

MediaSpeak

Second Edition

Strategy. Sound-Bites. Spin.



The plain-talking guide to issues, reputation
and message management

Ian Taylor

Mediaspeak Strategy Soundbites Spin

Mike Jess



Mediaspeak Strategy Soundbites Spin:

MediaSpeak : Strategy, Sound-bites, Spin : the Plain-talking Guide to Issues, Reputation and Message

Management Ian Taylor, 2004 Readers will learn to develop a reputation for plain talking public spirited professionalism every time they speak to the media after following this guide **Quill & Quire**, 2004 [Keeping the Republic Student Study Guide](#) Barbour, 2001-11 Reviews each chapter s key concepts through learning objectives chapter summaries practice tests and critical thinking exercises based on the chapter s key themes **Keeping the Republic** Christine Barbour, Gerald C. Wright, 2018-11-23 Keeping the Republic gives students the power to examine the narrative of what s going on in American politics distinguish fact from fiction and balance from bias and influence the message through informed citizenship Keeping the Republic draws students into the study of American politics showing them how to think critically about who gets what and how while exploring the twin themes of power and citizenship Students are pushed to consider how and why institutions and rules determine who wins and who loses in American politics and to be savvy consumers of political information The thoroughly updated Eighth Edition considers how a major component of power is who controls the information how it is assembled into narratives and whether we come to recognize fact from fiction Citizens now have unprecedented access to power the ability to create and share their own narratives while simultaneously being even more vulnerable to those trying to shape their views The political landscape of today gives us new ways to keep the republic and some high tech ways to lose it Throughout the text and its features authors Christine Barbour and Gerald Wright show students how to effectively apply the critical thinking skills they develop to the political information they encounter every day Students are challenged to deconstruct prevailing narratives and effectively harness the political power of the information age for themselves Up to date with 2018 election results and analysis as well as the impact of recent Supreme Court rulings shifting demographics and emerging and continuing social movements Keeping the Republic Eighth Edition is a much needed resource to help students make sense of politics in America today Carefully condensed from the full version by authors Christine Barbour and Gerald Wright Keeping the Republic Brief Edition gives your students all the continuity and crucial content in a more concise value oriented package A Complete Teaching Learning Package SAGE Vantage Digital Option Engage Learn Soar with SAGE Vantage an intuitive digital platform that delivers Keeping the Republic Eighth Brief Edition textbook content in a learning experience carefully designed to ignite student engagement and drive critical thinking Built with you and your students in mind it offers easy course set up and enables students to better prepare for class Learn more Assignable Video Assignable Video available on the SAGE Vantage platform is tied to learning objectives and curated exclusively for this text to bring concepts to life and appeal to different learning styles Watch a sample video now SAGE Coursepacks FREE Easily import our quality instructor and student resource content into your school s learning management system LMS and save time Learn more SAGE Edge FREE online resources for students that make learning easier See how

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