

New Media and Visual Communication in Social Networks (2020 Vols.)

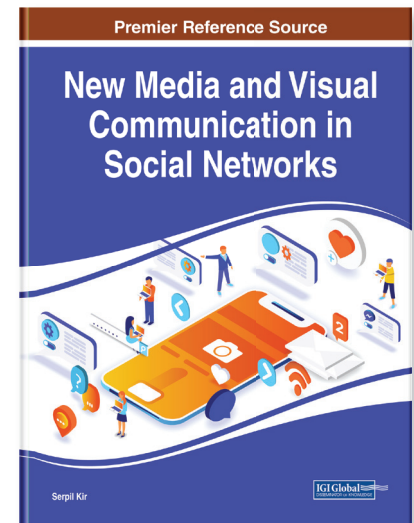
Part of the Advances in Multimedia and Interactive Technologies Book Series

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Description:

Social media and new social facilities have made it necessary to develop new media design processes with different communication strategies in order to promote sustainable communication. Visual communication emphasizes messages that are transmitted through visual materials in order to effectively communicate emotions, thoughts, and concepts using symbols instead of words. Social networks present an ideal environment for utilizing this communication technique.

New Media and Visual Communication in Social Networks (2020 Vols.) is a pivotal scholarly publication that examines communication strategies in the context of social media and new digital media platforms and explores the effects of visual communication on social networks, visual identity, television, magazines, newspapers, and more. Highlighting a range of topics such as consumer behavior, visual identity, and digital pollution, this book is essential for researchers, practitioners, entrepreneurs, policymakers, and educators.



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Topics Covered:

- Communication
- Consumer Behavior
- Corporate Identity
- Digital Pollution
- Journalism
- Marketing Strategies
- New Media
- Social Networks
- User Privacy
- Visual Communication
- Visual Identity

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