Media Audiences Effects Users Institutions And Power

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this comprehensive edited collection provides key contributions in the field mapping out fundamental topics and analysing current trends through an international lens offering a collection of invited contributions from scholars across the world the volume is structured in seven parts each exploring an aspect of local media and journalism it brings together and consolidates the latest research and theorisations from the field and provides fresh understandings of local media from a comparative perspective and within a global context this volume reaches across national cultural technological and socio economic boundaries to bring new understandings to the dominant foci of research in the field and highlights interconnection and thematic links addressing the significant changes local media and journalism have undergone in the last decade the collection explores the history politics ethics and contents of local media as well as delving deeper into the business and practices that affect not only the journalists and media makers involved but consumers and communities as well for students and researchers in the fields of journalism studies journalism education cultural studies and media and communications programmes this is the comprehensive guide to local media and journalism

with the rapid advancement in information technologies e business is rapidly growing in significance and is having a direct impact upon business applications and technologies e business models services and communications provides researchers and practitioners with valuable information on recent advances and developments in emerging e business models and technologies this book covers a variety of topics such as e business models telecommunication network utilization online consumer behavior electronic communication adoption and service provider strategies and privacy policies and implementation issues

whether we are watching to surfing the internet listening to our ipods or reading a novel we are all engaged with media as a member of an audience despite the widespread use of this term in our popular culture the meaning of the audience is complex and it has undergone significant historical shifts as new forms of mediated communication have developed from print telegraphy and radio to film television and the internet media audiences explores the concept of media audiences from four broad perspectives as victims of mass media as market constructions commodities as users of media and as producers subcultures of mass media the goal of the text is for students to be able to

think critically about the role and status of media audiences in contemporary society reflecting on their relative power in relation to institutional media producers

friends lovers co workers and community analyzes how television narratives form the first decade of the twenty first century are powerful socializing agents which both define and limit the types of acceptable interpersonal relationships between co workers friends romantic partners family members communities and nations this book is written by a diverse group of scholars who used a variety of methodological and theoretical approaches to interrogate the ways through which television molds our vision of ourselves as individuals ourselves as in relationships with others and ourselves as a part of the world this book will appeal to scholars of communication studies cultural studies media studies and popular culture studies

publicly available generative ai genai tools are rapidly emerging and the release of iterative versions is outpacing the adaptation of national regulatory frameworks the absence of national regulations on genai in most countries leaves the data privacy of users unprotected and educational institutions largely unprepared to validate the tools unesco s first global guidance on genai in education aims to support countries to implement immediate actions plan long term policies and develop human capacity to ensure a human centred vision of these new technologies the guidance presents an assessment of potential risks genai could pose to core humanistic values that promote human agency inclusion equity gender equality and linguistic and cultural diversities as well as plural opinions and expressions it proposes key steps for governmental agencies to regulate the use of genai tools including mandating the protection of data privacy and considering an age limit for their use it outlines requirements for genai providers to enable their ethical and effective use in education the guidance stresses the need for educational institutions to validate genai systems on their ethical and pedagogical appropriateness for education it calls on the international community to reflect on their long term implications for knowledge teaching learning and assessment the publication offers concrete recommendations for policy makers and educational institutions on how the uses of genai tools can be designed to protect human agency and genuinely benefit learners teachers and researchers

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