Public Communication: The New Imperatives 
Future Directions For Media Research

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Social media are quickly becoming the channel of choice for disseminating emergency warning messages. However, relatively little data-driven research exists to inform effective message design when using these media. The present study addresses that void by examining terse health-related warning messages sent by public safety agencies over Twitter during the 2013 Boulder, CO, floods. An examination of 5,100 tweets from 52 Twitter accounts over the course of the 5-day flood period yielded several key conclusions and implications. First, public health messages posted by local emergency management New media is often characterized as highly interactive digital technology. New media is "very easily processed, stored, transformed, retrieved, hyper-linked and, perhaps most radical of all, easily searched for and accessed," Robert Logan writes in his book Understanding New Media. Conceptually, new media can be viewed as a cultural process that reflects societal values and societal transformation. These and other considerations help define new media and explain its significance. Only 56 percent of newspaper readership takes place exclusively in print, according to the Pew Research Center. Newspaper ad revenue from print dropped to $16.4 billion in 2014 from $44.9 billion in 2003, while digital ad revenue increased to $3.5 billion in 2014 from $1.2 billion in 2003.
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MASS MEDIA RESEARCH: AN INTRODUCTION by Roger D. Wimmer and Joseph R. Dominick (Belmont, CA: Wadsworth, 1987--price not given)


Reich, Robert.
Reich, Robert. The Future of Work is not only a technology revolution, but also fundamentally a cultural and organizational transformation with "employees" at its heart. While many technologies are playing a part in the concept of the Future of Work, mobility and collaboration solutions are the most empowering at present. Looking at a (not so distant) future, AI and cognitive systems will be transformational across all industries, impacting employees from finance to manufacturing sectors, augmenting some roles or efficiently assisting others with decision making. The Future of Work is not only a technology revolution, but also a cultural and organizational transformation with "employees" at its heart.
Public Communication: the New Imperatives. Future Directions of Media Research. London: Sage, 1990. Ferguson M. The mythology about globalization // European Journal of Communication. Gumperz J., Hymes D. Directions in Sociolinguistics. The Ethnography of Communication. N. Y: Holt, Rinehart and Winston, 1972. Thus, bold new directions will understandably require intensive research at the outset to produce a defensible economic argument for change. On the other hand, the EPA has the opportunity to develop innovative approaches that can be implemented almost immediately in relatively new, as well as planned, urban and suburban areas.