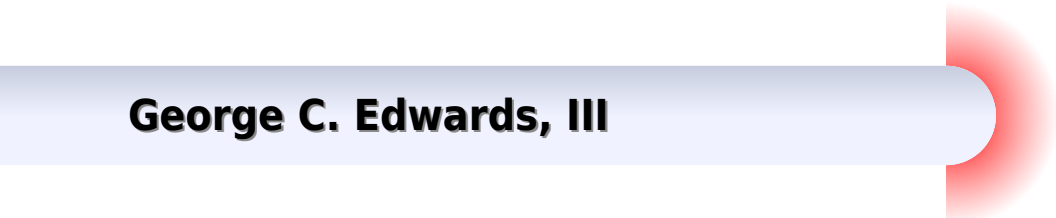




Buzzfeed Video Staff

George C. Edwards, III



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Present-Day Corporate Communication Rudolf Beger, 2018-06-22 This book serves as an easy to read up to date practical guide on professional corporate communication The key market for this book is the Asia Pacific region mainly because there is a gap in know how in corporate communication among many industry sectors In addition at present one cannot find a lot of educational literature about corporate communication in the market Therefore this guidebook closes that gap In Asia companies are starting to realize the importance of corporate communication in all areas external and internal corporate communication crisis communication Example TEPCO and political communication government relations lobbying This is triggered not only by the recent high profile and success of targeted political communication in the USA but also by the notorious export orientation of many Asian companies and their increasingly multi national orientation fostered by M A and foreign investments In addition the increasing importance of online communication and digital social media is an important reason why existing guidebooks on corporate communication have to be reassessed and modernized This book focuses on all major aspects of modern corporate communication including online digital communication and covers new developments such as fake news post truths political correctness the art of bridging and other new phenomena in the world of corporate communication Simple cartoon style drawings supplement the text in order to facilitate reading and learning Corporate communication professional as well as students and professors in business management programs will be given tools to effectively and successfully plan and implement corporate communication strategies and tactics in all major areas

Secret Sauce Harry Mills, 2017-02-21 This helpful resource shows you how to transform unconvincing messages into compelling copy The new rules for persuasive messaging When it comes to messaging what worked in the past won't work today Our noisy digital world has undermined our ability to focus For a message to grab attention and persuade it now must pass the SAUCE test and be Simple Appealing Unexpected Credible and Emotional This book comes with a 15 question SAUCE test and a Heat Gauge which allows you to precisely measure the persuasive impact of your messages Short easy to read and packed with visuals Secret Sauce provides Clear examples of what works and what doesn't Fascinating insights from behavioral and neurological research Powerful lessons from successful and failed campaigns Less than 10 percent of marketing messages are truly compelling engaging the head and heart Secret Sauce helps you weed out the clutter and craft messages that stick

Breaking the News Alex Marlow, 2021-05-18 From the editor in chief of Breitbart News the New York Times bestselling must read Sean Hannity investigation into how the establishment media became weaponized against Donald Trump and his supporters on behalf of the political left In this timely and important book Glenn Beck Marlow explains how the establishment press destroyed its own credibility with a relentless stream of fake news designed to smear Donald Trump and his supporters while advancing a leftist agenda He also reveals key details on how our information gatekeepers truly operate and why America's fake news moment might never end Breitbart and Trump began banging the drum about

fake news during the 2016 election and it resonated with millions of voters because they intuitively knew the corporate media was willing to say or write anything to achieve their political ends It s a battle cry that continues to this day Deeply researched and eye opening Breaking the News rips back the curtain on the inner workings of how the establishment media weaponizes information to achieve their political and cultural ends *Quinceañera Style* Rachel Valentina

González,2019-11-15 Quincea era celebrations which recognize a girl s transition to young womanhood at age fifteen are practiced in Latinx communities throughout the Americas But in the consumer driven United States the ritual has evolved from a largely religious ceremony to an elaborate party where social status takes center stage Examining the many facets of this contemporary debut experience Quincea era Style reports on ethnographic fieldwork in California Texas the Midwest and Mexico City to reveal a complex compelling story Along the way we meet a self identified transwoman who uses the quincea era as an intellectual space in her activist performance art We explore the economic empowerment of women who own barrio boutiques specializing in the quincea era s many accessories and made in China gowns And of course we meet teens themselves including a vlogger whose quince planning tips have made her an online sensation Disrupting assumptions such as the belief that Latino communities in the United States can t desire upward mobility without abandoning ethnoracial cultural legacies Quincea era Style also underscores the performative nature of class and the process of constructing a self in the public digital sphere Merchants of Truth Jill Abramson,2020-02-11 Former executive editor of The New York Times

