1. Record Nr. UNISALENTO991002574899707536

Autore	Herodes Atticus
Titolo	[Herodou] Perì politeias / introduzione, testo, traduzione a cura di Giuseppe Mariotta
Pubbl/distr/stampa	Padova : S.A.R.G.O.N., 2006
Descrizione fisica	101 p. ; 24 cm
Altri autori (Persone)	Mariotta, Giuseppe
Lingua di pubblicazione	Italiano Greco antico
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Bibliografia: p. [77]-90. Indici

2. Record Nr. UNINA9910258353103321

Autore	Zappone Tanina
Titolo	La comunicazione politica cinese rivolta all'estero / Tanina Zappone
Pubbl/distr/stampa	Ledizioni, 2018 Milan : , : Ledizioni, , 2018
Descrizione fisica	1 electronic resource (288 p.)
Collana	Memorie del Dipartimento di Giurisprudenza - Università di Torino
Soggetti	Communication in politics - China Communication - Political aspects - China Mass media - Political aspects - China
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Beginning in the late 1990s, Chinese political and intellectual circles are

becoming aware of the existence of a clear imbalance between the exceptional results of two decades of economic reforms and the relatively marginal role of the People's Republic in large international forums. The debate on the need to assume a mentality of "great power (daguo xintai)" and to "share global responsibilities (gongdan quanti zeren)", which arose in those years, is echoed in President Xi's recent statements Jinping, who warned in January 2014: "To strengthen the cultural soft power of the Nation, it is necessary to increase international discursive power, strengthen competences in international communication, meticulously build a discursive system aimed at foreign countries, make better use of new media and increase the creativity, the appeal and the credibility of the discourse addressed abroad (...). "The volume aims to analyze this evolution of Chinese political communication directed abroad, under different perspectives, in order to reconstruct the essential lines of the conceptual framework, institutional, media and discursive within which the political message is packaged and distributed to the foreign audience.