comprehensive overview of TV histories in Asia as well as a survey of current issues and concerns in Asian television cultures and their social and political impact.

79. HF5387.5. I85H36 2015
HANDBOOK OF RESEARCH ON ISLAMIC BUSINESS ETHICS/ Edited by: Abbas J. Ali
xv, 318 pages 24 cm
ISBN 9781781009444

P1
Abstract
The complex relationship between society and business is vividly captured by ethical standards and obligations. This is especially pertinent in the Islamic world, where religion plays a key role in both social and commercial interactions. Many people see the presence or absence of ethical commitments as an indicator of whether business actors uphold their social responsibilities, and there is an increasing recognition of the significance of ethical value for business. This Handbook explores the interweaving relationship between Islamic business ethics and the market, and examines the critical role that ethics can play in ensuring that business thrives. By offering theoretical perspectives on research it goes beyond the conventional treatment of Islamic ethics, and asks what is important for the various market and social actors in the business world to behave in a morally responsible manner.

80. HF5549 C465 2013
Bohlander, George W
Principles of human resource management / George W. Bohlander and Scott Snell
Mason, Ohio: South-Western, 2013
xxxv, 807 pages : illustrations ; 26 cm.
ISBN 9781111824624
ISBN 1111824622
1. Personnel management. I. Snell, Scott - 1958- II. Title
P1

Abstract
-

81. HF5635. L36 2009
Langfield-Smith, Kim
MANAGEMENT ACCOUNTING : INFORMATION FOR CREATING AND MANAGING VALUE / Langfield-Smith, Thorne, Hilton
xxxii, 1183 pages : colour illustrations ; 25 cm.
Includes index.
ISBN 9780070139039
1. Management Accounting. I. Thorne, Helen - 1951- II. Hilton, Ronald W III. Title
P1

Abstract
-

82. HG187.4 .M75 2016
Muhammad Ridhwan Ab. Aziz
The Fundamental of ISLAMIC FINANCIAL Institutions and Markets / MUHAMMAD RIDHWAN AB. AZIZ
194 pages : illustrations ; 23 cm.
P1
Abstract
Integriti tunjang keungulan ummah. Pelaksanaan integrity bukanlah tanggungjawab yang mudah.

P1

Abstract
-
Abstract
This book unpacks the role of the media in social, cultural and political contexts and encourages you to reflect on the power relationships that are formed as a result. Structured around the three cornerstones of media studies; production, content and participation, this is an ideal introduction to your studies in media, culture and society. The book:
- Evaluates recent developments in media production, industries and platforms brought about the emergence of interactive media technologies.
- Examines the shifting relationship between media production and consumption instigated by the rise of social and mobile media, recasting consumption as ‘participation’.
- Explores the construction of texts and meanings via media representations, consumer culture and popular culture, as well as the relationship between politics and public relations.
- Assesses the debates around the creative and cultural labour involved in meaning-making.

Abstract
This pioneering book, on the ethical and moral dimensions of communication and communication systems in the modern world, was originally published in 1974. It derived from an International Symposium on communication, consisting of world-class scholars ranging from philosophy and anthropology, to cybernetics and psychiatry, and from literary criticism to the social and behavioural sciences. The uses of communication are ubiquitous. The breadth, depth, scope and reach of every human mind depends upon the communication experiences one has had, or is capable of having. How people confront one another depends upon the quality and reach of their individual minds – not solely on their words. This book provides an opportunity to explore with these far-ranging scholars the ethical, moral, and pragmatic communication dilemmas of our modern age. It is as pertinent today as it was when it was first published.
88. HM538. T64 2016
Toepoel, Vera
Doing surveys online / Vera Toepoel
Thousand Oaks, California/London/New Delhi, India: SAGE, 2016
xix, 258 pages : illustrations, charts ; 25 cm.

ISBN 9781446249666
ISBN 9781446249673
ISBN 1446249670
ISBN 9781446249673

1. Internet surveys - Methodology 2. Social surveys - Methodology 3. Online data processing. I. Title

P1

Abstract
This book helps students and researchers in identifying possible strategies to make the best use of online surveys, providing pro's and con's, and do's and don'ts for each strategy. It also explores the latest opportunities and developments that have arisen in the field of online surveys, including using social networks, and provides expert guidance and examples of best practice throughout. Suitable for those starting a research project or conducting a survey in a professional capacity, this book is the ideal go-to reference for anyone using internet surveys, be it a beginner or a more experienced survey researcher.

89. HM585. F47 2016
Ferrante, Joan
Seeing Sociology : AN INTRODUCTION / Joan Ferrante, with contribution Chris Caldeira
3RD EDITION. Boston, MA: Cengage Learning, 2016
xxiv, 584 pages : illustrations ; 27 cm.

ISBN 9781305094369

1. Sociology. I. Title

P1

Abstract
Extremely reader friendly and practical, SEEING SOCIOLOGY: AN INTRODUCTION, 3rd Edition illustrates the relevance of sociology to daily life through the use of images and photos. The engaging "What Does a Sociologist See?" feature demonstrates how sociological concepts apply to the everyday world. Reflecting the latest developments from the field, the Third Edition includes such contemporary topics as globalization's connection to technology and gay rights, the anti-aging industry, and The Affordable Care Act, and many others. Brief, self-contained modules in each chapter make it easy for readers to absorb and synthesize the subject matter, while experiential exercises enable users to put what they learn into practice.
Abstract
Communicating in Groups provides a fresh look at modern group communication while retaining the foundational information about research and theory that has made the text so popular. Helpful tables and images, as well as boxes showcasing ethical dilemmas, “Apply Now” situations, and current issues related to media and technology complement the information. Along with the authors' conversational style, these features make the text accessible and relatable for students, who will come away with a deep understanding of small group communication and the positive impact they can make through effective interactions. Instructors and students can now access their course content through the Connect digital learning platform by purchasing either standalone Connect access or a bundle of print and Connect access. McGraw-Hill Connect® is a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course.

Abstract
Today almost everyone in the developed world spends time online and anyone involved in strategic communication must think digitally. The magnitude of change may be up for debate but the trend is unstoppable, dramatically reconfiguring business models, organisational structures and even the practice of democracy. Strategic communication, Social Media and Democracy provides a wholly new framework for understanding this reality, a reality that is transforming the way both practitioners and theoreticians navigate this fast-moving environment. Firmly rooted in empirical research, and resisting the lure of over-optimistic communication dreams, it explores both the potential that social media offers for changing the relationships between organisations and stakeholders, and critically analyses what has been achieved so far.
92. **HN700.6. Z56 2016**
Zinitulniza Abdul Kadir
PERANAKAN CINA KELANTAN : Sintesis Cina Tanah Besar dan Melayu Tanah Melayu / Zinitulniza Abdul Kadir
Kuala Lumpur: Institut Terjemahan & Buku Malaysia, 2016
xii, 163 pages : illustration, some color ; 30 cm.
ISBN 9789674604158.
1. Social interaction - Malaysia. I. Title

**KKP1**

Abstract

Making Sense of Mediatized Politics: Theoretical and Empirical Perspectives / Edited by Jesper Stromback and Frank Esser
London: Taylor, 2015
xvi, 218 pages ; 26 cm.
Includes index.
ISBN 9781138860117.

**P1**

Abstract
Over time and across Western democracies, the media has become increasingly influential, and a great deal more political processes have become altered, shaped or structured by the media and the perceived need of individuals, organizations and social systems to communicate with or through the media. The key theoretical perspective to understand this process is mediatization. As a long-term process which has increased the importance of the media and their spill-over effects on political processes, institutions, organizations and actors, mediatization is one of the most important processes reshaping politics and transforming democracies across the Western world. While the theoretical perspective of mediatization has become increasingly popular in recent years, scholarly understanding of the mediatization process and its antecedents, consequences and contingencies are still hampered by unresolved questions and a lack of systematic empirical studies. This volume addresses this by bringing together contributions that analyze and investigate different facets of the mediatization of politics, making a significant contribution to our theoretical as well as empirical understanding of this process, and setting the agenda for further research.
40. HN90.M3 A44 2017
Alexander, Alison
Taking Sides : Clashing Views in Media and Society / Alison Alexander, Jarice Hanson
McGraw Hill Education, 2017
iv, 303 pages ; 28 cm.
ISBN 9781259350825.

P1

Abstract
The Taking Sides Collection on McGraw-Hill Create® includes current controversial issues in a debate-style format designed to stimulate student interest and develop critical thinking skills. This Collection contains a multitude of current and classic issues to enhance and customize your course. You can browse the entire Taking Sides Collection on Create or you can search by topic, author, or keywords. Each Taking Sides issue is thoughtfully framed with Learning Outcomes, an Issue Summary, an Introduction, and an "Exploring the Issue" section featuring Critical Thinking and Reflection, Is There Common Ground? Additional Resources, and Internet References.

95. HN90.M3 O94 2016
Owens, Jim
TELEVISION SPORTS PRODUCTION / JIM OWENS
5th EDITION. New York: Taylor & Francis, 2016
ix, 276 pages : illustrations ; 28 cm.

