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Demonstrates the practical realities of media law Explains Complicated Legal Issues in a Clear, Concise Manner - The text is a reference guide organized into five sections that group conduct by the potential kinds of liability or legal issues that might arise. This emphasis on behavior rather than legal theory allows non-lawyers to more easily apply legal principles to real life conduct. Charts and graphs summarize key points and help readers see how concepts are related. Incorporates Contemporary Cases and Issues - Relevant cases are discussed throughout and are used to illustrate how key principles are applied in real-life scenarios. Chapter 20 solely focuses on how the Internet has affected publishing and the law. Provides Case Citations - For those who wish to explore the case law for each topic in full, a Table of Citations is provided Text + MySearchLab ValuePack: ValuePack ISBN-10: 0133803333 ValuePack ISBN-13: 9780133803334

Book Winner of the 2017-2018 Park Writing Award A Practical Guide for Multimedia Journalism Mobile and Social Media Journalism is the go-to guide for understanding how today ' s journalists and news organizations use mobile and social media to gather news, distribute content, and create audience engagement. Checklists and practical activities in every chapter enable readers to immediately build the mobile and social media skills that today ' s journalists need and news organizations expect. In addition to providing the fundamentals of mobile and social media journalism, award-winning communications professional and author Anthony Adornato discusses how mobile devices and social media have changed the way our audiences consume news and what that means for journalists. The book addresses a changing media landscape by emphasizing the application of the core values of journalism—such as authentication, verification, and credibility—to emerging media tools and strategies. Learn about the latest industry trends, see examples from professional journalists, and watch video tutorials at MobileandSocialMediaJournalism.com.

Media Production is an introductory guide to radio, TV and film production techniques. Illuminating the step by step process from conception to delivery, from the initial brainstorm, through planning, research and editing, this book creates a guided structure to help students learn about media production. Aimed at those producing radio, film or TV productions for the first time, this book offers relevant advice which takes account of the context in which students work and the type of equipment available to them. Supported by online resources, this textbook provides templates, notes and exercises to help students prepare for their own productions, as well as a video and audio library showcasing techniques, interviews and behind the scenes industry footage.

This book provides a clear and concise explanation of media law principles. It focuses on the practical aspects of how to protect oneself from claims and how to evaluate the likelihood of a successful claim

How to Avoid Legal Pitfalls on Social Media Social media is where your customers are--so it's where your business has to be. Unfortunately, this space is packed with land mines that can obliterate your hard-earned success in the time it takes to click a mouse. Written in easy-to-understand, accessible language, Social Media Law for Business reveals your legal rights and responsibilities in the fast-moving and ever-changing social media landscape. Learn how to: Create a social media policy for your business * Recruit, hire, and fire through social media * Share content without getting sued * Blog and run contests * Draft disclosure requirements in digital advertising "Glen Gilmore stands alone as the authority on social media law. Social Media Law for Business should become a ready reference for business leaders and digital

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marketers." -- MARK SCHAEFER, bestselling author of Return on Influence "Required reading not only in the classroom, but also in the boardroom--and in any business where people care about getting social media marketing right." -- PETER METHOT, managing director of executive education at Rutgers Business School "A layperson's blueprint for minimizing the legal risks of social media marketing, while maximizing the opportunities for digital marketing success." -- AMY HOWELL, founder of Howell Marketing Strategies and coauthor of Women in High Gear

Master the fundamental concepts and techniques of motion media design so you can apply--and occasionally break--the rules to achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration and photography where necessary. An accompanying website will contain any necessary digital files for download, updates and links to other resources.

This book provides an overview of social media technologies in the context of practical implementation for academics, guided by applied research findings, current best practices, and the author ' s successful experiences with using social media in academic settings. It also provides academics with sensible and easy strategies for implementing a wide spectrum of social media and related technologies - such as blogs, wikis, Facebook, and various Google tools for professional, teaching, and research endeavours. No other book exists that assists academics in learning how to use social media to benefit their teaching and research The editor has an extensive background in social media teaching, consulting, research, and everyday use All the contributors come to the book with a common goal, from various expertise areas and perspectives

A Practical Guide for Multimedia Journalism Mobile and Social Media Journalism is the go-to guide for understanding how today's journalists and news organizations use mobile and social media to gather news, distribute content, and create audience engagement. Checklists and practical activities in every chapter enable readers to immediately build the mobile and social media skills that today's journalists need and news organizations expect. In addition to providing the fundamentals of mobile and social media journalism, award-winning communications professional and author Anthony Adornato discusses how mobile devices and social media have changed the way our audiences consume news and what that means for journalists. The book addresses a changing media landscape by emphasizing the application of the core values of journalism--such as authentication, verification, and credibility--to emerging media tools and strategies.

Various methods of conveying newsworthy information are discussed in this analysis of the common qualities of public relations and journalism professionals. Practical anecdotes explain how public relations practioners and journalists interact daily in the South African media context. Common features between these two professions are discussed, including how a public relations professional applies journalistic skills including interviewing, writing, taking photographs, and designing page layout. Recent technological developments are

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covered, and print, television, and electronic media are compared.

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