

1. Record Nr.	UNINA9910465322503321
Titolo	Applied social sciences : communication studies // edited by Georgeta Rata, Gheorghe Clitan and Patricia-Luciana Runcan ; contributors Georgiana Alexandrescu-Fieraru [and thirty nine others]
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2013 ©2013
ISBN	1-4438-6548-6
Descrizione fisica	1 online resource (249 p.)
Disciplina	302.2
Soggetti	Communication - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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

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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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