P1

Abstract
Unlike a studio production, many factors can adversely affect your television sports shoot including weather, lighting, and natural sound. A successful shoot is dependent on extensive planning, careful budgeting, technology, location, and a thorough understanding of the intricacies of the sport itself. With so much at stake, why not learn from an expert? In Television Sports Production, Fifth Edition Jim Owens walks you through the planning, set-up, directing, announcing, shooting, and editing involved with covering a sports event. This manual gives you the tools to effectively cover sports ranging such as football, soccer, and basketball. Tips and advice on using mobile units, cameras, audio equipment, and lighting rigs will enable you to produce live or recorded coverage like an expert and capture professional-quality footage on the first take.
96. HQ12. W47 2005  
Westheimer, Ruth K.  
Human Sexuality: A Psychosocial Perspective / Ruth K. Westheimer, Sanford Lopater  
second edition. Baltimore, MD: Lippincott Williams & Wilkins, 2005  
xxvi, 838 pages: colour illustrations; 28 cm.  
ISBN 9780781747608  
P1  
Abstract  
The perfect combination of clinical experience and academic expertise, Westheimer and Lopater’s Human Sexuality goes beyond traditional introductory sexuality resources by delivering all the classic content in a unique psychosocial context. Dr. Ruth’s renowned experience as sex therapist and her appealing, reassuring nature make this an invaluable lifelong reference as well as an engaging textbook. New and revised content reflects important developments in topics such as gender, sexual identity, self-concept, and the psychosocial environment; sexual arousal and responsiveness; fertility and infertility; contraception; and treatment of sexually transmitted diseases and AIDS.

97. HQ784.M3 B56 2015  
Bingham, Tony  
The New Social Learning: Connect Collaborate Work / TONY BINGHAM AND MARCIA CONNER  
Danvers, MA: Association for Talent Development (ATD), 2015  
xv, 334 pages; 23 cm.  
ISBN 9781562869960  
P1  
Abstract  
“Social learning is a fundamental shift in how people work leveraging how we have always worked, now with new, more humanizing tools, accelerating individual and collective reach, giving us the resources to create the organization, and the world, we want to live in.” In this newly revised and updated edition of The New Social Learning, Tony Bingham and Marcia Conner dispel organizational myths and fears about social media. By sharing the success stories of socially engaged companies and people, the much-anticipated second edition persuasively makes the case for using social media to encourage knowledge transfer and real-time learning in a connected and engaging way.
98. HQ799.2.M35 Y69 2015
YOUTHS MEDIA and POLITICS: A New Identity / Editor Aida Mokhtar
Kangar, Perlis: Penerbit UniMAP / Universiti Malaysia Perlis, 2015
xv, 194 pages : graphs, charts ; 22.5 cm.

ISBN 9789670922072.

1. Youth - Malaysia - Political activity 2. Mass media and youth - Malaysia. I. Aida Mokhtar II. Title

P1

Abstract
The 13th General Election (GE13) campaign in Malaysia had the youths controlling the voting trends.

GENERASI MUDA: CABARAN DAN DAKWAH / Majlis Agama Islam Selangor
xiii, 164 pages : colour illustrations ; 21 cm.

ISBN 9789832381464.

1. Youth - Political activity 2. Youth - Conduct of life 3. Community development. I. Title

P1

Abstract
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100 HQ799.M4 S93
Syarahan Perdana Budaya: MEMPERKASA GENERASI PEWARIS: MENDEPANI CABARAN SEMASA. /
Jabatan Kebudayaan dan Kesenian Negara
Kuala Lumpur: Jabatan Kebudayaan dan Kesenian Negara
46 pages : illustrations, some color ; 26 cm.

ISBN 9781565924796.

1. Youth - Political activity 2. Youth - Conduct of life 3. Youth. I. Title

KKP1

Abstract
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Abstract
A must-read for anyone interested in Muslim cultures, this volume not only explores Muslim identities through the lens of sexuality and gender - their historical and contemporary transformations and local and global articulations - but also interrogates our understanding of what constitutes a ‘Muslim’ identity in selected Muslim-majority countries at this pivotal historical moment, characterized by transformative destabilizations in which national, ethnic, and religious boundaries are being re-imagined and re-made. Contributors take on the most fundamental questions at the intersections of gender, sexuality, and the body. Several overarching questions frame the volume: How does studying gender and sexuality expand and enrich our understanding of Muslim-majority countries, historically and at present? How does the embodiment of ‘Muslim’ identity get reconfigured in the context of twenty-first-century globalism? What analytical questions are raised about ‘Islam’ when its diverse meanings and multifaceted expressions are closely examined? What roles do gender and sexuality play in the construction of cultural, religious, nationalistic, communal, and militaristic identities? How have power struggles been signified in and on the bodies of women and sexuality?
Malaysia, Jabatan Perancangan Bandar dan Desa Semenanjung Malaysia, Bahagian Rancangan Fizikal Negara
Profil Bandar Wilayah Persekutuan (Bandaraya Kuala Lumpur & Putrajaya).
47 pages : colour illustrations ; 28 cm.


P1

Abstract

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Malaysia, Jabatan Perancangan Bandar dan Desa Semenanjung Malaysia, Bahagian Rancangan Fizikal Negara
Profil Bandar Negeri Perak.
127 pages : colour illustration ; 28 cm.

ISBN 9789675456077


P1

Abstract

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Malaysia, Jabatan Perancangan Bandar dan Desa Semenanjung Malaysia, Bahagian Rancangan Fizikal Negara
Profil Bandar Pulau Pinang.
128 pages : colour illustration ; 28 cm.

ISBN 9789675456084

1. City Planning - Malaysia 2. City Planning Districts - Malaysia 3. Pulau Pinang - Economic conditions 4. Pulau Pinang - Social conditions. I. Title

P1

Abstract

- 

Malaysia, Jabatan Perancangan Bandar dan Desa Semenanjung Malaysia, Bahagian Rancangan Fizikal Negara
Profil Bandar Negeri Perlis.
23 pages : colour illustration ; 28 cm.


P1
Abstract

The Psychology of Criminal Conduct, Sixth Edition, provides a psychological and evidence-informed perspective of criminal behavior that sets it apart from many criminological and mental health explanations of criminal behavior. Drawing upon the General Personality and Cognitive Social Learning theory, James Bonta and Donald Andrews provide an overview of the theoretical context and major knowledge base of the psychology of criminal conduct, discuss the eight major risk/need factors of criminal conduct, examine the prediction and classification of criminal behavior along with prevention and rehabilitation, and summarize the major issues in understanding criminal conduct. This book also offers the Risk/Need/Responsivity (RNR) model of offender assessment and treatment that has guided developments in the subject throughout the world.

Abstract

Leading authorities on negotiations present the result of years of research, application, testing and experimentation, and practical experience. Principles and applications from numerous disciplines are combined to create a conceptual framework for the hostage negotiator. Ideas and concepts are explained so that the practicing negotiator can apply the principles outlined.
5.5 J POLITICAL SCIENCE

110 JC571. W55 2015
Wilmer, Franke
Human Rights in International Politics: AN INTRODUCTION / Franke Wilmer
London: Lynne Rienner Publisher, 2015
ix, 426 pages; 23 cm.

ISBN 9781626371491.

1. World politics 2. Human rights. I. Title

P1

Abstract
This comprehensive introduction to the study of human rights in international politics blends concrete developments with theoretical inquiry, illuminating both in the process. Franke Wilmer presents the nuts and bolts of human rights concepts, actors, and implementation before grappling with issues ranging from war and genocide to social and economic needs to racial and religious discrimination. Two themes—the tension between values and interests, and the role of the state as both a protector of human rights and a perpetrator of human rights violations—are reflected throughout the text. The result is a clear, accessible exposition of the evolution of international human rights, as well as the challenges that those rights pose, in the context of the state system.

111 JC573.2. E85 W66 2015
Wodak, Ruth
THE POLITICS OF FEAR: WHAT RIGHT-WING POPULIST DISCOURSES MEAN / RUTH WODAK
City Road, London: SAGE, 2015
xvi, 238 pages: illustrations; 24 cm.


P1

Abstract
Populist right-wing politics is moving centre-stage, with some parties reaching the very top of the electoral ladder: but do we know why, and why now? In this book Ruth Wodak traces the trajectories of such parties from the margins of the political landscape to its centre, to understand and explain how they are transforming from fringe voices to persuasive political actors who set the agenda and frame media debates. Laying bare the normalization of nationalistic, xenophobic, racist and antisemitic rhetoric, she builds a new framework for this ‘politics of fear’ that is entrenching new social divides of nation, gender and body. The result reveals the micro-politics of right-wing populism: how discourses, genres, images and texts are performed and manipulated in both formal and also everyday contexts with profound consequences. This book is a must-read for scholars and students of linguistics, media and politics wishing to understand these dynamics that are re-shaping our political space.
Abstract

Media, Liberty and Politics in Malaysia: Comparative Studies on Local Dynamics and Regional Concerns is based on a collection of twelve academic papers. This book traces the development and progress of Malaysia as a nation that embraces issues of media, liberty and politics as essential parts of its culture, policy and well-being of the people. In between the 2008 and the 2013 General Elections, Malaysians have transformed themselves and demanded to form a more democratic society. Issues of political freedom, human rights, good governance and human dignity have become important and will determine the future of the Malaysian society. Besides, this book also tries to compare democratic practices in Malaysia with its neighbours such as Indonesia, Thailand and Australia, plus the Association of Southeast Asian Nations (ASEAN) as an organisation to promote democratisation and strong ties between its members. This book is suitable for all particularly the academics, students of politics and international relations, journalists, legal practitioners, and the general public who are interested in the issues of media, liberty and politics in Malaysia.

