

Persuasion In The Media Age

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The Media Book
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this book examines the implications of new communication technologies in the light of the most recent work in social and cultural theory and argues that new developments in electronic media such as the internet and virtual reality justify the designation of a second media age

social media technologies such as youtube twitter and facebook promised a new participatory online culture yet technology insider alice marwick contends in this insightful book 2 0 only encouraged a preoccupation with status and attention her original research which includes conversations with entrepreneurs internet celebrities and silicon valley journalists explores the culture and ideology of san francisco s tech community in the period between the dot com boom and the app store when the city was the world s center of social media development marwick argues that early

revolutionary goals have failed to materialize while many continue to view social media as democratic these technologies instead turn users into marketers and self promoters and leave technology companies poised to violate privacy and to prioritize profits over participation marwick analyzes status building techniques such as self branding micro celebrity and live streaming to show that 20 did not provide a cultural revolution but only furthered inequality and reinforced traditional social stratification demarcated by race class and gender

persuasion in the media age addresses the impact of electronic media on the practice of persuasion and reviews constantly evolving digital strategies today's world demands a new perspective on persuasion one that is grounded in the assumption that human consciousness and culture have been forever altered by communication technology the fourth edition provides timely examples of persuasion in political campaigns social movements marketing and interpersonal relationships and the role of social media and media technologies in all of the contexts from advertisers to politicians to influencers to friends persuaders use increasingly sophisticated strategies to sway behavior borchers skillfully weaves theory research and engaging examples to help readers understand the practice of social influence and to apply critical thinking skills to the persuasion they encounter daily the text takes an interdisciplinary approach to provide the latest thinking on persuasion while also drawing on a broad theoretical base for foundational concepts such as attitudes rhetoric and human motivation throughout borchers emphasizes audience storytelling visual images and ethics this comprehensive insightful and accessible overview of persuasive communication teaches readers how to be skilled creators of persuasive messages as well as critical consumers

nesbitt larking challenges his readers to become critical consumers of media and provides a number of strategies to encourage them to do so nick baxter moore brock university

written by two of the field's most eminent experts this exciting new introduction to mass media makes connections between communication research and the reality of the media industry understanding media in the digital age shows readers how to navigate the world of traditional and new media while fostering an understanding of mass communication theory history active research findings and professional experience

from truman to clinton presidents have aggressively tried to expand their control over national government in the process they have vastly enlarged their white house staffs and politicized the federal bureaucracy with thousands of appointees in key administrative positions thomas weko argues that the presidential personnel office ppo charged with screening and recommending such appointees both exemplifies and helps explain the enormous growth of presidential power since world war ii originally

conceived as a small advisory group within the white house office the ppo has grown enormously from a staff of two under truman to as many as sixty under other presidents and now oversees nearly four thousand appointments per administration weko charts the ppo s evolution and influence and shows how central it is to our understanding of modern presidential leadership weko s starting point is terry moe s rational choice theory that it is the institution of the presidency not the sitting president that fosters centralization and politicization within the executive branch amplifying and extending moe s theory weko persuasively links the ppo s explosive growth to the weakening of political parties the post eisenhower disintegration of policy networks the growing impact of television news and the public s increasing readiness to hold the president accountable for policy failures the ppo s growth clearly has increased presidential control and bureaucratic responsiveness but weko argues those results have had unanticipated and unwanted consequences that among other things have undermined the integrity and capabilities of administrative agencies any improvement in the leadership of the executive branch he contends can only emerge from changes in the current institutional arrangement of the presidency itself based on exhaustive research in white house files oral histories and memoirs and personal interviews with over 100 white house aides weko s study provides a provocative new look at the white house office and the modern presidency

dit rapport geeft een analytisch overzicht van de portrettering van gender in de media in de verschillende deelstaten van de europese unie en in een aantal andere landen

a biography of mamie eisenhower who accomplished many things that were overlooked by her contemporaries and used her popularity to the benefit of her husband while changing the role of first lady and covers her experience as an army wife and how it prepared her for the white house during the mccarthy era

now that reagan s achievements and failures have become more obvious it is time for a new nonpartisan appraisal of his leadership and its impact on the nation that is precisely what john sloan delivers sloan focuses especially on the questions raised in the highly polemical debates between conservatives and liberals concerning reagan s economic policies he gives equal time to both sides showing how liberals were wrong in their predictions of gloom while conservatives continue to grant reagan more credit and status than he deserves

media space explores the importance of ideas of space and place to understanding the ways in which we experience the media in our everyday lives essays from leading international scholars address the kinds of space created by media and the effects that spacial arrangements have on media forms case studies focus on a wide variety of subjects and locales from in flight entertainment to mobile media such as personal

stereos and mobile phones and from the electronic spaces of the internet to the shopping mall

a chilling account of the tradeoff we are willing to make between interactive media technologies and the power of others to watch over and control us this brave new world of electronic marketing and consumption actually lulls consumers into blissful ignorance of how that usage can be and is being monitored

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