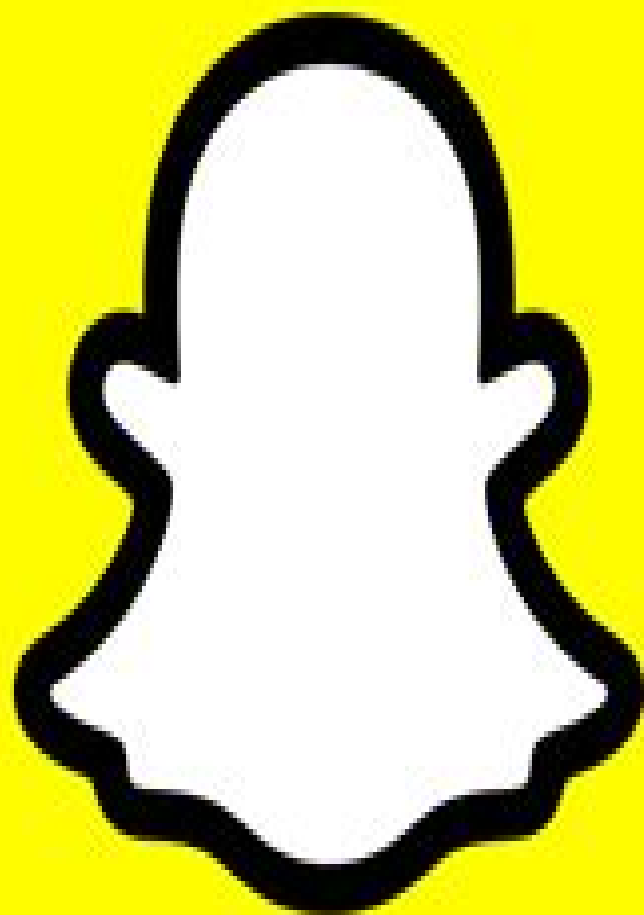




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Understanding Digital Literacies Rodney H. Jones, Christoph A. Hafner, 2021-07-04 Understanding Digital Literacies Second Edition provides an accessible and timely introduction to new media literacies This book equips students with the theoretical and analytical tools with which to explore the linguistic dimensions and social impact of a range of digital literacy practices Each chapter in the volume covers a different topic presenting an overview of the major concepts issues problems and debates surrounding it while also encouraging students to reflect on and critically evaluate their own language and communication practices Features of the second edition include expanded coverage of a diverse range of digital media practices that now includes Instagram Snapchat TikTok Tinder and WhatsApp two entirely new chapters on mobility and materiality and surveillance and privacy updated activities in each chapter which engage students in reflecting on and analysing their own media use e resources featuring a glossary of key terms and supplementary material for each chapter including additional activities and links to useful websites articles and videos This book is an essential textbook for undergraduate and postgraduate students studying courses in new media and digital literacies

Media Selling Charles Warner, William Lederer, Brian Moroz, 2020-07-17 The must have resource for media selling in today s technology driven environment The revised and updated fifth edition of Media Selling is an essential guide to our technology driven programmatic micro targeted mobile multi channel media ecosystem Today digital advertising has surpassed television as the number one ad investment platform and Google and Facebook dominate the digital advertising marketplace The authors highlight the new sales processes and approaches that will give media salespeople a leg up on the competition in our post Internet media era The book explores the automated programmatic buying and selling of digital ad inventory that is disrupting both media buyers and media salespeople In addition to information on disruptive technologies in media sales the book explores sales ethics communication theory and listening emotional intelligence creating value the principles of persuasion sales stage management guides and sample in person phone and email sales scripts Media Selling offers media sellers a customer first and problem solving sales approach The updated fifth edition Contains insight from digital experts into how 82 5% of digital ad inventory is bought and sold programmatically Reveals how to conduct research on Google Analytics Identifies how media salespeople can offer cross platform and multi channel solutions to prospects advertising and marketing challenge Includes insights into selling and distribution of podcasts Includes links to downloadable case studies presentations and planners on the Media Selling website Includes an extensive Glossary of Digital Advertising terms Written for students in communications radio TV and mass communication Media Selling is the classic work in the field The updated edition provides an indispensable tool for learning training and mastering sales techniques for digital media

Creator's Guide to Snap Inc.'s Lens Studio Phil Walton, 2022-06-07 Learn to make your own custom lenses for Snapchat With the introduction of Lens Studio anyone can build and publish high quality augmented reality experiences on the Snapchat app

Phil Walton Official Snapchat Lens Creator and creator of the viral Potato Lens offers a simple innovative guide to Get started with the Lens Studio interface and features Publish your effects and generate more views and exposure Create five different AR experiences with step by step instructions Creator's Guide to Snap Inc's Lens Studio also provides project files and digital assets to download and follow along as you read Whether you are a beginner creator or an experienced user seeking inside information to take your AR skills to the next level explore the range of possibilities for creating and sharing your own AR experiences with Creator's Guide to Snap Inc's Lens Studio **The House of My Mother** Shari