Abstract

Buku ini adalah suatu kajian perbandingan prinsip persekutuan yang termaktub dalam perlembagaan Malaysia dan Amerika Syarikat. Kajian perbandingan perlembagaan adalah pendekatan yang berguna untuk mendapatkan pemahaman yang lebih mendalam tentang prinsip-prinsip yang mendasari sesuatu sistem pemerintahan. Idea dwikedaualatan, badan perundangan dwiedawan dan doktrin pengasingan kuasa, sebagai contoh, penting dalam kedua-dua sistem pemerintahan.
Abstract

Buat julung kalinya, terbitlah sebuah buku yang memuatkan himpunan perjanjian dan dokumen lama yang penting mengenai Malaysia (dari zaman penjajahan Inggeris hingga saat pembentukan Malaysia dan pemisahan Singapura) - buku pertama seumpamanya di Malaysia dan hanya yang keempat di dunia. Bahan yang dipaparkan menunjukkan sorotan peristiwa bersejarah yang berlaku di tanah air, dari Zaman Kesultanan Melayu dan penjajahan kuasa asing hingga saat perjuangan menuntut kemerdekaan.
Abstract
For more than three hundred years, the world wrestled with conflicts that arose between nation-states. Nation-states wielded military force, financial pressure, and diplomatic persuasion to create world order.” Even after the end of the Cold War, the elements comprising world order remained essentially unchanged. But 2012 marked a transformation in geopolitics and the tactics of both the established powers and smaller entities looking to challenge the international community. That year, the US government revealed its involvement in Operation Olympic Games,” a mission aimed at disrupting the Iranian nuclear program through cyberattacks; Russia and China conducted massive cyber-espionage operations; and the world split over the governance of the Internet. Cyberspace became a battlefield. Cyber conflict is hard to track, often delivered by proxies, and has outcomes that are hard to gauge. It demands that the rules of engagement be completely reworked and all the old niceties of diplomacy be recast. Many of the critical resources of statecraft are now in the hands of the private sector, giant technology companies in particular. In this new world order, cybersecurity expert Adam Segal reveals, power has been well and truly hacked.
5.6 K LAW

119  KBP65. O47 2016
Olsson, Susanne
MINORITY JURISPRUDENCE IN ISLAM Muslim Communities in the West/ Susanne Olsson
viii, 246 pages 22 cm

ISBN 9781784534714


P1

Abstract
According to many Islamic jurists, the world is divided between dar al-Islam (the abode of Islam) and dar al-harb (the abode of war). This dual division of the world has led to a great amount of juridical discussion concerning what makes a territory part of dar al-Islam, what the status of Muslims living outside of this is, and whether they are obliged to obey Islamic jurisprudence. Susanne Olsson examines the differing understandings of dar al-Islam and dar al-harb, as well as related concepts, such as jihad and takfir. She thereby is able to explore how these concepts have been utilised, transformed and negotiated throughout history. As the subject of Muslims living in Europe is such a topical and sometimes controversial one, this book will appeal to researchers of modern Islam as integral to the Western experience.

120  KD1269.3 .C67 2015
Cornish, Graham P.
Copyright: Interpreting the Law for libraries, archives and information services / Graham P. Cornish
ix, 206 pages; 24 cm.

ISBN 9781856049702

1. Copyright 2. Public lending rights (of authors) 3. Fair use (Copyright). I. Title

P1

Abstract
Cornish's Copyright, the standard work in its field, is indispensable for all librarians and information professionals looking for solutions to their copyright problems. The book explains the provisions of the UK Copyright Act and supporting legislation in quick and easy question-and-answer form. This latest edition is revised and expanded in the light of new legislation which came into force in 2014/5 and some decisions by the courts which have changed our understanding of what the law means. Areas such as moral rights, originality, databases, and the use of broadcast material in education all receive detailed attention, along with Wikipedia, Creative Commons and Open Archives. Copyright is also considered in the context of social media.

121  KD4102.M86 G75 2015
Grillo, Ralph
Muslim Families, Politics and the Law A Legal Industry in Multicultural Britain/ RALPH GRILLO
vi, 337 pages 24 cm

ISBN 9781472451217

1. Muslims - Legal status, laws, etc 2. Domestic relations. I. Title
Abstract
Contemporary European societies are multi-ethnic and multi-cultural, certainly in terms of the diversity which has stemmed from the immigration of workers and refugees and their settlement. Currently, however, there is widespread, often acrimonious, debate about 'other' cultural and religious beliefs and practices and limits to their accommodation. This book focuses principally on Muslim families and on the way in which gender relations and associated questions of (women's) agency, consent and autonomy, have become the focus of political and social commentary, with followers of the religion under constant public scrutiny and criticism. Practices concerning marriage and divorce are especially controversial and the book includes a detailed overview of the public debate about the application of Islamic legal and ethical norms (shari'a) in family law matters, and the associated role of Shari'a councils, in a British context. In short, Islam generally and the Muslim family in particular have become highly politicized sites of contestation, and the book considers how and why and with what implications for British multiculturalism, past, present and future. The study will be of great interest to international scholars and academics researching the governance of diversity and the accommodation of other faiths including Islam.

122 KF2750. P46 2015
Pember, Don. R.
Mass Media Law. / Don R. Pember, Clay Calvert
xiv, 706 pages; 23 cm.
ISBN 9780077861421.


P1
Abstract
In its 19th edition, Mass Media Law offers an updated look at the ever-changing landscape of media law. It continues to provide undergraduates with the foundation they need to understand the field, going back to the adoption of the First Amendment, and quickly brings them up to speed with the most current issues. In their popular conversational style, Don Pember and Clay Calvert introduce students to the newest threats to journalism and the role technology plays in the field of mass media law. The attention this program provides to both historical and contemporary issues gives students the background they need to fully understand the controversies surrounding speech and press across media.

123 KF2750. T73 2016
Trager, Robert
The Law of Journalism and Mass Communication / Robert Trager, Susan Dante Ross, Amy Reynolds
xxviii, 728 pages: illustrations; 23 cm.
Includes index.
ISBN 9781506303413.


P1
Abstract
The Law of Journalism and Mass Communication, Fifth Edition offers a clear and engaging introduction to media law with comprehensive coverage and analysis for future journalists and media professionals. Hypothetical "Suppose" cases at the start of each chapter get students thinking about key legal issues, while timelines show the progression of landmark cases in context. Each chapter concludes with two excerpted Cases for Study with explanatory headnotes and questions.
Abstract
Alongside the continued growth of the Singapore media and entertainment industry, the fourth edition of this title not only updates the laws relevant to this industry, it extends into discussions of the practical application of these laws and regulations in the framework of managing media production. It is hoped that this enhances the primary purpose of this book in acting as a concise and practical practical reference guide for media students and practitioners.
5.7 EDUCATION

125  LB2341.8.M4 G68 2015
GOVERNANCE REFORMS IN PUBLIC UNIVERSITIES OF MALAYSIA / Editors: FAUZIAH MD TAIB, MELISSA NG LEE YEN ABDULLAH
Pulau Pinang: USM, 2015
xi, 163 pages: illustrations; 24 cm.
includes index.

1. Universities and colleges - Administration 2. Higher education and state. I. Fauziah Md Taib, II. Melissa Ng Lee Yen Abdullah III. Title
P1
Abstract

126  LB2343.4. S53 2015
Institute of Leadership & Quality Management UiTM Perak, Universiti teknologi Mara (Perak)
SHARING WISDOM: A Documentation of Professional Talk Series 2012-2013 / Institute of Leadership & Quality Management UiTM Perak
200 pages: colour illustrations; 30 cm.
ISBN 9789675741333.

P1, P2
Abstract
A documentation of Professional Talk Series organized by the Institute of Leadership and Quality Management (iLQAM) Unit in Universiti Teknologi MARA (UiTM), Perak on the knowledge and experiences shared by the speakers throughout the sessions.

127  LB2369. R821 2015
Roslan Abd Shukor
RAHSIA KEJAYAAN MENULIS Jurnal Berimpak Tinggi, BUKU DAN TESIS / Roslan Abd. Shukor
Bangi, Selangor: Penerbit Universiti Kebangsaan Malaysia, 2015
134 pages: illustrations; 26 cm.
Fourth printing 2016.
ISBN 9789674123130

1. Academic writing 2. Authorship. I. Title
P1
Abstract
This book is written for researcher and student on how to write a manuscript for a refereed journal, book and thesis.
Claims abound that Saudi oil money is fuelling Salafi Islam in cultural and geographical terrains as disparate as the remote hamlets of the Swat valley in Pakistan and sprawling megacities such as Jakarta. In a similar manner, it is often regarded as a fact that Iran and the Sunni Arab states are fighting proxy wars in foreign lands. This empirically grounded study challenges the assumptions prevalent within academic as well as policy circles about the hegemonic power of such Islamic discourses and movements to penetrate all Muslim communities and societies. Through case studies of academic institutions, the volume illustrates how transmission of ideas is an extremely complex process, and shows that the outcome of such efforts depends not just on the strategies adopted by backers of those ideologies but equally on the characteristics of the receipt communities. In order to understand this complex interaction between the global and local Islam and the plurality in outcomes, the volume focuses on the workings of three universities with global outreach (al-Azhar University in Egypt, International Islamic University of Medina in Saudi Arabia, and al-Mustafa International University in Iran) whose graduating students carry the ideas acquired during their education back to their own countries, along with, in some cases, a zeal to reform their home society.

