

Kayla Itsines Review

The Routledge Handbook of Motherhood on Screen Digital Wellness, Health and Fitness
Influencers Influencer Marketing: Concepts and Practices Social Media for Knowledge Management
Applications in Modern Organizations Research Perspectives on Social Media Influencers and their
Followers Digital Femininities Susan Liddy Stefan Lawrence Cybellium Di Virgilio, Francesca Brandi
Watkins Frankie Rogan

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the routledge handbook of motherhood on screen offers a comprehensive global analysis of the representation of mothers and motherhood in contemporary screen industries and online spaces over five distinct sections this handbook examines how the complexities and realities of contemporary motherhood are translated to the screen offering a full scholarly overview of the field this handbook provides a ground breaking and important contribution to our understanding of motherhood on screen the geographical and genre reach of the handbook presents new ways of theorising and reframing current scholarly debate and gives a wide ranging and comprehensive contribution to knowledge of on screen representations an international team of established scholars and emerging voices provide analysis of representations from around the world spanning a breadth of genres the chapters situate transnational screen representations of motherhood in the 21st century and assess the implications of contemporary representation of motherhood thoroughly challenging and expanding understandings of motherhood and mothers this handbook will be an essential multi faceted publication for researchers and students of film tv animation motherhood gender studies feminism ageing studies anthropology and sociology

this book examines the phenomenon of digital guru media dgm the self styled online influencers life coaches experts and entrepreneurs who post on the themes of wellness health and fitness it opens up new perspectives on digital leisure and internet celebrity culture and asks important questions about the social cultural and psychological implications of our contemporary relationship with digital media drawing on cutting edge social theory the book explores a wide range of contexts in which dgm intersects with digital leisure from the health related learning of young people to the clean eating movement to the online lives of fitness professionals it asks if digital and social media are problematic per se and explores the problems a turn to the internet could be revealing about the lack of real world or analogue support as well as potential solutions for our wellness health and fitness needs and wants bringing together innovative multi disciplinary perspectives this book is fascinating reading for anybody with an interest in leisure studies media studies cultural studies sociology or health and society

designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world expert insights our books provide deep actionable insights that bridge the gap between theory and practical application up to date content stay current with the latest advancements trends and best practices in it al cybersecurity business economics and science each guide is regularly updated to reflect the newest developments and challenges comprehensive coverage whether you re a beginner or an advanced learner cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise become part of a global network of learners and professionals who trust cybellium to guide their educational journey cybellium com

in the digital age numerous technological tools are available to enhance business processes when used effectively knowledge sharing and organizational success are significantly increased social media for knowledge management applications in modern organizations is a pivotal reference source for the latest research findings on the role of social media information technology and knowledge management in business today featuring extensive coverage on relevant areas such as digital business resource management and consumer behavior this publication is an ideal resource for managers corporate trainers researchers academics and students interested in emerging perspectives on social media for knowledge management

applications

research perspectives on social media influencers and their followers argues that the brands that find the most success on social media are the ones that acknowledge the real key to social media marketing it's all about the followers this collection edited by brandi watkins explores how social media has shifted power dynamics away from brands and toward the consumers themselves the social media users who choose to like share and engage with brands online this dynamic has paved the way for the rise of the social media influencer smi a unique category of social media user who has a large platform and compelling content that attracts a number of loyal and devoted followers it's the followers that make smi relevant and appealing to brands as a marketing strategy contributors discuss emerging trends in research related to the smi and their followers as the influencer marketing industry continues to grow and evolve they argue so too should our understanding of the influencer follower relationship that makes this marketing strategy successful each chapter of this collection presents a variety of research perspectives questions and methodologies that can be used to analyze this trend scholars of media studies communication technology studies celebrity studies marketing and economics will find this book particularly useful

digital femininities the gendered construction of cultural and political identities online examines the role of new media technologies in the production of girls cultural and political identities the book argues that the varied and complex spaces which make up our social media should be conceptualised as important terrains upon which neoliberal and postfeminist subjectivities can be both reproduced and subverted in doing so the book explores many key issues underpinning current debates around gender politics and digital media including gendered spatial politics visibility surveillance and regulation beauty politics and civic and political engagement and activism over the last decade the position of girls and young women within the digital landscape of social media has been a topic of much debate on the one hand girls social media practices are presented as a key site of concern wherein new digital technologies are said to have produced an intensification of individualised neoliberal and postfeminist identities conversely others have championed access to social media for young people as a potentially useful political tool enabling previously marginalised political subjects such as girls to access and participate

within new and exciting political cultures locating itself at the intersection of these two approaches this book offers a fresh contribution to these debates based upon the findings from focus groups with girls and young women aged between 12 and 18 in England the book offers an in depth analysis of the digital cultures that emerged from the study this timely book will be essential reading for anyone interested in contemporary femininity and feminism and the role of digital media in the production of cultural political and gendered identities

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