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27. - Turner, Kyle: The Queer Film Guide (11.05.2023)
28. - Robson, Garry: Virtually Lost (16.05.2023)

1. - Computers and Games



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Autoren:	Browne, Cameron, Schaeffer, Jonathan, Kishimoto, Akihiro
Verlag	Springer International Publishing
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Einband	Buch (broschiert)
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Themen	agentbased, algorithms, communication, machinelearning, neuralnetworks, algorithmanalysisandproblemcomplexity, agent based, machine learning, neutral networks, algorithm analysis and problem complexity

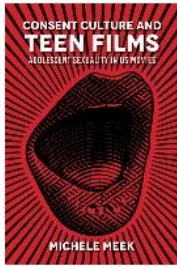
Inhaltsangabe:

Classic Games: FairKalah: Towards Fair Mancala Play.- Improving Search in Go Using Bounded Static Safety.- Chinese Checkers Bitboards for Move Generation and Ranking Using Bitboards. Multi-Player and Multi-Action Games: Solving Chainmail Jousting.- An Algorithm for Multiplayer Games Exploiting Opponents' Interactions with the Player.- Incentivizing Information Gain in Hidden Information Multi-Action Games. Solving Games: QBF Solving using Best First Search.- Oware is Strongly Solved.- Solving Impartial SET using Knowledge and Combinatorial Game Theory. Measuring Games: Which Rules for Mu Torere?.- Measuring Board Game Distance. Decision Making in Games and Puzzles: Improving Computer Play in Skat with Hope Cards.- Batch Monte Carlo Tree Search.- Human and Computer Decision-Making in Chess with Applications to Online Cheat Detection.- Procedural Generation of Rush Hour Levels.

Kurze Inhaltsangabe:

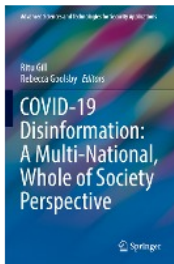
This book constitutes the refereed proceedings of the International Conference on Computers and Games, CG 2022, held virtually, during November 22¿24, 2022. The 15 full papers included in this book were carefully reviewed and selected from 23 submissions. They were organized in topical sections as follows: ¿classic games, multi-player and multi-action games, solving games, measuring games, decision making in games and puzzles.

2. - Consent Culture and Teen Films



ISBN/ISSN	9780253065742
Autor	Meek, Michele
Preis	33,00 EUR
Gewicht	358 g
Verfügbarkeit	lieferbar
Erscheinungstermin	04.04.2023
Autoren:	Meek, Michele
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Zusätzliche Daten	10 Halftones, black and white
Sprache	Englisch
Einband	Buch (broschiert)
Seiten	240

3. - COVID-19 Disinformation: A Multi-National, Whole of Society Perspective



ISBN/ISSN	9783030948276
Autor	Goolsby, Rebecca Gill, Ritu
Preis	74,89 EUR
Gewicht	365 g
Verfügbarkeit	hergestellt auf Anfrage
Erscheinungstermin	05.05.2023
Autoren:	Goolsby, Rebecca, Gill, Ritu
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Seiten	236
Themen	Strategic Communication, social media, Military Studies, comparative politics, War Studies, COVID-19 Crisis, Strategic Communication, Social Media, Military Studies, Comparative Politics, War Studies, COVID-19 crisis

Inhaltsangabe:

1. A Political Disinfodemic.- 2. Cognitive Warfare: NATO, COVID-19 and the Impact of Emerging and Disruptive Technologies.- 3. Developing Approaches to Detect and Mitigate COVID-19 Misinfodemic in Social Networks for Proactive Policymaking.- 4. COVID-19 Disinformation, Misinformation and Malinformation During the Pandemic Infodemic: A View from the United Kingdom.- 5. Web of Lies: Mapping the Narratives, Effects and Amplifiers of Russian COVID-19 Disinformation.- 6. The Asian COVID-19 Infodemic on Instant Messaging Platforms.- 7. How to Defence Against COVID Related Disinformation.- 8. Are You Seeing What I am Seeing? Ensuring Data Relevance for Online Information Environment Assessments.