**Abstract**

Electronic Media: Then, Now, and Later provides a synopsis of the beginnings of electronic media in broadcasting and the subsequent advancements into digital media. The Then, Now, and Later approach focuses on how past innovations laid the groundwork for changing trends in technology, providing the opportunity and demand for evolution in both broadcasting and digital media. An updated companion website provides links to additional resources, chapter summaries, study guides and practice quizzes, instructor materials, and more. This new edition features two new chapters: one on social media, and one on choosing your entertainment and information experience.
Abstract

Through a theoretical and practical exploration of Jungian and post-Jungian concepts surrounding image, this book moves beyond the visual scope of imagery to consider the presence and expression of music and sound, as well as how the psyche encounters expanded images – archetypal, personal or cultural – on both conscious and unconscious levels. By closely examining music in film, Nagari considers music’s complementary, enhancing, meaningful, and sometimes disruptive, contribution to expressive images. Music as Image will be of interest to academics and students in the fields of applied psychoanalysis and Jungian psychology, music, film and cultural studies. With implications for music therapy and other art-based therapies, it will also be relevant for practising psychotherapists.

Abstract

(Quick Pro Guides). Thousands of music apps designed to assist you with every aspect of your life as a musician, hobbyist, student, or educator are available for the iPad. This book guides you step by step through the most popular and productive apps for the iPad 2, iPad (3rd or 4th generation), or iPad mini running iOS 6. This book provides guidance for using the best iPad music apps and demonstrates how to apply them in your musical life. The authors, experienced in the creation of music technology textbooks, training, and courses, maintain a companion website that includes useful video tutorials and updates. With Musical iPad: Performing, Creating, and Learning Music on Your iPad you'll learn how to: * Use musicianship apps to help you stay in tune and keep your voice or instrument in shape
* Use cloud storage to share music and data files with other devices * Turn the iPad into a tuner, metronome, and practice aid * Emulate a host of acoustic and electronic instruments * Use your iPad as a virtual sheet music resource for all your performance and practice needs * Learn to play an instrument with your iPad * Compose and share music on your iPad * And much, much more!
Abstract
This book studies recent music in the western classical tradition, offering a critique of current analytical/theoretical approaches and proposing alternatives. The critique addresses the present fringe status of recent music sometimes described as crossover, postmodern, post-classical, post-minimalist, etc. and demonstrates that existing descriptive languages and analytical approaches do not provide adequate tools to address this music in positive and productive terms. Existing tools and concepts were developed primarily in the mid-20th century in tandem with the high modernist compositional aesthetic, and they have changed little since then. The aesthetics of music composition, on the other hand, have been in constant transformation. Lochhead proposes new ways to conceive musical works, their structurings of musical experience and time, and the procedures and goals of analytic close reading. These tools define investigative procedures that engage the multiple perspectives of composers, performers, and listeners, and that generate conceptual modes unique to each work. In action, they rebuild a conceptual, methodological, and experiential place for recent music. These new approaches are demonstrated in analyses of four pieces: Kaija Saariaho’s Lonh (1996), Sofia Gubaidulina’s Second String Quartet (1987), Stacy Garrop’s String Quartet no.2, Demons and Angels (2004-05), and Anna Clyne’s “Choke” (2004). This book defies the prediction of classical music’s death, and will be of interest to scholars and musicians of classical music, and those interested in music theory, musicology, and aural culture.
1. Graphic arts 2. Graphic design (Typography) 3. Communication in design 4. Design. I. Title

Abstract
How do you start a design project? How can you generate ideas and concepts in response to a design brief? How do other designers do it? This book will answer all these questions and more. Now in its second edition, the highly popular Design Thinking for Visual Communication identifies methods and thought processes used by designers in order to start the process that eventually leads to a finished piece of work. Step-by-step guidance for each part of the process is highlighted by real-life case studies, enabling the student to see teaching in practice. This focus on ideas and methods eschews an abstract, academic approach in favour of a useable approach to design as a problem-solving activity. The new edition now includes contributions from a broader international range of design practices and adds depth to existing case studies by looking in greater detail at some of the processes used.

Abstract
Ayah saya adalah sumber kekuatan saya. Selain tempat bermanja, menumpang kasih, bercerita dan meluah rasa, beliau adalah seorang yang paling saya percayai. Beliau juga merupakan orang yang pertama yang saya ceritakan tentang undangan diterima anak perempuan ini bakal mewakili Malaysia untuk menyerat pameran lukisan di Vienna sekali gus meluahkan hasrat untuk menyambut Aidikfitri di perantauan. Pada mulanya saya dapat melihat ada cahaya terpancar di wajahnya, tetapi cahaya yang menyirna apabila beliau mula menimbang semula persiapan yang perlu saya lakukan demi melaksanakan tugas dan tanggungjawab yang bakal saya pikul. Sebagai orang Melayu bukanlah menjadi suatu perkara yang biasa buat seorang gadis bujang untuk berjalan bersendirian ke negara asing, apatah lagi selama 60 hari.

5.10 P  LANGUAGE AND LITERATURE

Abstract
xi, 60 pages 26 cm

ISBN 9789670524726
Abstract

137  P90. B37 2015
Baran, Stanley J.
Introduction to Mass Communication: MEDIA LITERACY AND CULTURE / Stanley J. Baran
ISBN 9780077507985
1. Mass media 2. Communication. I. Title

P1
Abstract
Introduction to Mass Communication: Media Literacy and Culture is an integrated program that encourages students to be active media consumers and gives them a deeper understanding of the role that the media plays in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first, and remains the only, university-level program to make media literacy central to its approach, and given recent national and global turmoil, its emphasis on media use and democracy could not be more timely.

138  P90. D245 2015
Dainton, Marianne
Applying Communication Theory for Professional Life: A Practical Introduction. / Marianne Dainton, Elaine D. Zelley
xv, 261 pages: illustrations; 24 cm.
ISBN 9781452276540
1. Communication - Philosophy. I. Zelley, Elaine D. II. Title

P1
Abstract
This fully updated Third Edition of Applying Communication Theory for Professional Life helps readers understand communication theory and its importance to careers in communication and business. Practical and reader-friendly, the book offers succinct coverage of the major theories that have clear applicability to communication and business practitioners, including theories of intrapersonal communication, interpersonal interaction, intercultural encounters, persuasion, group communication, organizational behavior, social media, and mass communication. In every chapter, authors Marianne Dainton and Elaine D. Zelley illustrate how theory is applied in a variety of professional settings through real-world case studies.
tracking
Abstract
Comprehensive, innovative, and focused on the undergraduate student, this textbook prepares students to read and conduct research. Using an engaging how-to approach that draws from scholarship, real-life, and popular culture, the book offers students practical reasons why they should care about research methods and a guide to actually conduct research themselves. Examining quantitative, qualitative, and critical research methods, the textbook helps undergraduate students better grasp the theoretical and practical uses of method by clearly illustrating practical applications. The book defines all the main research traditions, illustrates key methods used in communication research, and provides level-appropriate applications of the methods through theoretical and practical examples and exercises, including sample student papers that demonstrate research methods in action.

142  P91.3 K49 2014
Keyton
Communication Research: Asking Questions, Finding Answers.
MCGRAW HILL, 2015
xxiv, 356 pages: illustrations, photo; 24 cm.

ISBN 9780078036910

1. Communication 2. Research. I. Title

P1

Abstract
Communication Research: Asking Questions, Finding Answers covers basic research issues and processes, both quantitative and qualitative, appropriate for communication students with little or no previous research methods experience. The text's guiding principle is that methodological choices are made from one's research questions or hypotheses. This avoids the pitfall in which students learn one methodology or one methodological skill and then force that method to answer all types of questions. Instead of working with one methodology to answer all types of questions, students come away understanding a variety of methods and how to apply them appropriately.

143  P91.5.M4 M338 2016
MALAYSIAN MEDIA STUDIES: Integrating Perspectives / Editors, Azizah Hamzah, Amira Firdaus
xix, 139 pages: illustrations; 23 cm.


P1

Abstract
The book is all about Malaysian Media Studies.

144  P93.5. R67 2016
Rose, Gillian
VISUAL METHODOLOGIES: An Introduction to Researching with Visual Materials / GILLIAN ROSE
4TH EDITION. Los Angeles: SAGE, 2016
xvii, 432 pages: illustrations (some color); 24 cm.

