

Multimedia Storytelling Digital Communicators Multiplatform World

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Peabody Awards Expand To Include New Categories For Digital and Interactive Storytelling Distinguished Board Of Jurors Appointed For The Inaugural Awards ATHENS, GA (June 29, 2021)—The Peabody Awards ...

Peabody Expands To Include Interactive Storytelling

transmedia storytelling and more. Added Jones: “With the introduction of digital and interactive media as its own distinctive category, we’re thrilled to be recognizing groundbreaking and ...

Peabody Awards to Expand Into Interactive, Immersive and New Media Storytelling Categories

Rhodes University academics are now using digital storytelling as an assessment tool for service learning and to generate rich qualitative data. Rhodes University Community Engagement (RUC), as a ...

Rhodes University: Digital storytelling ignites insatiable appetite from Rhodes University academics and beyond

Social media went from being used by a relatively small number of college students at the beginning of the century to a common way for most Indians to spend their free time. Facebook and Twitter ...

Social media in journalism

With all the new streaming services and the increased use of digital marketing content, video production services market has been ...

How Increasing Growth of E-Commerce Has Aided in Growth in Digital Promotional Media and Video Content

Now, many content teams across marketing, media, and communications are routinely publishing impressive reading experiences. A key driver of this change is the rise of digital storytelling. With ...

15 examples of impressive digital stories

The program is a way for researchers to explore a new career or improve their science communication skills, while also expanding the public audience for science news.

Mass Media Fellowship Highlights the Need for Science Communicators

By deploying the "no marketing" marketing approach, Bottega Veneta is deciding to not disappear from social networks but rather use them differently.

Luxury Brands And Social Media: When Less Is More

Our research goal is to investigate whether digital storytelling can encourage and support communication and socialization, the maintenance and development of cognitive, communication, media and ...

Elders’ Digital Storytelling Research Project

Amendola Communications (Amendola)?today announced it has been named a finalist in two different categories for PR Daily's 2021 Digital Marketing & Social Media Awards, including the Grand Prize for ...

Amendola a Finalist for PR Daily's 2021 Digital Marketing Campaign of Year AND Healthcare Marketing Campaign

By Trilby Beresford Associate Editor The Peabody Awards on Tuesday unveiled the expansion of its award categories to include storytelling achievements in interactive, immersive and new media ...

Peabody Awards to Recognize Achievements in Interactive and Immersive Storytelling

In its first in-person conference in over a year, Ragan will bring together top innovators and leaders on social media strategy to define the current state of affairs for comms pros. The Ragan ...

In return to Disney World, Ragan hopes to recapture magic of in-person learning

Unlike before when corporate communications teams took advantage of links with a dominant traditional print media to control ... generation units to handle digital storytelling and bolster ...

Digital content is shaking up roles in corporate PR

David Rawlinson 2nd, a technology and media executive ... George with transforming Qurate into “a real, digital-first e-commerce, multiplatform company,” adding that he’ll be “accelerating ...

David Rawlinson 2nd Named Next Qurate Retail CEO

Grom Social Enterprises, Inc. (NASDAQ: GROM), which recently entered into an agreement to acquire Curiosity Ink Media – a producer of ...

Curiosity Ink Media and Toon2Tango Partner to Develop Santa.com into CGI Animated Musical Christmas Special

The Peabody Awards on Tuesday said it is expanding its list of categories to recognize achievements in storytelling ... the introduction of digital and interactive media as its own distinctive ...

Peabody Awards Expand Scope To Include Gaming, Digital And Immersive Categories

TYSONS, Va., June 17, 2021 /PRNewswire/ -- Andrea McCarren, VP and Chief Content Officer of PenFed Credit Union, the nation's second-largest federal credit union, was named Digital Leader of the ...

Multimedia Storytelling for Digital Communicators in a Multiplatform World is a unique guide for all students who need to master visual communication through multiple media and platforms. Every communication field now requires students to be fluent in visual storytelling skill sets, and as the present-day media adapt to a multiplatform world (with ever-increasing delivery systems from desktops to cell phones), students specializing in different forms of communication are discovering the power of merging new multimedia technology with very old and deep-rooted storytelling concepts. Award-winning journalist and multimedia professor Seth Gitner provides students with the tools for successfully realizing this merger, from understanding conflict, characters, and plot development to conducting successful interviews, editing video in post-production, and even sourcing royalty-free music and sound effects. Incorporating how-to's on everything from website and social media optimization to screenwriting, Multimedia Storytelling aims to be a resource for any student who needs to think and create visually, in fields across broadcast and digital journalism, film, photography, advertising, and public relations. The book also includes a range of supplemental material, including wide-ranging skills exercises for each chapter, interviews with seasoned professionals, key terms, and review questions.

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Debuting in its first edition News Now: Visual Storytelling in the Digital Age helps today's broadcast journalism students prepare for a mobile, interactive, and highly competitive workplace. The authors, all faculty members of the prestigious Cronkite School of Journalism and Mass Communication, bring their real-world expertise to a book designed to be a trusted reference for the next generation of broadcast journalists.

