Ben McConnell Jackie Huba

When People Are

<u>Citizen Marketers When People Are The Message</u>

Jackie Huba

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Multimedia Expression Marcel Cornis-Pope, 2014-11-15 Begun in 2010 as part of the Histories of Literatures in European Languages series sponsored by the International Comparative Literature Association the current project on New Literary Hybrids in the Age of Multimedia Expression recognizes the global shift toward the visual and the virtual in all areas of textuality the printed verbal text is increasingly joined with the visual often electronic text. This shift has opened up new domains of human achievement in art and culture The international roster of 24 contributors to this volume pursue a broad range of issues under four sets of questions that allow a larger conversation to emerge both inside the volume s sections and between them The four sections cover 1 Multimedia Productions in Theoretical and Historical Perspective 2 Regional and Intercultural Projects 3 Forms and Genres and 4 Readers and Rewriters in Multimedia Environments The essays included in this volume are examples of the kinds of projects and inquiries that have become possible at the interface between literature and other media new and old They emphasize the extent to which hypertextual multimedia and virtual reality technologies have enhanced the sociality of reading and writing enabling more people to interact than ever before At the same time however they warn that as long as these technologies are used to reinforce old habits of reading writing they will deliver modest results One of the major tasks pursued by the contributors to this volume is to integrate literature in the global informational environment where it can function as an imaginative partner teaching its interpretive competencies to other **Blogging** Jill Walker Rettberg, 2013-08-20 Blogging has profoundly influenced not components of the cultural landscape only the nature of the internet today but also the nature of modern communication despite being a genre invented less than a decade ago This book length study of a now everyday phenomenon provides a close look at blogging while placing it in a historical theoretical and contemporary context Scholars students and bloggers will find a lively survey of blogging that contextualises blogs in terms of critical theory and the history of digital media Authored by a scholar blogger the book is packed with examples that show how blogging and related genres are changing media and communication It gives definitions and explains how blogs work shows how blogs relate to the historical development of publishing and communication and looks at the ways blogs structure social networks and at how social networking sites like MySpace and Facebook incorporate blogging in their design Specific kinds of blogs discussed include political blogs citizen journalism confessional blogs and commercial blogs **Perceptionicity** Erwin Aguayo Jr., 2010-07-30 Erwin Aguayo Jr coined the word perceptionicity to help executives human resources professionals and managers uncover organizational perception gaps In this guidebook to achieving business objectives he reminds everyone that what usually prevents companies and their stakeholders from achieving goals is the way they think Learn how to align the perceptions of all the people in your organization with your vision create an atmosphere where people understand how their jobs link to larger goals recognize and overcome obstacles that stand in the way to success Get solutions to problems you thought were unbeatable with the lessons in Perceptionicity Perceptionicity is a cogent reminder that an organizations soul is the ultimate predictor of its success How every stakeholder

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