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Nota di contenuto	TABLE OF CONTENTS; LIST OF TABLES; LIST OF ILLUSTRATIONS; FOREWORD; CHAPTER ONE - CONSTRUCTS, MODELLISATIONS, VALORISATIONS; SOCIAL ROLE OR BRAND; CRITICAL ANALYSIS OF ADVERTISING; SOCIAL MEDIA; THE DEATH OF CORNELIU COPOSU; JUSTIFIED OPINIONS; MORE INTERACTIVITY, LESS INTIMACY; CHAPTER TWO - PROBLEMATISATIONS, CASE STUDIES, APPLICATIONS; THE 2012 FRENCH PRESIDENTIAL ELECTION OR ABOUT HOW CAMPAIGN DISCOURSE BECOMES CAMPAIGN CONFLICT ; MASS-MEDIA; ORGANISATIONAL COMMUNICATION IN CYBERSPACE; FEATURES OF NONVERBAL COMMUNICATION IN VOLLEYBALL PLAY; IMPLICATIONS OF NEW MEDIA IN THE PUBLIC SPACE PATTERNS OF METAPHORISATION IN THE MEDIA DISCOURSE NONVERBAL SENSITIVITY AND STUDENTS' MOTOR PERFORMANCE; BRAND VS. SOCIAL RESPONSIBILITY; JOURNALISTIC APPROACHES IN CRITICAL ARTISTIC RESEARCH; COMIC INTERJECTIONS AND ONOMATOPOEIA IN ROMANIAN DRAMA; LOCAL AND REGIONAL TELEVISION IN THE NEW MEDIA LANDSCAPE; JOURNALISTS IN THE AGE OF COLLABORATIVE WEB AND DIGITAL TECHNOLOGIES; MODERN DOBRUJA (ROMANIA); STRATEGIES OF CONSTRUCTIVE APPROACH OF CONFLICTS; SELF-REFERENTIALITY AS A MANIPULATING TOOL OF JOURNALISTIC DISCOURSE; SALT IN FOOD; UNINFORMATIVE NEWS; COMMUNICATION,

MANIPULATION AND CENSORSHIP
PERCEPTION AND COMMUNICATION OF TERRORIST RISK ON FOOD
SUPPLY CHAINCORPORATE SOCIAL RESPONSIBILITY; IOAN SLAVICI, THE
JOURNALIST, ON PUBLIC OPINION; PRESERVATION AND VALORISATION
OF DOCUMENTARY HERITAGE THROUGH DIGITISATION; PROMOTING
CULTURAL EVENTS AND THEIR ROLE IN LOCAL DEVELOPMENT;
CONTRIBUTORS; INTERNATIONAL PEER-REVIEW FOR THIS VOLUME

Sommario/riassunto

This book, Applied Social Sciences: Communication Studies, is a collection of essays specific to the field of Verbal and Non-verbal Communication. It contains essays on the role of communication in the academic library (interculturality), IT (collaborative web, digitalisation), literary fiction (folktale, Romanian drama), management (conflict management, election campaign discourse, public relations, terrorism risk), marketing (advertising, brand, cultural events), mass-media (censorship, glo...

