

# Social Media and Integrated Marketing Communication: A Rhetorical Approach

Jeanne M. Persuit

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**Jeanne M. Persuit : Social Media and Integrated Marketing Communication: A Rhetorical Approach** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media and Integrated Marketing Communication: A Rhetorical Approach:

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*Social Media and Integrated Marketing Communication: A Rhetorical Approach* explores social media in the areas of corporate identity, brand narratives, and crisis response from a rhetorical perspective. Key ideas in this text are social media as epideictic rhetoric—the rhetorical setting that deals with the present and matters of virtue and education—and how rhetorical decorum, a component of Cicero's third Canon of Style, can guide organizations and their audiences toward more ethical and effective integrated marketing communication (IMC). This strategy emphasizes changing behavior, not just attitudes. Because social media leaves traces of communication that may be with us for the foreseeable future, *Social Media and Integrated Marketing Communication* frames the conversation about social media and IMC to move away from a risk/reward or a return on investment orientation and toward a focus on social media as communicative action that is attentive to this historical moment, to organizations and their audiences, and to communication ethics. Through this, Pursuit asks how organizations can engage in decorum in their online IMC efforts while at the same time considering how their audiences can engage in decorum as well. Neither romanticizing nor demonizing the areas of social media and IMC, instead, this text offers a pragmatic understanding of these areas that finds a place in the theory of the communication discipline.

*Social Media and Integrated Marketing Communication: A Rhetorical Approach* is a thoughtful, groundbreaking work, uniting a classical liberal arts tradition with practical considerations of integrated marketing communication in response to the continued expansion of social media. (Ronald C. Arnett, Duquesne University, author of *Levinas's Rhetorical Demand: The Unending Obligation of Communication Ethics*) *Social Media and Integrated Marketing Communication: A Rhetorical Approach* moves the study of social communication technologies out of the realm of technique into the domain of thoughtful, ethical rhetorical practice. Engagingly written and carefully documented, this book draws together rhetoric, philosophy of communication, communication ethics, and media ecology to situate a key element of integrated marketing communication firmly within both the liberal arts tradition and the contemporary marketplace. (Janie Harden Fritz, Duquesne University; author of *Professional Civility: Communicative Virtue at Work*) Pursuit's thorough, thoughtful and engaging analysis is testament to the timeless capacity of rhetorical theory to comprehend and dissect the most compelling issues of the day. This book is a must read for students and scholars studying organizational communication, public relations, risk and crisis communication, and marketing. (Timothy L. Sellnow, University of Kentucky) About the Author Jeanne M. Pursuit is assistant professor of communication at the University of North Carolina, Wilmington.