Franke, 2025-01-07 From eldest daughter Shari Franke the shocking true story behind the viral 8 Passengers family vlog now the subject of a new Disney docuseries and the hidden abuse she suffered at the hands of her mother and how in the face of unimaginable pain she found freedom and healing Shari Franke's childhood was a constant battle for survival Her mother Ruby Franke enforced a severe moral code while maintaining a facade of a picture perfect family for their wildly popular YouTube channel 8 Passengers which documented the day to day life of raising six children for a staggering 2.5 million subscribers But a darker truth lurked beneath the surface Ruby's wholesome online persona masked a more tyrannical parenting style than anyone could have imagined As the family's YouTube notoriety grew so too did Ruby's delusions of righteousness Fueled by the sadistic influence of relationship coach Jodi Hildebrandt together they implemented an inhumane and merciless disciplinary regime Ruby and Jodi were arrested in Utah in 2023 on multiple charges of aggravated child abuse On that fateful day Shari shared a photo online of a police car outside their home Her caption had one word Finally For the first time Shari will reveal the disturbing truth behind 8 Passengers and her family's devastating involvement with Jodi Hildebrandt's cultish life coaching program ConneXions No stone is left unturned as Shari exposes the perils of influencer culture and shares for the first time her battle for truth and survival in the face of her mother's cruelty

Freunde, Fans und Follower Bernd Schmitt, 2017-09-11 Social Media ist ein einziges großes Theater Alle möchten Applaus und schlimmer als laut ausgebuht zu werden ist es gar keine Beachtung zu finden Mit dieser Analogie vermittelt das Buch Freunde Fans und Follower seinen Leserinnen und Lesern abwechslungsreich und verständlich die wichtigsten Regeln der digitalen Social Media Bühnen so werden Ihnen und Ihrer Marke am Ende nicht nur die Herzen sondern vor allem die Likes Klicks und Shares zufliegen Lassen Sie sich inspirieren Bevor Sie sich mit Ihrem Unternehmen auf eine der zahlreichen Social Media Bühnen wagen müssen Sie nicht nur wissen was das Publikum will sondern Sie brauchen vor allem eines Inspiration Denn nichts ist schlimmer als ein langweiliger uninspirierter Auftritt bei Facebook Twitter oder Snapchat Im ersten Teil zeigt Ihnen dieses Handbuch in Begleitung der neun Musen wie Sie Ihr Unternehmen oder Ihre Marke so ausstaffieren dass sie aus der Masse herausstechen Feiern Sie Erfolge auf allen Social Media Bühnen Die beste Idee ist zum Scheitern verurteilt wenn Sie sie nicht richtig in Szene setzen Damit das nicht passiert erläutert das Buch im zweiten Teil für jede Plattform die wichtigsten Instrumente Tipps und Tricks wie Sie Ihre Accounts professionell einrichten Praktische

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Homayoun, 2017-07-27 Solutions for navigating an ever-changing social media world. Today's students face a challenging paradox: the digital tools they need to complete their work are often the source of their biggest distractions. Students can quickly become overwhelmed trying to manage the daily confluence of online interactions with schoolwork, extracurricular activities, and family life. Written by noted author and educator Ana Homayoun, *Social Media Wellness* is the first book to successfully decode the new language of social media for parents and educators and provide pragmatic solutions to help students manage distractions, focus, and prioritize. Improve time management, become more organized, and boost productivity. Decrease stress and build empathy. With fresh insights and a solutions-oriented perspective, this crucial guide will help parents, educators, and students work together to promote healthy socialization, effective self-regulation, and overall safety and wellness. Ana Homayoun has written the very book I've yearned for: a must-read for teachers and parents. I have been recommending Ana's work for years, but *Social Media Wellness* is her best yet: a thorough, well-researched, and eloquent resource for parents and teachers seeking guidance about how to help children navigate the treacherous, ever-changing waters of social media and the digital world. Jessica Lahey, New York Times Bestselling Author of *The Gift of Failure*. This is the book I've been waiting for. Ana Homayoun gives concrete strategies for parents to talk with their teens without using judgment and fear as tools. This is a guidebook you can pick up at anytime and which your teen can read too. I'll be recommending it to everyone I know. Rachel Simmons, New York Times Bestselling Author of *The Curse of the Good Girl*. Read About Ana Homayoun in the news: NYTimes, The Secret Social Media Lives of Teenagers, Pacific Standard, Holier Than Thou, IPO, Snapchat, and Effective Parenting, ParentToolkit.com, Emojis, Streaks, Stories, and Scores, What Parents Need to Know About Snapchat, Los Angeles Review of Books, Life and Death 2.0, When Your Grandmother Dies Online. **The Next**

