

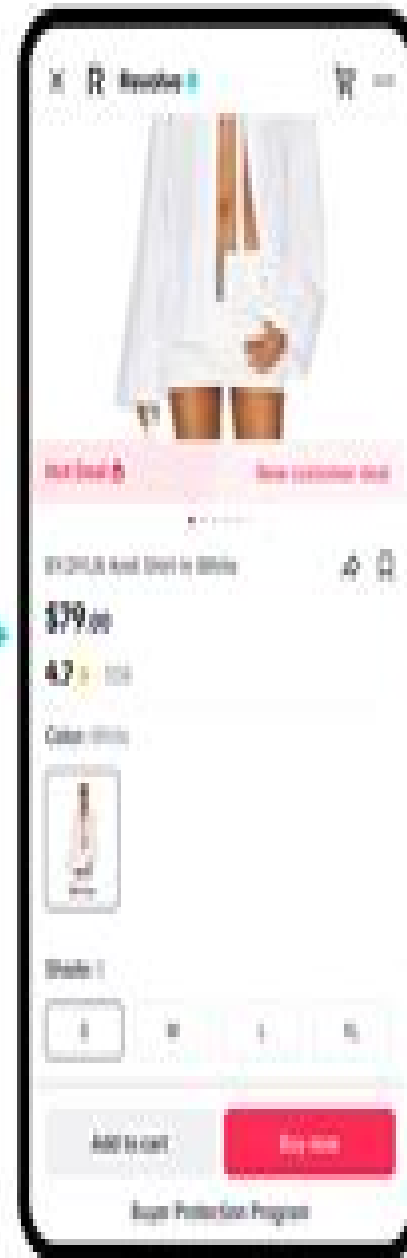
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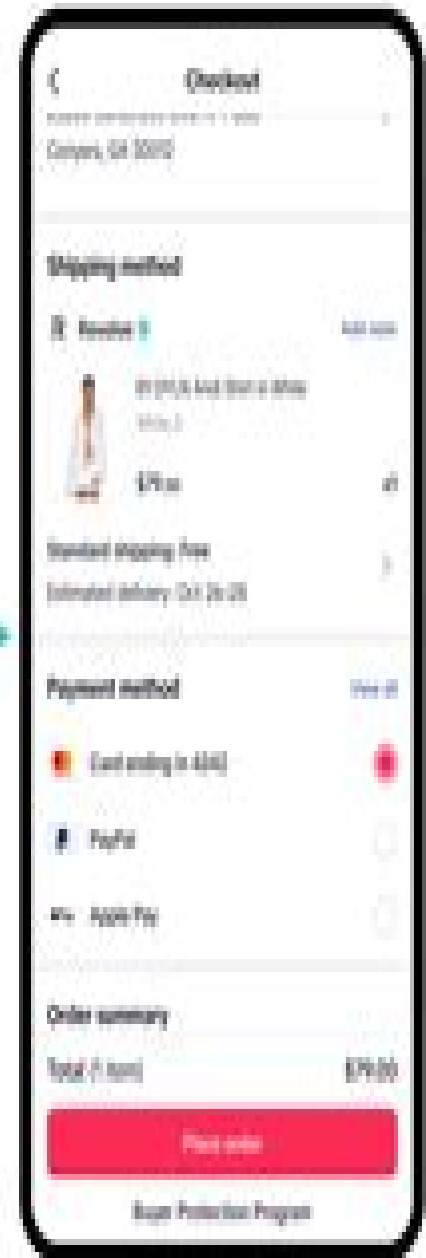
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TikTok Cultures in the United States Trevor Boffone, 2022-04-03 TikTok Cultures in the United States examines the role of TikTok in US popular culture paying close attention to the app's growing body of subcultures. Featuring an array of scholars from varied disciplines and backgrounds, this book uses TikTok subcultures as a point of departure from which to explore TikTok's role in US popular culture today. Engaging with the extensive and growing scholarship on TikTok from international scholars, chapters in this book create frameworks and blueprints from which to analyze TikTok within a distinctly US context, examining topics such as gender and sexuality, feminism, race and ethnicity, and wellness. Shaping TikTok as an interdisciplinary field in and of itself, this insightful and timely volume will be of great interest to students and scholars of new and digital media, social media, popular culture, communication studies, sociology of media, dance, gender studies, and performance studies.