Kurze Inhaltsangabe:

Brings disinformation surrounding COVID-19 research to the fore Provides a multi-national perspective on COVID-19 and disinformation Presents lessons learned (thus far) on how to respond to potential future pandemics

Inhaltsangabe:

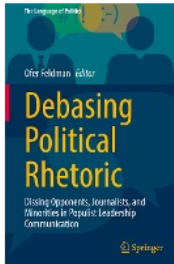
The COVID-19 pandemic is not only a threat to our health and economy, but also has strong implications for defence and security. Indeed, defence leaders have highlighted a second fight surrounding the spread of COVID-19, namely disinformation and preparing to face adversaries willing to exploit the public health crisis for nefarious purposes. The current pandemic is a breeding ground for the propagation of disinformation, as it represents the first major global health event in which large social media platforms have become the main distributor of information. This multi-national edited volume consists of contributions from Defence Science, academia and industry, including NATO Headquarters, United States, Netherlands, Singapore, United Kingdom and Norway. The content is aimed at a diverse audience, including NATO members, researchers from defence and security organizations, academics, and militaries including analysts and practitioners, as well as policy makers. This volume focuses on various aspects of COVID-19 disinformation, including identifying global dominant disinformation narratives and the methods used to spread disinformation, examining COVID-19 disinformation within the broader context of the cognitive domain, examining the psychological effects of COVID-19 disinformation and COVID-19 disinformation on instant messaging platforms, along with examining various countermeasures to disinformation.

Informationen zum Autor:

Ritu Gill has a PhD in Social Psychology from Carleton University. She started her career as a Research Manager in the Research Branch of Correctional Service Canada in Ottawa, and joined Defence Research & Development Canada (DRDC) as a Defence Scientist in 2007. She led the Psychological Effects Team, and is currently a Section Head in DRDC. Her

research examines online influence activities, specifically, how the internet and social media influences the information environment, including the analysis of online audiences, and how deception techniques employed by adversaries, such as disinformation, impacts audiences. She is routinely invited to speak at national and international conferences to share her research. She participates in international defence research collaborations as the Canadian Project Officer for the Tri-lateral Partnership Agreement with Sweden and Netherlands on 'Understanding Influence'. Along with Dr. Goolsby, she is co-lead for the NATO Human Factors and Medicine Research Task Group 'Digital & Social Media Assessment for Effective Communication and Cyber Diplomacy'. In May 2020, Dr. Gill was interviewed by NATO TV Channel identifying dominant Coronavirus narratives propagated by adversaries, potential counter-strategies, and identifying the current activities of the NATO HFM research Panel activities. Dr. Gill also conceived of and led the planning and organization of a Canadian interagency virtual symposium on COVID-19 and Disinformation bringing national and international experts together to present the most recent research on COVID-19 and disinformation. Rebecca Goolsby is a program officer overseeing the program, "Social Networks and Computational Social Science" at the Office of Naval Research. She is a well-known digital anthropologist with a strong background in the study of information warfare, cyberdiplomacy and the use of social media in crisis and disaster. She is a recipient of a Fulbright Award and other honors for scholarship and service in the federal government. She is a highly cited authority on conflict in the information environment with several groundbreaking publications in the field. Her article, "On Cybersecurity, Crowdsourcing and Social Cyber-Attack, published in 2012 by the Woodrow Wilson Center for International Scholarship, introduced the problem of propaganda, trolling, and coordinated information terrorism, providing the first published description of social cyber-attack using crowdsourcing methods. Along with Dr. Gill, she is Co-Lead of a NATO Research Technology Group on cyberdiplomacy and communications that has turned its focus to disinformation and COVID-19. She regularly provides briefs on information maneuvers to counter disinformation, social hysteria propagation and crowd manipulations to US forces drawing from a newly developed digital and social media playbook for government and military communicators. In February 2020, she was the keynote speaker for the "Hacking Democracy: Influence Operations in the Digital Age" event in Oslo, Norway as a guest of the Norwegian Defence Research Establishment (FFI) and the Norwegian Atlantic Committee. She is a long-time scholar of digital culture, disaster communications, disinformation and crowd manipulation in social media.

