

1. Record Nr.	UNINA9910164054303321
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Titolo	Narrative advertising models and conceptualization in the digital age / / Recep Ylmaz [editor]
Pubbl/distr/stampa	Hershey, Pennsylvania : , : IGI Global, , 2017 ©2017
ISBN	9781522523741 9781522523734
Descrizione fisica	PDFs (360 pages) : illustrations
Collana	Advances in Marketing, Customer Relationship Management, and E- Services (AMCRMES) Book Series, , 2327-5529
Disciplina	659.1
Soggetti	Advertising Narration (Rhetoric) Storytelling in mass media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	A model for interactive advertising narration / Filiz Resuloglu, Recep Ylmaz -- Homo-di-fict: creations turn against humanity in South Park Town / Filiz Erdogan Tugran, Aytac Hakan Tugran -- Actor effect: a study on historical figures who have shaped the advertising narration / Bilgen Basal -- Mobile advertising: mobile advergaming models for tourism marketing / Evrim Celtek -- Advergaming: new advertising fans of the digital age / Veysel Cakmak -- Narrative 3.0: generating of user integrated narrative / M. Nur Erdem -- Create it! Extend it!: Evolution of comics through narrative advertising / Ugur KInc -- Historical transformation of the advertising narration in Turkey: from stereotype to digital media / Recep Ylmaz, Ali Cakr, Filiz Resuloglu -- The structural transformation of space in Turkish television commercials as a narrative component / Burcu Altparmak -- A literature review on the viral advertising narrative structure / Murat Kocyigit -- The functions of the narrator in digital advertising / Nursel Bolat -- An experimental research about using augmented reality in advertising for measurement of advertisement liking and effectiveness level / Idil Saymer, Banu Kucuksarac -- Violence narration in digital advertising / Hasan Turgut -- The reconstruction of the "youth ideal" in

narrative advertising / Gulden Arslanturk -- QR code advertisements in tourism marketing / Evrim Celtek -- Labour as chronotope: happy tomorrow discourse in narrative advertising / Hasan Turgut, Merve Turgut -- Space as a character in narrative advertising: a qualitative research on country promotion works / Aysu Altas.

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Sommario/riassunto

"[This book] is a pivotal reference source that features the latest scholarly perspectives on the implementation of narration and storytelling in contemporary advertising. Including a range of topics such as digital games, viral advertising, and interactive media, this book is an ideal publication for business managers, researchers, academics, graduate students, and professionals interested in the enhancement of advertising strategies"--Provided by publisher.

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