

COMMUNICATION



New Media In Corporate Communications

Sandra C. Duhé



New Media In Corporate Communications:

New Media and Public Relations Sandra C. Duhé, 2007 From Web sites to wikis from podcasts to blogs Internet based communication technologies are changing the way today s public relations campaigns are conceived and carried out New Media and Public Relations charts this exciting new territory with real life case studies that explore some of the ways new media practices challenge and expand conventional thinking in public relations This comprehensive new volume charts the leading edge of public relations research drawing on insights from both scholars and practitioners to question outdated models discuss emerging trends and provide numerous examples of how organizations navigate the uncertainties of building mediated relationships Global in scope and exploratory in nature New Media and Public Relations is an indispensable reference for contemporary research and practice in the field and essential reading for undergraduate and graduate students in public relations and mediated communication *New Media in Public Relations* Tomojit Bhattacharjee, 2020-07-19 Communications professionals are never really given the due they deserve While they are generally supposed to convey what is happening in their respective organizations on most occasions organizations actually end up doing what the communications people would want to convey to the external audience Many recent phenomenon of global importance show that the messaging the narrative building around an event becomes more important than the event itself The advent of new media has tremendously enhanced the importance of the role of communications or public relations professionals Gone are the days when an organization would gain popularity or traction among its target audience on its own or a lazy press release at the end of an event would be sufficient to convey the desired message This book tries to explore how new media tools are changing the profession of public relations in the Indian context With separate chapters on how the government run PR is responding to this change and how the corporate world is reacting the book tries to analyse all possible facets of this change This effort would certainly be of great value to young PR professionals as well as students who wish to pursue public relations as a profession *Handbook of Research on New Media Applications in Public Relations and Advertising* Esiyok, Elif, 2020-08-07 As competition between companies increases the need for effective public relations and advertising campaigns becomes imperative to the success of the business However with the introduction of new media the nature of these campaigns has changed Today s consumers have more awareness and diversified ways to obtain knowledge and through new media they can provide feedback An understanding of how to utilize new media to promote and sustain the reputation of an organization is vital for its continued success The Handbook of Research on New Media Applications in Public Relations and Advertising is a pivotal reference source that provides vital research on the application of new media tools for running successful public relations and advertising campaigns While highlighting topics such as digital advertising online behavior and social networking this book is ideally designed for public relations officers advertisers marketers brand managers communication directors social media managers IT consultants researchers academicians students and industry

practitioners *New Media and Visual Communication in Social Networks* Kır, Serpil, 2019-08-30 Social media and new social facilities have made it necessary to develop new media design processes with different communication strategies in order to promote sustainable communication Visual communication emphasizes messages that are transmitted through visual materials in order to effectively communicate emotions thoughts and concepts using symbols instead of words Social networks present an ideal environment for utilizing this communication technique *New Media and Visual Communication in Social Networks* is a pivotal scholarly publication that examines communication strategies in the context of social media and new digital media platforms and explores the effects of visual communication on social networks visual identity television magazines newspapers and more Highlighting a range of topics such as consumer behavior visual identity and digital pollution this book is essential for researchers practitioners entrepreneurs policymakers and educators **Corporate Communications** Joseph Fernandez, 2004-12-08 This accessible book discusses the role of journalism advertising and public relations in corporate communications It highlights key issues corporations need to consider when planning their strategies and stresses the critical importance of communication in brand and organization perception Peppered with numerous examples and anecdotes it makes an engaging read **New Media and Technologies in Public Relations** Mr. Rohit Manglik, 2023-11-23 In this book we will study about the impact of digital media social platforms analytics and emerging technologies on the practice of public relations **Corporate Communication** Joep Cornelissen, 2011-03-17 The Third Edition of this market leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication New to the Third Edition New chapters on strategic planning and campaign management research and measurement and CSR and community relations Greatly expanded coverage of key areas internal communication leadership and change Communication issues management crisis communication and corporate branding Other topics to receive new coverage include public affairs social media internal branding and issues of globalization New and up to date international case studies including new full length case studies and vignettes included throughout the chapters Further reading and new questions for reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book Online teaching material for lecturers and students including instructors manual PowerPoint slides and new international case studies of varied length SAGE Online journal readings videos online glossary and web links Praise for the Second Edition This is a must have reference book for Chief Executives Finance Directors Corporate Communicators and Non executive Directors in this involve me era of stakeholder engagement and corporate communications How I wish I had had this book on my desk as a Chief Reputation Officer Mary Jo Jacobi Former Chief Reputation Officer of HSBC Holdings Lehman Brothers and Royal Dutch Shell This is a comprehensive and scholarly analysis of corporate communications It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business Ian Wright

Corporate Relations Director Diageo Innovative Perspectives on Corporate Communication in the Global World
Olvera-Lobo, María Dolores, Gutiérrez-Artacho, Juncal, Rivera-Trigueros, Irene, Díaz-Millón, Mar, 2021-04-23 Today's global markets demand that companies of all sizes look to international markets for potential customers. The successive crises that have taken place in the last decade make the internationalization of companies essential. This situation is further aggravated in the case of SMEs as surviving only from national markets is becoming increasingly difficult. Indeed, the economic sphere is in constant flux which demands that companies have a great capacity for adaptation to face the new challenges of an ever more globalized and difficult market. In this context, new forms of business communication are emerging, especially through the web and new technologies. Digital marketing and the dissemination of corporate information have become key processes for the success of companies. It is therefore crucial to research different digital marketing processes and ways of breaking down linguistic and cultural barriers between users from different sociolinguistic contexts. *Innovative Perspectives on Corporate Communication in the Global World* contains different contributions focused on the description of methods, processes and tools that can be adopted to achieve corporate internationalization goals. The chapters provide a comprehensive review of the why, what and how of disseminating corporate information and promoting corporate digital communication into internationalization processes. These strategies can be related to the development of digital tools, the design of new corporate communication strategies, the proposal of new ways of breaking social and linguistic barriers between technology users or the creation of new methodologies aimed at evaluating the effectiveness of digital marketing strategies. This book is ideal for marketers, managers, executives, entrepreneurs, practitioners, researchers, academicians and students interested in new corporate communication strategies and their effectiveness. *Reconceptualizing New Media and Intercultural Communication in a Networked Society* Bilge, Nurhayat, Marino, María Inés, 2018-04-20 Over one billion people access the internet worldwide and new problems of language, security and culture accompany this access. To foster productive and effective communication, it becomes imperative to understand people's different linguistic and cultural backgrounds as well as their value systems. *Reconceptualizing New Media and Intercultural Communication in a Networked Society* is a critical scholarly resource that addresses the need for understanding the complex connections between culture and new media. Featuring a broad range of topics such as social presence, crisis communication and hyperpersonal communication model, this book is geared towards academicians, researchers, professionals, practitioners and students seeking current research on the discipline of intercultural communication and new media. **New Media for a New China** James F. Scotton, William A. Hachten, 2010-03-16 *New Media for a New China* is a timely introduction to the current state of the mass media in China and its growing role in the 21st Century global communication system. Brings together an international cast of scholars to analyse the diverse roles of China's media, covering all the major industries: advertising, newspapers, broadcasting, magazines, film, TV, PR. Considers the position of China's media in the middle of the country's tremendous social

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