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Monografia

Experimental Study on Self Compacting Concrete with Replacement Material's -- Performance of Nano-Sio₂ and Nano-Zno₂ on Compressive Strength and Microstructure Characteristics of Cement Mortar -- Fly Ash Utilization In Lightweight Aggregates For Sustainable Construction -- Strength Behaviour of Masonry Blocks Produced Using Green Concrete -- Interference of Two Shallow Square Footings on Geogrid Reinforced Crusher Dust -- Use of Foundry Sand As Partial Replacement of Natural Fine Aggregate For The Production of Concrete -- Construction Blocks From C&D Debris Using The Innovative Co₂ Sequestration Technique -- Durability Studies on Alkali Activated Fly Ash and Ggbs Based Geopolymer Mortars -- A Comparative Study on Rcc Structures (Frame, Infill, Bracings, Wire Frame and Shear Wall) -- Comparative Study on Influence of Lead Rubber Bearing on Rc Structures with Flat Slab and Conventional Slab System Under Seismic Loading -- Corrosion Inhibitors Behaviour on reinforced concrete - A Review -- A Review of The Mechanical Behavior of Substitution Materials In Self-Healing Concrete -- Effect of Silica Fume on The Properties of Fly Ash Geopolymer Concrete -- Synthesis of Geo-Polymer Coarse Aggregates Using Class-F Fly Ash and Studies on Its Physical Properties -- Optimization of Resources by Real Time Correlation Study For Maximizing The Productivity -- Study on Mechanical Properties of Cement Concrete For Partial Replacement of Coarse Aggregate by Shredded Plastic and Cement by Fly Ash and Meta-Kaolin -- High Performance Concrete (Hpc) – An Innovative Cement Concrete Mix Design To Increase The Life Span of Structures -- Study on Mechanical Properties and Leaching of Heavy Metals In The Artificial Produced Fly Ash Aggregates -- Feasibility of Producing Class F Fly Ash Geopolymer Mortar with Alkaline Water Containing Sodium Carbonate (Na₂co₃) -- Analytical Study on Disintegration of Concrete -- An Effect of Naoh Molarity on Flyash – Metakaolin Based Self Compacting Geopolymer Concrete -- A Review on Performance of Geopolymer In Concrete -- An Experimental Study on Workability and Strength Characteristics of M40 Grade Concrete by Partial Replacement of Cement with Nano Tio₂ -- Studies on Fresh and Hardened Properties of Sugarcane Bagasse Ash Blended Self Compacting Concrete Mixes -- Experimental Study on Improvement of Bearing Capacity Using Geosynthetic Stone Column -- Analysis and Modeling of Labor Productivity Using System Dynamics Approach In Construction Projects -- Implication of Concrete with Chemical Admixture Cured In Low Temperature on Strength, Chloride Permeability and Microstructure -- Experimental Investigation on The Properties of Pervious Concrete Over Fibre Reinforced Pervious Concrete -- Role of Silica Fume In Producing High Strength Self-Compacting Concrete -- Problem Analysis and Geotechnical Study At Sengulam Augmentation Scheme -- Graphene In The Domain of Construction: A Review of Applications and Prospects -- Experimental Analysis on Partial Replacement of Fine Aggregate by Granite Dust In Concrete -- Experimental Investigation of High Strength Self-Compacting Fibre Reinforced Concrete -- Effect of Curing Conditions on Mechanical Properties of Reactive Powder Concrete with Different Dosage of Quartz Powder -- The Effects of Ggbfs on Strength Properties of Geopolymer Concrete Cured At Ambient Temperature -- Experimental and Finite Element Analysis of 80mpa Two-Span High-Performance Concrete Beam Under Flexure -- Techniques For Preparation and Dispersion of Nano- Sio₂ In Cementitious System - A Review -- Life Cycle Costing For The Analysis of Cost-Effectiveness of Alternative Concretes and Masonry Blocks -- Study on Development of Strength Properties of Bio- Concrete -- Rice Husk Ash (Rha) – The Future of Concrete -- Effect of Nano-Silica and Ggbs on The Strength

