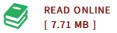




From Corporate to Social Media: Critical Perspectives on Corporate Social Responsibility in Media and Communication Industries (Paperback)

By Marisol Sandoval

Taylor Francis Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. The corporate and the social are crucial themes of our times. In the first decade of the twenty-first century, both individual lives and society were shaped by capitalist crisis and the rise of social media. But what marks the distinctively social character of social media ? And how does it relate to the wider social and economic context of contemporary capitalism? The concept of Corporate Social Responsibility (CSR) is based on the idea that a socially responsible capitalism is possible; this suggests that capitalist media corporations can not only enable social interaction and cooperation but also be socially responsible. This book provides a critical and provocative perspective on Corporate Social Responsibility (CSR) in media and communication industries. It examines both the academic discourse on CSR and actual corporate practices in the media sector, offering a double critique that reveals contradictions between corporate interests and social responsibilities. Marisol Sandoval s political economic analysis of Apple, ATT, Google, HP, Microsoft, News Corp, The Walt Disney Company and Vivendi shows that media and communication in the twenty-first century are confronted with fundamental social responsibility challenges. From software patents...



Reviews

This publication is wonderful. I could comprehended every thing out of this published e publication. You can expect to like the way the blogger write this publication.

-- Eliseo Rippin

This book is really gripping and fascinating. I really could comprehended almost everything using this published e book. I am just very easily can get a delight of reading a published publication. -- Kailey Pacocha

See Also

لحر

Character Strengths Matter: How to Live a Full Life

Positive Psychology News, United States, 2015. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. What are the elements of good character? The Values in Action (VIA) project identified 24 qualities such as...

\square
ک

Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



Social Studies for the Preschool/Primary Child Book Condition: Brand New. Book Condition: Brand New.

لحر

Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn from Preschool to Third Grade Book Condition: Brand New. Book Condition: Brand New.

لحر	

Studyguide for Social Studies for the Preschool/Primary Child by Carol Seefeldt ISBN: 9780137152841 2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional...

کم

Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications.

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the...