Dimension Tom Emrich, 2024-11-27 Your guide to transforming your business with spatial computing featuring real use cases and proof points of augmented reality in marketing, advertising, and sales. Ready to revolutionize your business? The Next Dimension: How to Use Augmented Reality For Business Growth In The Era of Spatial Computing by Tom Emrich explores the power of augmented reality (AR) to propel your business strategy into the next wave of computing. Learn how AR is reshaping the digital landscape, crafting a new marketing mix, and evolving retail into a brand new consumer experience. Gain valuable insights on realizing success with AR across the marketing funnel, activate and engage Generation AR, and move beyond traditional ads with immersive campaigns that are co-created with your consumer. With real-world examples

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The Internet For Dummies

John R. Levine, Margaret Levine Young, 2015-03-02 Get up and running on the Internet the fast and easy way If you're an Internet newcomer and want to get up to speed without all the intimidating technical jargon The Internet For Dummies has you covered With over 5 000 000 copies sold The Internet For Dummies is the 1 choice for Internet newcomers Inside you'll discover how to make the most of the Internet get accustomed to popular sites find the information and items you need fast and stay away from the bad stuff floating around online Catches you up on the latest online trends from social networking sites to blogs and more Includes the latest on Google Chrome getting good search results and sharing files Covers choosing and connecting to an Internet provider establishing an e mail account getting on the web and finding the sites that matter most Now in its 14th edition The Internet For Dummies covers the latest social networking tools browser features connection options safety features and so much more Starting out with the basics it walks you through getting online picking an Internet

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Handwerk 2 0 Es zeigt welche Technik erforderlich ist und welche Erfahrungen Journalisten gesammelt haben Es gibt Tipps und erl utert Tricks f r die t gliche Arbeit **The Tech Solution** Shimi Kang,2020-08-18 A Harvard trained psychiatrist and mom of 3 gives parents and educators the tech habits children need to achieve their full potential and a 6 step plan to put them into action You may have picked up on some warning signs The more your 9 year old son plays video games the more distracted and irritable he becomes Or maybe comparing her life to others on social media is leaving your teenaged daughter feeling down Then there are the questions that are always looming Should I limit screen time Should I give my 11 year old an iPhone The Tech Solution is a to the point resource for parents and educators who want the best approach for raising kids in our digital world It outlines all you need to know about the short term and potential long term consequences of tech use Dr Kang simplifies cutting edge neuroscience to reveal a new understanding around how we metabolize experiences with technology that will lay the foundation for lasting success On top of that she offers practical advice for tackling specific concerns in the classroom or at home whether it s possible tech addiction anxiety cyberbullying or loneliness With her 6 week 6 step plan for rebalancing your family s tech diet Dr Kang will help your child build healthy habits and make smart choices that will maximize the benefits of tech and minimize its risks Use The Tech Solution to help your child avoid the pitfalls of today s digital world and to offer them guidance that will boost their brains and bodies create meaningful connections explore creative pursuits and foster a sense of contribution and empowerment for many years to come

Parental Control Titania Jordan,2025-03-11 Practical strategies and tips to help raise and teach children in a digital first world In Parental Control A Guide to Raising Balanced Kids in the Digital Era Titania Jordan a renowned internet and social media safety specialist tackles the urgent dilemmas of modern parenting head on As technology increasingly engulfs the lives of our children this book emerges as a beacon for those looking to guide protect and connect with them in meaningful ways Navigating the complex digital landscape Jordan delves into the effects of social media and the internet on our kids She uncovers the challenges of balancing screen time with real life interactions and the erosion of offline social skills due to digital immersion Yet it s not all dire Jordan s expert insights offer a pathway to turning potential digital pitfalls into educational opportunities The book will help you Learn how to educate and empower the next generation to navigate the internet safely and responsibly Discover actionable advice on setting boundaries fostering offline interactions and promoting healthy digital habits Benefit from the latest internet safety data trends and tips to keep your children protected in the digital age Perfect for parents educators and caregivers Parental Control is more than just a book It s a roadmap to raising well adjusted children in a technology driven world This guide provides the tools you need to ensure technology complements the lives of those you care about rather than consuming them If you re looking to navigate the challenges of modern day parenting with confidence and create a safe balanced digital environment for your children then this book is for you

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Promoting Fashion Barbara Graham, Caline Anouti, 2022-12-22 The marketing and promotion of fashion is entering a fast moving and challenging phase This book shows how to appeal to the consumer and communicate the brand message Advertising campaigns both offline and online are discussed together with the existing and new methods of PR and promotion Individual chapters then look at social media e commerce and online fashion retail personal selling and offline fashion retail direct marketing fashion shows and sales promotions plus costing a campaign These are supported by case studies and interviews with leading professionals

Social Media Marketing All-in-One For Dummies Michelle Krasniak, Jan Zimmerman, Deborah Ng, 2021-04-06 Get social with the bestselling social media marketing book No person can ignore social media these days and no business can afford to ignore it either Our lives are mediated through the flicker of Facebook Twitter YouTube and Instagram and brands are increasingly interwoven with our online identities Even for the 90% of marketers who interact with social media regularly its pace and scale can be confusing to the point of distraction Social Media Marketing All in One For Dummies helps you take a step back make sense of the noise and

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