

in Europe, researchers from twelve countries examine media systems regarding conditions for independence and pluralism. They discuss a European approach to press freedom and diversity and include case studies of a broad spectrum of media systems including Bulgaria, the Baltics, Poland, Romania, Finland, France, Germany, Austria, Italy, Spain and the UK.The volume examines how other factors such as economic influences, historic, cultural and social conditions also have a substantial impact on media independence. With its topical subject matter and a need for new media policies facing a changing media world, Press Freedom and Pluralism in Europe is an essential resource for media studies and journalism scholars.

An urgent account of the revolution that has upended the news business, written by one of the most accomplished journalists of our time Technology has radically altered the news landscape. Once-powerful newspapers have lost their clout or been purchased by owners with particular agendas. Algorithms select which stories we see. The Internet allows consequential revelations, closely guarded secrets, and dangerous misinformation to spread at the speed of a click. In Breaking News, Alan Rusbridger demonstrates how these decisive shifts have occurred, and what they mean for the future of democracy. In the twenty years he spent editing The Guardian, Rusbridger managed the transformation of the progressive British daily into the most visited serious English-language newspaper site in the world. He oversaw an extraordinary run of world-shaking scoops, including the exposure of phone hacking by London tabloids, the Wikileaks release of U.S.diplomatic cables, and later the revelation of Edward Snowden’s National Security Agency files. At the same time, Rusbridger helped The Guardian become a pioneer in Internet journalism, stressing free access and robust interactions with readers. Here, Rusbridger vividly observes the media’s transformation from close range while also offering a vital assessment of the risks and rewards of practicing journalism in a high-impact, high-stress time.

The ultimate, hands-on guide how to tell your story with your smartphone. For journalists, journalism trainers, teachers and students, for influencers, public relations professionals and everyone who wants to empower himself with professional storytelling knowledge. The book aims at radio, TV and multimedia journalists working for classic media outlets as well as social media and other online platforms - as freelancers or staff reporters and editors. More than 200 pages, more than 100 pictures and tables - a guidebook written by two mobile journalism experts with inside knowledge from mobile journalism legends like Glen B. Mulcahy, Marc B. Settle, Philip Bromwell, Sumayia Omar, Mike Castelluci and others.The book assembles the most up-to-date knowledge on mobile Apps on major platforms (iOs & Android) as well as a guide to hardware and equipment. Many examples from the journalism praxis, step-by-step guides to apps and equipment.The authors: - Björn Staschen is a staff reporter and long-time video and mobile journalist with NDR, part of Germany’s biggest public service broadcasting network ARD. He founded and leads NDR’s NextNewsLab and works as speaker, trainer and advisor. - Wytse Vellinga is an international video and multimedia storytelling trainer from the Netherlands. He works for Dutch broadcasting company Omrop Fryslân as a Mobile journalist making daily news reports with Android, iOS and Windows Phones. He also works as a MoJo expert for Thomson Foundation in London and the European organisation of regional broadcasters Circom-Regional.The content of the book includes:1 Mobile Reportin: An Overview2 "News Gathering" on the move: Modern news agencies3 What's in a reporter's bag? "Mobile Journalism" equipment"May I use your mobile network, please?" - Interview with Marc Blank-Settle4 Radio broadcasting on the move"A reporter needs to be on the road." - Interview with Nicholas Garnett5 TV on the go: Filming"Storytelling is no longer the preserve of a small number of people in newsrooms." - Interview with Philip Bromwell6 TV on the move: EditingPhoning it it: "Professionals still need to be able to tell a good story." - Interview Mike Castellucci7 TV on the move: Live StreamingLivestreaming: "Thorough preparation is everything." - Interview with Philipp Weber8 Digital Storytelling on the MoveHashtag Our Stories: "Reality is the new quality." - Interview Sumaiya Omar9 360

degrees - Being on the move in all directions360 Degrees: Interview with Martin Heller Transforming Communications in Times of Deep Mediatization Visual Social Media Cultures Strategic Management Business Cases and Management Concepts Influencer Relations Public Relations Research People I Want to Punch in the Face Concepts and Conditions

