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Institutional Advertising in the Face of COVID-19 Hoaxes: Strategies, Messages and Narratives in the Spanish Case.

Sommario/riassunto

This book features selected papers from the International Conference on Communication and Applied Technologies (ICOMTA 2021), jointly organized by Universidad del Rosario (Bogota, Colombia); the University of Vigo (Galicia, Spain); the University of Santiago de Compostela-Equipo de Investigaciones Politicas (Galicia, Spain); the University of A Coruna (Galicia, Spain); and the Information and Technology Management Association (ITMA), during September 2021. It covers recent advances in the field of digital communication and processes digital social media, software, big data, data mining, and intelligent systems.