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Titolo	Contemporary Chaucer across the centuries : essays for Stephanie Trigg // edited by Helen M. Hickey, Anne McKendry and Melissa Raine
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Nota di contenuto	Introduction / Helen M. Hickey, Anne McKendry and Melissa Raine -- 1. Identifying, and identifying with , Chaucer / Paul Strohm -- 2. First encounter: 'snail horn perception' in Geoffrey Chaucer's Troilus and Criseyde / Elizabeth Robertson -- 3. Sir Thopas 's mourning maidens - Helen Cooper -- 4. Chaucerian rhyme-breaking / Ruth Evans -- 5. 'Have ye nat seyn somtyme a pale face?' / Stephanie Downes -- 6. Heavy atmosphere / Jeffrey Jerome Cohen -- 7. Hunting and fortune in the Book of the Duchess and Sir Gawain and the Green Knight / Frank Grady -- 8. The implausible plausibility of the Prologue to the Tale of Beryn / Thomas A. Prendergast -- 9. Caxton in the middle of English / David Matthews -- 10. 'Hail graybeard bard': Chaucer in the nineteenth-century popular consciousness / Stephen Knight -- 11. Chaucer as Catholic child in nineteenth-century English reception / Andrew Lynch -- 12. Flesh and stone: William Morris's News from

Nowhere and Chaucer's dream visions / John M. Ganim -- 13. 'In remembrance of his persone': transhistorical empathy and the Chaucerian face / Louise D'Arcens -- 14. Textual face: cognition as recognition - James Simpson -- Index.

Sommario/riassunto

This unique and exciting collection, inspired by the scholarship of literary critic Stephanie Trigg, offers cutting-edge responses to the writings of Geoffrey Chaucer for the current critical moment. The chapters are linked by the organic and naturally occurring affinities that emerge from Trigg's ongoing legacy; containing diverse methodological approaches and themes, they engage with Chaucer through ecocriticism, medieval literary and historical criticism, and medievalism. The contributors, trailblazing international specialists in their respective fields, honour Trigg's distinctive and energetic mode of enquiry (the symptomatic long history) and intellectual contribution to the humanities. At the same time, their approaches exemplify shifting trends in Chaucer scholarship. Like Chaucer's pilgrims, these scholars speak to and alongside each other, but their essays are also attentive to 'hearing Chaucer speak' then, now and in the future.

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Autore

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Titolo

Strategic advertising management / / Larry Percy, John R. Rossiter, Richard Elliott

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Soggetti

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Monografia

Nota di contenuto

Part one Overview of advertising and promotion -- 1. What is advertising and promotion? -- 2. Perspectives on advertising -- Part two Planning considerations -- 3. What it takes for successful advertising and promotion -- 4. The strategic planning process -- Part three Laying the foundation -- 5. Target audience considerations -- 6. Consumer decision-making -- 7. Positioning strategy -- 8. Communication strategy -- 9. Media strategy -- Part four Making it work -- 10. Processing the message -- 11. Creative tactics -- 12. Promotion tactics -- 13. Creative execution -- 14. Integrating advertising and promotion -- Index.

Sommario/riassunto

This is a comprehensive textbook covering all areas of integrated marketing communications and combining rigorous empirical research with a wider perspective on the social and cultural aspects of advertising. Percy, Rossiter, and Elliott deal with advertising from a strategic rather than simply a descriptive standpoint, starting out with a broad look at what advertising is meant to do and then going on to provide the reader with an understanding of what it takes to develop effective advertising and promotion. The book contains numerous examples of successful advertising images alongside accompanying commentary to illustrate just what goes into making an effective advert. There are also a number of extended advertising case histories which are used to illustrate the application of the various theories discussed, and each chapter concludes with a number of empirical exercises and a range of discussion and essay questions.