In this much-needed examination of the principles of multimedia journalism, experienced journalists Richard Koci Hernandez and Jeremy Rue systemize and categorize the characteristics of the new, often experimental story forms that appear on today's digital news platforms. By identifying a classification of digital news packages, and introducing a new vocabulary for how content is packaged and presented, the authors give students and professionals alike a way to talk about and understand the importance of story design in an era of convergence storytelling. Online, all forms of media are on the table: audio, video, images, graphics, and text are available to journalists at any type of media company as components with which to tell a story. This book provides insider instruction on how to package and interweave the different media forms together into an effective narrative structure. Featuring interviews with some of the most exceptional storytellers and innovators of our time, including web and interactive producers at the New York Times, NPR, The Marshall Project, The Guardian, National Film Board of Canada, and the Verge, this exciting and timely new book analyzes examples of innovative stories that leverage technology in unexpected ways to create entirely new experiences online that both engage and inform.

This book surveys the many ways of telling stories with digital technology, including blogging, gaming, social media, podcasts, and Web video. * Provides a bibliography listing sources consulted * Contains an index of key words and concepts from the text

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requires students to be fluent in visual storytelling skill sets, and as the present-day media adapt to a multiplatform world (with ever-increasing delivery systems from desktops to cell phones), students specializing in different forms of communication are discovering the power of merging new multimedia technology with very old and deep-rooted storytelling concepts. Award-winning journalist and multimedia professor Seth Gitner provides students with the tools for successfully realizing this merger, from understanding conflict, characters, and plot development to conducting successful interviews, editing video in post-production, and even sourcing royalty-free music and sound effects. Incorporating how-to's on everything from website and social media optimization to screenwriting, *Multimedia Storytelling* aims to be a resource for any student who needs to think and create visually, in fields across broadcast and digital journalism, film, photography, advertising, and public relations. The book also includes a range of supplemental material, including wide-ranging skills exercises for each chapter, interviews with seasoned professionals, key terms, and review questions.

Interactive Narratives and Transmedia Storytelling provides media students and industry professionals with strategies for creating innovative new media projects across a variety of platforms. Synthesizing ideas from a range of theorists and practitioners across visual, audio, and interactive media, Kelly McErlean offers a practical reference guide and toolkit to best practices, techniques, key historical and theoretical concepts, and terminology that media storytellers and creatives need to create compelling interactive and transmedia narratives. McErlean takes a broad lens, exploring traditional narrative, virtual reality and augmented reality, audience interpretation, sound design, montage, the business of transmedia storytelling, and much more. Written for both experienced media practitioners and those looking for a reference to help bolster their creative toolkit or learn how to better craft multiplatform stories, *Interactive Narratives and Transmedia Storytelling* serves as a guide to navigating this evolving world.

Practicing Convergence Journalism teaches budding journalists how to make the most of digital technology to tell their stories effectively across multiple media platforms--in print, audio, video and online. Janet Kolodzy addresses multi-media and cross-media thinking, organizing, reporting and producing for both short-form spot news and long-form features. Her approach focuses on storytelling principles, not just specific technical practices, providing journalists with the mindset and skills they need to adapt their writing and reporting for the tools of today and tomorrow. With this book and the aid of its companion website, students learn how to: Develop a cross-media mode of journalistic thinking that will result in stories suitable for a fast-paced, multitasking and mobile audience. Decide when visuals are useful and necessary, and understand how to capture, select and organize them to effectively enhance a reader's understanding of a story. Put together various elements of storytelling (writing, audio, moving and still pictures) for an interactive journalistic experience.

Digital Storytelling shows you how to create immersive, interactive narratives across a multitude of platforms, devices, and media. From age-old storytelling techniques to cutting-edge development processes, this book covers creating stories for all forms of New Media, including transmedia storytelling, video games, mobile apps, and second screen experiences. The way a story is told, a message is delivered, or a narrative is navigated has changed dramatically over the last few years. Stories are told through video games, interactive books, and social media. Stories are told on all sorts of different platforms and through all sorts of different devices. They're immersive, letting the user interact with the story and letting the user enter the story and shape it themselves. This book features case studies that cover a great spectrum of platforms and different story genres. It also shows you how to plan processes for developing interactive narratives for all forms of entertainment and non-fiction purposes: education, training, information and promotion. *Digital Storytelling* features interviews with some of the industry's biggest names, showing you how they build and tell their stories.

Our understanding of the concept of narrative has undergone a significant transformation over time, particularly today as new communication technologies are developed and popularized. As new narrative genres are born and old ones undergo great change by the minute, a thorough understanding can shed light on which storytelling elements work best in what format. That deep understanding can then help build strong, satisfying stories. *The Handbook of Research on Narrative Interactions* is an essential publication that examines the relationships between types of narratives in a shifting and widening scope of storytelling forms. While highlighting a wide range of topics including contemporary culture, advertising, and transmedia storytelling, this book is ideally designed for media professionals, content creators, advertisers, entrepreneurs, researchers, academicians, and students.

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