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| 1. Record Nr. | UNINA9910456305403321 |
| Autore | Lenker Ursula |
| Titolo | Argument and rhetoric [[electronic resource]] : adverbial connectors in the history of English / / by Ursula Lenker |
| Pubbl/distr/stampa | Berlin ; ; New York, : Mouton de Gruyter, 2010 |
| ISBN | 1-282-71440-6 9786612714405 3-11-021606-X |
| Descrizione fisica | 1 online resource (309 p.) |
| Collana | Topics in English linguistics ; ; 64 |
| Disciplina | 425/.76 |
| Soggetti | English language - Adverbials English language - Connectives English language - History English language - Grammar, Historical English language - Grammar Electronic books. |
| 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 | Frontmatter -- Contents -- List of abbreviations -- 1. The framework -- 2. Clausal connection -- 3. The category "adverb" -- 4. Adverbs and conjunctions in earlier metalinguistic thought -- 5. Connectors in Old English -- 6. Adverbial connectors in the history of English -- 7. Adverbial connectors: morphology -- 8. Cognitive source domains -- 9. Shifting deictics in the history of English causal connection -- 10. contrast/concession -- 11. addition -- 12. transition -- 13. Perspicuity and the "New Rhetoric" -- 14. Conclusions -- Backmatter |
| Sommario/riassunto | The book is the first corpus-based study giving a comprehensive overview of English items which have been used as adverbial connectors ('conjuncts', 'linking adverbials'), from Old English to Present-Day English. The author analyses different characteristics of the make-up, functions and use of connectives, and considers morphological and syntactic factors as well as pragmatic, textlinguistic and socio-cultural aspects. |

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| 2. Record Nr. | UNINA9910154620703321 |
| Titolo | Judging a book by its cover : fans, publishers, designers, and the marketing of fiction // edited by Nicole Matthews and Nickianne Moody |
| Pubbl/distr/stampa | London : , : Routledge, , 2016 |
| ISBN | 1-351-92467-2 1-315-25131-0 |
| Descrizione fisica | 1 online resource (214 pages) : illustrations |
| Altri autori (Persone) | MatthewsNicole MoodyNickianne |
| Disciplina | 002.068/8 |
| Soggetti | Book covers Books - Marketing Paperbacks - Marketing Literature publishing Popular literature - Publishing |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | First published 2007 by Ashgate Publishing. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | pt. 1. Approaches to the book cover -- pt. 2. What makes a book popular? -- pt. 3. 'The record of the filme of the book' : cultural industries and intertextuality -- pt. 4. Translating covers : moving audiences and the marketing of books. |
| Sommario/riassunto | How do books attract their readers? This collection takes a closer look at book covers and their role in promoting sales and shaping readers' responses. Judging a Book by Its Cover brings together leading scholars, many with experience in the publishing industry, who examine the marketing of popular fiction across the twentieth century and beyond. Using case studies, and grounding their discussions historically and methodologically, the contributors address key themes in contemporary media, literary, publishing, and business studies related to globalisation, the correlation between text and image, identity politics, and reader reception. Topics include book covers and the internet bookstore; the links between books, the music industry, and film; literary prizes and the selling of books; subcultures and sales |

of young adult fiction; the cover as a signifier of literary value; and the marketing of ethnicity and lesbian pulp fiction. This exciting collection opens a new field of enquiry for scholars of book history, literature, media and communication studies, marketing, and cultural studies.
