Тип работы: Курсовая работа

Предмет: Английский продвинутый

storing capacity, speed of processing, ways of transferring signals, ways of using numerical systems, symbols and simulations, etc., influence the users' perception, ways of thinking and communicative activities.

Some of the (mental and sociocultural) implications Krämer and other scholars from this tradition lead our attention to are changes in our perception of and relations to the world outside, cognitive and mental changes, changes in the generation and forms of knowledge, and, as a more extreme consequence, constructions of manipulated worlds of illusion. None of the works in this tradition shares the typically optimistic notion of literacy in terms of progressive learning of new skills or techniques.

There are quite a lot of challenges to research in the perspective of the approaches to media literacy and media as cultural techniques. The first is that more research needs to be carried out on «old» literacies and cultural techniques. The consequences of written culture have been quite exhaustively explored but should be re–examined in the light of new platforms for written verbal culture and new techniques of writing, most typically in terms of word–processing. Secondly, the debate about «new» creative media use enabled by digitality could be enlightened by remembering that media literacy from its start had both «passive» and «active» or creative dimensions: writing is thus a very early form of «creative literacy».

Audiovisual literacy should be explored more extensively in terms of the specific mode of distribution and communicative architecture of these media. While print media enable one to go back and forth in a text, to jump over parts and re–read others, analogue electronic media, in terms of «moving images» and sounds, are ephemeral. They demand specific techniques or skills of reception which are still widely unexplored. Another aspect is the very specific way broadcasting constitutes audiences, and the changes of audience hood in relation to changes in this one–way–communication system.

Table 1: Characteristics of collectivistic and individualistic cultures

Collectivistic	Individualistic
Focus on «we»	Focus on «I»
Promote relatedness and interdependence	Value autonomy
Connection to the family	View ability to make personal individual choices as a right
Value respect and obedience	Emphasize individual initiative and achievement
Emphasize group goals, cooperation and harmony	Lesser influence of group views and values, and in fewer aspects of life
Greater, broader influence of group views and values	

The mastery of late modern media environments demands multiple literacies, in terms of practical technological competences, traditional and new abilities to read and write, traditional and new pictorial literacy (due to the character of digital images), information literacy and communication literacy, etc. A

All these competences also imply traditional and new social and cultural practices. As to digital literacy more specifically, it implies finding information, storing and retrieving material, orientation in huge amounts of data (browsing, scanning, navigating, using search engines), structuring and selecting information, making decisions, learning to decode multimodal texts, playing games and, not at least, communicating with others from traditional

and mobile platforms. Other proficiencies may include file–sharing, as a highly interesting new social practice which, with its gift–economy, also «creates» new logics of economy. Not least, digital media enable many types of «creative literacy», like editing one's own pictures, blogging and contributing to collective documents (like Wikipedia) and other user–generated content (with YouTube as the most well–known actual example).

All these activities go far beyond developing technical skills; they transform traditional knowledge, thinking and communication and social practices, as well as traditional roles of being audiences and/or users of media and information systems. Thus, digital media play a decisive role in constituting new cultural techniques and thus contribute to the shaping of culture and society at large.

The global dimension of these cultural and social practices is an important characteristic of digital literacy, or one of the most important new aspects of this new cultural technique. Recent research underlines the importance of learning global communication.

Some advantages of Newspaper marketing are:

 Reaches more customers.

 Very much affordable.

 Very convenient and flexible.

 Helps in better targeting.

 Timely announcement about changes is easily delivered.

It is also convenient for the organizations to market according to their need, audience, budget, area which spreads to a wide number of people at one time.

Media as technologies have decisive impacts on our perceptions of the world, both as tools which expand sight and sound and as devices which give access to information which cannot be accessed by natural perception. Thus, media have had, from their beginning, magical qualities. However, this more romantic aspect is overruled by the overload of perceptual simulations in modern media societies. Perception is becoming increasingly dissociated from our natural senses; modern life increasingly resembles a «flight on instruments, in a cloud–covered sky where orientation is not provided by the world outside, but by system–immanent control panels».

In a similar vein, «computer thinking» is taking over from the processing of data by human brains. The precise and fast processing of huge amounts of data by the computer is probably since it operates in a closed system, while human brains produce «wild thinking», in an open system. Thus, knowledge gained by experience tends to be overruled by mediated knowledge which is de–contextualized to a high degree. This may lead to an important cultural shift concerning the character of human knowledge.

Newspaper advertising boosts marketing ROI by three times on average. Combining print with television advertising makes TV twice as effective while combining print with online advertising makes digital four times more effective, according to a study from Newsworks, the marketing body for national newspapers in the UK.

«It is clear that newspaper brands boost other media as well as performing a powerful role. Running a campaign without newspapers is like trying to bake a cake without baking powder». Larger contractors with the ability to set up ad tracking software and call centers may be able to strike pay–per–lead deals with newspapers in which advertising costs are based on the number of leads generated rather than a set rate.

But contractors without big marketing budgets or elaborate call centers can still get deals on newspaper advertising through what's known as remnant ads, which is advertising space newspapers can't fill.

«The biggest benefit of remnant newspaper advertising is the cost» according to a report from Macromark, a leading customer acquisition, retention and monetization media company. «Remnant ads are available because that space in the newspaper couldn't be filled in time. This means newspapers are willing to significantly reduce the cost of an ad slot so they can fill all open spaces»

Here are seven reasons Macromark says contractors should use newspapers – and low–cost remnant ads – to their advantage:

1. Last–minute marketing. This may not immediately sound like a benefit, but as a marketer you must consider the cycle of newspapers. Print newspapers are released daily or weekly. This means you have the opportunity to place ads that are time sensitive and expect to get quick turnarounds.

2. Built in trust. Newspapers aren't obsolete; they are still very relevant when it comes to marketing to specific demographics of consumers. Getting an ad placed in a newspaper means you are speaking to an audience who will be attentive to your message because they trust the information in that particular newspaper.

3. Local and national reach. One great advantage of advertising in newspapers is that you have a clear idea of your target. If you are a local business looking to drive traffic to your brick–and–mortar location, remnant newspaper advertising is a solid solution. Equally as compelling for businesses is the opportunity to reach outside of their locality and tap into the national market without sacrificing their demographic.

4. Various news size/dimensions. With newspaper ads, you can vary the size of your ad depending on your budget and the space available. Larger ads are often preferred but running a series of smaller ads has also proven to be effective in many instances.

5. Great for split–testing advertising. Because of the nature of newspaper cycles, results of split testing can be collected relatively quickly. Marketers can test different headlines with accommodating coupon codes to figure out which is most effective. This will make marketing efforts much more efficient in the long run.

6. Huge brand recognition. Newspaper ads tend to get noticed and readers flipping through the pages are likely to be more aware of the things that they see. If you are able to consistently place ads within a newspaper, consumers who read newspapers regularly will notice and be more likely to listen to your message more than they would if it were presented in other marketing or advertising platforms.

7. Great leads at a lower price. When it comes to remnant advertising, the cost is usually the first benefit that marketers think about. Being able to speak to a larger or specific audience at a lower cost can generate qualified leads, which they can then convert into paying customers.

Media scholars who specialize in agenda–setting research study the salience, or relative importance, of an issue and then attempt to understand what causes it to be important. The relative salience of an issue determines its place within the public

Resources

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