4. - Debasing Political Rhetoric



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Autoren:	Feldman, Ofer
Verlag	Springer Nature Singapore
Zusätzliche Daten	HC runder Rücken kaschiert
Sprache	Englisch
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Themen	Politicalcommunication, PoliticalDiscourse, politicalrhetoric, politicalpsychology, politicalculture, Debasement, abusivelanguage, Political Communication, Political Discourse, Political Rhetoric, Political Psychology, Political Culture, Abusive Language

Inhaltsangabe:

Introduction: Studying Political Debasing Discourse in the Public Sphere.- Debasing Language as a Subset of Political Incivility: Characteristics and Effects.- Coarseness in Spanish Political Discourse: A Critical Discourse Analysis of Santiago Abascal and Pablo Casado's Aggressive Language.- Debasing Language Expressed by Two Radical Right-Wing Populist Leaders in the Netherlands: Geert Wilders and Thierry Baudet.- The Sharp-Tongued Loudmouth: Incivility and Debasing in Brazil's President Jair Bolsonaro's YouTube Livestreams.

Kurze Inhaltsangabe:

Is the first anthology with detailed, empirical material on the debasing discourse of politicians in the West and East Presents deep analysis on the content and effects of debasing language of public officials worldwide Fits for advanced students and researchers of political communication and behavior

5. - Die (Un)Sichtbarkeit der Gewalt



ISBN/ISSN	9783835354098
Autor	Requate, JörgSchumann, DirkTerhoeven, Petra
Preis	32,00 EUR
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Verfügbarkeit	lieferbar
Erscheinungstermin	01.05.2023
Autoren:	Requate, Jörg, Schumann, Dirk, Terhoeven, Petra
Verlag	Konstanz University Press
Zusätzliche Daten	ca. 20
Sprache	Deutsch
Einband	Buch (gebunden)
Auflage	1
Seiten	252
Themen	Geschichte der Gewalt, Gewalt und ihre Repräsentationen, Mediengeschichte, deutsche Geschichte im 20. Jahrhundert, deutsche Geschichte im 21. Jahrhundert

Kurze Inhaltsangabe:

Formen von Gewalt und ihre »Sichtbarkeit«.

Hinsichtlich der öffentlichen Wahrnehmung von Gewalt haben die (Massen-)Medien in der Regel eine Schlüsselrolle gespielt. Gewalt wurde von ihnen sehr unterschiedlich thematisiert und bewertet: Manche Formen von Gewalt, etwa solche in Familien, in der Kirche, im Sport oder in Erziehungseinrichtungen, wurden erst spät aufgegriffen und skandalisiert, andere, etwa der Rechtsterrorismus, nur eingeschränkt erfasst. Die Beiträge des Bandes gehen den medialen Dynamiken der Gewaltdarstellung anhand von Fallbeispielen aus Deutschland und anderen Ländern nach.

Aus dem Inhalt:

Barbara Manthe: Die unsichtbare Geschichte des Rechtsterrorismus. Zur Medialisierung und Repräsentation rechtsterroristischer Gewalt in der Bundesrepublik der frühen 1980er Jahre

Carina Gabriel-Kinz: Satirische Darstellungen sexualisierter Gewalt in kirchlichen Einrichtungen und ihre Auswirkungen auf die öffentliche Debatte in Deutschland und Frankreich (2010-2020)

Annelie Ramsbrock: Öffentlichkeit hinter Gittern. Strafvollzug, Medien und Politik in Westdeutschland (1954-1973) Annette

Vowinckel: Tote zeigen. Konjunkturen der Gewaltfotografie im 19. und 20. Jahrhundert

6. - Die Fragilität des Zugangs



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Autor	Schüller-Zwierlein, André
Preis	24,95 EUR
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Verfügbarkeit	lieferbar
Erscheinungstermin	08.05.2023
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Verlag	de Gruyter Verlag
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Auflage	1
Seiten	452
Themen	Ethik, Kommunikation, Populismus, informationsociety, Communication, Populism, Ethics, Informationsgesellschaft, Information society, communication, populism, ethics

Kurze Inhaltsangabe:

Wir haben uns in der Informationsgesellschaft gemütlich eingerichtet: Information steht allenthalben auf Abruf bereit. Gleichzeitig kann man ein Wiederaufkommen von Populismus und Radikalismus, von Gewalt und enthemmter Kommunikation beobachten. Das Buch widmet sich der Frage, ob in der Vorstellung einer Informationsgesellschaft selbst und in den damit verbundenen Praktiken ein Strickfehler verborgen ist, der Populismus und Radikalismus befördert.

