

1. Record Nr.	UNINA9910789645403321
Titolo	Critical discourse studies in context and cognition [[electronic resource] /] / edited by Christopher Hart
Pubbl/distr/stampa	Amsterdam ; ; Philadelphia, : John Benjamins Pub. Co., 2011
ISBN	1-283-28054-X 9786613280541 90-272-8510-1
Descrizione fisica	1 online resource (240 p.)
Collana	Discourse approaches to politics, society, and culture (DAPSAC), , 1569-9463 ; ; v. 43
Altri autori (Persone)	HartChristopher
Disciplina	401/.41
Soggetti	Critical discourse analysis Cognitive grammar
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	Critical Discourse Studies in Context and Cognition; Editorial page; Title page; LCC data; Table of contents; Acknowledgements; Introduction; (Critical) Discourse analysis and pragmatics; Discourse, knowledge, power and politics; Constraining context; Axiological proximization; Critical discourse analysis and cognitive linguistics as tools for ideological research; Analyzing lesbian identity in discourse; The ideological construction of European identities; Moving beyond metaphor in the cognitive linguistic approach to CDA Effective vs. epistemic stance and subjectivity in political discourse
Sommario/riassunto	Critical Discourse Studies (CDS) is an exciting research enterprise in which scholars are concerned with the discursive reproduction of power and inequality. However, researchers in CDS are increasingly recognising the need to investigate the cognitive dimensions of discourse and context if they want to fully account for any connection between language, legitimisation and social action. This book presents a collection of papers in CDS concerned with various ideological discourses. Analyses are firmly rooted in linguistics and cognition constitutes a major focus of attention. The chapters, whic

2. Record Nr.	UNINA9910972459003321
Autore	Witmer Judith T
Titolo	How to establish a high school service learning program // Judith T. Witmer and Carolyn S. Anderson
Pubbl/distr/stampa	Alexandria, VA, : Association for Supervision and Curriculum Development, c1994
ISBN	9786610928156 9780871205629 0871205629 9781280928154 1280928158 9781416605034 1416605037 9781416605041 1416605045
Edizione	[1st ed.]
Descrizione fisica	1 online resource (vi, 86 pages)
Altri autori (Persone)	AndersonCarolyn S. <1947->
Disciplina	361.3/7
Soggetti	Service learning - United States Education, Secondary - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"ASCD stock number: 1-94167"--T.p. verso.
Nota di bibliografia	Includes bibliographical references (p. 85-86).
Nota di contenuto	Preface: Getting Out of the Box!; Introduction; 1 The Origins of Service Learning; 2 The Purpose and Goals of Service Learning; 3 Principles of Service Learning; 4 Is a Service Learning Program Right for Your School or District?; 5 Service Learning Program Design Options; 6 Other Program Design Considerations; 7 Stakeholders: Gaining Their Interest, Confidence, and Commitment; 8 Getting Started; 9 Operations and Procedures; 10 Hurdles and Difficulties; 11 Last Words; Appendix A: Sources of Service Learning Information; Appendix B: Essential Service Learning References; References
Sommario/riassunto	This is a highly practical book for anyone who is interested in establishing or maintaining a service learning program at the high school level. It comes at an opportune moment, following the recent

passage of the National and Community Service Act of 1993. The book explains the origins, purpose, goals, and principles of service learning; discusses program design options and factors that need to be considered when establishing a program; offers guidance on starting and operating a program; and discusses how to handle common obstacles and challenges.

3. Record Nr.	UNINA9910631085703321
Autore	Xue Ke
Titolo	The History of Public Relations in China / / by Ke Xue, Sherry Xueer Yu, Mingyang Yu
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2022
ISBN	981-19-4093-2
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (259 pages)
Collana	Literature, Cultural and Media Studies
Disciplina	659.2
Soggetti	Communication in politics Public relations Communication Knowledge, Sociology of Social history History, Modern Political Communication Public Relations Media and Communication Sociology of Knowledge and Discourse Social History Modern History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1 The Beginning of Public Relations in China (1978-1987) -- 2 Expansion of Public Relations in China (1988-1996) -- 3 The Growth of Public Relations in China (1997-2011) -- 4 Development of Public

Sommario/riassunto

This book is the first on the history of Chinese public relations, and has been selected as one of the “40 representative books for 40 years of public relations in China” by the Public Relations Society of China. In four chapters, it systematically reviews and analyzes the trajectory and evolution of public relations in China from the very start – when the “reform and opening” policy was adopted in 1978 – to the present. The book will help both established and new scholars and practitioners in the field to understand the changing nature of public relations in China. It offers a unique perspective by placing the discussion of the development of public relations in the general context of the changes and development of China as a whole, and in relation to the changing status of public relations around the world. Accordingly, readers will not only gain a more in-depth understanding of the history of the field, but also of the political, economic, societal, cultural and scientific development of China in modern times.