#1 NEW YORK TIMES BESTSELLER * #1 SUNDAY TIMES BESTSELLER * #1 INDIE NEXT PICK Named a Best Book of the Year: The Washington Post * NPR * The Atlantic * New York Public Library * Vanity Fair * PBS * Time * Economist * Entertainment Weekly * Financial Times * Shelf Awareness * Guardian * Sunday Times * BBC * Esquire * Good Housekeeping * Elle * Real Simple * And more than twenty additional outlets

Staggeringly intimate...Taddeo spent eight years reporting this groundbreaking book Entertainment Weekly

What a fine thing it is to be enthralled by another writer's sentences. To be stunned by her intellect and heart. Cheryl Strayed Extraordinary...This is a nonfiction literary masterpiece...I can't remember the last time a book affected me as profoundly as Three Women. Elizabeth Gilbert

A revolutionary look at women's desire, this feat of journalism reveals three women who are carnal, brave, and beautifully flawed. People (Book of the Week) A riveting true story about the sex lives of three real American women, based on nearly a decade of reporting. Lina, a young mother in suburban Indiana whose marriage has lost its passion, reconnects with an old flame through social media and embarks on an affair that quickly becomes all-consuming. Maggie, a seventeen-year-old high school student in North Dakota, allegedly engages in a relationship with her married English teacher; the ensuing criminal trial turns their quiet community upside down. Sloane, a successful restaurant owner in an exclusive enclave of the Northeast, is happily married to a man who likes to watch her have sex with other men and women. Hailed as a dazzling achievement! (Los Angeles Times) and a riveting page-turner that explores desire, heartbreak, and infatuation in all its messy, complicated nuance! (The Washington Post), Lisa Taddeo's Three Women has captivated readers, booksellers, and critics and topped bestseller lists worldwide. Based on eight years of immersive research, it is an astonishing work of literary reportage! (The Atlantic) that introduces us to three unforgettable women and one remarkable writer whose experiences remind us that we are not alone.

A Funny Notebook Guaranteed To Make Them Laugh At The Office! Details 6" x 9" - perfect versatile size for a pocket, jacket, bag, desk or backpack. 110 Pages High-quality white paper Professionally designed thick cover. Can be used as a journal, notebook, diary, etc... Notebooks and journals are the perfect gift for any occasion. This volume is a major contribution to the trans-national debate on public relations research and communication management. It presents dominant concepts and findings from the scientific community in Germany in English language. At the same time, the compilation contains a selection of the most influential and relevant approaches from European and international researchers. Editors and contributors are renowned academics from all over the world. This book honours Guenter Bentele, one of the international spearheads of public relations research, and gives academics, students and communication managers a focussed insight into the field.

Dieses Buch bietet einen praktischen Leitfaden für Journalismus auf Instagram. Es gibt sowohl die Grundlagen für Instagram-Journalismus, als auch Tipps und Tricks für Profis. Deshalb spielt es keine Rolle, ob die Leserin oder der Leser mit der Plattform schon vertraut ist oder noch nicht. Instagram ist die Plattform, um junge Menschen zu erreichen. Es wird erklärt, wie durch gute Inhalte auf der Plattform aus Instagram-Followern regelmäßige Besucher*innen der Homepage oder E-Paper-Leser*innen werden können. Zusätzlich gibt es Anleitungen für die Community-Arbeit und Ideen, wie Instagram als Recherchequelle genutzt werden kann. Außerdem bietet das Buch praktische Informationen für TV- und Radiojournalist*innen und eine Einführung in Instagram für die Öffentlichkeitsarbeit.

Praxis-Leitfaden für Unternehmen, Institutionen und Agenturen Memes in Digital Culture European Challenges and Perspectives Zwischen Lifestyle, Prävention und Krankheitsversorgung Storycraft, Second Edition Zwischen Frauenzeitschrift und Instagram. Mode- und Lifestylemedien im Alltag von Frauen unterschiedlicher Generationen Leitfaden für bessere Inhalte und durchdachte Strategien im Content-Marketing This volume offers a critical and constructive examination of the claims of public journalism, the controversial movement aimed at getting the press to promote and indeed improve (not merely report on) the quality of public life. From leading contributors, original essays refine the terms of the debate by situating it within a broad cultural, historical and philosophical framework. Exploring the Journalism sheds lights on issues of political power, freedom of expression, democratic participation and press responsibility. Ob elektronische Patiententakte oder virtuelle Sprechstunden: Digitale Entwicklungen haben in den vergangenen Jahren zunehmend Eingang in medizinische Versorgungsstrukturen und die individuelle Gesundheitsvorsorge gefunden. Zudem findet die Kommunikation über Gesundheit und Krankheit im Alltag von Menschen immer öfter auch mittels digitaler Medien statt und ist zum Lifestyle-Element Stories auf Instagram erfreuen sich wachsender Beliebtheit. Der vorliegende Band versammelt 13 theoretische und empirische Beiträge, die die Folgen des digitalen Wandels im Gesundheitsbereich anhand von drei Schwerpunkten nachvollziehen: 1) Mit Blick auf die Bedeutung digitaler Medientechnologien für Arzt-Patienten-Beziehungen und die Versorgung von Patient*innen, 2) hinsichtlich der Gesundheitskommunikation sowie 3) in Bezug auf die Wirkungen gesundheitsbezogener digitaler Medienangebote. Mit Beiträgen von Florian Arendt, Eva Baumann, Astrid Carolus, Katharina Emde-Lachmund, Lorenz Harst, Julia Hauswald, Simone Jäger, Anja Kalch, Veronika Karnowski, Constanze Küchler, Elena Link, Christine Linke, Antonia Markiewicz, Marina Mergen, Julia Niemann-Lenz, Daniel Po Magdalena Rosset, Constanze Rossmann, Sebastian Scherr, Esther Schmotz, Robin Seel, Paula Stehr, Mareike Schwepe, Patrick Timpel, Carolin Wienrich Videojournalism is a new field that has grown out of traditional print photojournalism, slideshows that combine sound and pictures, public radio, documentary filmmaking and the best of television news features. This amalgam of traditions has emerged to serve the Internet's voracious appetite for video stories.Videojournalism is written for the new generation of "backpack" journalists. The charismatic characters who can tell their own tales: shoot candid clips; expertly interview the players; record clear, clean sound; write a script with pizzazz; and, finally, edit the material into a piece worthy of five minutes of a viewer's attention. Videojournalism addresses all of these challenges, and more - never losing sight of the main point: telling a great story. This book, based on extensive "how-to" videos on the site. To keep up with the latest changes in the field such as new cameras, new books, new stories or editing software, check the site regularly and "like" www.facebook.com/KobreGuide. How a nonprofit's strategic communications department defines its issues and policies determines whether the public views it as an effective organization. Strategic Communications for Nonprofit Organizations, Second Edition supports nonprofits in using their resources most effectively. The Second Edition includes a dedicated web site, equipping professionals with the worksheets, forms and communications plan. Plus, the book's step-by-step instructions demonstrate nonprofit communications strategies that work. Practical and clear, this in-the-trenches book provides nonprofit CEOs with expert insights to achieve their mission. Telling True Stories in Sound Communicative Figurations Three Women Videojournalism Praxis Online-Texten Journalistic Cultures Around the Globe Ein Leitfaden für Journalismus und Öffentlichkeitsarbeit

How do journalists around the world view their roles and responsibilities in society? Based on a landmark study that has collected data from more than 27,500 journalists in 67 countries, Worlds of Journalism offers a groundbreaking analysis of the different ways journalists perceive their duties, their relationship to society and government, and the nature and meaning of their work. Challenging assumptions of a universal definition or concept of journalism, the book maps a world populated by a rich diversity of journalistic cultures. Organized around a series of key questions on topics such as editorial autonomy, journalistic ethics, trust in social institutions, and changes in the profession, it details how the practice of journalism differs across the world in a range of political, social, and economic contexts. The book covers how journalism as an institution is created and re-created by journalists and how they experience their profession in very different ways, even as they retain a commitment to some basic, widely shared professional norms and practices. It concludes with a global classification of journalistic cultures that reflects the breadth of worldviews and orientations found in disparate countries and regions. Worlds of Journalism offers an ambitious, comparative global understanding of the state of journalism in a time when it is confronting a series of economic and political threats. Business Purpose Design is an essential guide for a human-centric and holistic purpose for businesses. Discontinuity, uncertainty, complexity, and ambiguity are driving forces of our world. Entire markets, industries, departments, and specialist areas interact and correlate with each other – unplanned and open-ended. In our world, orientation and a common driver is key to navigate, to distinguish relevant information from irrelevant, to take decisions and lead companies to create a positive future. Together with 32 outstanding personalities, from thought leaders, executives, founders, designers, and scientists, Monika looks at the 30 most relevant topics für purpose entrepreneurship. Bonus: Many examples, trend outlooks, and conceptional images inspire new thoughts and ideas – and reassure existing developments. Furthermore, takeaways for every topic offer a hands-on guide to act right away. With the Business Purpose Design model, organizations of any size can design, build, and grow their business towards becoming impact-driven. It provides a toolkit, and over 90 practical tips to design or and implement purpose within an organization right away. It allows for many perspectives. Co-created by over 32 practitioners from 30 disciplines. Illustrated with a critical eye by one of Europe's most sophisticated graphic-recording duo. Specially designed for executives, consultants, entrepreneurs, coaches, managers, designers and leaders of all types of organizations. www.business-purpose.com Attention is the new commodity. Visual Storytelling is the new currency. Human brain processes visuals 60,000x faster than text. Web posts with visuals drive up to 180% more engagement than those without. Viewers spend 100% more time on web pages with videos. Filled with full-color images and thought-provoking examples from leading companies, The Power of Visual Storytelling explains how to grow your business and strengthen your brand by leveraging photos, videos, infographics, presentations, and other rich media. The book delivers a powerful road map for getting started, while inspiring new levels of creativity within organizations of all types and sizes. “This book is not only a complete overview of [visual storytelling] but, most importantly, the key to doing it right, a total Right Hook!” –Gary Vaynerchuk, New York Times bestselling author of Crush It! and Jab, Jab, Jab, Right Hook “A valuable guide to understanding how to develop powerful marketing programs using the art of visual storytelling.” –Guy Kawasaki, author of APE: Author, Publisher, Entrepreneur and former chief evangelist of Apple “The Power of Visual Storytelling is the new marketing bible!” –Nancy Bhagat, Vice President, Global Marketing Strategy and Campaigns, Intel “If a picture is worth a thousand words, The Power of Visual Storytelling is worth a million.” –Scott Monty, Global Digital & Multimedia Communications for Ford Motor Company It is remarkable that to this day, no biography of Arthur Schnitzler concentrates on his social criticism. Thanks to the wealth of autobiographical material, it is possible to trace his position as an Austrian Jew both in his life and in his writing. As an individualist, Schnitzler distanced himself equally from Orthodoxy and Zionism, and yet conversion was never an option. This biography places Schnitzler's sense of cultural identity in its historical context, reading it against anti-Semitic incidents of the period. The second focus is on his critique of the double standards regarding women, which left men considerably more freedom. This kind of social criticism, found even in his early dramas, deserves more attention than it has received in scholarship so far. This biography revises the traditional image of the erotically-focused author. Previously unknown sources for the play "Professor Bernhaldi" and drafts of "Pink und Fliederbusch" provide further evidence of Schnitzler's social criticism. For additional biographical value, extracts from the unpublished correspondence with his wife Olga are included, casting light on their relationship, and offering her insights on the major intellectual figures of their time.