Informationen zum Autor:

André Schüller-Zwierlein, University Library of Regensburg, Germany.

7. - Digit@l China



ISBN/ISSN	9783406791130
Autor	Shi-Kupfer, Kristin
Preis	16,00 EUR
Gewicht	240 g
Verfügbarkeit	lieferbar
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Autoren:	Shi-Kupfer, Kristin
Verlag	C.H.Beck Verlag
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Einband	Buch (broschiert)
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Themen	Digital, Digitalisierung, Internet, Baidu, Alibaba, Tencent, Technologie, IT-Unternehmen, Sinologie, Xi Jinping, Identität, Kommunikation, Mercator, Edition Mercator, China, Überwachungsdictatur

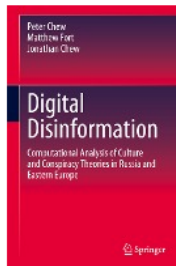
Kurze Inhaltsangabe:

(Edition Mercator)

Informationen zum Autor:

Kristin Shi-Kupfer ist Professorin für Sinologie an der Universität Trier und Senior Associate Fellow beim Mercator Institute for China Studies (MERICS). Sie ist Expertin für Chinas Digitalpolitik, Ideologie und Medienpolitik, Zivilgesellschaft und Menschenrechte.

8. - Digital Disinformation



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Verlag	Springer International Publishing
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Einband	Buch (gebunden)
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Themen	FormerSovietUnion, ConspiracyTheory, computationallinguistics, anthropology, Russianstudies, socialsciences, SocialMediaAnalytics, Former Soviet Union, Conspiracy Theory, Computational Linguistics, Anthropology, Russian Studies, Social Sciences, Social Media Analytics

Inhaltsangabe:

Information Maneuvers in and around Ukraine: What is Really Driving Conflict with Russia? 1 Background 1.1 A widespread Russian view of Ukraine: rooted in language, culture, and religion 2 Issues surrounding Ukraine 2.1 Russian troop buildup on the border 2.2 Russian hydrocarbons and their place in Europe 2.2.1 A cultural specific of the Russian hydrocarbon landscape 2.2.2 Russian dependence on hydrocarbons, and its pipelines and infrastructure 2.2.3 The Russia-EU co-dependency 2.2.4 Summary 2.3 NATO enlargement 3 What does social media say about the issues? 3.1 Discussion of 'Ukraine' in Russian-speaking Twitter 3.2 Discussion of 'Ukraine' in Ukrainian-speaking Twitter 3.3 Discussion of 'NATO' in both Russian- and Ukrainian-speaking Twitter 4 Conclusions and recommendations for strategic communications

Information Maneuvers in the Baltic region 1 Contents 2 Background: brief history of the Baltics 3 A distillation of multiple threat assessments and perspectives 3.1 Brief background on threat assessment 3.2 Environmental Threats 3.3 Espionage Threats 3.4 Military Threats 3.5 Cyber Threats 3.6 Destabilizing Threats 3.7 Russian Limitations 4 Analysis of social media landscape 4.1 The 'BEND' framework 4.2 Research hypotheses 4.3 Topic selection 4.4 Data retrieval 4.5 Data processing 4.6 Exploration of results 4.7 Discussion 5 Conclusions and recommendations for strategic communications

Information Maneuvers in and around Poland: Historical Revisionism and Rule of Law 1 Background 1.1 Language, culture, and religion as predictors of geopolitical fault lines 2 Current issues surrounding Poland 2.1 The EU versus Poland on primacy of law 2.2 Polish nationalism and World War II 2.3 The Polish-Belarus border 2.4 The Suwalki Corridor 2.5 The buildup of Russian forces along Ukraine's border 3 Analysis of social media landscape in Poland versus East Slavdom 3.1 Interpretation of the maneuvers that have led to the current point 3.2 Twitter data collection and analysis 3.2.1 Data collection 3.2.2 Analytical approach 3.2.3 Results of analysis 4 Conclusions and recommendations for strategic communications 5 References

