

Public Communication: The New Imperatives Future Directions For Media Research

Marjorie Ferguson

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Bookmark: <http://trove.nla.gov.au/version/45224570> Indigenous Language Media, Language Politics and Democracy in Africa - Google Books Result Public Communication - The New Imperatives: Future Directions for Media Research (SAGE Communications in Society series) [Professor Marjorie Ferguson] . Public Communication - The New Imperatives: Future Directions for . The new adhocracy : strategy, risk and the small creative firm . Certainly the development of new communication technologies has already . Schlesinger is adamant that media research needs to take more seriously the . Public communication: The new imperatives: Future directions for media research. The State of CSR Communication Research - Public Relations . The emergence of the electronic mass media in the public sphere made things . A new class of participants in the public debate emerges: The practitioners of The debate that emerges as a reaction on Habermas' work goes in different directions. media research of commodification, the way electronic communications THE COMPLEX PROCESS OF CULTURAL GLOBALIZATION . Public communication : the new imperatives : future directions for . Political Communication, 22:259-276 . Geoffrey Baym is Assistant Professor of Media Studies at the University of North Carolina, . aries of journalism and the public sphere (see also Bennett & Entman, 2001). New York, this is The Daily Show with Jon Stewart. imperatives: Future directions for media research (pp. Public Communication: The New Imperatives: Future Directions for . By Emanuel Blas in Media Studies and Media and Cultural Studies. (ed), Public Communication: The New Imperatives: Future Directions for Media Research. Public Relations and Social Theory: Key Figures and Concepts - Google Books Result The Information Society - London School of Economics and Political . Public communication : the new imperatives ; future directions for media research. ed. by Marjorie Ferguson. [Graham Murdock] Media Bias?: A Comparative Study of Time, Newsweek, the National . - Google Books Result Public communication: the new imperatives : future directions for media research. Read Communication Policy in the Global Information Economy by W. Election Campaigning in East and Southeast Asia: Globalization of . - Google Books Result communication technologies in the acquisition, storage, and processing of information, and the role of information . In Marjorie Ferguson (Ed.), Public Communication The. New Imperatives: Future Directions for Media Research (pp. 16-38).

Social media are quickly becoming the channel of choice for disseminating emergency warning messages. However, relatively little data-driven research exists to inform effective message design when using these media. The present study addresses that void by examining terse health-related warning messages sent by public safety agencies over Twitter during the 2013 Boulder, CO, floods. An examination of 5,100 tweets from 52 Twitter accounts over the course of the 5-day flood period yielded several key conclusions and implications. First, public health messages posted by local emergency management New media is often characterized as highly interactive digital technology. New media is "every easily processed, stored, transformed, retrieved, hyper-linked and, perhaps most radical of all, easily searched for and accessed," Robert Logan writes in his book *Understanding New Media*. Conceptually, new media can be viewed as a cultural process that reflects societal values and societal transformation. These and other considerations help define new media and explain its significance. Only 56 percent of newspaper readership takes place exclusively in print, according to the Pew Research Center. Newspaper ad revenue from print dropped to \$16.4 billion in 2014 from \$44.9 billion in 2003, while digital ad revenue increased to \$3.5 billion in 2014 from \$1.2 billion in 2003.

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Effective public relations, strategic communications and public diplomacy must have a purpose. This means understanding the organization's strategic goals towards which communication efforts can be directed. The blogosphere or any other social media no longer are "emerging technologies," experimental or anything less than mature communications channels that must be monitored, measured and interpreted in the same manner as the traditional channels. Measure results. Identify concrete results from communications strategy. In practice, social media demands that communication plans and strategies must be ready and available at all times.