

Persuasion In The Media Age

The Second Media Age Religion in the Media Age Persuasion in the Media Age Practical Spiritualities in a Media Age Status Update Media in the Digital Age Understanding Media in the Digital Age The Medical Age The Living Age ... Railway Age Gazette Eclectic Magazine, and Monthly Edition of the Living Age The Present Age and Inner Life Ten Epochs of Church History: Bartlet, J.V., The apostolic age The Apostolic Age The Post-broadcasting Age Images of Women in the Media The Media Book Littell's Living Age The Horseless Age Mark Poster Stewart M. Hoover Timothy Borchers Curtis Coats Alice E. Marwick John V. Pavlik Everette E. Dennis John Holmes Agnew Andrew Jackson Davis John Fulton James Vernon Bartlet University of Manchester. Broadcasting Symposium

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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

looking at the everyday interaction of religion and media in our cultural lives hoover s book is a fascinating assessment of the state of modern religion this revised second edition now looks at the digital age new media and the significant role of social media on religion today while the sheer volume and variety of information traveling through global media changes modes of religious thought and commitment the human desire for spirituality also invigorates popular culture itself recreating commodities film blockbusters world sport politics and popular music as contexts for religious meanings drawing on research into household media consumption hoover charts the way in which media and religion have continued to intermingle and collide in the cultural experience of media audiences this second edition of religion in the media age is essential reading for everyone interested in how today s mass media relates to contemporary religious and spiritual life

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

we live in a media age where technologies become the sites and sources of our practices and beliefs including those deeper values that guide decisions about how we should live practical spiritualities in a media age explores how and why media become the site and source of spiritual expressions that address the mundane or everydayness of our lives including international case studies and essays from leading scholars such as stewart hoover and graham harvey the book examines the ways and the places in which people have employed media and information technologies to weave spiritual meaning throughout the demands and pastimes of their lives topics range from food and sex to spiritual tourism in doing so the volume takes up a call from paul heelas seminal work spiritualities of life to provide more examples more richness and more depth to the variety of spiritual practices that exist in late modernity providing critical scholarly explorations of the complexities and contradictions of late modern spiritual practices practical spiritualities in a media age is a must read for anyone working in the intersection of media religion or spirituality and culture

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 life streaming to show that 2 0 did not provide a cultural revolution but only furthered inequality and reinforced traditional social stratification demarcated by race class and gender

digital technologies have fundamentally altered the nature and function of media in our society reinventing age old practices of public communication and at times circumventing traditional media and challenging its privileged role as gatekeepers of news and entertainment some critics believe these technologies keep the public involved in an informed discourse on matters of public importance but it isn t clear this is happening on a large scale propaganda disguised as news is flourishing and though interaction with the digital domain teaches children valuable skills it can also expose them to grave risks john v pavlik critically examines our current digital innovations blogs podcasting peer to peer file sharing on demand entertainment and the digitization of television radio and satellites and their positive and negative implications he focuses on present developments but he also peers into the future foreseeing a media landscape dominated by a highly fragmented though active audience intense media competition and scarce advertising dollars by embracing new technologies however pavlik shows how professional journalism and media can hold on to their role as a vital information lifeline and continue to operate as the tool of a successful democracy

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

this work looks at the extent to which the structures and cultural forms of broadcasting will survive into the next millennium it examines programming legal technical cultural and regulatory issues and discusses ways forward

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

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