

Mark Shaw

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Second Edition

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Proceedings of the Third International Conference on Communication, Language, Literature, and Culture (ICCoLLiC 2024) Zita Rarastesia, Radhika Gajjala, Hishamudin Isam, Djamika Djamika, 2024-12-23 This is an open access book ICCoLLiC is an international conference hosted by the English Department Faculty of Cultural Sciences Universitas Sebelas Maret This conference is arranged to become an annual conference making room for scholars and practitioners in the area of communication language literature and culture to share their thoughts knowledge and recent researches in the field of study Digital Culture and Its Implications in Various Settings Welcome to the International Conference on Digital Culture and Its Implications in Various Settings This conference is a unique platform for scholars researchers and practitioners from around the world to share and discuss the latest research innovations trends concerns and practical challenges encountered in the realm of digital culture In an era where digital technology is reshaping our lives and societies understanding its cultural implications is more crucial than ever Digital technology has elevated our socio cultural landscape into a new leap which is unthinkable as well as unpredictable On the one hand it creates disruptions to and even possible destruction to our old socio cultural practices on the other digitalization brings new bright visions into our future horizon Thus this conference aims to delve into the multifaceted aspects of digital culture exploring its impact on various socio cultural settings such as education politics business literature arts media and societal interactions Join us for the enlightening keynote speeches that will broaden your perspective on the digital world Whether you're a seasoned professional or a curious newcomer this conference promises to offer valuable insights and opportunities for networking Don't miss this chance to be part of the conversation shaping our digital future Register now and be part of this exciting event

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communication The authors go on to explore the prevalent trends and approaches in sustainable communication in the digital realm examining the internet in general social media and gaming platforms Finally the book discusses the green efforts adopted among selected Asian communities the role of communication and the resulting societal impacts Readers will be introduced to many related examples of Asian sustainability cases and issues that may differ from Western experiences Interesting topics such as environmental gamification edutainment and sustainability communication and social media and sustainability are among those presented and elaborated at length by 21 writers with industrial and academic backgrounds Practical and inspiring this book will be of great interest to students and scholars of sustainability and environmental communication and Asian studies in general Strategic Copywriting Edd Applegate,2025-09-18 When it comes to attracting consumers through advertising which words phrases and techniques are most effective Strategic Copywriting a detailed how to guide introduces students to time tested strategies for writing and designing successful ads In this third edition Edd Applegate explains core principles that have guided advertising for decades and introduces how to identify target markets and employ tests before and after an ad runs The book discusses the impact of artificial intelligence and the numerous AI tools being used by advertising agencies It also addresses corporate advertising and public relations especially the various communications tools such as news or press releases Throughout students learn the principles and processes of producing creative advertising for different media including the internet social media television radio magazine newspaper and outdoor Real advertisements from agencies of all sizes across the United States illustrate what works or doesn t and why The third edition features updated information in each chapter with New sample ads from real advertising agencies New coverage of AI alongside Social Media and Internet Advertising

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Marketing Information Hiram C. Barksdale, Jac L. Goldstucker, 1995

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