New Developments in the Trilateral Relationship between the United States, Taiwan, and China Charles K.S. Wu, Yao-Yuan Yeh, 2025-02-15 Taiwan has become a new flashpoint in Sino-US relations in recent years. The nation just concluded its presidential and legislative elections in January 2024. The incumbent Democratic Progressive Party (DPP) won a pyrrhic victory with DPP keeping the presidential seat but losing the majority in Taiwan's Legislative Yuan Congress. The political status of Taiwan is one of the few, if not the only, issues that have won bipartisan support. *New Developments in the Trilateral Relationship between the United States, Taiwan, and China* analyzes the three-way relationship and raises numerous questions that are urgently awaiting answers. The book advances our understanding of some of the pressing issues in this relationship. These questions include but are not limited to: how does the US public view the trade war against China? How do they perceive China in general? What extent could the Indo-Pacific Economic Framework for Prosperity (IPEF) support US economic competition with China? As for Taiwan, to what scope do China's campaigns infiltrate and influence political attitudes? Considering its geographic proximity to Taiwan, how does the immigration from Hong Kong influence Taiwan?

Douyin, TikTok and China's Online Screen Industry Chunmeizi Su, 2023-09-22 TikTok has drawn attention from all over the world. Even if you have never used it before, you would still be familiar with its name. Many people have assumed that it is a US-generated platform and normally awed at its real origin: a Chinese-born and operated platform, a sister or parallel platform of Douyin. Because of the short video platform TikTok and also its dispute with the US government, people have started paying attention to what is really happening and changing in China. Two questions that hang over everyone's mind seem to be: why China? And why TikTok? This book attempted to answer the question of why short video platforms such as TikTok, the most popular made in China, product of all the Chinese digital platforms, became a significant competitor on the global stage. This book explores the reasons behind the rise of short video platforms in China, with a focus on the sudden and unexpected success of TikTok and its parallel platform Douyin. Beginning with the historical development of China's online screen industry, the book goes on to investigate the ICT industry, its business models, and

impact on the screen industry to unfold the reasons behind the domestic popularity of Douyin It draws on a spectrum of sources including policy documents industry reports and expert analysis which is supplemented by interviews with key people in the field It traces the changing dynamics of the Chinese online screen ecology and shows how a mixture of technological industrial and cultural factors contributed to the proliferation of short video platforms in China This engaging and topical book will be ideal reading for students and scholars of media and communication studies platform studies and political economy studies TikTok and Youth Cultures Crystal Abidin, 2025-11-04 Using anthropological methods to produce deep and insightful ethnographies about TikTok and its core users TikTok and Youth Cultures will help readers develop a critical understanding of TikTok's impact on society its place in the social media landscape and its cultural relevance around the world 2020 Giveaway Marketing Prediction and Social Trends (Edition, #3) Laura Maya, 2020-05-25 Almost every marketer wishes they had a crystal ball so they could peer into the future and see what's hot in the coming year Unfortunately most of us are not clairvoyant but we can usually look at certain current trends and predict which will have staying power We can also look at emerging technology and how it can be used to further our marketing mission In this Free report we will be looking at what happened in 2019 and how it will affect 2020 and how 5G and Artificial Intelligence will affect SEO and Internet marketing in the near future and the effect of increase connectivity using 5 G with a variety of technologies far beyond smartphones that could mean integration of artificial intelligence and machine learning in the spirit of 5G Technology As a result social media marketing can move away from conventional responsive design with the goal of creating more participative visual content with recent advancement in graphic and video capabilities We will also look at the trends in Webinars artificial intelligence machine learning search engines and automation assistance to online marketing Social Live video has become increasingly popular Seeing is believing for a target audience They also like to feel as though they know the businesses that they are dealing with and that they are run by real people who are not just out to make money Video stories provide confidence with the business owner and looking into product video stories and demonstration are just a few of the ways to build a relationship with your audience The Smartphone boom continues with marketers trying to connect with their prospects in a range of ways including text and apps Chatbots are being used more and more to open and maintain a dialogue with customers and deliver valuable marketing information Facebook Messenger got a much needed overhaul and marketing push It is now a much more convenient tool and a handy chatbot if you set it up correctly to respond to trigger words Facebook lead ads can be one of the fastest ways to grow your email marketing list provided that you use attractive images write a good ad and automate the process of adding the new names to your list to save time Everyone loves a good story Using video stories in marketing offers a structure people are familiar with and leads to satisfied customers Influencer marketing is growing in popularity as more marketers try to connect with their target audience Influencers with a large number of active followers could be the gateway to a lot more traffic and profits Even if you pay the influencer to post your

