

1. Record Nr.	UNISALENTO991001396989707536
Autore	Bianco, Anna
Titolo	Sul problema dell'inversione del teorema di Lagrange. Tesi di laurea / laureanda Anna Bianco ; relat. H. Laue
Pubbl/distr/stampa	Lecce : Università degli studi. Facoltà di Scienze. Corso di laurea in Matematica, a.a. 1988-89
Classificazione	AMS 20-XX AMS 20D60
Altri autori (Persone)	Laue, Hartmut
Disciplina	512.22
Soggetti	Arithmetic problems Combinatorial problems Group theory
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910133380603321
Titolo	Annuaire statistique de la France // République française, Ministère des finances et des affaires économiques, Institut national de la statistique et des études économiques pour la métropole et la France d'outre-mer
Pubbl/distr/stampa	Paris, : L'Institut, 1953-
ISSN	2419-6630
Descrizione fisica	1 online resource
Disciplina	314.4
Soggetti	<p> national accounts economic conditions social situation consumption demography domestic policy working population research and development household income statistics agricultural situation trading operation industrial structures France comptabilité nationale condition économique situation sociale consommation démographie politique intérieure population active recherche et développement revenu des ménages statistique situation de l'agriculture échange commercial structure industrielle STATISTICS </p>

FRANCE
Reference sources.
Statistics.
France Statistics
France

Lingua di pubblicazione Francese
Formato Materiale a stampa
Livello bibliografico Periodico

3. Record Nr. UNINA9910483266303321
- Titolo Animation and Advertising // edited by Malcolm Cook, Kirsten Moana Thompson
- Pubbl/distr/stampa Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
- ISBN 9783030279394
3030279391
- Edizione [1st ed. 2019.]
- Descrizione fisica 1 online resource (340 pages)
- Collana Palgrave Animation, , 2523-8094
- Disciplina 659.1
791.4334
- Soggetti Animated films
Marketing
Animation
- Lingua di pubblicazione Inglese
- Formato Materiale a stampa
- Livello bibliografico Monografia
- Nota di contenuto Chapter 1 Introduction to Animation and Advertising -- I: Revisionist Histories -- Chapter 2 George Pal's 'Cavalcade of Colours, Music and Dolls': 1930s Advertising Films in Transnational Contexts -- Chapter 3 Sponsored Silhouettes: Lotte Reiniger's 'useful' films in Britain -- Chapter 4 Magic Highways and Autopias: Disney and automobile advertising -- II: Intermediality -- Chapter 5 Animation and Commercial Display in Britain during the 1920s -- Chapter 6 Live

Electrically with Reddy Kilowatt, Your Electrical Servant -- Chapter 7 'A Very Flexible Medium': The Ministry of Information and Animated Propaganda Films on the Home Front -- III: Brands -- Chapter 8 Animation Across Borders: Schicht Fat Factory and its Transmedia and Transnational Advertising Strategies -- Chapter 9 Just Do It, Impossible is Nothing: Animation and Sports Commercials -- Chapter 10 'Don't Mind Me, I'm Just a Dermatophyte': The Use of Animation in Direct-to-Consumer Pharmaceutical Television Advertising -- IV: Television -- Chapter 11 Beyond Anime? Rethinking Japanese Animation History through Early Animated Television Commercials -- Chapter 12 The 'Quasi-Artistic Venture': MTV Idents and Alternative Animation Culture -- Chapter 13 'Stupid Little Stories': Television Interstitial and Advertising Style in the Professional Culture of Indian Animation -- V: Digital and Contemporary -- Chapter 14 Promoting Computer Graphics Research: The tech demos of SIGGRAPH -- Chapter 15 'Movin' to a different beat': Commercial Pixar and the Simulated Ordinary -- Chapter 16 'Feel Everything': Animation, Advertising and Affect in Cinema and Television Idents.

Sommario/riassunto

Throughout its history, animation has been fundamentally shaped by its application to promotion and marketing, with animation playing a vital role in advertising history. In individual case study chapters this book addresses, among others, the role of promotion and advertising for anime, Disney, MTV, Lotte Reiniger, Pixar and George Pal, and highlights American, Indian, Japanese, and European examples. This collection reviews the history of famous animation studios and artists, and rediscovers overlooked ones. It situates animated advertising within the context of a diverse intermedial and multi-platform media environment, influenced by print, radio and digital practices, and expanding beyond cinema and television screens into the workplace, theme park, trade expo and urban environment. It reveals the part that animation has played in shaping our consumption of particular brands and commodities, and assesses the ways in which animated advertising has both changed and been changed by the technologies and media that supported it, including digital production and distribution in the present day. Challenging the traditional privileging of art or entertainment over commercial animation, Animation and Advertising establishes a new and rich field of research, and raises many new questions concerning particular animation and media histories, and our methods for researching them.