Appendix 1: Polish 'border' tweets 49 Appendix 2: Russian 'border' tweets 62

Information Maneuvers for Soviet Union 2.0 1 Background 2 Features of everyday Soviet life in the twentieth century 2.1 The 'information island' created by the Iron Curtain 2.2 Soviet indoctrination 2.3 Repression 2.4 Soviet life - drab and dilapidated 2.5 The ideology of Soviet life 2.6 The bureaucracy of Soviet life 3 Social media analysis 4 Conclusions and recommendations for strategic communications

Finding and Analyzing Information Maneuvers on the Fringe 1 Fringe narratives: an illustrative example involving Russia and its Eurasian ambitions 2 The 'brotherhood of nations' - a historical pattern, not an anomaly 3 Eurasian integration: coming in the near future? 4 How can we analyze fringe beliefs? 4.1 Why fringe beliefs matter: did they help end the Cold War? 4.2 The role of language in fringe beliefs 4.3 Connection to foundational computational linguistics concepts 4.3.1 Word probabilities 4.3.2 'Distinctiveness' in words and combinations of words 4.3.3 From probability to pointwise mutual

information 4.4 Problem statements with respect to fringe beliefs 4.4.1 Analytical approach to 'known unknowns' 4.4.2 Analytical approach to 'unknown unknowns' 4.5 Combining PMI and clustering to find 'unknown unknowns' 5 Demonstration and technical implementation 5.1 Dataset 5.2 Technical implementation 5.3 Key 'waypoints' in the approach 5.3.1 Pointwise mutual information 5.3.2 Singular value decomposition 5.3.3 Composition of adjacency matrix 5.3.4 Detection of anomalous clusters 6 Conclusions Appendix 1. The Scythians (by Aleksandr Blok) 54 Appendix 2. Hand-curated 'fringe belief' text 57 Appendix 3. Python Jupyter notebook for identifying fringe beliefs 59 Russian media narratives on Ukraine in 2022: a computational analysis 1 Background 2 Data used for this report, and method of collection 3 Our approach: signal processing (and SVD) fundamentals 4 Key narratives in 2022 in Russian media 4.1 Application of SVD to our data 4.2 Topics of interest: detailed discussion 4.2.1 A Russian fake about alleged Ukrainian incursion 4.2.2 Mockery of changing Ukrainian positions on NATO membership 4.2.3 'Humanitarian corridors' propaganda, claims of Russian air superiority 4.2.4 Pre-invasion denials that an invasion would happen 4.2.5 Conspiracy theories about U.S. biolabs in Ukraine 4.2.6 Fears of sabotage in border regions of Russia 4.2.7 Mockery of gaffe by British Foreign Secretary 4.2.8 2014 events in Ukraine described as a 'coup' to justify the invasion before the fact 4.2.9 Putin's NATO grievances 4.2.10 Putin's 'my beauty' remark 4.2.11 Russian reaction to U.S. 'pre-bunking' of Russian false flag narratives 4.2.12 Russian comparisons of Ukrainian nationalism and terrorism 4.3 Key takeaways 5 What's 'mainstream' and what's 'fringe' in Russian media? 5.1 How we can answer this question with SVD 5.2 Digging deeper with Keyness analysis 5.2.1 What is a Keyness Relative Frequency Analysis? 5.2.2 Comparing RT and Meduza 5.3 Key takeaways 6 How topics changed over time in Russian media 6.1 January 1st-15th: Kazakhstan unrest 6.2 January 16th-31st: Fractious political relations between Ukraine and Russia 6.3 February 1st-15th: Mockery of Ukrainian and British politicians 6.4 February 16th-28th: Russia's invasion of Ukraine 6.5 March 1st-15th: Evacuating civilians; Ukraine-Russia peace talks 6.6 March 16th-31st: Ukrainian deaths; Chechen fighters in Ukraine 6.7 April 1st-15th: Ukrainians killed in Bucha; alleged terrorist threats within Russia 6.8 April 16th-30th: Russian media stops talking about Ukraine 6.9 May 1st-May 16th: Victory Day in Russia 6.10 Key takeaways 7 Conclusions Appendix 1. Scraping the web for Russian media articles Appendix 2. Full list of topics extracted from 2,838 Russian media articles, 1/1/2022-5/16/2022 Appendix 3. Jupyter Notebook code snippets Appendix 4. Russian stopwords used for Keyness analysis Appendix 5. Time Relative Frequency Analyses: full list of charts by half-month

