

Sponsored Editorial Content in Digital Journalism

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Chapter 1

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Chapter 2

The Creation of Branded Content Teams in Spanish News Organizations and Their Implications for Structures, Professional Roles and Ethics

Miguel Carvajal and Iker Barinagarrementeria

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Chapter 3

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Dolors Palau-Sampio

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Chapter 4

The Visual Boundaries of Journalism: Native Advertising and the Convergence of Editorial and Commercial Content

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Chapter 5

"It's in the Air"—Sponsored Editorial Content as a Path for Stealth Government Propaganda: The Case of Israeli Media

Anat Balint

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Chapter 6

Native Advertising in the Chinese Press: Implications of State Subsidies for Journalist Professional Self-Identification

Dan Wang and Steve Zhongshi Guo

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Chapter 7

Sponsored Content in 2020: Back to the Future?

Lisa Lynch

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Chapter 8

Journalism and the Voice Intelligence Industry

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