ISBN 9781473948891

1. Visual communication 2. Visual literacy. I. Title
Visual Methodologies: An Introduction to Researching with Visual Materials is a bestselling critical guide to the study and analysis of visual culture. Existing chapters have been fully updated to offer a rigorous examination and demonstration of an individual methodology in a clear and structured style. Reflecting changes in the way society consumes and creates its visual content, new features include: Brand new chapters dealing with social media platforms, the development of digital methods and the modern circulation and audiencing of research images More 'Focus' features covering interactive documentaries, digital story-telling and participant mapping A Companion Website featuring links to useful further resources relating to each chapter. A now classic text, Visual Methodologies appeals to undergraduates, graduates, researchers and academics across the social sciences and humanities who are looking to get to grips with the complex debates and ideas in visual analysis and interpretation.

Revisiting the classic concept of media imperialism, Oliver Boyd-Barrett presents a thorough retake for the 21st century, arguing for the need to understand media and empires and how structures of power and control continue to regulate our access to and consumption of the media. It's no longer just Disney and Dallas - it's also now Alibaba, Apple, Facebook, Google, Samsung and Huawei. Examining the interplay between communications industries and the hierarchies and networks of political, corporate and plutocratic power in a globalized world, the book explains:
- the historical context of the relationship between media and imperialism;
- contestation and collaboration among new media empires;
- the passion for social justice that inspired the original theories of media and cultural imperialism, and how it has been embraced by a new generation.

Emphasizing the roles that family, religion, and history play in intercultural communication, COMMUNICATION BETWEEN CULTURES, 9E helps you increase your understanding and appreciation of different cultures while developing practical skills for improving your communication with people from other cultures. Bringing chapter concepts to life, the text is packed with the latest research and compelling examples that help you take a look at your own assumptions, perceptions, and cultural biases so you can see the subtle and profound ways culture affects communication.
Abstract
On journalism and mass media authorship.

This book is the first collection of original research to explore links between demographics and media coverage of emerging human rights issues. It covers cross-national reporting on human trafficking, HIV/AIDS, water contamination, and child labour; and same-sex marriage, Guantanamo detainee rights, immigration reform, and post-traumatic stress disorder in the United States. The research asks questions such as: What are the principal catalysts that propel rights issues into media agendas? Why do some surface more quickly than others? And how do the demographics of cross-national reporting differ from those driving multi-city US nationwide coverage of rights claims? Using community structure theory and innovative Media Vector content analysis, the eight chapters of this book reveal three striking patterns that show how differences in female empowerment, social or economic vulnerability, and Midwestern newspaper geographic location, link powerfully with variations in coverage of rights issues. The patterns connecting demographics and rights claims confirm that coverage of human rights can mirror the concerns of stakeholders and vulnerable groups, contrary to conventional assumptions that media typically serve as "guard dogs" reinforcing the interests of political and economic elites.
Abstract

Media Management: A Casebook Approach provides a detailed consideration of the manager’s role in today’s media organizations, highlighting critical skills and responsibilities. Using media-based cases that promote critical thinking and problem-solving, this text addresses topics of key concern to managers: diversity, group cultures, progressive discipline, training, and market-driven journalism, among others. The cases provide real-world scenarios to help students anticipate and prepare for experiences in their future careers. Accounting for major changes in the media landscape that have affected every media industry, this Fifth Edition actively engages these changes in both discussion and cases. The text considers the need for managers to constantly adapt, obtain quality information, and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change rapidly in national and international settings. As a resource for students and young professionals working in media industries, Media Management offers essential insights and guidance for succeeding in contemporary media management roles.

Abstract

In this media-saturated world, we must learn how to navigate through the overwhelming flood of information so we can avoid the risks and maximize its potential to help us. Media Literacy, Eighth Edition shows readers how. Drawing from thousands of media literature studies, bestselling author W. James Potter explores the key components to understanding the fascinating world of mass media. In this updated, revised, and reorganized new edition, Potter presents numerous examples and facts for readers to understand how the media operate, how they attract attention, and how they influence us on a day-to-day basis.
Abstract
Writing Analytically treats writing as a tool of thought, offering prompts that lead you through the process of analysis and synthesis and help you to generate original, well-developed ideas. The authors of this brief, popular rhetoric believe that learning to write well requires learning to use your writing as a tool to think well. In the new edition, materials are better integrated, more contextualized, and--when possible--condensed.

Abstract
History of the 19th century traditional Malay.

Abstract
Buku ini amat sesuai untuk mereka yang ingin mendapatkan gambaran umum dan menyeluruh tentang pengajian bahasa melayu atau linguistik melayu. Setiap bidang yang dikaji dalam pengajian bahasa melayu telah diuraikan secara yang mudah dan telah disertakan contoh-contoh yang sesuai. (This book is written in the Malay language. It is suitable for those who want to get an overview and a thorough study of the Malay language or Malay linguistic. Each area surveyed in the study of Malay language has been described as simple as possible and included appropriate examples.)
Abstract
Wacana Bahasa menonjolkan pelbagai perspektif terhadap bahasa Melayu. Buku ini mengandungi isi kandungan yang dapat memberikan anjakan paradigma dari aspek wacana bahasa Melayu. Selain itu, buku ini digunakan sebagai rujukan oleh para pelajar dan sesiapa sahaja yang ingin mendalami ilmu bahasa dan kesusasteraan dari aspek yang berbeza dan menganggap bahasa Melayu sebagai bahasa ilmu di dunia.

Abstract
History and development of Malay language. Buku ini memberi gambaran berkaitan cirian dan gaya Bahasa Melayu daripada sejarah semasa diketahui iaitu pada abad ke-7 and perubahan sepanjang zaman dalam pelbagai variasi dan genre sehingga kini.

Abstract
Buku ini mengandungi kaedah yang diperincikan tentang semua jenis tanda baca yang betul bukan sekadar menjadi gaya penulisan individu ataupun gaya penulisan penerbit buku tetapi menjadi alat mekanika yang berfungsi memperkukuh jalinan wacana bahasa tulisan. Kaedah penggunaan tanda baca yang betul ini disediakan untuk penulis dan editor, penerbit buku dan bahan bacaan berkala, pendidik, guru, penuntut, penulis iklan, pegawai kerajaan dan swasta, serta pengguna bahasa yang perihatin terhadap bahasa Melayu yang canggih.
PANTUN WARISAN Khazanah Budaya Bangsa Siri Pertama Hasil Ciptaan Baru 25,000 Rangkap Pantun/ Ketua Editor: YBhg. Prof. (Adj) Datu K Dr. Haji Mohd Jamil Mukmin; Timbalan Ketua Editor: YBhg. Datuk Haji Aziz Ujang; Editor: Hj. Mokhtar Yasin, Hj. Mohd Yasin Ahmad, Dr. Hj. Haron Hj. Kidam, Mat hassan Abdullah, Mohammad b. Musip
Taman Mutiara, Melaka: Institut Kajian Sejarah dan Patriotisme Malaysia, 2013
x, 1254 pages: 26 cm
ISBN 9789832600312

1. Pantous 2. Quatrains, Malay. I. Mohd Jamil Mukmin II. Aziz Ujang III. Mokhtar Yasin, IV. Mohd Yasin Ahmad, V. Haron Hj. Kidam, VI. Mat hassan Abdullah, VII. Mohammad b. Musip VIII. Title

KKP1

Abstract
Pantun ialah puisi tradisional Melayu turun temurun yang tertua di dalam budaya Melayu.

Kuala Lumpur: Penerbit Universiti Putra Malaysia, 2017
v, 87 pages: illustration, some color; 30 cm.
ISBN 9789673446643

1. Scholars 2. Authors, Malay. I. Title

KKP1

Abstract

Mokhtar Yasin
Puisi Murni: Antologi Sajak dan Sebuah Pantomim/ Karya: Mokhtar Yasin.
Melaka: Institut Kajian Sejarah dan Patriotisme Malaysia, 2013
162 pages 23 cm
ISBN 9789832600428

1. Malay poetry. I. Title

P1

Abstract
This book is a collection of thought provoking and timely readings on a topic of increasing importance; business ethics in Islam. The chapters provide an excellent review and integration of diverse literature on Islamic business ethics within contemporary frameworks.
Basic Korean: A Grammar and Workbook comprises an accessible reference grammar and related exercises in a single volume. This book presents twenty-five individual grammar points, covering the core material which students would expect to encounter in their first year of learning Korean. Grammar points are followed by examples and exercises which allow students to reinforce and consolidate their learning. Clearly presented and user-friendly, Basic Korean provides readers with the essential tools to express themselves in a wide variety of situations, making it an ideal grammar reference and practice resource for both beginners and students with some knowledge of the language.

