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Altri autori (Persone)	DubeyYogesh Kumar VatsNidhi
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Nota di contenuto	Part I: Foundations of Digital Communication -- Chapter 1 Digital Communications:Context and Contours -- Chapter 2 Digital Society: Culture and Communication -- Chapter 3 Netiquette: Etiquettes for online interactions -- Chapter 4 Digital Technologies for Social Inclusion: Disability,Gender and Ethnicity -- Part II Building Your Digital Presence -- Chapter 5 Building the Self for Social Media: Personal and Professional -- Chapter 6-The Art of Maintaining Your Digital Profile -- Chapter 7-Narrative of the Persona: Your Digital Avatar through Vlogs -- Chapter 8 Establishing Oneself as a Brand on Social Media: Connectingwith the Target Group -- Part III Creating and Sharing Content -- Chapter 9- Initiating Digital Conversation -- Chapter 10 The Principles and Practice of Digital Content Writing -- Chapter 11- Patterns of Innovation in Digital Content Creation -- Chapter 12

Microblogging: Mastering the Art of Brevity -- Part IV Engaging in Digital Dialogue -- Chapter 13 Ways to React on Social Media: Expressing the Self -- Chapter 14 Acknowledging and Negotiating Opinions over Digital Media -- Chapter 15 Social Media Content Moderation -- Chapter 16 Changing Dynamics of Digital Communication for Institutions -- Chapter 17 Managing Multimedia for Institutional Networks -- Chapter 18 New Age Tools of Institutional Communication: Blogs and Vlogs -- Part VI: Emerging Trends in Digital Communication -- Chapter 19 Digital Correspondence: Formal and Informal -- Chapter 20 OTT Platforms: A New Era of Viewership.

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Sommario/riassunto

This book offers a comprehensive exploration of digital communication, catering to scholars, career starters, and individuals seeking to enhance their online skills. It navigates the dynamic digital landscape, providing updated strategies for thriving in the digital age. Tailored for language learners, this book equips readers with tools for effective communication in target languages, addressing foundational concepts, cultural contexts, and practical guidelines. It delves into netiquette, social inclusion, microblogging, and social media strategies, alongside discussions on opinion negotiation and content moderation. Emphasizing cross-cultural awareness, critical thinking, and media literacy, the chapters transcend practical skills. By integrating theoretical insights with actionable advice and case studies, it prepares readers to engage responsibly with the complexities of the digital world. It is a valuable resource for scholars, practitioners, and students in digital, corporate, public, and development communication—within India and beyond.

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