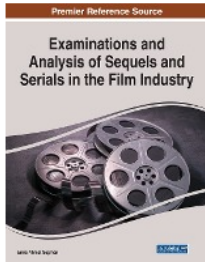
Kurze Inhaltsangabe:

Combines authors personal experiences and deep cultural and professional experience of living and working in Russia Helps readers interested in Eastern Europe to 'take the temperature' of the region today Shows how state of the art computational analysis techniques could be applied to similar problems in other topic areas

Informationen zum Autor:

Peter Chew is the President and owner of Galisteo Consulting Group, Inc., a consulting company in Albuquerque, New Mexico with a focus on national security. His specialty is in data analytics. Peter has previously worked in a research capacity for the U.S. national laboratories, and as an auditor for Price Waterhouse, where his assignments included field audits of Russian oil and gas companies. Peter's education is a D.Phil. in Russian computational linguistics at the University of Oxford (where he was a recipient of a British Academy scholarship) and a B.A. in Russian and Polish language and literature at the School of Slavonic and East European Studies (University of London), where he earned distinctions in linguistics. Peter has authored and co-authored many articles, primarily in the field of computational linguistics. In the area of finance, where he has also applied his analytical skills, Peter is also a Certified Public Accountant and Certified Fraud Examiner. Peter is fluent in Russian and competent in Polish.

9. - Examinations and Analysis of Sequels and Serials in the Film Industry

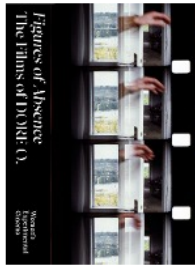


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Kurze Inhaltsangabe:

There are many elements in the concept of visual continuity, and they are all interrelated. In films or film series that are described as sequels, establishing a visual integrity relationship between films comes to the fore. The concept of the sequel appears in two ways. Sometimes, while the ideas are scripted, the story is divided into more than one part. Sometimes the story is planned as a single movie, and after a certain time, it can be realized as a follow-up movie/film for different reasons. In both systems of expression, it is necessary to seek harmony between all elements of visual design. Examinations and Analysis of Sequels and Serials in the Film Industry examines certain contents through the concepts of cinematography and narrative, focusing more on the practical side of cinema and partially on the theoretical side. It examines samples, sequels, serials, and trilogy universes on the axis of cinematography and narration. Covering topics such as film landscape, repeated narrative elements, and storytelling, this premier reference source is an excellent resource for film industry workers, film students and educators, sociologists, librarians, academicians, and researchers.

10. - Figures of Absence. The Films of DORE O.



ISBN/ISSN	9783910298064
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Autoren:	Matzke, Masha, Filmbüro NW
Verlag	Strzelecki Books
Zusätzliche Daten	Aiming at a long-overdue reappraisal of Dore O.'s avant-garde film practice, this publication honors the work and legacy of Dore O., one of Germany's most pioneering experimental filmmakers. Figures of
Sprache	Englisch
Einband	Buch (broschiert)
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Kurze Inhaltsangabe:

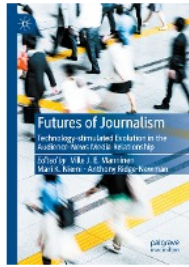
Aiming at a long-overdue reappraisal of Dore O.'s avant-garde film practice, this publication honors the work and legacy of Dore O., one of Germany's most pioneering experimental filmmakers.

Figures of Absence exposes the formal rigor and inventiveness as well as the cultural connotations and historical ramifications of a cinematic vision that has been relegated to the purely personal, diaristic, and even nonintellectual realms. Ultimately, the authors' revisionist accounts of Dore O.'s films spark a debate on still underrepresented areas of women's experimental cinema, its dismissive reception across international borders, its legacy, and the history and causes of its marginalization.

In the 1960s, the painter Dore O. became one of the first and few women in Germany to turn to experimental film in such a consistent and self-determined way. She was actively involved in exploring new forms of cinema while developing her own "signature, her own tone, her own film method" (Harun Farocki). Radically following her own path, she laid the groundwork for a later generation of notably female artists by cultivating personal filmmaking in a strong intersection with medium-specific experimentation while defying highly politicized currents and prevailing theories, both structural and feminist.