content to their followers the return on investment can be considerable Small business owners are catching on to the wonders of remarketing Facebook pixels are easier than ever to use to track customers from your site and try to convert them from browsers into buyers Some marketers report a conversion rate as high as 75% The secret More customized varied content rather than the same messaging they have already seen and acted upon The most recent Google algorithm formula change hit on August 1 2018 Google states that it was intended to give credit to worthy sites that were not getting as much attention as they deserved While it still looks like a lot of Wikipedia there have been some changes in placements As always the best way to optimize your content is to write naturally There will be a couple of changes coming up that will affect sites in 2019 and which are worth paying attention to Let s look at the landscape for 2020 next **Atravesados** Trevor

Boffone,Cristina Herrera,2025-02-17 Contributions by Frederick Luis Aldama Trevor Boffone T Jackie Cuevas Cristina Herrera Alexander Lalama Angel Daniel Matos Regina Marie Mills Joseph Isaac Miranda Jesus Monta o Domino Renee P rez Regan Postma Monta o Cristina Rhodes and Sonia Alejandra Rodriguez Atravesados Essays on Queer Latinx Young Adult Literature shows how Latinx queer YA writers discard the same old story and offer critical representations of queerness that broaden YA writing and insist on the presence of queer teens of color Atravesados draws on foundational Chicana queer theorist Gloria Anzald a s notion of atravesados to speak to the spectrum of queer youth Latinidades as they materialize in YA literature Los atravesados according to Anzald a are the squint eyed the perverse the queer the troublesome the mongrel the mulato the half breed the half dead in short those who cross over pass over or through the confines of the normal Los atravesados reside in the borderlands space of ni de aqu ni de all neither here nor there present yet liminal their queerness the very source of both frustration and empowerment a paradox of joy and tragedy Although written in 1987 Anzald a s theory speaks to the realities of queer Latinx teens that fill the pages of YA literature well into the twenty first century Characters such as Juliet from Gabby Rivera s Juliet Takes a Breath Aaron from Adam Silvera s More Happy Than Not or the titular Chulito from Charles Rice Gonzales s novel encompass the highs lows and everything in betweenness of queer Latinx teen lived experiences This collection tells their stories Contributors speak to the spectrum of queer youth Latinidades as they materialize in YA literature paying close attention to representation and the ways youth are portrayed whether accurate or stereotypical Close attention is paid to books that succeed in broadening the field of YA highlighting authors that draw from their own lived experiences and situate strong fully developed characters Taken together these essays move beyond the page explaining to readers why representation and authenticity matter in YA literature as well as the far reaching effects they can have for real world queer Latinx teens **Soziale Medien und Kritische Theorie** Christian Fuchs,2024-09-02

U.S. Geological Survey Professional Paper ,1967 **The Selling Without Stock** Unknown Author,2025-06-04 This book is an introductory guide to dropshipping designed for people seeking professional and financial autonomy beyond conventional employment It explains how to set up and operate an e commerce business without the need for physical

