

1. Record Nr.	UNISALENTO991002360849707536
Autore	Blum, Howard
Titolo	The eve of destruction : the untold story of the Yom Kippur War / Howard Blum
Pubbl/distr/stampa	New York : HarperCollins, c2003
ISBN	0060013990 (alk. paper)
Edizione	[1st. ed]
Descrizione fisica	xv, 350 p. : ill., maps ; 24 cm
Disciplina	956.04/8
Soggetti	Israel-Arab War, 1973
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. [333]-348).

2. Record Nr.	UNINA9910797341803321
Autore	Sunitha Srinivas C.
Titolo	'Ad'apting to markets : repackaging commecials in Indian languages [[electronic resource]] / Sunitha Srinivas C
Pubbl/distr/stampa	New Delhi, India ; ; Thousand Oaks, Ventura County, California ; ; Singapore : , : SAGE, , 2015 ©2015
ISBN	93-5150-527-8 93-5150-241-4 9789351502418 (electronic book)
Descrizione fisica	1 online resource (xiii, 215 pages)
Disciplina	659.10954
Soggetti	Advertising - India Advertising - Language Psycholinguistics Sales promotion
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 -- Contents -- Acknowledgements -- Introduction -- Chapter 1. The World of Advertising -- Chapter 2. The Illusion Industry: Advertising on Television -- Chapter 3. Making Sense of Advertisements: Reading Ads Theoretically -- Chapter 4. Localization: Issues in Cultural Transmission -- Chapter 5. 'Culturalizing' Advertisements: Relocating the Ad Message -- Chapter 6. The Visual- linguistic "Relay": Interpreting Advertisement Signs -- Chapter 7. The New Media: A Study of the Mobile Online Advertising -- Chapter 8. The Social Media: Localization and Global Communication -- Chapter 9. 'Ad' apting to Markets: Means to the Consumer's Heart and Purse -- Bibliography -- Index -- About the Author.
Sommario/riassunto	Looks at what goes into localization of advertisements in Indian languages. Discusses the process of localization of advertisements (ads) in different Indian languages and its socio-cultural implications. While doing so, it provides insights into the ideologies and cultural values of contemporary societies as they have a powerful influence not

only on consumers' product choices but also on their motivations and lifestyles. The local market is approached in regional languages to woo consumers and increase sales, the various ways in which localization is achieved, and the visual as well as linguistic 'translation' that 'localized' ads involve.--
