



Role of Media Publics in the Implementation Of New Technologies

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Abstract

The use of media publics is an ideal tool for the successful marketing of a technological enterprise. A public can be described as any group or community that affects the level of impact of an organization (Mules, 1998). Media publics plays a major role in creating a perception on how consumers receive a product. Furthermore, the use of media publics give technology firms a platform to reach its intended target. The aim of this poster is to explore the role of the media publics and how it also affects the implementation of new technologies..

Implementation of Media Publics

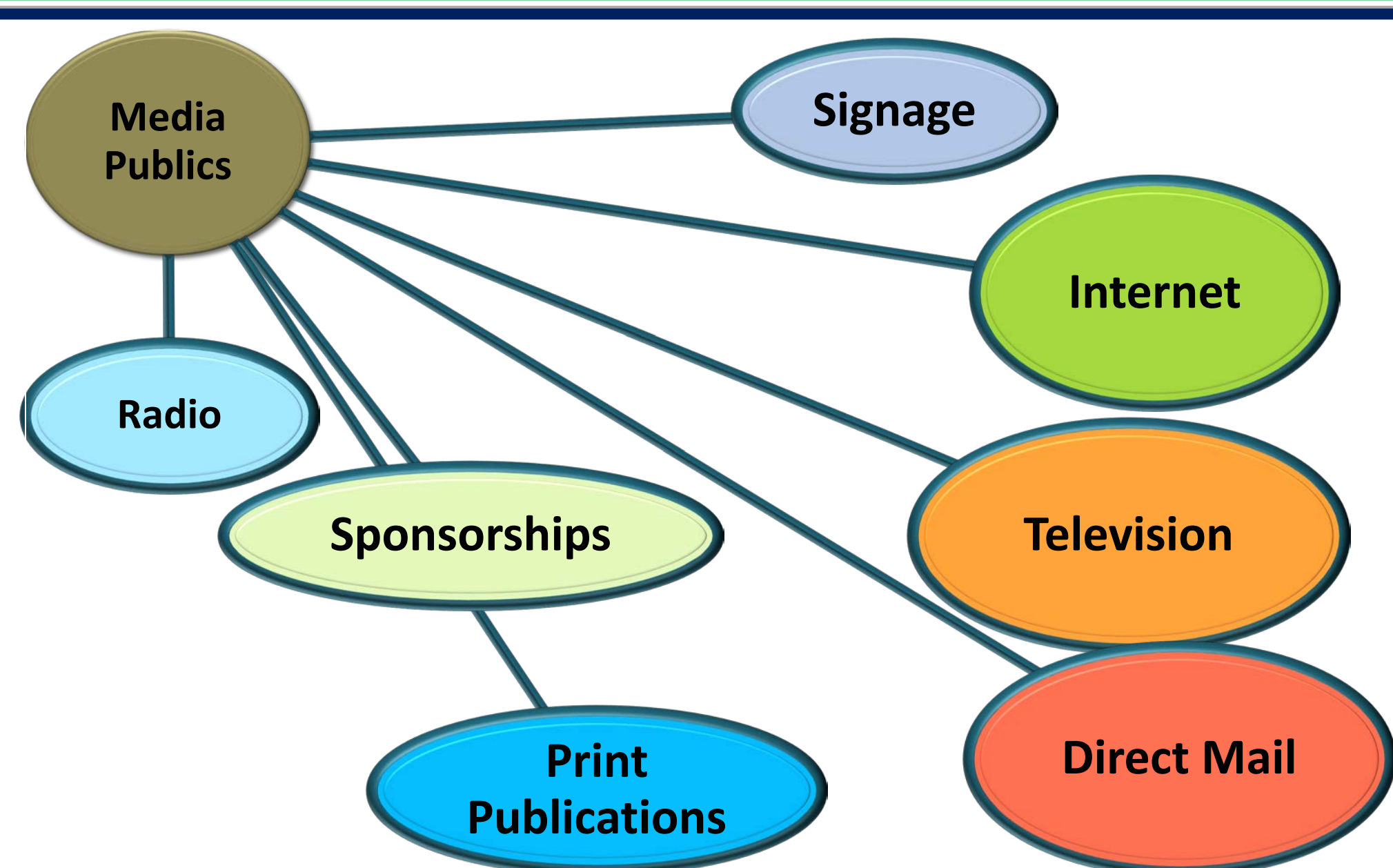


Figure 1 – Types Of Media Publics

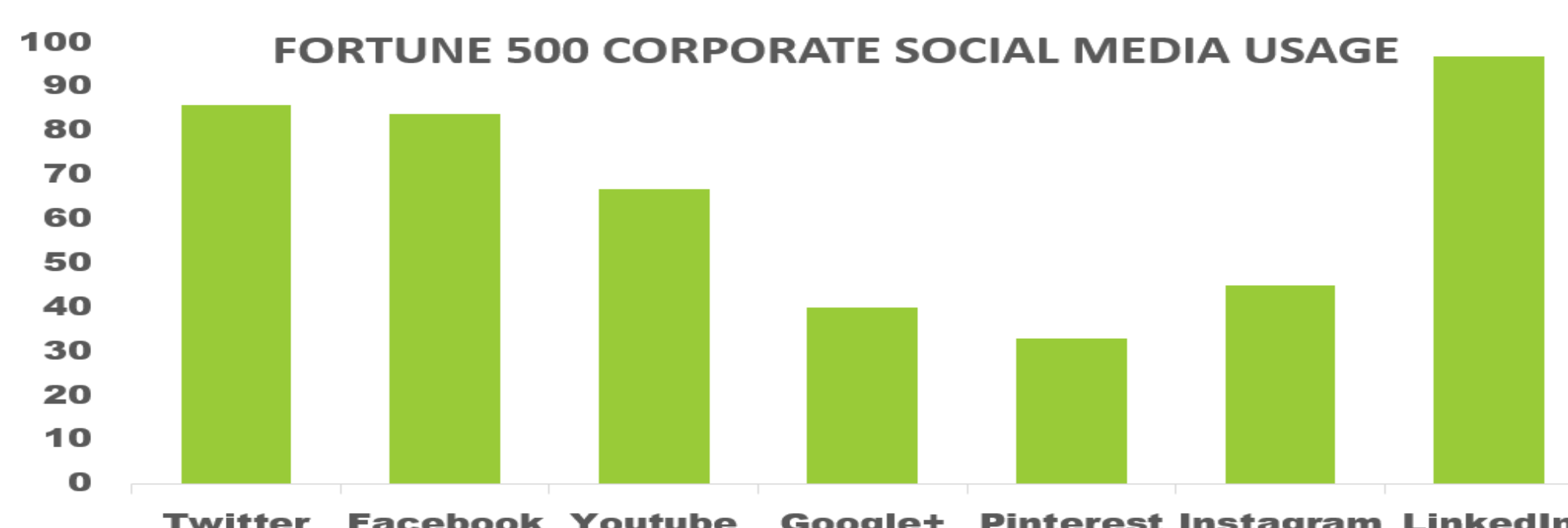
- The specific type of Media Publics to be used depends on the strategy to be adopted by the Technology Enterprise
- The different types of Media Publics can be combined
- Limitations on the specific use of the Media public directly depends on the available resources

Figure 2 – Approach To the Use Of Media Publics

- A Technological enterprise must first recognize the opportunity for growth through the use of media publics
- Strategy for successful marketing should be well outlined when using any media public
- A good media public strategy should be well complimented with the relevant actions required for success

Rise Of Social Media

- The use of social media has largely increased in the last decade. Social media has provided a good medium for new technologies to thrive on. A research carried out by Dr. Barnes (2016) investigating the Fortune 500 companies use of social media show that there is an increasing involvement in the marketing of new technologies online as expressed in the graph



Conclusion

Media publics are very relevant in the long term growth of an enterprise, The media publics when effectively utilized, creates a bridge between manufactures and consumers. It gives the consumers access to the available technological products. The success or failure of a marketing strategy employed by Technological enterprise, depends on its effective use of this medium.

References

Kotler, Philip, and Kevin Lane Keller. "Marketing management 12e." *New Jersey* (2006).

Mules, W. (1998). Media publics and the transnational public sphere. *Critical Arts*, 12(1-2), 24-44.

Barnes, D. N. (2016). *UMass Dartmouth*. Retrieved from umassd.edu: Use of Popular Tools Remains Constant as Use of Instagram Expands Quickly Among the 2016 Fortune 500