inventory or a large initial capital investment The author shares his experience of generating seven figure income and guiding others to success De Gruyter Handbook of Media Economics Ulrike Rohn,M. Bjørn Rimscha,Tim Raats,2024-05-20 The handbook presents key contributions from scholars worldwide providing a comprehensive exploration of current trends in media industries from diverse perspectives Within the framework of understanding contemporary and future trajectories in media markets and industries the volume delves into their influence on media organization and delivery along with broader societal and market implications Encompassing research at the crossroads of economics management political economy and production studies the handbook emphasizes the necessity for a robust interdisciplinary dialogue Beyond scrutinizing present and forthcoming industry developments the handbook addresses pivotal issues pertaining to media economics research methods and pedagogy It serves as a valuable resource for scholars students and media professionals providing insights into media economics as an academic field and delving into the multifaceted dynamics that shape the media landscape Doing this it contributes to the ongoing discourse on the evolving nature of media markets and their profound impact on society Der neue Kosmos Welt-Almanach & Atlas 2022 Henning Aubel,Renate Ell,Philip Engler,2021-09-16 Aktuell zuverlässig und unentbehrlich Das Nachschlagewerk zum Zeitgeschehen Der KOSMOS Welt Almanach Atlas 2022 liefert Zahlen Daten und Fakten aus Politik Wirtschaft Umwelt Das Jahrbuch enthält einen Staatenteil in dem alle Staaten der Welt aufgeführt sind Dort finden sich zu jedem Land Informationen unter anderem zu Fläche und Einwohnern sowie zu Amtssprache n Staatsform Bevölkerung Lebenserwartung Religionen Bruttoinlandsprodukt Wirtschaft u v a des Landes Der Almanach enthält außerdem weitere Informationen zur Landesstruktur Bevölkerung Staats und Regierungsform Regierung und Parteien sowie Wirtschaft Zu jedem Land gibt es einen Rückblick der die Ereignisse im Berichtszeitraum wiedergibt Ein kompletter Weltatlas erleichtert die Orientierung Der Welt Almanach Atlas 2022 wird auch als App und E Book angeboten **Feminism in the United States** Alison Dahl Crossley,2024-08-16 Feminism in the United States A Concise Introduction presents readers with the key debates and ideas central to contemporary US feminism With a focus on intersectionality the book highlights the goals tactics and varieties of feminism This engaging clear and accessible text includes current examples case studies profiles of key figures in the movement and opportunities resources to gather more information The reader will learn how to employ a feminist lens as an informed conversationalist social media user news consumer and if so desired activist Readers will learn about the varieties of contemporary US feminism and how different strands of feminism emerge the heterogeneity of the movement as it endures over generations in both hospitable and inhospitable climates and the inequalities addressed and tactics used by feminists to create lasting social change Feminism in the United States is ideal for undergraduate students particularly those enrolled in introductory classes in feminist gender and sexuality studies and related programs as well as for the anyone seeking to explore feminism for the first time *TikTok for Sales* Josué Matos, In the ever evolving digital landscape where trends shift at the speed of a click few platforms have

reshaped the sales and marketing game quite like TikTok What initially seemed like a space for fun and creative videos has become a powerful tool for brands seeking authentic connections with their consumers Far from being a passing trend TikTok represents a revolution in how products and services are promoted and sold online This is the second book in a series designed to explore the potential of social media platforms for sales While the first volume Instagram for Sales Strategies to Convert Followers into Customers focused on a well established platform known for its visual and interactive appeal this book dives into a dynamic and opportunity rich terrain TikTok for Sales Viral Strategies for Growth and Conversion is an essential guide for anyone looking to harness the viral power of TikTok transforming creativity into real conversions With over 150 million active users in the United States alone and a global user base exceeding 1 billion TikTok is not just a social network but a global stage where brands can shine by telling their stories in engaging and innovative ways Through trends challenges short videos or live streams TikTok offers endless possibilities for entrepreneurs of all sizes to stand out in today's competitive market In this book I've explored every aspect of the platform from setting up an attractive business profile to advanced sales strategies and performance analysis Organized into 30 chapters the content is tailored for both beginners and seasoned professionals providing valuable and practical insights You'll learn how to navigate TikTok's algorithm create engaging content leverage features like TikTok Shopping and hashtags and build partnerships with creators to maximize your sales As a digital marketing professional inspired by my international journey I bring a global perspective to this work My name is Josu Matos author of over 50 books including Rich Uncle Poor Nephews and The Art of Reinvention With a decade of experience in digital platforms and a Bachelor's degree in Advertising Marketing and Communications underway I have dedicated my career to helping entrepreneurs succeed in the digital world My travels across Northern Ireland Canada and the United States have broadened my outlook and enabled me to develop innovative strategies which I share with you in this book Get ready to discover how to turn creativity into conversions trends into sales and followers into loyal customers Welcome to a new era of sales on TikTok Together let's explore this dynamic platform and take your business to the next level

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Social Media in Musical Theatre Trevor Boffone, 2023-11-16 This book introduces readers to the widespread phenomenon of how social media platforms such as YouTube Twitter and TikTok become an extension of long standing aspects of musical theatre engagement Although casual observers may dismiss social media s import social media has revolutionized the field of musical theatre since the early days of Web 2 0 with spaces such as AOL LiveJournal and Myspace Now as social media continues to grow in relevance the nuanced ways in which digital platforms influence musical culture remain ripe for study Social Media in Musical Theatre moves beyond viewing social media merely as a passing fad or a space free from critical engagement Rather this volume takes a serious look at the critical role social media play in musicals thus challenging how social media users and musical theatre makers alike approach digital spaces This book introduces the relationship between musical theatre and social media in the 21st century as well as methods to study social media s influence on musicals through three in depth case studies organized around marketing on YouTube fan engagement on Twitter and new musical development on TikTok

