

Reading 2:

The Economist is a UK-based news and opinion magazine covering international news, politics, business, finance, science, and technology. Read the following story (access the link) about how *The Economist* uses visual content on Instagram to engage 18-34-year-olds. We will talk about this strategy and your thoughts on it in class Week 12, Dec. 7.

https://www.journalism.co.uk/news/-it-s-not-just-an-audience-it-s-a-community-how-the-economist-is-engage-with-young-people-on-instagram/s2/a725173/?utm_source=API%20Need%20to%20Know%20newsletter&utm_campaign=ceae9ee12b-EMAIL_CAMPAIGN_2018_07_25_12_16&utm_medium=email&utm_term=0_e3bf78af04-ceae9ee12b-45835121