

1. Record Nr.	UNISA990001582930203316
Autore	HALLWARD, Peter
Titolo	Absolutely postcolonial : writing between the singular and the specific / Peter Hallward
Pubbl/distr/stampa	Manchester [etc.] : Manchester University, 2001
ISBN	0-7190-6126-1
Descrizione fisica	XXII, 433 p. ; 22 cm
Collana	Angelakihumanities
Collocazione	II.12.B.14
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910819515003321
Titolo	Visual communication // edited by David Machin
Pubbl/distr/stampa	Berlin ; ; Boston : , : De Gruyter Mouton, , [2014] ©2014
ISBN	3-11-037052-2 1-306-93544-X 3-11-025549-9
Descrizione fisica	1 online resource (768 p.)
Collana	Handbooks of communication science ; ; 4
Classificazione	AP 12860
Disciplina	302.23
Soggetti	Visual communication - Philosophy Image (Philosophy)
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	Front matter -- Preface to Handbooks of Communication Science series

-- Contents -- Part I. -- Introduction / Machin, David -- Part II. -- 1. The cognitive semiotics of the picture sign / Sonesson, Göran -- 2. Relevance Theory as model for analysing visual and multimodal communication / Forceville, Charles -- 3. Military hardware as affective objects: Towards a social semiotics of militainment television / Roderick, Ian -- 4. Foucauldian discourse analysis: Photography and the social construction of immigration in the Greek national press / Konstantinidou, Christina / Michailidou, Martha -- 5. Linguistic fetish: The sociolinguistics of visual multilingualism / Kelly-Holmes, Helen -- 6. Sex and Race go Pop / Bowman, Paul -- 7. The visual semiotics of Tarot images: A sociocultural perspective / Semetsky, Inna -- 8. Colour language hierarchy / Puhalla, Dennis -- 9. Applying psychological theory to typography: is how we perceive letterforms special? / Dyson, Mary C. -- 10. Toys or the rhetoric of children's goods / Brougère, Gilles -- 11. Visual Aspects of British Tabloid Newspapers: 'Image Crowding Out Rational Analysis'? / Conboy, Martin -- 12. British press photographs and the misrepresentation of the 2011 'uprising' in Libya: A Content Analysis / Bouvier, Gwen -- 13. Looking for what counts in film analysis: A programme of empirical research / Bateman, John A. -- 14. In the eye of the beholder: Visual communication from a recipient perspective / Holsanova, Jana -- 15. Questioning bohemian myth in Weimar Berlin: Reinterpreting Jeanne Mammen and the artist function through her illustrations *Der Maler und sein Modell 'The Painter and his Model' (1927)* / Smith, H. Camilla -- 16. A multimodal lens on the school classroom / Jewitt, Carey -- 17. Celebrating and critiquing "past" and "present"? The intersection between nostalgia and public service discourses in BBC1's *Ashes to Ashes* / Garner, Ross P. -- Part III. -- 18. Ally Sloper, Victorian comic book hero: interpreting a comedy type / Sabin, Roger -- 19. Visual Communication in the Theatre / Carlson, Marvin -- 20. Analysing impossible pictures: Computer generated imagery in science documentary and factual entertainment television / Campbell, Vincent -- 21. Reading the Fenian photographs: A historically and culturally located study / Edge, Sarah -- 22. Interpretation, representation and methodology: Issues in computer game analysis / Carr, Diane -- 23. The art of voice: The voice of art - understanding children's graphic narrative- enactive communication / Wright, Susan -- 24. The political values embedded in a child's toy: The case of "Girl Power" in the Brazilian doll Susi / Almeida, Danielle -- 25. The role of images in social media analytics: A multimodal digital humanities approach / O'Halloran, Kay I. / Chua, Alvin / Podlasov, Alexey -- 26. From static to dynamic: The changing experience of fashion imagery / Beard, Nathaniel Dafydd -- 27. The de-humanization of Palestinians in Israeli school books: a multimodal analysis of layout, intertextuality and reading paths / Peled-Elhanan, Nurit -- 28. Visual communication in tourism research: Seoul destination image / Hunter, William Cannon -- 29. Thinking visuals: What the challenges of architectural representation can tell us about visual communication / Teal, Randall -- 30. Visual communication in animals: Applying a Portmannian and Uexküllian biosemiotic approach / Kleisner, Karel / Maran, Timo -- 31. The importance of Murals during the Troubles: Analyzing the republican use of wall paintings in Northern Ireland / Rapp, Maximilian / Rhomberg, Markus -- 32. Transforming art and visual anthropology: Imitation, innovation and inspiration in two Japanese art museums / Cox, Rupert -- 33. Emotion ekphrasis: representation of emotions in children's picturebooks / Nikolajeva, Maria -- 34. 'The Ocular Proof?': Television news and the pursuit of reality / Brighton, Paul -- Biographical sketches -- Index

provide a collection of high quality, accessible papers that offer an overview of the different academic approaches to Visual Communication, the different theoretical perspectives on which they are based, the methods of analysis used and the different media and genre that have come under analysis. There is no such existing volume that draws together this range of closely related material generally found in much less related areas of research, including semiotics, art history, design, and new media theory. The volume has a total of 34 individual chapters that are organized into two sections: theories and methods, and areas of visual analysis. The chapters are all written by quality theorists and researchers, with a view that the research should be accessible to non-specialists in their own field while at the same time maintaining a high quality of work. The volume contains an introduction, which plots and locates the different approaches contained in it within broader developments and history of approaches to visual communication across different disciplines as each has attempted to define its terrain sometimes through unique concepts and methods sometimes through those borrowed and modified from others.

3. Record Nr.	UNINA9910298188503321
Autore	Zheng Jingxuan
Titolo	Brand Platform in the Professional Sport Industry : Sustaining Growth through Innovation // by Jingxuan Zheng, Daniel S. Mason
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2018
ISBN	9783319903538 3319903535
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XIII, 104 p. 4 illus.)
Disciplina	650
Soggetti	Branding (Marketing) Technological innovations Sports - Economic aspects Digital media Branding Innovation and Technology Management Sports Economics Digital and New Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Sport, Information, and the Attention Economy -- 2. The Evolution of Professional Sports as a Multi-sided Market -- 3. Building a Brand Platform Ecosystem for the Future Development of the Professional Sports Industry -- 4. Creating a Combined Multi-sided Market and Brand Platform Ecosystem.
Sommario/riassunto	This book examines how the emergence of new media brings brought challenges to the North American sport industry, discussing challenges in terms of a shift from an information economy to an attention economy perspective. Historically, the arrival of new forms of media, including radio and television, were not universally supported by sports leagues, wary of existing industry relationships with stakeholders, and new media have made the multi-sided market model of professional sports leagues - which has focused on protection and exploitation of league content - inefficient, and calls for a new model to integrate new

media into the market. By integrating platform theory with the Service Dominant Logic (SDL) of marketing we describe how the multi-sided market of professional sports is evolving into a platform ecosystem, and the role of its most important customers - the fans - will also evolve from end users, to value co-creators, complementors and innovators. This book will create a new way of understanding the evolution of professional sports leagues and future growth of the industry, and lay the foundation for new research within the academic realm of sport management and sports marketing.