and one of our most eminent journalists Jill Abramson provides a valuable and insightful The Boston Globe report on the disruption of the news media over the last decade as shown via two legacy The New York Times and The Washington Post and two upstart BuzzFeed and VICE companies as they plow through a revolution that pits old vs new media A marvelous book The New York Times Book Review Merchants of Truth is the groundbreaking and gripping story of the precarious state of the news business The new digital reality nearly kills two venerable newspapers with an aging readership while creating two media behemoths with a ballooning and fickle audience of millennials Abramson provides this deeply reported insider account of an industry fighting for survival With a keen eye for detail and a willingness to interrogate her own profession Abramson takes readers into the newsrooms and boardrooms of the legacy newspapers and the digital upstarts that seek to challenge their dominance Vanity Fair We get to know the defenders of the legacy presses as well as the outsized characters who are creating the new speed driven media competitors The players include Jeff Bezos and Marty Baron The Washington Post Arthur Sulzberger and Dean Baquet The New York Times Jonah Peretti BuzzFeed and Shane Smith VICE as well as their reporters and anxious readers Merchants of Truth raises crucial questions that concern the well being of our society We are facing a crisis in trust that threatens the free press One of the best takes yet on journalism s changing fortunes Publishers Weekly starred review Abramson s book points us to the future *Journalism and Translation in the Era of Convergence*

Lucile Davier,Kyle Conway,2019-04-24 How has convergence affected news and translation Convergence is a chameleon

taking a new colour in each new context from the integrated bilingual newsroom of a legacy broadcaster to a newsroom in an outlet that has embraced multimodality from the very start And yet translation scholars studying the news have ignored convergence while media scholars studying convergence have ignored translation They have missed the fact that convergence is intrinsically linked to language and culture This volume brings together translation and media scholars to investigate different modes of convergence across platforms as they shape how journalists frame stories and understand their role in a multilingual convergent world It opens a dialogue with scholars and students in applied linguistics communication journalism languages and translation as well as translators interpreters and ultimately journalists

Undercover Reporting, Deception, and Betrayal in Journalism Denis Muller, Andrea Carson, 2022-11-30 This book discusses undercover reporting betrayal and deception in journalism addressing the ethical issues encountered by professionals when deception is involved and providing an explanation of how high profile cases have developed Carson and Muller begin by examining how philosophical theories which form the basis of contemporary ethical codes for journalists bear upon undercover reporting and questions of deception in the digital age Drawing upon case studies such as Al Jazeera's undercover operation against the National Rifle Association in the US and the One Nation political party in Australia and Britain's Channel 4 infiltration of Cambridge Analytica this book goes on to define and discuss the ethical concepts behind deception and betrayal and lays out an original ethical framework for undercover journalists facing related challenges in their work Undercover Reporting Deception and Betrayal in Journalism is an important research text for students and academics in journalism and media studies *The SAGE Encyclopedia of Journalism* Gregory A. Borchard, 2022-01-28

Journalism permeates our lives and shapes our thoughts in ways that we have long taken for granted This set covers all significant dimensions of journalism such as print broadcast and Internet journalism U S and international perspectives and history technology legal issues and court cases ownership and economics The encyclopedia consists of signed entries from scholars experts and journalists Predicting the Presidency George C. Edwards, III, 2016-03-22 Millions of Americans including many experienced politicians viewed Barack Obama through a prism of high expectations based on a belief in the power of presidential persuasion Yet many who were inspired by candidate Obama were disappointed in what he was able to accomplish once in the White House They could not understand why he often was unable to leverage his position and political skills to move the public and Congress to support his initiatives Predicting the Presidency explains why Obama had such difficulty bringing about the change he promised and challenges the conventional wisdom about presidential leadership In this incisive book George Edwards shows how we can ask a few fundamental questions about the context of a presidency the president's strategic position or opportunity structure and use the answers to predict a president's success in winning support for his initiatives If presidential success is largely determined by a president's strategic position what role does persuasion play Almost every president finds that a significant segment of the public and his fellow partisans in Congress are

predisposed to follow his lead Others may support the White House out of self interest Edwards explores the possibilities of the president exploiting such support providing a more realistic view of the potential of presidential persuasion Written by a leading presidential scholar Predicting the Presidency sheds new light on the limitations and opportunities of presidential leadership

Strategic Management in the Media Lucy Küng, 2016-11-26 K ng s book stands out for its focus on concepts drivers and dynamics Its scope and learning are brilliant and dazzling This updated edition will be a source of insight for students and a tool for industry veterans who seek the perspective of academia Eli Noam Columbia Business School A landmark contribution to scholarship K ng s excellent book provides an empirically rich and analytically sharp sighted guide to contemporary organizational strategies in a complex and dynamic media environment Gillian Doyle University of Glasgow In the age of relentless technological disruption unlimited distribution and non professionalization media firms are more dependent than ever on strategic management K ng articulates the dimensions of media industries to account for an ever increasing array of challenges and strategies David Craig University of Southern California In this Second Edition of a book many found invaluable for research and teaching including myself K ng accomplishes a challenging task to preserve all the best qualities of the First Edition while both extending the scope and deepening understandings about strategic management theory in application to media industries Gregory Ferrell Lowe University of Tampere With the media industries facing unprecedented change and challenge from top to bottom it has never been more vital to understand the elements of strategy and how they apply to media organizations This new edition Shows innovation disruption and strategic adaptation in action with a stronger focus on a case based approach Takes readers deep into case studies on BuzzFeed The Guardian Netflix the New York Times and the BBC Explains strategic theory and concepts with insight and clarity Shows how to understand change and decision making within media organizations This is the essential guide to change and management in the media industries ideal for students of media studies media economics and media management

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