

1. Record Nr.	UNINA9910993886503321
Autore	Scollon Ronald <1939->
Titolo	Intercultural communication : a discourse approach // Ron Scollon, Suzanne Wong Scollon, and Rodney H. Jones
Pubbl/distr/stampa	Chichester, West Sussex, U.K. ; ; Malden, Mass., : Wiley-Blackwell, 2012
ISBN	9781118149690 1118149696 9781299313651 1299313655 9781118149683 1118149688
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (333 p.)
Collana	Language in society
Altri autori (Persone)	ScollonSuzanne B. K JonesRodney H
Disciplina	306.4/4
Soggetti	Intercultural communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	What is a discourse approach? -- How when and where to do things with language -- Interpersonal politeness and power -- Conversational inference : interpretation in spoken discourse -- Topic and face : inductive and deductive patterns in discourse -- Ideologies in discourse -- Forms of discourse -- Socialization -- Corporate and professional discourse -- Generational discourse -- Gender and sexuality discourse -- Doing "intercultural communication".
Sommario/riassunto	This newly revised edition is both a lively introduction and practical guide to the main concepts and challenges of intercultural communication. Grounded in interactional sociolinguistics and discourse analysis, this work integrates theoretical principles and methodological advice, presenting students, researchers, and practitioners with a comprehensive and unified resource. Features new original theory, expanded treatment of generations, gender and corporate and professional discourse Offers improved organization and added features for student and classroom use, including ad

2. Record Nr.	UNINA9910484760703321
Autore	Noam Eli M
Titolo	Media and Digital Management / / by Eli M. Noam
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9783319720005 3319720007
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XVIII, 479 p. 68 illus., 67 illus. in color.)
Disciplina	302.23068
Soggetti	Communication Advertising media planning Business information services Media and Communication Media Planning Business Information Systems
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	I Overview -- 1. Introduction -- 2. The Information Environment -- II Production -- 3. Production Management in Media and Information -- 4. Technology Management in Media and Information Firms -- 5. Human Resource Management for Media and Information Firms -- 6. Financing Media, Information, and Communication -- 7. Intellectual Asset Management -- 8. Managing Law and Regulation -- III Marketing -- 9. Demand and Market Research for Media and Information Products -- 10. Marketing of Media and Information -- 11. Pricing of Media and Information -- 12. Distribution of Media and Information -- IV Feedback Loop -- 13. Accounting in Media and Information Firms -- 14. Strategy Planning in Media and Information Firms -- 15. Concluding Observations.
Sommario/riassunto	Being a successful manager or entrepreneur in the media and digital sector requires creativity, innovation, and performance. It also requires an understanding of the principles and tools of management. Aimed at the college market, this book is a short, foundational volume on media management. It summarizes the major dimensions of a business school

curriculum and applies them to the entire media, media-tech, and digital sector. Its chapters cover-in a jargonless, non-technical way-the major functions of management. First, creating a media product: the financing of projects, and the management of technology, HR, production operations, intellectual assets, and government relations. Second, harvesting the product created: market research, marketing, pricing, and distribution. And third, the control loop: media accounting and strategy planning. In the process, this book becomes an indispensable resource for those aiming for a career in the media and digital field, both in startups and established organizations. This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives. It aims to make them more knowledgeable, less blinded by hype, more effective, and more responsible.
