Public Communication: The New Imperatives
Future Directions For Media Research

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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 “very 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.Â 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.
Media and communication research is one of the key disciplines of the modern media and information society. On the one hand, with the increasing dynamism and complexity of the political and social environment, the opportunity for individual primary experience is diminishing, as a result of which the importance of mediated experience is increasing. On the other hand, the growing diversity of media and new communication technologies are leading to new ways of dealing with content channelled through the media. In consequence, not only the conditions of media production, but also the processes of public Home. Books Categories. Public communication : the new imperatives : future directions for media research edited by Marjorie Ferguson. Public communication : the new imperatives : future directions for media research edited by Marjorie Ferguson. Share: Download now Public communication : the new imperatives : future directions for media research edited by Marjorie Ferguson. edited by Marjorie Ferguson.: Download PDF book format. Choose file format of this book to download: pdf chm txt rtf doc.Â Please leave the review about "Public communication : the new imperatives : future directions for media research edited by Marjorie Ferguson." book below: (C) 2016-2018 All rights are reserved by their owners. This site doesn't contain any content protected by copyrights. A new generation of workers is seeking collaborative and inclusive workplaces where they feel valued, trusted, and part of an agile and innovative team. The new European General Data Privacy Regulation (GDPR) has transformed the adoption of workplace security, not just in Europe but globally as well. GDPR is relevant to any company in the world handling the personally identifiable information (PII) of people in the EU and has important implications for internal companies with data transfers outside the EU (data sovereignty).Â The Future of WorkForce is manifest in the digital strategy of many companies. IDC has the following predictions: By 2020, VR will transform 20% of corporate training, increasing effectiveness and cutting costs by a half.