How to find academic e-books?
Library owned e-books

ProQuest
Ebook Central™

Search   Bookshelf

Authoritative ebooks at your fingertips.

"social media marketing"   ×   Search

Advanced Search   Browse Subjects

Step 1: Type in keywords of your search

Step 2: Click the "**Search**" tab

OZJ/1016

Access specific chapters

Search

Refine your search

YEAR PUBLISHED

☐ 2016 — 2
☐ 2015 — 13
☐ 2014 — 22

Show more

SUBJECT

☐ Business/Management — 71
☐ Social Science — 15
☐ Fine Arts — 15
☐ Agriculture — 7
☐ Computer Science/IT — 6

Show more

LANGUAGE

☐ English — 91

AUTHOR

☐ The Staff of Entrepreneur Media — 4
☐ Zimmerman, Jan — 3
☐ Haydon, John — 3
☐ Diamond, Stephanie — 2
☐ Bostic, Mary Burzlaff — 2

Show more

91 book results for "social media marketing"

RESULTS PER PAGE 10 ▾ SORT BY Relevance ▾

Step 3: Refine your search results by using the filter options provided

Social Media Marketing
Khare, Phyllis John Wiley & Sons 2012
ISBN: 9781118034705, 9781118119143

☀ Available on request

Step 4: Click on the **"book"** icon to access the e-book

Social Media Marketing
Bratton, Susan; Evans, Dave Wiley 2012
ISBN: 9781118194492, 9781118227671

Updated with 100 pages of new content, this edition is better than ever In the newest edition of his top-selling book, social media expert Dave Evans bypasses theory to provide you with practical, hands-on advice on developing, implementing, and measuring social media marketing campaigns. In what ca...

☀ Available on request

Social Media
Hendricks, John Allen; Noor Al-Deen, Hana S. Lexington Books 2011
ISBN: 9780739167298, 9780739167304

Social Media: Usage and Impact, edited by Hana S. Noor Al-Deen and John Allen Hendricks, provides a comprehensive and implementation and the effect settings, strategic communica

The e-book is owned by the Library

☀ Available

2

OZJ/1016

Access specific chapters

Search within book

Step 5: Click on the specific chapter hyperlink

Chapter Two

Social Media and Persuasion: Crowdsourng Arguments on Digital Networks

John Jones

In *Persuasive Games*, Bogost (2007) argues that video games operate by what he calls "procedural rhetoric," that is, the argumentative and persuasive use of the procedures that are the building blocks of computer programs. While Bogost takes great pains to demonstrate the persuasive power of games, rhetoricians have traditionally viewed all communication as persuasive, even communication—such as art—that are not specifically designed to change a reader's mind (Miller & Charney, 2007). What makes Bogost's argument unique is his claim that, unlike other forms of communication, which presumably achieve their effects using similar techniques across various media, procedural rhetoric allows for the representation of processes with *other processes* (2007, p. 14). According to Bogost, this unique form of representation makes procedural rhetoric distinct from other forms of inscription, forms which must generally represent processes in language.

Bogost (2007) further argues for the existence of distinct rhetorical effects related to procedural rhetoric, pointing out the differences between classical rhetorical theory and the needs of procedural persuasion. He notes that public discourse was the medium of Greek political decision-making as well as the foundation of the Greek justice system. Both rhetoric and rhetorical training grew from the need for young Greek men (and, on rare occasions, women) to learn how to create, shape, and deliver speeches that would persuade their fellow countrymen of the truthfulness of a particular course of action or judgment. As such, the rhetoric that emerged from this instruction was a distinctly oral one, and it was dependent on the affordances of speech as a communication medium. While the persistence of many of the features of this rhetorical teaching into the medieval, renaissance, and modern eras suggests its viability and applicability to communication in other media, the practices of persuasion for oral communication cannot completely capture the unique rhetorical features of these media. Or, as Bogost puts it, "to address the possibilities of a new medium as a type of rhetoric" it is necessary for rhetoricians to "identify how inscription works in that medium, and then how arguments can be constructed through those modes of inscription" (2007, p. 24). For Bogost, video games, based as they are on the procedures of computer programming, represent one such new medium, one which has fundamental effects on the artifacts, or inscriptions, created in that medium.

Following Bogost's lead, the argument of this chapter is that persuasion relies on social

3

OZJ/1016

Download e-book

Social Media

Hendricks, John Allen; Noor Al-Deen, Hana S. Lexington Books 2011

ISBN: 9780739167298, 9780739167304

Social Media: Usage and Impact, edited by Hana S. Noor Al-Deen and John Allen Hendricks provides a comprehensive and scholarly analysis of social media implementation and the effect of social media in various environmental settings, strategic communica...

