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| 1. Record Nr. | UNINA990004550830403321 |
| Autore | Gusdorf, Georges |
| Titolo | Traite' : de l'existence morale / Georges Gusdorf |
| Pubbl/distr/stampa | Paris : Librairie Armand Colin, 1949 |
| Descrizione fisica | 415 p. ; 19 cm |
| Locazione | FLFBC |
| Collocazione | 3-V H 6O |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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- | | |
|-------------------------|--|
| 2. Record Nr. | UNINA9910957416703321 |
| Autore | Camiciottoli Belinda Crawford |
| Titolo | Rhetoric in financial discourse : a linguistic analysis of ICT-mediated disclosure genres / / Belinda Crawford Camiciottoli |
| Pubbl/distr/stampa | Amsterdam ; ; New York, NY : , : Rodopi, , 2013 |
| ISBN | 9789401210102
9401210101 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (217 p.) |
| Collana | Utrecht studies in language and communication ; ; 26 |
| Disciplina | 001.542 |
| Soggetti | Rhetoric
Discourse analysis |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 175-193) and indexes. |
| Nota di contenuto | Preliminary Material / Belinda Crawford Camiciottoli -- Introduction / Belinda Crawford Camiciottoli -- Financial disclosure / Belinda Crawford Camiciottoli -- The three-pronged analytical approach / Belinda Crawford Camiciottoli -- Evaluation as a rhetorical strategy / Belinda Crawford Camiciottoli -- Methodology / Belinda Crawford |

Camiciottoli -- Structural analysis / Belinda Crawford Camiciottoli --
Attitude: evaluative adjectives / Belinda Crawford Camiciottoli --
Engagement: concessive connectives / Belinda Crawford Camiciottoli --
Graduation: intensifiers and mitigators / Belinda Crawford Camiciottoli
-- Final considerations / Belinda Crawford Camiciottoli -- References /
Belinda Crawford Camiciottoli -- Keyness scores in the EP corpus /
Belinda Crawford Camiciottoli -- Keyness scores in the ER corpus /
Belinda Crawford Camiciottoli -- Evaluative adjectives in the EP Corpus
/ Belinda Crawford Camiciottoli -- Evaluative adjectives in the ER
Corpus / Belinda Crawford Camiciottoli -- Name Index / Belinda
Crawford Camiciottoli -- Subject index / Belinda Crawford Camiciottoli.

Sommario/riassunto

Financial disclosure has become a crucial component of corporate communication. Through this process, companies aim to provide information and project an image of trustworthiness in response to on-going ethical concerns in the world of finance. Rhetoric in financial discourse provides new insights into how companies communicate with key stakeholders, not only to boost transparency, but also to attract investment. The book offers an in-depth linguistic analysis of the rhetorical dimension of financial communication. It focuses on two technology-mediated genres which are widely used, yet remain largely unexplored from a rhetorical perspective: earnings presentations and earnings releases. Using an innovative methodological approach, the book shows how corporate speakers and writers use distinctive rhetorical strategies to achieve their professional goals. It includes a practical discussion of how the findings can be exploited to develop state-of-the-art corporate communication courses and to improve the effectiveness of financial disclosure in professional settings. The book contributes to an enhanced understanding of the language of finance, representing a discourse community that involves and impacts the lives of many people around the world. It will be of interest to several communities of practice, including language researchers, discourse analysts, corpus linguists, finance and communication academics, students of business and finance, and professionals of financial communication.
