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Critics: Postal Service plans imperil community newspapers

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Examples of Advertising Strategies

The U.S. Postal Service's plans to raise postage rates could present one more damaging blow to community newspapers already reeling from the coronavirus pandemic and advertising declines.

The US Postal Service's higher postage rates could harm local newspapers

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The conceptual artist Jonathon Keats is putting that aphorism to use with a long-term project ... Find out how The Art Newspaper's content platforms can help you reach an informed, influential ...

Rivers of time: conceptual artist brings a new approach to Atlanta

A reporter with a pro-Beijing newspaper in Hong Kong accused of making ... Magistrate Ivy Chui Yee-mei to question the difference in approach at Thursday's hearing. Ta Kung Pao employee Wong ...

Hong Kong prosecutors questioned by magistrate after letting reporter from pro-Beijing newspaper walk on same charge pursued against RTHK freelancer

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EU states must use all the vaccine options available to ... that Cavaleri had suggested in an interview with an Italian newspaper dropping the AstraZeneca Covid vaccine, even for people over ...

EU must use all vaccine options to beat Covid: EMA

The department has 90 days to turn over records first sought by the newspaper in 2019 ... ll get it done when we'll get it done' [approach] ... is not acceptable under the Public Records ...

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Australian experts have accused the federal government of a narrow-minded approach to the coronavirus vaccine strategy ... according to the Nine Entertainment newspapers on Friday. "We were much, much ...

This book offers both an understanding of newspaper reporting and a means for readers to develop their own critical analysis. Using a wealth of contemporary case studies, students are taught how the language of journalism works, providing students with an accessible and user-friendly guide to analyzing newspapers around the globe.

Internet Newspapers: The Making of a Mainstream Medium examines newspapers on the Internet, and addresses the emergence of online newspapers and the delivery of news through this outlet. Utilizing empirical research, chapters explore the theoretical and practical issues associated with Internet newspapers and examine the process through which online newspapers have grown into a mainstream medium. Contributions to this work emphasize three key areas: the structure and presentation of newspapers on the Internet; the medium as an interactive process; and the ways in which the public interacts with Internet newspapers. This collection makes a substantial contribution to the understanding of newspapers on the Internet, covering their development and changes as well as the impact that news delivery through this medium has had on other media, audiences, and society. It also sheds light on improving operation and performance of Internet newspapers to better serve the public and gain competitive knowledge. The volume encourages additional scholarship in this area, and also shows how researchers can benefit from an empirical approach to their examination of Internet newspapers. Internet Newspapers will appeal to scholars, researchers, and students of journalism and mass communications, and can be used as a supplementary text in advanced courses covering journalism, communication technology, and mass media and society.

Systematic, practical, and accessible, this is the first book to focus on finding the most defensible design for a particular research question. Thoughtful guidelines are provided for weighing the advantages and disadvantages of various methods, including qualitative, quantitative, and mixed methods designs. The book can be read sequentially or readers can dip into chapters on specific stages of research (basic design choices, selecting and sampling participants, addressing ethical issues) or data collection methods (surveys, interviews, experiments, observations, archival studies, and combined methods). Many chapter headings and subheadings are written as questions, helping readers quickly find the answers they need to make informed choices that will affect the later analysis and interpretation of their data. Useful features include: *Easy-to-navigate part and chapter structure. *Engaging research examples from a variety of fields. *End-of-chapter tables that summarize the main points covered. *Detailed suggestions for further reading at the end of each chapter. *Integration of data collection, sampling, and research ethics in one volume. *Comprehensive glossary.

The Routledge Handbook of English Language and Digital Humanities serves as a reference point for key developments related to the ways in which the digital turn has shaped the study of the English language and of how the resulting methodological approaches have permeated other disciplines. It draws on modern linguistics and discourse analysis for its analytical methods and applies these approaches to the exploration and theorisation of issues within the humanities. Divided into three sections, this handbook covers: sources and corpora; analytical approaches; English language at the interface with other areas of research in the digital humanities. In covering these areas, more traditional approaches and methodologies in the humanities are recast and research challenges are re-framed through the lens of the digital. The essays in this volume highlight the opportunities for new questions to be asked and long-standing questions to be reconsidered when drawing on the digital in humanities research. This is a ground-breaking collection of essays offering incisive and essential reading for anyone with an interest in the English language and digital humanities.

This book, first published in 1988, discusses the use and handling of newspapers in libraries and information centres. Although newspapers are recognized as an important source of information about current history and local events, they have been largely ignored by information specialists. Individuals who work with newspapers on a daily basis - as tools in research or as an ingredient in a larger process - have contributed valuable chapters on bibliographical and physical control of newspapers, working with newspapers in a variety of settings, and international, educational, and technical aspects of using and handling newspapers.

A hugely beneficial introduction to students and professionals in print media and design, Designing for Newspapers and Magazines offers guidance on how to produce attractive publications and how to tailor them to their target audience using colour, text placement, typography and images. Written by an experienced journalist and designer, the book details the elements of good design and provides instruction on how to get the most of computers and computer-aided design. The book examines a broad range of local and national publications including The Sun, The Daily Mirror and Glamour magazine and explains the reasoning that underpins their design choice, including: how to set up a new publication planning an edition of a newspaper or magazine typography and working with text working with images and technical production designing pages and how to use colour design and journalism ethics a glossary of journalistic and design terms

Practical, creative and original ideas show teachers how they can make effective use of English-language newspapers in the classroom.