Available

The e-book is owned by the Library

Step 6: Click on the **"download"** icon to download the e-book (from the search results list)
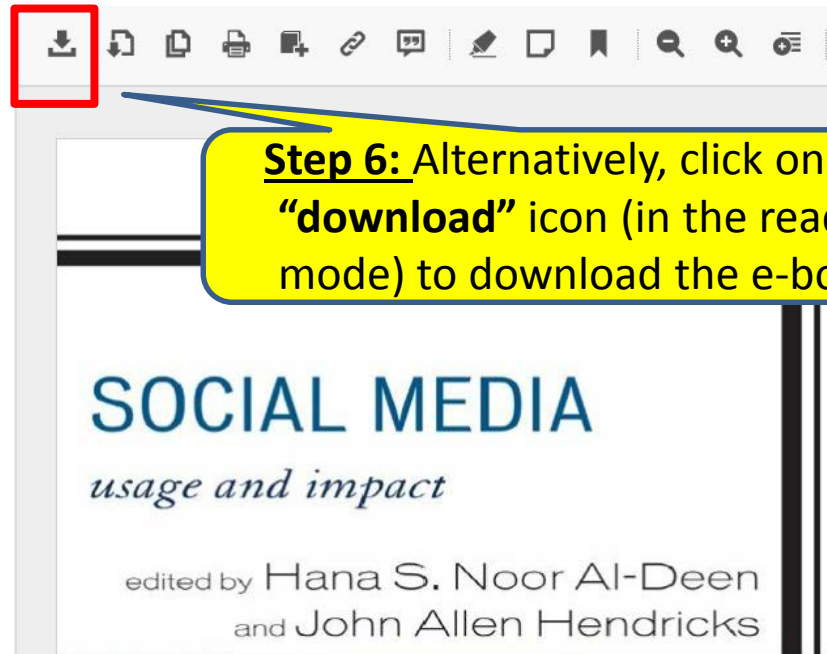
Step 6: Alternatively, click on the **"download"** icon (in the reader mode) to download the e-book

SOCIAL MEDIA

usage and impact

edited by Hana S. Noor Al-Deen
and John Allen Hendricks

4

Download e-book

In order to download e-book for offline reading, you will need **Adobe Digital Editions (for Desktop)** & **Bluefire Reader (for iOS and Android)**.
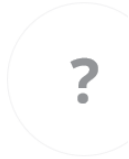
1. What device are you using?

- Laptop Desktop
- iOS (iPad, iPhone, iPod)
- Android (Phone, Tablet)
- ? Other

○ I'm using my own computer
○ I'm using a public computer

Continue

2. Install

You will need Adobe Digital Editions

Adobe Digital Editions is required to download books. This free software is different from Adobe Reader.

A free Adobe ID is also required to transfer the book to another device. It is not required to read books on this computer.
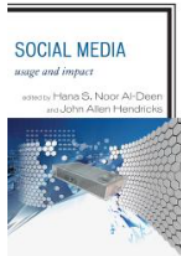
Get Adobe Digital Editions

Done with this step

3. Download

Social Media

Author: Hendricks, John Allen Noor Al-Deen, Hana S.

Length: 235 Pages

File Size: 1932906K (1888MB)

SOCIAL MEDIA
usage and impact
edited by Hana S. Noor Al-Deen
and John Allen Hendricks

DOWNLOAD PERIOD: 1 day

DOWNLOAD FORMAT: ● PDF ○ EPUB

Download Your Book

Need Help?

