1.	Record Nr.	UNINA990009899090403321
	Titolo	Bericht uber das 9. Landertreffen des internationalen Buros fur Gebirgsmechanik : Rahmenthema "Der Bruchmechanismus in Gebirge Bruchkinematik, Bruchcharakteristik und Wiederverfestigung von Bruchmassen : Leipzig, 1 bis 4 November 1967 / herausgegeben von Georg Bilkenroth ; bearbeitet von Karl-Heinz Hofer
	Pubbl/distr/stampa	Berlin : Akademie Verlag, 1968
	Descrizione fisica	282 p. : ill. ; 30 cm
	Locazione	DINGE
	Collocazione	ZA 8/38
	Lingua di pubblicazione	Tedesco
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	In testa al front.: Deutsche Akademie der Wissenschaften zu Berlin, Internationales Buro fur Gebirgsmechanik

2.	Record Nr.	UNINA9910812699603321
	Titolo	Controlling the message [[electronic resource]] : new media in American political campaigns / / edited by Victoria A. Farrar-Myers and Justin S. Vaughn
	Pubbl/distr/stampa	Gainesville, Florida : , : New York University Press, , 2015 ©2015
	ISBN	1-4798-6550-8
	Descrizione fisica	1 online resource (325 p.)
	Disciplina	324.7/30973
	Soggetti	Campaign management - Technological innovations Internet in political campaigns Political campaigns - Technological innovations Digital media
	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	Introduction: Controlling the Message in the Social Media Marketplace of Ideas / Victoria A. Farrar-Myers and Justin S. Vaughn -- Part 1: Elite Utilization -- 1. Strategic Communication in a Networked Age / Daniel Kreiss and Creighton Welch -- 2. Congressional Campaigns' Motivations for Social Media Adoption / Girish J. Gulati and Christine B. Williams -- 3. Surrogates or Competitors? Social Media Use by Independent Political Actors / Julia R. Azari and Benjamin A. Stewart -- 4. The Competition to Control Campaign Messages on YouTube / Robert J. Klotz -- Part 2: Message Control in the New Media Environment -- 5. Campaign News in the Time of Twitter / Regina G. Lawrence -- 6. New and Traditional Media Reportage on Electoral Campaign Controversies / Mike Gruszczynski -- 7. Traditional Media, Social Media, and Different Presidential Campaign Messages / Matthew Eshbaugh-Soha -- Part 3: Social Media's Impact on Campaign Politics -- 8. The Influence of User-Controlled Messages on Candidate Evaluations / Joshua Hawthorne and Benjamin R. Warner -- 9. Terms of Engagement: Online Political Participation and the Impact on Offline Political Participation / Meredith Conroy, Jessica T. Feezell, and Mario

Guerrero -- 10. Is Laughter the Best Medicine for Politics? Commercial versus Noncommercial YouTube Videos / Todd L. Belt -- Part 4: Social Media and Civic Relations -- 11. Comment Forum Speech as a Mirror of Mainstream Discourse / Karen S. Hoffman -- 12. Sparking Debate: Campaigns, Social Media, and Political Incivility / Daniel J. Coffey, Michael Kohler, and Douglas M. Granger -- 13. Flaming and Blaming: The Political Effect of Internet News and Reader "Comments" / Brian R. Calfano -- Conclusion: Message Control at the Margins /Victoria A. Farrar-Myers and Justin S. Vaughn.

Sommario/riassunto	Choice Outstanding Academic Title of 2016From the presidential race to the battle for the office of New York City mayor, American political candidates' approach to new media strategy is increasingly what makes or breaks their campaign. Targeted outreach on Facebook and Twitter, placement of a well-timed viral ad, and the ability to roll with the memes, flame wars, and downvotes that might spring from ordinary citizens' engagement with the issues—these skills are heralded as crucial for anyone hoping to get their views heard in a chaotic election cycle. But just how effective are the kinds of media strategies that American politicians employ? And what effect, if any, do citizen-created political media have on the tide of public opinion? In Controlling the Message, Farrar-Myers and Vaughn curate a series of case studies that use real-time original research from the 2012 election season to explore how politicians and ordinary citizens use and consume new media during political campaigns. Broken down into sections that examine new media strategy from the highest echelons of campaign management all the way down to passive citizen engagement with campaign issues in places like online comment forums, the book ultimately reveals that political messaging in today's diverse new media landscape is a fragile, unpredictable, and sometimes futile process. The result is a collection that both interprets important historical data from a watershed campaign season and also explains myriad approaches to political campaign media scholarship—an ideal volume for students, scholars, and political analysts alike.