



Booktok Trending Framework

ELAINE L. RITCH.

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Theorising Modern Marketing in a Socially Digital Global Community ELAINE L. RITCH.,2025 This book adopts a unique perspective in critically evaluating new perspectives of marketing that fall within ethical constructs including EDI, equality, diversity and inclusivity, gendered implications and perspectives, sustainability, people and planet, and intersections with consumer culture. Marketing is often criticised as being commercially focused, profit over people. This book suggests that marketers could/should include

consideration for ethical implications. **What Readers Do** Beth Driscoll,2024-02-21 Shining a spotlight on everyday readers of the 21st century, Beth Driscoll explores how contemporary readers of Anglophone fiction interact with the book industry, digital environments and each other. We live in an era when book clubs, bibliomemoirs, Bookstagram and BookTok are as valuable to some readers as solitary reading moments. The product of nearly two decades of qualitative research into readers and reading culture, *What Readers Do* examines reading through three dimensions: aesthetic conduct, moral conduct and self-care, to show how readers intertwine private and social behaviors and both reinforce and oppose the structures of capitalism.

Analyzing reading as a post digital practice that is a synthesis of both print and digital modes and on and offline behaviors Driscoll presents a methodology for studying readers that connects book history literary studies sociology and actor network theory Arguing for the vitality agency and creativity of readers this book sheds light on how we read now and on how much more readers do than just read

ECSM 2023 10th European Conference on Social Media Iwona Lupa-Wójcik, Marta Czyżewska, 2023-05-18 *Boyhood in the Digital Age* Laura Scholes, Garth Stahl, Sarah McDonald, 2025-11-11 Boyhood in the Digital Age recognizes that digital spaces serve two roles they open doors to new ways of learning connecting with others and expressing creativity But they also expose young people to new risks including harmful ideas about what it means to be a man This book offers practical insights for anyone who wants to help boys and young men thrive online while avoiding the pitfalls that can harm them and others

Systems from Hell David A. Rochefort, 2024-12-01 This book approaches contemporary fiction as a medium for policy advocacy one whose narrative devices both link it to and distinguish it from other forms of public discourse Using the framework of political agenda setting David A Rochefort analyzes the rhetorical function of problem definition played by literary works when they document and characterize social issues while sounding the call for systemic reform Focusing on a group of noteworthy realist novels by American authors over the past twenty years this study maintains that fictional narrative is a potentially influential instrument of empathic policy argument The book closes by examining the agenda setting dynamics through which a social problem novel can contribute to the process of policy change

The Algorithm's Muse Azirion Jase, 2025-05-07 Ever wondered how a viral video can crown the next literary queen The power of BookTok is undeniable reshaping our reading world one scroll at a time This piece of writing dissects the seismic shift exploring the meteoric rise of Romantasy and speculative fiction This isn't just about fleeting fads it's a deep dive into how authentic TikTok marketing and raw reader passion are challenging traditional publishing trends The very landscape of literature is caught in a whirlwind of changing tastes driven by the undeniable social media influence that dictates what becomes a cornerstone of popular culture The stakes are higher than ever understanding this new ecosystem is crucial for authors publishers and readers alike This captivating literary analysis doesn't just observe it decodes the strategies emotions and cultural currents making these genres dominate Are you ready to understand the future of storytelling where algorithms meet artistry Dive into The Algorithm's Muse and discover how the digital age is rewriting the rules of literary engagement and success

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