Tiktok Exit of American Market Martha Davis, 2025-04-02 This book delve into the dramatic journey of one of the world s most popular social media platforms as it navigates the complexities of the American landscape This thought provoking book examines the rise of TikTok its impact on culture marketing and social connection and the factors leading to its controversial exit from the

U S market Explore the phenomenon of viral trends the power of influencers and how TikTok revolutionized digital content creation and consumption Discover key moments that defined its success from catchy dance challenges to viral memes and the implications of its departure for creators brands and users alike With in depth analysis and expert insights this book offers a comprehensive look at the intersection of technology politics and society revealing the underlying tensions between national security concerns and the desire for creative expression TikTok Exit of the American Market is essential reading for social media enthusiasts marketers and anyone curious about the ever evolving landscape of digital communication Join us as we examine a phenomenon that went from viral to vanish and consider what the future holds for social media in America

Social Media Regina Luttrell, 2025-08-21 Reflecting the latest technological innovations and challenges of the social media landscape the fifth edition of Social Media How to Engage Share and Connect helps students build success in integrated PR practice Regina Luttrell presents a thorough history of social media and pioneers of the field within chapters on specific subjects such as content sharing crisis communication ethics sticky social media and strategic campaigns This book will become your go to reference guide for all things social media related as it applies to public relations and the everyday duties of PR professionals New features of the fifth edition include Chapter 4 Generative AI covers the technology s uses and implications for strategic communication Chapter 7 Storytelling in Social Media emphasizes the art of crafting narratives that resonate with audiences Sticky Social Media boxes apply chapter concepts to real brand cases ROSTIR Research Objectives Strategy Tactics Implementation Reporting Campaigns in Action boxes feature case studies of strategic integrated PR social media and digital campaigns Storytelling Communicate Captivate Connect boxes provide insight into how storytelling enhances communication strategies Online resources bloomsbury pub luttrellsocialmedia5e include lecture slides and other teaching materials for instructors and students [TikTok – Memefication und Performance](#) Friederike Fischer, Simon Meier-Vieracker, Lisa Niendorf, 2025-08-02 Gegenstand des interdisziplinären Open Access Bandes ist die Videoplattform TikTok die als eines der meistgenutzten Sozialen Netzwerke große gesellschaftliche Relevanz entfalten konnte und insbesondere in außer schulischen Bildungsbereichen eine zunehmend wichtige Rolle spielt Nach anfänglichem Alarmismus einerseits und Marginalisierung als reines Spätmittel andererseits wird TikTok insbesondere in internationalen Forschungskontexten längst als kulturwissenschaftlicher Gegenstand ernst genommen Die auf TikTok zu beobachtenden kommunikativen Praktiken und Genres in denen aktuelle Ereignisse und Diskurse in plattformtypischer Weise verhandelt und performativ in Szene gesetzt werden führen stärker noch als andere Soziale Medien die Zeichenmodalitäten Bild Ton und Sprache zusammen und eröffnen dadurch neue Optionen der Vermittlung der diskursiven Aneignung und der sozialen Repräsentation Die grundlegenden Affordanzen der Plattform insbesondere die Möglichkeit zu bestehenden Sounds neue Videos zu produzieren begünstigen dabei einen stark von Intertextualität Intermedialität und Imitation geprägten Modus von Inszenierung und Performance der im Anschluss an neuere Forschungen zu digitalen Bild Praktiken als Memefication

bezeichnet werden kann. Der Band fragt deshalb danach, wie sich das multimodale Mediensetting von TikTok im Spannungsfeld von Memefication und Performance zu einer charakteristischen Form vernetzter Öffentlichkeit ausgestaltet und welche Vermittlungsoptionen in verschiedenen Praxisfeldern sich hierbei ergeben. Dafür werden unterschiedliche wissenschaftliche Perspektiven gebündelt, welche die Videoplattform als empirischen Untersuchungsgegenstand erschließen und hierfür geeignete theoretische Konzepte und methodische Zugänge entwickeln. Inhaltlich umfasst der Band Beiträge aus den Sprach-, Kommunikations- und Medienwissenschaften, der Film- und Musikwissenschaft, der Ingenieurwissenschaft sowie didaktischen und erziehungswissenschaftlichen Disziplinen, die in drei Teilen miteinander in Bezug gesetzt werden. Neben TikTok-spezifischen digitalen Praktiken gilt das Interesse dem Status der Plattform in Vermittlungs- und Bildungskontexten sowie in der Wissenschaftskommunikation.