Wayang Kulit: The Folk Epic of the Malay Archipelago documents a traditional theatrical, genre that was previously very popular among Malay society, but it is gradually disappearing with the passage of time. This form of folk art, which flourished for centuries through an oral tradition, was the platform on which entertainers or storytellers enchanted local communities of the Malay Archipelago. This book documents the various aspects of the Malaysian shadow play, including the historical development, the role of the puppet master, stage design, techniques of puppet manipulation, musical instruments, stories and story concept, character and characterisation, rituals, script, and legendary figures in this field. This book will provide useful information to the younger generation as a source of reference. This book will not disappoint readers who wish to widen their knowledge of the Malaysian shadow play. Rahimidin Zahari is a renowned writer, poet, aesthete and acclaimed puppeteer of the traditional art of Shadow Play (Wayang Kulit). He has now for the first time compiled in this book a walk-through of this intricate performance, providing the reader with the opportunity to glimpse into the enchanting world of the shadow play, the folk epic of the Malay Archipelago.
Radio Production is for professionals and students interested in understanding the radio industry in today's ever-changing world. This book features up-to-date coverage of the purpose and use of radio with detailed coverage of current production techniques in the studio and on location. In addition, there is exploration of technological advances, including handheld digital recording devices, the use of digital, analogue and virtual mixing desks and current methods of music storage and playback. Within a global context, the sixth edition also explores American radio by providing an overview of the rules, regulations, and purpose of the Federal Communications Commission.

Directing and Producing for Television provides you with the tools you'll need to direct and produce effectively in a variety of settings. Based on his years of experience in the industry and teaching the subject, Cury illustrates fundamental principles with engaging anecdotes that teach by example. Ideal for students in television production courses as well as industry professionals, Directing and Producing for Television addresses critical production techniques for various formats including panel programs, demonstration, scripted, music, commercials, PSAs, news, documentaries, remote broadcasting, and sports. Each chapter concludes with a valuable review section summarizing key points. Written with both the director and producer in mind, but particularly relevant for the television director, Directing and Producing for Television gives a comprehensive overview of the facility (studio, control room, and/or support areas) and provides who's who information covering the various jobs and personnel involved in television programs.
1. Motion pictures - History - 21st century. 2. Motion pictures - Malaysia - History. I. Title

P1, KKP1

Abstract
Dunia perfilman Melayu telah bermula pada tahun 1933 di Singapura dengan penayangan filem Laila Majnun. Sejak itu, filem Melayu mula mengambil alih peranan bangsawan sebagai medium budaya popular yang utama dalam kalangan masyarakat Melayu bandaran.

165 PN1995.9. P7 M87 2015
Musburger, Robert B.
xxi, 509 pages: illustrations; 26 cm.
ISBN 9781138127760.

1. Motion pictures - Production and direction 2. Television - Production and direction 3. Digital media. I. Kindem, Gorham II. Title

P1

Abstract
Introduction to Media Production began years ago as an alternative text that would cover ALL aspects of media production, not just film or just tv or just radio. Kindem and Musburger needed a book that would show students how every form of media intersects with one another, and about how one needs to know the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together. Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work. Introduction to Media Production is a primary source for students of media. Its readers learn about various forms of media, how to make the best use of them, why one would choose one form of media over another, and finally, about all of the techniques used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured and formalized digital workflows that make all production processes by necessity, digital.

166 PN4142. A95 2015
'Azimin Daud
RAHSIA PENGACARA Hebat TIP DAN SKRIP PENGACARAAN/ 'Azimin Daud.
x, 98 pages, illustrations; 20 cm
ISBN 9789670798295
ISBN 9670798299

1. Masters of ceremonies - Technique 2. Speechwriting - Technique. I. Title

P1, PP

Abstract
Buku ini disusun mengikut keperluan asas untuk menjadi seseorang pengacara atau juruacara kemudian disisipkan tip berguna untuk pembaca. Pengalaman selama 15 tahun mengendalikan lebih ribuan acara, majlis, dan program tanpa sedar dan tidak sengaja membuatkan penulis terdetik untuk membukukan dan berkongsi pengalamannya kepada semua pembaca yang ingin menceburi bidang pengacaraan. Skrip-skrip pengacaraan didokumentasikan dan diteliti menjadi tip berguna untuk dikongsikan kepada umum sebagai persediaan menjadi seorang pengacara yang hebat. Anda pasti tidak akan rugi memilikinya.
Chamil Wariya, Dato’, 1952-
Bibliografi Karya Kewartawanan Chamil Waria / penyusun Maimunah Abdul Rashid
Kuala Lumpur: Malaysian Press Institute, 2016
224 pages; 23cm.

ISBN 9789671091852

1. Journalism - Bibliography. I. Maimunah Abdul Rashid II. Title

KKP1

Abstract

This monograph explores the phenomenon of ‘citizen journalism’ from a legal and constitutional perspective. It describes and evaluates emerging patterns of communication between a new and diverse set of speakers and their audiences. Drawing upon political theory, the book considers the extent to which the constitutional and legal frameworks of modern liberal states allow for a ‘contestatory space’ that advances the scope for non-traditional speakers to participate in policy debates and to hold elites to account. Topics covered include the regulation of offensive, abusive and anonymous speech, online defamation, compelled disclosure of ‘journalists’ sources, private online research by jurors and analysis of the application of pre-Web 2.0 laws to non-traditional media speakers and outlets. After surveying a range of criminal and civil law provisions that impair the communicative reach of non-mainstream speakers, the broad conclusion casts doubt upon the capacity of ‘citizen journalists’ to effect a significant shift towards republican self-rule.

The Essentials of Sports Reporting and Writing / Scott Reinardy and Wayne Wanta
New York: Taylor, 2015
viii, 411 pages: illustrations; 24 cm.

ISBN 9780415737814


P1

Abstract

In The Essentials of Sports Reporting and Writing, authors Scott Reinardy and Wayne Wanta employ their own professional experience as sports writers and editors to give students a useful and practical view of the sports writing profession. The text is divided into readily digestible sections, covering essential topics such as types of stories; background and preparation; interviewing; the beginning stages of writing; and conclusion writing.
Abstract
The business of journalism is in the midst of massive change. Managing Today’s News Media: Audience First offers practical solutions on how to cope with and adapt to the evolving media landscape. News media experts Samir Husni, Debora Halpern Wenger, and Hank Price introduce a forward-looking framework for understanding why change is occurring and what it means to the business of journalism. Central to this new paradigm is a focus on the audience. The authors introduce "The 4Cs Strategy" to describe how customers, control, choice, and change are all part of a strategy for successful media organizations. Real-world case studies, important theoretical grounding, and a focus on understanding rather than resisting the customer’s desire for choice and control make this an unbeatable resource for students and managers alike who want to succeed in this changed media business landscape.
New York, 1939. Tom Bradshaw is arrested for first degree murder. He stands accused of killing his brother. When Sefton Jelks, a top Manhattan lawyer, offers his services for nothing, penniless Tom has little choice but to accept his assurance of a lighter sentence. After Tom is tried, found guilty and sentenced, Jelks disappears, and the only way for him to prove his innocence would be to reveal his true identity — something that he has sworn never to do in order to protect the woman he loves. Meanwhile, the young woman in question travels to New York, leaving their son behind in England, having decided she'll do whatever it takes to find the man she was to marry — unwilling to believe that he died at sea. The only proof she has is a letter. A letter that has remained unopened on a mantelpiece in Bristol for over a year. Jeffrey Archer continues the saga of The Clifton Chronicles with this epic second novel in the series, The Sins of the Father. Family loyalties are stretched to their limits as secrets unravel, and the story moves from the backstreets of Bristol to the boardrooms of Manhattan.
5.11 Q SCIENCE

175 QA276.12. B58 2009
Bluman, Allan G
Elementary Statistics: A Step by Step Approach / Allan G. Bluman
xxxi, 796 pages: colour illustrations; 27 cm + 1 CD-ROM (4 3/4 in.).
Includes index.
ISBN 9780070091788

1. Statistics. I. Title
P1

Abstract
This text uses a non-theoretical approach to elementary statistics supported by examples. The applications are general in nature and the exercises include problems from agriculture, biology, business, economics, education, psychology, engineering, medicine, sociology and computer science.

176 QA76.3. H83 2016
Hucaby, David
CCNA Wireless 200-355: Official Cert Guide / DAVID HUCABY
Indianapolis: Cisco Press, 2016
xxix, 570 pages; 24 cm.
ISBN 9781587144578

1. Electronic data processing personnel - Certification 2. Computer networks - Examinations. I. Title
P1

Abstract
CCNA Wireless 200-355 Official Cert Guide focuses specifically on the objectives for the Cisco CCNA WIFUND 200-355 exam. Leading network engineer and best-selling Cisco certification author David Hucaby shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. Material is presented in a concise manner, focusing on increasing your understanding and retention of exam topics.

177 QA76.3. S26 2016
Santana, Gustavo Alessandro Andrade
CCNA Cloud CLDFND 210-451: Official Cert Guide / Gustavo Alessandro Andrade Santana
Indianapolis: Cisco Press, 2016
xxx, 609 pages; 24 cm.
ISBN 9781587147005

1. Electronic data processing personnel - Certification 2. Computer networks - Examinations. I. Title
P1

Abstract
CCNA Cloud CLDFND 210-451 Official Cert Guide, focuses specifically on the objectives for the Cisco CCNA CLDFND exam. Leading data center network architect Gustavo A.A. Santana shares preparation hints and test-taking...
tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. Material is presented in a concise manner, focusing on increasing your understanding and retention of exam topics. The Companion Website contains a powerful Pearson IT Certification Practice Test engine that enables you to focus on individual topic areas or take a complete, timed exam. The assessment engine also tracks your performance and provides feedback on a module-by-module basis, laying out a complete assessment of your knowledge to help you focus your study where it is needed most.

