

1. Record Nr.	UNINA9910786932903321
Autore	Vasquez Camilla
Titolo	The discourse of online consumer reviews // Camilla Vasquez
Pubbl/distr/stampa	New York : , : Bloomsbury, , 2014
ISBN	1-4725-9353-7 1-4411-9684-6 1-4411-5309-8
Descrizione fisica	1 online resource (356 p.)
Collana	Bloomsbury discourse
Disciplina	658.8/343
Soggetti	Consumer behavior Electronic discussion groups
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 and index.
Nota di contenuto	Acknowledgements -- An introduction to online reviews -- Evaluation and stance in describing experience -- The discursive construction of reviewer identities -- Interacting with others, and with other texts : involvement and intertextuality -- Digital narratives of personal experience : narrative structures and dimensions -- Summary and conclusion -- References -- Index.
Sommario/riassunto	"The Discourse of Online Reviews is the first book to provide an account of the discursive, pragmatic and rhetorical features of this rapidly growing form of technologically-mediated communication. Examining a corpus of over 1,000 consumer reviews, Camilla Vasquez explores many of the discourse features that are characteristic of this new, user-generated, computer-mediated and primarily text-based genre. She investigates the language used by reviewers as they forge connections with their audiences to draw them into their stories, as they construct their expertise and authority on various subjects and as they evaluate and assess their consumer experiences. She also demonstrates how reviewers display their awareness about emerging conventions of the very genre in which they are participating. This book adopts an eclectic approach to the analysis of discourse, and explores topics such as evaluation, identity and intertextuality as they occur in online reviews of hotels, restaurants, recipes, films and other consumer

2. Record Nr.	UNINA990004710600403321
Titolo	Nouveau choix d'inscriptions grecques : textes, traductions, commentaires / par l'Institut Fernand-Courby
Pubbl/distr/stampa	Paris, : Les Belles Lettres, 1971
Descrizione fisica	234 p. ; 25 cm
Collana	Nouvelle collection de textes et documents
Disciplina	481.1 481.7
Locazione	FLFBC
Collocazione	P2B-100-N.C.I.G.-1971 P2B-100-N.C.I.G.-1971 bis P2B-100-N.C.I.G.-1971 ter P2B-100-N.C.I.G.-1971 quater
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia