

1. Record Nr.	UNINA9910450187503321
Autore	Evasdottir Erika E. S. <1968->
Titolo	Obedient autonomy [[electronic resource] ] : Chinese intellectuals and the achievement of orderly life // Erika E.S. Evasdottir
Pubbl/distr/stampa	Vancouver, : UBC Press, c2004
ISBN	0-7748-5087-6
Descrizione fisica	1 online resource (319 p.)
Collana	Contemporary Chinese studies
Disciplina	305.5/52095109045
Soggetti	Interpersonal relations - China Intellectuals - China Archaeologists - China Social structure - China Social control - China Electronic books. China Social conditions 1976-2000
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [275]-292) and index.

2. Record Nr.	UNINA9910255070303321
<b>Titolo</b>	Political Advertising in the 2014 European Parliament Elections / / edited by Christina Holtz-Bacha, Edoardo Novelli, Kevin Rafter
<b>Pubbl/distr/stampa</b>	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2017
<b>ISBN</b>	9781137569813 1137569816
<b>Edizione</b>	[1st ed. 2017.]
<b>Descrizione fisica</b>	1 online resource (XII, 243 p.) : ill
<b>Classificazione</b>	10.08.12.16
<b>Disciplina</b>	302.23
<b>Soggetti</b>	Communication Europe - Politics and government Journalism Ethnology - Europe Culture Political science Media and Communication European Politics European Culture Political Science
<b>Lingua di pubblicazione</b>	Inglese
<b>Formato</b>	Materiale a stampa
<b>Livello bibliografico</b>	Monografia
<b>Nota di bibliografia</b>	Includes bibliographical references at the end of each chapters and index.
<b>Nota di contenuto</b>	1. Introduction -- 2. Background to the elections -- 3. Regulation of electoral advertising in Europe -- 4. Representations of the European project -- 5. Representations of the Economic Crisis and Austerity Politics -- 6. A Negative Touch in Posters and Spots -- 7. Populist Politics and the 'radical right' in 2014 Elections -- 8. Old vs. New Europe? Differences in content and style of political advertising -- 9. Central-Eastern campaigning for the European parliament - In search of common patterns -- 10. The first time for everything: Political Advertising in a new Member State -- 11. Candidate-oriented but no European Spitzenkandidaten. The role of candidates in political advertising -- 12. Persuading beyond Words: Visual Appeals in the

Sommario/riassunto

This timely publication offers a fresh scholarly assessment of political advertising across the EU, as well as an insight into differing political and regulatory systems related to political advertising in the individual member states. With a detailed focus on the images and communication styles that characterised the 2014 European Parliament election campaign, this edited collection evaluates political advertising across the EU using empirical data to compare and contrast styles and approaches in different members. This work allows the authors to offer an important evaluation of the similarities and differences in the posters and broadcasts used to win public support in the 2014 campaign at the time of the great European recession and financial crisis, specifically looking at the place of posters and video commercials. This book will appeal to researchers and students of political communication, political science, history, European studies as well as candidates and campaign workers who want a more comprehensive understanding of the representation of Europe in political adverts at the 2014 elections.