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Titolo	The psychology of entertainment media : blurring the lines between entertainment and persuasion // edited by L.J. Shrum
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Edizione	[2nd ed.]
Descrizione fisica	1 online resource (365 p.)
Altri autori (Persone)	ShrumL. J
Disciplina	659.101/9
Soggetti	Subliminal advertising Advertising - Psychological aspects Mass media - Psychological aspects Persuasion (Psychology) Manipulative behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; The psychology of entertainment media; Copyright; Contents; Preface; About the Authors; Chapter 1. What's So Special About Entertainment Media and Why Do We Need a Psychology for It?: An Introduction to the Psychology of Entertainment Media; Section I: Embedding Promotions Within Entertainment Media: Product Placement Effects and How they Work; Chapter 2. Product Integration: Current Practices and New Directions; Chapter 3. As a Backdrop, Part of the Plot, or a Goal in a Game: The Ubiquitous Product Placement Chapter 4. Children's Processing of Embedded Brand Messages: Product Placement and the Role of Conceptual FluencyChapter 5. Psychological Processing of In-Game Advertising and Advergaming: Branded Entertainment or Entertaining Persuasion?; Section II: The Programs Between the Ads:The Persuasive Power of Entertainment Media; Chapter 6. The Stories TV Tells: How Fictional TV Narratives Shape Normative Perceptions and Personal Values; Chapter 7. Flying With Icarus:

Narrative Transportation and the Persuasiveness of Entertainment  
Chapter 8. Seeing Is Believing: Toward a Theory of Media Imagery and Social Learning  
Chapter 9. Alcohol Messages in Television Series: Content and Effects; Chapter 10. Selling Beauty: The Hidden Cost to Women's Self-Worth, Relationships, and Behavior; Chapter 11. Learning Aggression Through the Media: Comparing Psychological and Communication Approaches; Chapter 12. Paths From Television Violence to Aggression: Reinterpreting the Evidence; Author Index; Subject Index

Sommario/riassunto

In this volume, psychologists and communication experts present theory on understanding and predicting how learning occurs through media consumption. As the impact of traditional advertising has declined over the last couple of decades, marketers have scrambled to find other ways to effectively communicate with consumers. Among other approaches, marketers have utilized various forms of product integration. Product integration is mixing a commercial message in with the non-commercial message via TV, movie, video, and other entertainment venues. This book will be of interest to students and r

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Autore

Cupi Deniz

Titolo

Environmental Debates in Albania : Media Discourse during the Post-Communist Period / / by Deniz Çupi

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Descrizione fisica

1 online resource (xiii, 267 pages) : illustrations

Disciplina

929.374

Soggetti

Communication in the environmental sciences  
Communication  
Information theory  
Journalism  
Environmental Communication  
Media and Communication Theory  
Digital Journalism

Lingua di pubblicazione

Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Media and Communication on the Environment: Historical and Normative Approaches -- 2. The Environment in Politics, Business and Civil Society -- 3. Monitoring of Print Media, Portals and Broadcasts -- 4. Who Drives the Discourse on the Environment -- 5. Environmental Issues Addressed by the New Media -- 6. Communication and Construction of Environmental Issues -- 7. Environmental News and Journalistic Practice -- 8. Culture, 'invasion of nature' and Advertising -- 9. Media and Raising Environmental Awareness -- 10. Media, the Public, Policies and Environmental Issues.
Sommario/riassunto	<p>This book investigates the role played by classical and digital media, and social networks in shaping debates on the environment. Providing a unique window of observation on environmental debates, the book explores the media theatre from the post-communist perspective of Albania. The work navigates the creation and development of environmental debate in Albania using evidence-based case studies, investigating the role of actors involved, who are closely related to the media, such as in business or politics. Environmental Debates in Albania offers an original insight on environmental debate, which is closely tied to and influenced by the place and culture within which it originates. Rich literature exists on global environmental issues, protests, policy and the rhetoric around climate change; this book supplies another piece to the puzzle through its focus on the under-researched area of environmental debate in post-communist and Eastern European countries. Deniz(Xhoga) Çupi is a journalist and lecturer of media and communication at "Ismail Qemali" University, Vlore. Çupi is the recipient of the National Award for Best Publicity Contributions to Children's Press Rights, 2006 by CRCA, the National Prize for Journalism, 2003 by UNDP, and the 2010 "Best Investigative Journalist" by the European Consumer Centers Network.</p>