

Mulia Widjaja (Noble Huang)

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Dr. Turner

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Reading Response 4

In "Converging Fields, Expanding Outcomes: Technical Communication, Translation, and Design at a Non-profit Organization" by Gonzales and Turner and Writing That Works: Communicating Effectively on the Job by W. E. Oliu, C. T. Brusaw, & G. J. Alred, the authors dive into the deeper connection pertaining to social media and politics. These authors made a discovery of how politicians are utilizing social media to influence voters and construct political teamwork and how ordinary people has created social movements and political participation through social media as their infrastructures.

Gonzales and Turner emphasized on their writing that they examine the effect of social media on political exchange of information, how politicians raise funds, and how interest the voters invest on their political plans. The authors contend the way social media alternated implementations of campaigns, since candidates has gain the ability to straightforwardly connect with ordinary voting people and circumvent traditional media channels.

These two articles asserted the crucial advantages and disadvantages due to social media in a political aspect. Social media might have paved new hopes and ways for political connections and activities. Unfortunately, the spread of disinformation and fake news is on the rise as well. The authors took perceptions of social media

algorithms gaining the capability to create political subjectivity, which consist of reinforcements to the ideas that they already believe in prior to this misinformation.

In conclusion, the articles have successfully proven the importance where social media contributed in devising political dissertation, recommending that it might continue being a significant component in political campaigns and movements that will perhaps emerge later on. Social media endure to evolve and reign in to alter our lives so that significance should be acknowledge by policymakers and citizens alike toward the complexities of its influence on society and politics as a whole.

Works Cited

- Gonzales, L., & Turner, H. N. (2017). Converging fields, expanding outcomes: Technical communication, translation, and design at a non-profit organization. *Technical Communication*, 64(2), 126-140.
- Chapter 13 Giving Presentations and Conducting Meetings. (2020). In W. E. Oliu, C. T. Brusaw, & G. J. Alred (Eds.), *Writing That Works: Communicating Effectively on the Job with 2020 APA Update* (13th ed., pp. 453-475). Bedford/St. Martin's.