Properties of Fly Ash-Based Geopolymers -- Compressive Strength Prediction of High Strength Concrete Using Regression and ANN Models -- Prediction of Compressive Strength of High Volume Fly Ash Concrete Using Artificial Neural Network -- Experimental Investigation on Compressive Strength of Ld Slag Aggregate Concrete -- Cost Reduction Techniques on MEP Projects -- Mineralogical Study of Concretes Prepared Using Carbonated Fly Ash As Part Replacement of Cement -- Effect of Supplementary Cementitious Materials on Mechanical Properties and Thermal Conductivity of Concretes and Masonry Blocks -- Mechanical Properties of Pavement Quality Concrete Produced with Reclaimed Asphalt Pavement Aggregates -- Effect of Partial Replacement of Coarse Aggregates with E-Waste on Strength Properties of Concrete -- Experimental Investigation on Utilization of Waste Shredded Rubber Tire As A Replacement To Fine Aggregate In Concrete -- Strength Characteristics of Laterized Mortars Using Processed Laterite -- Sustainable Building Management by Using Alternative Materials and Techniques -- Effect of Silica Fume on Fly-Ash Based Geopolymer Mortar with Recycled Aggregates -- Mechanical Properties of Fibre Reinforced Concrete with Bottle Crown Caps As Fibres -- Performance of Deep Excavation For An Underground Metro Station Constructed by Top-Down Method – A Case Study -- Experimental Investigation on The Strength of Concrete by Partial Replacement of Fine Aggregates by Low Density Shredded Polyethylene -- Experimental Study on Performance of M30 Grade Concrete by Partial Replacement with Fly-Ash and Granite Powder -- Combined Effect of Marine Environment and Ph on The Impedance of Reinforced Concrete Studied by Electrochemical Impedance Spectroscopy -- Study on Effect of Sodium Hydroxide Concentration on Geopolymer Mortar -- Early Cost Estimation of Highway Projects In India Using Artificial Neural Network -- Review Paper on Utilization Potential of Rice Husk Ash As Supplementary Cementitious Material -- Replacement of Fine Aggregates by Recycled Construction and Demolition Waste In Pavement Quality Concrete -- Fresh and Hardened Properties of Self-Consolidating Concrete Incorporating Alumina Silicates.-Effect of Various Additives on The Properties of Fly Ash Based Geopolymer Mortar -- Influence of Metakaolin and Red-Mud Blended Cement on Reinforcement Corrosion In Presence of Chloride and Sulfate Ions -- Durability Studies of Polypropylene Fibre Reinforced Concrete -- Durability Studies of Steel Fibre Reinforced Concrete -- Durability Studies on Glass Fibre Reinforced Concrete -- Comparative Study and Laboratory Investigation of Soil Stabilized Using Terrasil and Zycobond -- Partial Replacement of Steel Slag Aggregates In Concrete As Fine Aggregates (Induction Blast Furnace Slag) -- Experimental and Numerical Studies on The Behaviour of Broad Gauge Railway Sleepers In Static Bending Condition -- Methods To Monitor Resources and Logistic Planning At Project Sites -- Can Geopolymer Concrete Replace The Conventional Concrete? – State of The Art -- Ambient Cured Geopolymer Concrete Products -- Shrinkage Behaviour of High Strength Concrete Using Recycled Concrete Aggregate -- Influence of Nano-Silica on Characteristics of Cement Mortar and Concrete -- Durability Performance of Structural Light Weight Concrete -- Mechanical Properties of Fiber Reinforced Concrete Using Coal-Bottom Ash As Replacement of Fine Aggregate -- An Experimental Study on Mechanical Properties of Ultra-High Performance Fiber Reinforced Concrete (Uhpfrc) -- Strength Improvement of Cement Mortar In Addition of Ureolytic Microorganism -- An Experimental Study on Partial Replacement of Fine Aggregate by Vermiculate and Cement by Marble Powder.

Sommario/riassunto

This book presents select proceedings of the International Conference on Sustainable Construction and Building Materials (ICSCBM 2018), and examines a range of durable, energy-efficient, and next-generation construction and building materials produced from industrial wastes and byproducts. The topics covered include alternative, eco-friendly construction and building materials, next-generation concretes, energy efficiency in construction, and sustainability in construction project management. The book also discusses various properties and performance attributes of modern-age concretes including their durability, workability, and carbon footprint. As such, it offers a valuable reference for beginners, researchers, and professionals interested in sustainable construction and allied fields. .