Social Media Christian Fuchs, 2024-11-01

You will never look at social media the same way again. Social media are an integral part of contemporary society. From news, warfare, politics, advertising, consumption, entertainment, friendships, labour, and economy to friendships, leisure, language, and everyday life, they have changed the way we communicate, use information, and understand the world. Social media shape and are shaped by contemporary society. In order to understand contemporary society, we have to ask critical questions about social media. This book is the ultimate guide for digging deeper into issues of ownership, power, class, and justice. This book equips you with a critical understanding of the complexities and contradictions at the heart of social media's relationship with society. The Fourth Edition contains new chapters and has updated and revised versions of other chapters. The book includes a new chapter on TikTok in the context of global capitalism and the geopolitical conflict between China and the USA. It explores new topics such as information and social media warfare in the context of Russia's invasion of Ukraine, the implications of Elon Musk's acquisition of Twitter for democracy and the public sphere, the prospects of Twitter alternative Mastodon, digital fascism, influencers, and the attention economy on TikTok, digital capitalism, the role of big data in digital capitalism, The Public Service Media and Public Service Internet Manifesto, social media's digital alienation, and Putinism and information warfare. It explores populism, racism, nationalism, militant patriarchy in a chapter on right-wing authoritarianism on social media that includes two case studies of Donald Trump and Putinism. It analyses the phenomenon of social media influencers in the age of TikTok, Instagram, YouTube, and Snapchat. It explains in an updated chapter what digital capitalism is and what role big data plays in it. It explores the growing prominence of platforms and platform capitalism. It analyses fake news, misinformation, and surveillance capitalism in the context of Facebook, WhatsApp, Cambridge Analytica, and the Internet Research Agency. It shows why Google is simultaneously the Internet's God and Satan. It discusses digital democracy and the digital public sphere in the context of Twitter. It challenges you to envision and achieve a truly social media that serves the purposes of a just and fair world. It introduces platform cooperatives and the Public Service Internet. There are winners and losers in the age of digital capitalism. This book is an essential guide for anyone who wants to critically understand how we

got to digital capitalism and capitalist social media what we can do about it and what a democratic public sphere looks like

Geschichte auf Instagram und TikTok Mia Berg, Andrea Lorenz, Kristin Oswald, 2025-10-01 Instagram und TikTok zählen zu den populärsten sozialen Medien auch für geschichtsbezogene Inhalte. Das zeigen nicht zuletzt die große Zahl und mitunter sehr hohen Reichweiten von Geschichtsdarstellungen auf den beiden Plattformen, die von nostalgischer KI-Videos historischer Personen oder verfälschende Inhalte bis hin zu Wissenschaftskommunikation reichen. Der Band bietet als erste umfangreiche Bestandsaufnahme einen Einblick in diese Vielfalt von Geschichte auf Instagram und TikTok. Ausgehend von dem Citizen Science Projekt SocialMediaHistory vereint er Perspektiven aus Wissenschaft und Praxis auf Inhalte, Medienspezifika, Akteuren, Nutzungsbedingungen und Möglichkeiten der Erforschung digitaler Geschichtsdarstellungen. Diese werden theoretisch sowie anhand konkreter Beispiele zu verschiedenen Epochen und Themen betrachtet. Hinzu kommen Interviews und Beiträge in denen Creator:innen hinter institutionell sowie privat betriebenen Geschichtskonten von ihren Ansätzen und Erfahrungen berichten. Der Band schafft eine Grundlage für eine breite Annäherung an das Spektrum geschichtsbezogener Auseinandersetzungen auf Instagram und TikTok und will damit zur Reflexion und Diskussion audiovisueller sozialer Medien in Geschichtswissenschaft, Public History und weiteren Disziplinen einladen.

Partisan Rhetoric and Polarization Robert X. Browning, 2024-12-15 Partisan Rhetoric and Polarization: The Year in C-SPAN Archives Research Volume 10 features chapters written from a variety of perspectives that address divisions in American politics. The topics range widely including TikTok, abortion, the middle class, the January 6 riot, and partisan rhetoric in Congress. The unifying theme of the volume is that each author uses C-SPAN videos to examine how members of Congress and other elites speak and act on these issues. Two other thoughtful pieces examine Supreme Court justices speaking off the bench and emotional reactions in presidential debates. Partisan Rhetoric and Polarization provides context to understand how the partisan split in American politics is reflected and evidenced in even the highest political institutions: Congress, the presidency, and the Supreme Court.

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