

Day7 Nuggets

- Relevance to the audience is the key.
- "Present a thing that matters or triggers the emotion of the public." This is the best way to tell a good communicated story.
- Paradox of plenty. The importance of being selective strategically.
- How to better use media reform by making message stick success.
- Role of stories & framing.
- Global media & public diplomacy – Nicholas Cull
- Learnt the importance of global strategic communication and the use of media in public diplomacy.
- The importance of media on the real situation.
- Many enforced perception of the real situation became of media
- Today's lectures are very useful for political practitioners and help me learn how media reshape political landscape?
- Thinking through how your competitors will react: subsidy
- Visual images matter
- Media plays important role in every business.
- Poetry to shape public opinion.
- Market of loyalties.
- NPR's role USA.