

1. Record Nr.	UNINA9910796513903321
Autore	Perez Sobrino Paula
Titolo	Multimodal metaphor and metonymy in advertising / / Paula Perez Sobrino, Universidad Politecnica of Madrid
Pubbl/distr/stampa	Amsterdam, [Netherlands] ; ; Philadelphia, [Pennsylvania] : , : John Benjamins Publishing Company, , 2017 ©2017
Descrizione fisica	1 online resource (233 pages) : illustrations
Collana	Figurative Thought and Language (FTL), , 2405-6944 ; ; Volume 2
Disciplina	808.032
Soggetti	Metaphor Metonyms Advertising - Language
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Scope of and need for this book -- Theoretical models to explore multimodal meaning -- An integrated approach to the study of multimodal metaphor and metonymy -- Facing methodological challenges -- Metonymy and metonymic complexes -- Metaphor and metaphoric complexes -- Figurative complexes in advertising: a corpus-based account -- A cross-cultural investigation into the comprehension of multimodal -- Metaphor-metonymy combinations in advertising -- Closing notes.

2. Record Nr.	UNICAMPANIAVAN00295934
Autore	Itô, Kiyosi
Titolo	Diffusion Processes and their Sample Paths / Kiyosi Itô, Henry P. McKean jr
Pubbl/distr/stampa	Berlin ; Heidelberg, : Springer, 1996
Edizione	[Reprint of the 1974 edition]
Descrizione fisica	xviii, 326 p. : ill. ; 24 cm
Altri autori (Persone)	McKean, Henry P., jr.
Soggetti	01A75 - Collected or selected works; reprintings or translations of classics [MSC 2020] 60-XX - Probability theory and stochastic processes [MSC 2020] 60G17 - Sample path properties [MSC 2020] 60J60 - Diffusion processes [MSC 2020] 60J65 - Brownian motion [MSC 2020] 60J70 - Applications of Brownian motions and diffusion theory (population genetics, absorption problems, etc.) [MSC 2020]
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia