

# Cross-Media Communications



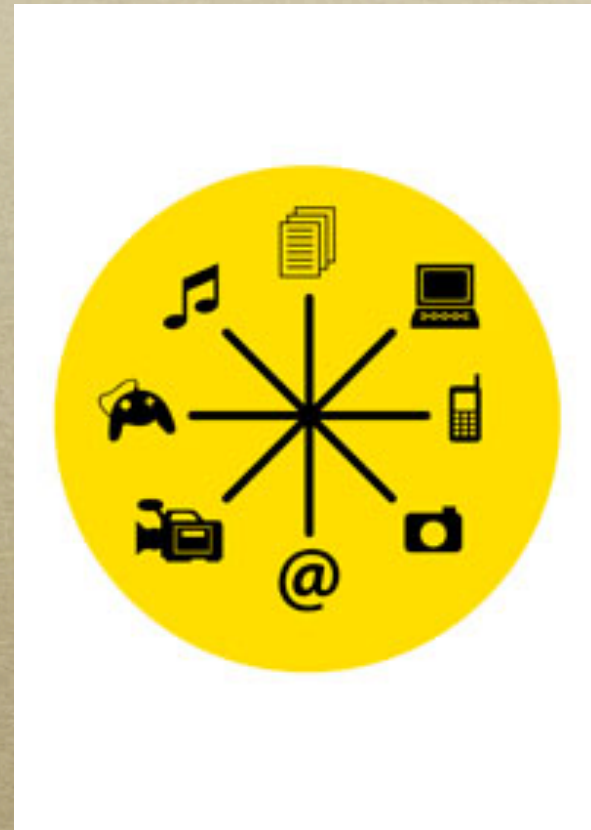
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# Cross-Media

- *What?*
- *Media*
- *Genres*
- *Concepts*
- *ETC*





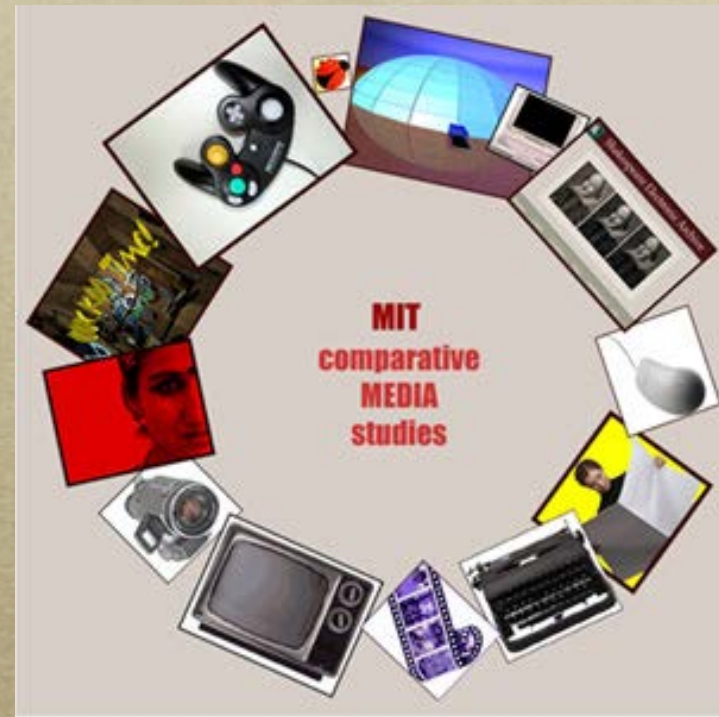
# What?

- *Integrated Media Experiences*
- *Across Multiple Media*
- *Audience Interactivity*



# Media

- *Textual*
- *Electronic*
- *Digital*
- *Environmental*





# Genres

- *Entertainment & Art*
- *Education & Training*
- *Activism & Public Relations*
- *Marketing & Advertising*





# Concepts

- *Problems & Promises*
- *Transparency & Ubiquity*
- *Literacy & Ethics*



# ETC

- *Interdisciplinary Projects*
- *Interactive Media*
- *International Scope*





# Thanks!

- *Questions?*
- *email: drdrew@cmu.edu*