Abstract
Cloud Computing: Business Trends and Technologies provides a broad introduction to Cloud computing technologies and their applications to IT and telecommunications businesses (i.e., the network function virtualization, NFV). To this end, the book is expected to serve as a textbook in a graduate course on Cloud computing. The book examines the business cases and then concentrates on the technologies necessary for supporting them. In the process, the book addresses the principles of – as well as the known problems with – the underlying technologies, such as virtualization, data communications, network and operations management, security and identity management. It introduces, through open-source case studies (based on OpenStack), an extensive illustration of lifecycle management.

Abstract
The VCP6-NV Official Cert Guide (Exam #2V0-641) focuses specifically on the objectives for the VMware Certified Professional 6–Network Virtualization (VCP6-NV) exam (#2V0-641). Leading NSX and data center expert Elver Sena Sosa shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. Material is presented in a concise manner, focusing on increasing your understanding and retention of exam topics. The companion website contains a powerful Pearson IT Certification Practice Test engine that allows you to focus on individual topic areas or take two complete, timed exams. The assessment engine tracks your performance and provides feedback on a module-by-module basis, laying out a complete assessment of your knowledge to help you focus your study where it is needed most.
Abstract
Statistics for Physical Sciences is an informal, relatively short, but systematic, guide to the more commonly used ideas and techniques in statistical analysis, as used in physical sciences, together with explanations of their origins. It steers a path between the extremes of a recipe of methods with a collection of useful formulas, and a full mathematical account of statistics, while at the same time developing the subject in a logical way. The book can be read in its entirety by anyone with a basic exposure to mathematics at the level of a first-year undergraduate student of physical science and should be useful for practising physical scientists, plus undergraduate and postgraduate students in these fields.
Abstract
Quantitative Human Physiology: An Introduction presents a course in quantitative physiology developed for undergraduate students of Biomedical Engineering at Virginia Commonwealth University. The text covers all the elements of physiology in nine units: (1) physical and chemical foundations; (2) cell physiology; (3) excitable tissue physiology; (4) neurophysiology; (5) cardiovascular physiology; (6) respiratory physiology; (7) renal physiology; (8) gastrointestinal physiology; and (9) endocrinology. The text makes extensive use of mathematics at the level of calculus and elementary differential equations. Examples and problem sets are provided to facilitate quantitative and analytic understanding, while the clinical applications scattered throughout the text illustrate the rationale behind the topics discussed. This text is written for students with no knowledge of physiology but with a solid background in calculus with elementary differential equations. The text is also useful for instructors with less time; each chapter is intended to be a single lecture and can be read in a single sitting.

Abstract
Microbiology is the study of microorganisms (or microbes), which include bacteria, viruses, fungi, parasites, and even prions. In short, microbiology refers to the study of life and organisms that are too small to be seen with the naked eye. Microorganisms are found in almost every habitat present in nature and are vital to humans and the environment. While some microbes are harmful, causing diseases that harm and kill people, animals, and plants, they are exploited by researchers. They have uses in food, water treatment, science and medicine, energy, warfare, and much more. This new book presents a collection of new research and studies covering advances in microbiology dealing with medicine, agriculture, and more.
Abstract
All Original Equipment Manufacturers (OEM) organizations in Aerospace, Automotive and Electronics industries had to upgrade their functions. These organizations including suppliers and solutions providers are duty bound to improve their functions through strategic initiatives. One such initiative is Lean Process Management. Lean Process Management has proven to aid organizations in developing manufacturing and administrative management solutions and make the organization a leaner at the same time a ‘fitter’ one, achieving World Class standards in terms of production, quality, marketing, etc, etc. The issue or problem is, although a number of authors, experts, researchers have discussed the lean process management as part organization centric issues, they failed to provide an effective lean process management system. Besides the need to formulate an effective lean process as suggested by some authors, another important reason suggested is the employee’s development aspect regarding how to unlock the infinite potential of their workforce. This employee’s development is basically the problem solving capabilities of the employees while implementing the Lean through clear cutting protocols or processes of Lean Process Management. The employees need to be developed and equipped to contribute optimally to the process. Because of this scenario, the main objective of this study is to develop an employees development system which the author has acronym or trademark it as People Development System (PDS) to enhance problem solving capability among its employees while implementing the lean process management there. Although, the PDS can be implemented throughout the organization, if it is implemented in a particular department in an organization, it will be feasible to study and analyze its effectiveness in-depth. So, this study documents and analyzes the implementation of Lean process in the Kitting Department of the aerospace company, ABC Company. Qualitative and quantitative measures were also used to document the case study.
Written by the leading authority on CompTIA A+ certification and training, this self-study book and CD has been thoroughly updated to cover 100% of the exam objectives on the 2015 CompTIA A+ exams. New topics include managing and maintaining cellular devices, including tablets; configuring operating systems, including Windows 8, Android, and iOS; and enhanced, mobile-centered security and troubleshooting procedures. The All-in-One Exam Guide enables you to take the test with complete confidence. It also serves as a practical reference for IT support and technical personnel.
Abstract
Thoroughly updated for currency and with exciting new practical examples throughout, this popular text provides the tools, practice, and basic knowledge for success in the biotech workforce. With its balanced coverage of basic cell and molecular biology, fundamental techniques, historical accounts, new advances and hands-on applications, the Third Edition emphasizes the future of biotechnology and your role in that future. Two new features—Forecasting the Future, and Making a Difference—along with several returning hallmark features support the new focus.

Photography: The Key Concepts / DAVID BATE
xviii, 288 pages: illustrations; 24 cm.
ISBN 9780857854933

P1
Abstract
Providing a thorough and comprehensive introduction to the study of photography, this second edition of Photography: The Key Concepts has been expanded and updated to cover more fully contemporary changes to photography. Photography is a part of everyday life; from news and advertisements, to data collection and surveillance, to the shaping of personal and social identity, we are constantly surrounded by the photographic image. Outlining an overview of photographic genres, David Bate explores how these varied practices can be coded and interpreted using key theoretical models. Building upon the genres included in the first edition – documentary, portraiture, landscape, still life, art and global photography – this second edition includes two new chapters on snapshots and the act of looking. The revised and expanded chapters are supported by over three times as many photographs as in the first edition, examining contemporary practices in more detail and equipping students with the analytical skills they need, both in their academic studies and in their own practical work.

PHOTOGRAPHY EXPOSURE: BASICS PHOTOGRAPHY / David Prakel
183 pages: illustrations; 24 cm.
ISBN 9781472590916.

1. Photography - Exposure 2. Photography - Lighting. I. Title
P1
Abstract
Photography Exposure, 2nd edition, is a comprehensive guide to the theory of exposure, explaining the fundamental relationship between the photographic image and the effects of light intensity and duration. It describes the use of lens aperture and depth of field in relation to exposure and outlines the principles of in-camera and hand-held light meters: their strengths, limitations and correct use in a wide variety of lighting situations. Offering a detailed guide to using exposure for expressive purposes, this is an invaluable reference tool to all students and practitioners of photography. The second edition includes new images, as well as all new case studies and practical assignments - using examples from a range of international artists. The book has also been updated and restructured to take into account the technical innovations since it first published in 2009.
Abstract

Written by an expert in the field, Practical Photojournalism covers the basics of photography from an understanding of the effects of light, aperture, shutter speed, ISO and focusing, to an appreciation of composition, perspective and dynamic range. There's in-depth advice on choosing and using cameras, lenses, flashguns, tripods, filters and other equipment, including the role of modern smartphones in today's "citizen journalism." The core skills of the working photographer are detailed, with reference to areas of speciality in news, fashion, royalty, advertising, sport and war photography, and social history issues. Allied essential skills such as caption-writing, keywording and archiving images are also covered. This comprehensive book includes invaluable information on the latest developments in picture transmission, the role of the picture desk in the modern newspaper or news agency, the legal aspects of photojournalism and the rights and moral responsibility of the photographer. Digital photography has broadly replaced film-based photography in the world of photojournalism, and the author gives an authoritative guide to the medium, along with practical instruction on postproduction techniques, such as retouching, in addition to advice on cropping, sizing and manipulating images. Finally, a guide to established career paths into photojournalism offers useful sources for further investigation.

Abstract

Filmmaker Jay Holben has been battling in the production trenches for most of his life. For the past 17 years, he's chronicled his adventures in the pages of American Cinematographer, Digital Video, Videography, and TV Technology. Now, in Behind the Lens: Dispatches from the Cinematic Trenches, he's compiled nearly 100 of his best articles on everything from camera technology and lenses to tips and techniques for better lighting. Whether you're making independent films, commercials, music videos, documentaries, television shows, event videos, or industrials, this full color collection provides the tools you need to take your work to the next level and succeed in the world of digital motion imaging. Featured topics include: *Tech, including the fundamentals of how digital images are formed and how they evolved to match the look of a film, as well as image compression and control *Optics, providing a thorough examination of lenses and lens interchangeability, depth of field, filters, flare, quality, MTF, and more *Cameras, instructing you in using exposure tools, ISO, white balance, infrared, and stabilizers...
Abstract

Behind each shot there lies an idea or purpose. When setting up a shot, the camera operator can employ a range of visual techniques that will clearly communicate the idea to an audience. Composition is the bedrock of the operator's craft, yet is seldom taught in training courses in the belief that it is an intuitive, personal skill. Peter Ward shows how composition can be learned, to enhance the quality of your work. Based on the author's own practical experience, the book deals with the methods available for resolving practical production questions such as: Does the shot composition accurately reflect the idea that initiated the shot? Will the content and method of presenting the subject accurately convey the idea? Major innovations in television and film production since the previous edition have affected the styles of composition, such as wide-screen and the use of mini DV cameras. These new technologies and their implications for picture composition are addressed in this new edition. A new colour plate section is also being included to update the section on colour. If you are a practising camera operator, trainee camera operator, student or lecturer on a television or film production course, or simply a video enthusiast wishing to progress to a more professional standard you will find this book essential in enhancing the quality of your work.