Strategic Communications for Nonprofit Organizations Instagram-Journalismus für die Praxis Social-Media-Strategie im Destinationsmarketing, untersucht anhand der Generation Millennials Arthur Schnitzler Anatomist of the Fin de Siècle Der Leitfaden für Webseiten, Blogs, Social Media und E-Mail-Newsletter Die digitale Kommunikationsstrategie

Verena Gliese gibt in diesem Buch einen Überblick dar ü ber, wie gesellschaftliche und technologische Veränderungen die Arbeit von Kommunikationsfachleuten verändert haben. Im Fokus stehen dabei neue Öffentlichkeiten, denen sich Unternehmen zunehmend gegen überstehen sehen. Sie besitzen im Vergleich zu massenmedialen Öffentlichkeiten eigene Strukturen, Themen und Aufmerksamkeitsregeln. Am Beispiel von Bloggern als Laienjournalisten wird herausgearbeitet, welche Auswirkungen dies für die strategische und operative Planung der Medienarbeit von Unternehmen hat.

"Creating channels with application programming interfaces"--Cover.

Jack Hart, master writing coach and former managing editor of the Oregonian, has guided several Pulitzer Prize-winning narratives to publication. Since its publication in 2011, his book Storycraft has become the definitive guide to crafting narrative nonfiction. This is the book to read to learn the art of storytelling as embodied in the work of writers such as David Grann, Mary Roach, Tracy Kidder, and John McPhee. In this new edition, Hart has expanded the book's range to delve into podcasting and has incorporated new insights from recent research into storytelling and the brain. He has also added dozens of new examples that illustrate effective narrative nonfiction. This edition of Storycraft is also paired with Wordcraft, a new incarnation of Hart's earlier book A Writer's Coach, now also available from Chicago.

Texte im Internet orientieren sich nach wie vor häufig an Texten in traditionellen Publikationsformaten. Dabei sind zahlreiche Parameter wie Alter, Leseverhalten, Erwartung der Leser, aber auch technische Rahmenbedingen und Möglichkeiten zu beachten. Online-Texte müssen völlig anders konzipiert, geschrieben und umgesetzt werden, wenn die beabsichtigte Botschaft erfolgreich transportiert werden soll. Die Toolbox zeigt alle wesentlichen Aspekte auf, die beim Online-Texten beachtet werden müssen. Umsetzungsstark aufbereitet bietet das Buch allen Online-Textern und Texterinnen eine verlässliche Hilfestellung für die erfolgreiche Arbeit. Der Autor stellt sowohl Grundlagen als auch spezifische Informationen zu den unterschiedlichen Formaten bereit. Ein gesondertes Kapitel widmet

sich der Suchmaschinenoptimierung.

Vegane Influencer und ihr Einfluss auf junge Instagram-Nutzer

The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand

Press Freedom and Pluralism in Europe

How to Use Visuals, Videos, and Social Media to Market Your Brand

Media Accountability in the Era of Post-Truth Politics

APIs: A Strategy Guide

Wie Ihre Botschaften die Zielgruppen sicher erreichen und ü berzeugen

Social media has received considerable attention, and many potential benefits, as well as concerns, are now being discussed. This book explores how social media can successfully support business processes in marketing, sales and service in the context of customer relationship management (CRM). It presents the fundamentals of Social CRM and shows how small and large companies alike have implemented it. In turn, the book presents analytic and operational software tools that offer features for enhancing and streamlining interactions with customers. The book concludes with an overview of essential design areas that businesses need to bear in mind when introducing social media into their CRM strategies. In this regard, it also points out key success factors, limitations, and data protection aspects.

This open access volume assesses the influence of our changing media environment. Today, there is not one single medium that is the driving force of change. With the spread of various technical communication media such as mobile phones and internet platforms, we are confronted with a media manifold of deep mediatization. But how can we investigate its transformative capability? This book answers this question by taking a non-media-centric perspective, researching the various figurations of collectivities and organizations humans are involved in. The first part of the book outlines a fundamental understanding of the changing media environment of deep mediatization and its transformative capacity. The second part focuses on collectivities and movements: communities in the city, critical social movements, maker, online gaming groups and networked groups of young people. The third part moves institutions and organizations into the foreground, discussing the transformation of journalism, religion, politics, and education, whilst the fourth and final part is dedicated to methodologies and perspectives.

Social Customer Relationship Management

Seven Steps to Creating a Successful Plan

Unternehmenskommunikation mit neuen Öffentlichkeiten

Ein Leitfaden