Step 7: Select the device you are using and click on the **"continue"** icon

Step 8: Download the respective software and click on the **"Done with this step"** hyperlink
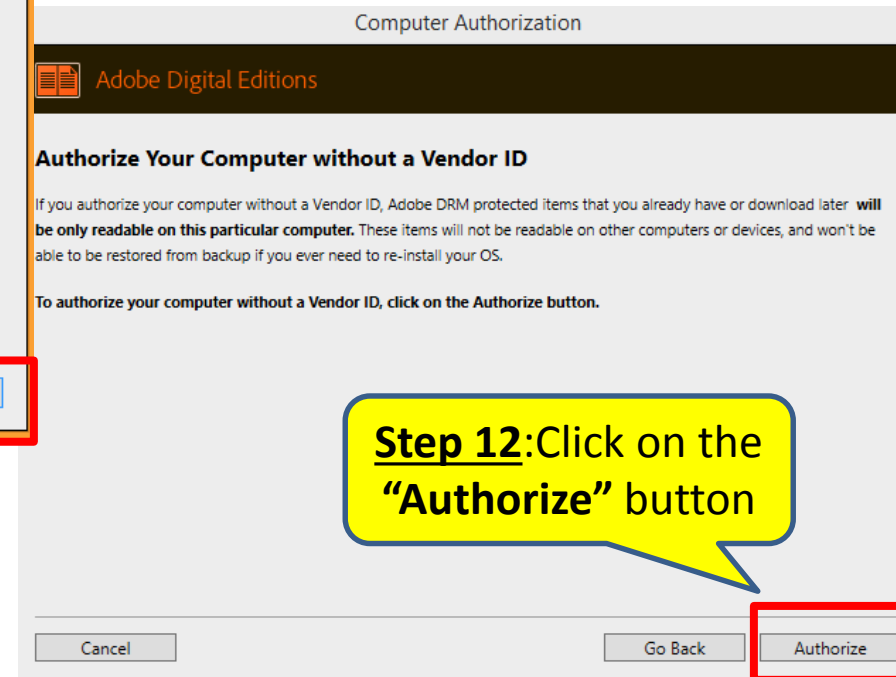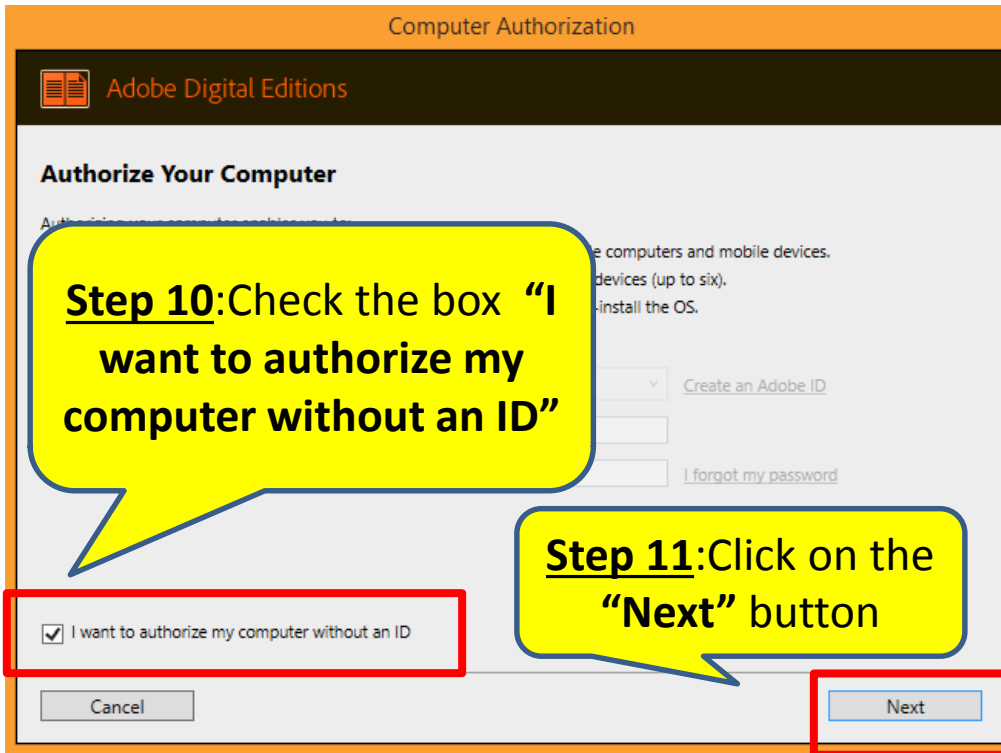
Step 9: Select the desired download format and click on the **"Download Your Book"** button

Download e-book

(For first time users) After clicking on the **"Download Your Book"** button, **Adobe Digital Editions (for Desktop)** will prompt you to authorize your computer.

Step 10: Check the box **"I want to authorize my computer without an ID"**

Step 11: Click on the **"Next"** button

Step 12: Click on the **"Authorize"** button

Print and Copy e-book content

In order to print or copy e-book content, you will need **Adobe Reader**.
You may print/chapter download up to 40% (limit reset every 24hours) and copy up to 20% of the total pages of the e-book.

To copy: Click on this icon

To print: Click on this icon

SOCIAL MEDIA

usage and impact

edited by Hana S. Noor Al-Deen
and John Allen Hendricks