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## **Tok Trending Update Open Now:**

**Social News** Edward Hurcombe, 2022-02-25 This book is the first to define and describe social news a new kind of journalism emerging in response to social media Drawing on the author s extensive research into news and social media platforms Social News critically examines the rise of well known outlets such as BuzzFeed and Mic in the US and Junkee and Pedestrian in Australia Hurcombe argues that these outlets became successful by strategically engaging with social media producing sociable content personalised for millennials Such outlets have been criticised for violating the rules of quality journalism However this book shows how social news has provided a platform for marginalised voices and has been able to engage readers neglected by legacy news While social media is frequently seen as a threat to the news industry Social News shows that digital platforms have been driving new forms of journalism ones that challenge our understanding of what journalism is can be and should be

**Fast Politics** Laura Pérez Rastrilla, Pablo Sapag M., Armando Recio García, 2023-10-17

The goal of this book is to show the role of TikTok as a tool for political purposes To this end the authors analyse the messages posted on this social medium by political figures and institutions such as politicians and political parties their impact on political landscapes as well as the transformation of political communication techniques in order to suit the platform s features In the last two years the exponential growth of TikTok has led an increasing number of politicians and institutions to incorporate it into their communication strategies The platform displays some very different features from other social media that determine the way in which the content is presented In addition it manages to reach an audience that normally does not access or share political messages Within this context the volume pursues two main objectives First to examine how the communication techniques and the peculiarities of this social medium where short videos with actors in informal attitudes prevail affect the political message A second objective is to analyse the influence of the messages distributed through TikTok that redefine political scenarios and of the relationships of politicians and parties with voters The core of the book comprises case studies that are organised into three parts with nine chapters in all The authors are scholars and practitioners of political communication with diverse geographical representation who approach the topics from a range of methodological perspectives The first part addresses the state of the art and the influence of TikTok features on the way political communication is performed The second part discusses the influence of TikTok on electoral scenarios and political culture in India Bangladesh the United States and Ecuador Finally in the third part TikTok is analysed as an instrument for promoting far right politicians and parties in Europe as in the case of Matteo Salvini in Italy and AfD in Germany and Vox in Spain The volume is oriented to both scholars and communication professionals such as journalists communication consultants and speechwriters who want to become familiar with the platform learn about its political impact or wish to deepen their understanding of transformations in communication techniques and their adaptation to this growing social medium Chapter 2 The Moving Body as the Articulator Meme and Affective Link in Political Communication on TikTok is

available open access under a Creative Commons Attribution 4.0 International License via link [springer.com](http://springer.com) [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 **Introduction to**

**Public Relations** Janis Teruggi Page, Lawrence J. Parnell, 2024-12-05 Introduction to Public Relations Strategic Digital and Socially Responsible Communication presents a comprehensive introduction to the field of public relations examining its current practices and future directions In response to the dynamic shifts in technology business and culture authors Janis T Page and Lawrence J Parnell illustrate how today's PR professionals craft persuasive messages using modern technologies while working in line with the industry's foundations The text skillfully balances this approach by delving into communication theory history processes and practices demonstrating how these elements can be integrated into strategic public relations planning Page and Parnell guide students toward becoming socially responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign The Third Edition responds to the rising focus on social responsibility sustainability CEO and investor activism and consumer demand for ethical brands and addresses these changes with updated content including new features recent examples case studies and chapter opening scenarios [The Routledge Handbook of Political Communication in Ibero-America](#) Andreu Casero-Ripollés, Paulo Carlos López-López, 2024-10-31

The Routledge Handbook of Political Communication in Ibero America addresses the relationship between communication politics and digital technologies in Latin American and the Iberian Peninsula a geographical space linked by social cultural and linguistic aspects In recent years digital media have been central in the dialogue established by political parties institutions the media and citizens In this hybrid space emerged certain phenomena that are of interest particularly in the Ibero American landscape including disinformation and fake news protests on social media the organization of social movements the relationship between the press and the state political participation populism the role played by emotions and memes the impact of AI and platformization on politics and topics of debate in the public sphere This Handbook is structured into nine parts beginning with a historical contextualization and then exploring central aspects of the discipline It then goes on to study trends at the regional level increasing knowledge about how political communication and digital technologies are changing multiple aspects of Ibero American societies where political communication plays a fundamental role especially in electoral processes with its consequent effects on democracy This Handbook will be of interest to academics students and professionals in the fields of political science communication journalism advertising marketing and sociology as well as public opinion consulting It will be of particular interest to undergraduate and postgraduate students from Latin America Portugal and Spain [Popular Mechanics](#), 1917 [Popular Mechanics](#) Henry Haven

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