Abstract

This companion to The Ethnomusicologists' Cookbook combines scholarship with a unique approach to the study of the world's foods, musics, and cultures. Covering over four dozen regions, the entries in these collection each include a regional food-related proverb, a recipe for a complete meal, a list of companion readings and listening pieces, and a short essay that highlights the significant links between music and food in the area. The Ethnomusicologists' Cookbook, Volume 2 will appeal to ethnomusicologists, anthropologists, and sociologists, but should also find a welcome place on the bookshelf of anyone who enjoys eating and learning about foods from around the world.
5.14 W  MEDICINE

199  WM 460 N398 2015
Altman, Neil
Psychoanalysis in an Age of Accelerating Cultural Change: Spiritual Globalization / Neil Altman
East Sussex: Routledge, 2015
xi, 140 pages; 24 cm.
ISBN 9780415812559

1. Psychoanalysis 2. Community mental health services 3. Social change. I. Title

P1

Abstract
Psychoanalysis in an Age of Accelerating Cultural Change: Spiritual Globalization addresses the current status of mental health work in the public and private sectors. The careful, thorough, approach to the individual person characteristic of psychoanalysis is mostly the province of an affluent few. Meanwhile, community-based mental health treatment, given shrinking budgets, tends to emphasize medication and short-term therapies. In an increasingly diverse society, considerations of culture in mental health treatment are given short shrift, despite obligatory nods to cultural competence.

5.15 Z  BIBLIOGRAPHY. LIBRARY SCIENCE. INFORMATION RESOURCES

200  Z246. A43 2016
Ambrose, Gavin
The Production Manual / GAVIN AMBROSE, PAUL HARRIS
207 pages: illustrations; 30 cm.

1. Printing - Data processing 2. Graphic design - Data processing. I. Harris, Paul II. Title

P1

Abstract
From the basics such as working with typography through using images and working with color, exploring different pre-press techniques and the processes involved in bringing a product to press and with a resulting pleasing end product, the authors present everything that the reader needs to know in a straightforward and visually strong way. This new edition completely updates the information on the production process, highlighting new techniques and expanding its coverage on digital technologies. In addition, new interviews are included from design studios using creative or unique production techniques. Since students may eventually be working with international clients, the authors include both metric and imperial measurements so that students will become familiar with the differences. Expanded coverage of environmental and sustainability issues, especially as they relate to paper choice and use of special processes/inks has also been added.
Abstract
The UK's copyright legislation has been referred to as the longest, most confusing and hardest to navigate in the world. This new handbook brings clarity to what would otherwise be a complex topic. The author provides sensible and realistic guidance for all library and information practitioners. Topics covered include: * the copyright exceptions or permitted acts most relevant to library and information professionals * lending of print and electronic copyright materials * the range of licensing solutions available to ensure that the use of copyright works is done in compliance with the law * the options available for making copies of orphan works (such as where this is done as part of digitization projects) * an exploration of how information professionals working in the corporate sector can copy material legitimately, and highlights where this differs from practitioners working in not for profit publicly accessible libraries. The handbook is an indispensable guide for library and information professionals; it will be useful for academics and researchers, and it will also be essential reading for anyone wishing to use copyright material legitimately.

Abstract
This book will inform and inspire librarians, archivists, curators and technologists to make better use of data to help inform decision-making, the development of new services and the improvement of the user experience. With the wealth of data available to library and cultural heritage institutions, analytics are the key to understanding their users and improving the systems and services they offer. Using case studies to provide real-life examples of current developments and services, and packed full of practical advice and guidance for libraries looking to realize the value of their data, this will be an essential guide for librarians and information professionals. Library Analytics and Metrics brings together a group of internationally recognized experts to explore some of the key issues in the exploitation of data analytics and metrics in the library and cultural heritage sectors.
Abstract
Social Media for Creative Libraries explains how librarians and information professionals can use online tools to communicate more effectively, teach people different skills and to market and promote their service faster, cheaper and more effectively. Based on his acclaimed work How to Use Web 2.0 in Your Library, Phil Bradley has restructured and comprehensively updated this new book to focus on the activities that information professionals carry out on a daily basis, before then analysing and explaining how online tools can assist them in those activities.

P1

Abstract

205 Z675.U5 B375 2016
Bent, Moira
Practical tips for facilitating research / Moira J. Bent
xii, 263 pages: illustrations; 24 cm.

ISBN 9781783300174

1. Library orientation for college students - Great Britain. I. Title

P1

Abstract
This practical guide offers innovative tips and reliable best practice to enable new and experienced library and information professionals to evaluate their current provision and develop their service to meet the evolving needs of the research community. Interacting effectively with information is at the heart of all research, consequently information professionals have a key role to play in facilitating the development of researchers who are able to operate confidently and successfully in the information world. Grounded in current theory and informed by practitioners from around the world, this practical book offers a wide range of ideas and methods to assist library and information professionals in developing and managing their role in the research environment.

206 Z675.U5 D963 2016
Dynamic Research Support for Academic Libraries / edited by Starr Hoffman
xxi, 154 pages: illustrations; 24 cm.

ISBN 9781783300495
Abstract
This inspiring book will enable academic librarians to develop excellent research and instructional services and create a library culture that encompasses exploration, learning and collaboration. Higher education and academic libraries are in a period of rapid evolution. Technology, pedagogical shifts, and programmatic changes in education mean that libraries must continually evaluate and adjust their services to meet new needs. Research and learning across institutions is becoming more team-based, crossing disciplines and dependent on increasingly sophisticated and varied data. To provide valuable services in this shifting, diverse environment, libraries must think about new ways to support research on their campuses, including collaborating across library and departmental boundaries.

Z679.7. T43 2015
TECHNOLOGY DISASTER RESPONSE AND RECOVERY PLANNING / edited by Mary Mallery
v, 114 pages : illustrations ; 23 cm.
ISBN 9781783300549


Abstract
This book will provide readers with the step-by-step process of creating a library technology disaster response and recovery plan. It includes sample checklists and templates, tools and solutions for promoting collaborative services to enable digital library continuity as well as case studies and lessons learned from successful efforts in recovering from a library technology disaster. Editor Mary Mallery has gathered a number of library technology experts, including Liz Bishoff and Marshall Breeding, who have firsthand experience in planning and recovering from disasters.

Z711 .H47 2015
Hernon, Peter
Assessing Service Quality: Satisfying the expectations of library customers / Peter Hernon, Ellen Altman, Robert E. Dugan
xiii, 218 pages: illustrations; 28 cm.
Includes index.
ISBN 9781783300594.

1. Public services (Libraries) - Evaluation. I. Altman, Ellen II. Dugan, Robert E. III. Title

Abstract
Academic and public libraries are continuing to transform as the information landscape changes, expanding their missions into new service roles that call for improved organizational performance and accountability. Since Assessing Service Quality premiered in 1998, receiving the prestigious Highsmith Library Literature Award, scores of library managers and administrators have trusted its guidance for applying a customer-centered approach to service quality and performance evaluation. This extensively revised and updated edition explores even further the ways technology influences both the experiences of library customers and the ways libraries themselves can assess those experiences. This book shows how to nurture an environment of continuous improvement through effective service quality assessment.
Abstract
Quality leadership is integral to the very future of our profession. And it doesn't only come from the top down. Effective leadership is customer-focused and collaborative, fostering a service culture that invites the involvement of individuals in every part and at every level of the organization, as the authors persuasively demonstrate in this practical new book. Drawing from case studies as well as the literature of business and social sciences, Leading Libraries provides guidance on how to apply the values of service leadership to both public and academic libraries. This valuable resource gathers the principles and best practices of leadership, and points the way towards creating a service culture that makes every staff member a library leader.

Abstract
Is the traditional library business model a victim of disruptive digital technologies? Library Management in Disruptive Times identifies the key skills and attitudes needed by the library leaders of today and tomorrow and delivers a balanced view of the future of the profession. With contributions from expert professional library leaders and educators, this edited collection offers thought-provoking perspectives on the challenge of the current operating environment across a range of library sectors, library professional associations and geographic regions. As leading influencers of the professional thinking and management behaviours of the profession, the contributors apply their own unique perspectives to the challenges of disruptive change in libraries globally. This dynamic collection helps readers to envision the purpose and value of future libraries and to see change as a rare opportunity to create truly new roles for librarians.