With previously unpublished archival material and rare interviews with Dore O., extensive image material, as well as new contributions from the leading scholars and experts on women's experimental cinema from Europe and North America, including Albert Alcoz, Ute Aurand, Robin Blaetz, Christine Noll Brinckmann, Stephen Broomer, Vera Dika, Mike Hoolboom, Sarah Keller, Anthony Moore, Lucy Reynolds, and Maureen Turim, among others.

11. - Futures of Journalism



ISBN/ISSN	9783030950750
Autor	Manninen, Ville J. E. Ridge-Newman, Anthony Niemi, Mari K.
Preis	149,79 EUR
Gewicht	526 g
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Erscheinungstermin	06.05.2023
Autoren:	Manninen, Ville J. E., Ridge-Newman, Anthony, Niemi, Mari K.
Verlag	Springer International Publishing
Zusätzliche Daten	Paperback
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Einband	Buch (broschiert)
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Themen	Newsaudiences, punctuatedevolution, journalismtechnologies, newsfundingmodels, newsmediabusinessmodels, journalismethics, TechnologyEthics, newsethics, Aljournalism, computationaljournalism, digitaljournalism, ImmersiveJournalism, news audiences, punctuated evolution, journalism technologies, news funding models, news media business models, journalism ethics, technology ethics, news ethics, AI journalism, computational journalism, digital journalism, immersive journalism

Inhaltsangabe:

Introduction Section 1: TRANSFORMATIONS IN THE BUSINESS OF JOURNALISM Chapter 1. Maintaining online revenues for legacy media Chapter 2. Facing the pressure of the market Chapter 3. Monetizing attention through blockchain Chapter 4. Transmedia storytelling as part of alternative news media business models Section 2: ETHICAL IMPLICATIONS OF NEW TECHNOLOGIES Chapter 5. Adapting the media self-regulation to the era of news automation Chapter 6. News professionals, audiences and communication rights in a global perspective Chapter 7. Ethics of newsrooms' knowledge of the users in the era of datafication Chapter 8. Potential for artificial intelligence (AI) to rejuvenate public trust in journalism Chapter 9. Journalists and the people still known as the audience Section 3: ADAPTING JOURNALISTIC PRACTICES TO NEW CONDITIONS Chapter 10. The changing role of gatekeeping in the age of computational journalism Chapter 11. Peer-to-peer journalism in an age of cognitive capitalism Chapter 12. Approaches to improving news commenting with computational moderation Chapter 13. Scenarios for how AI can augment citizen involvement in local journalism Chapter 14. What happens when platforms mediate the audience-journalism relationship? Chapter 15. Networked utilization of satellite images and geospatial technology Chapter 16. Troll logic: a challenge to future journalism Section 4: UNDERSTANDING CHANGING AUDIENCES Chapter 17. Immersive journalism and new audience relationship Chapter 18. Perceptions and attitudes towards AI-generated news Chapter 19. What drives the news choices of a young audience? Chapter 20. Beyond clicks and time spent to authentic engagement Chapter 21. The epistemic role of news audiences in a digital era Conclusion

Kurze Inhaltsangabe:

Explores the audience-news media relationship through new and innovative perspectives. Examines the implications of technological development on the way news media interacts with society. Looks beyond the present to propose likely developments in the future.

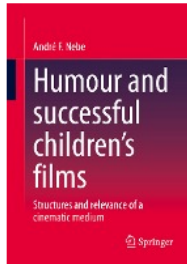
Inhaltsangabe:

This book examines how technologies are changing, will change, or could change the relationship between audiences and news media. It highlights how novel technologies could have fundamental implications for the way that news media interact with wider society. The book comprises of four thematic parts. Firstly, it focuses on the impact of technological development on the news media business, exploring how news media uses new technologies to improve their sustainability. Secondly, it considers the ethical dilemmas that arise when audience-news media relationships are transformed by technological development. The third part of the book approaches the effects of novel technologies from the journalists' viewpoint: how do new technologies intervene in the audience-news media relationship through journalistic work? Finally, the fourth part dissects the ways new technologies can impact audience-news media relationships through transforming audience agency, audience preferences and news media's understanding of them.

Informationen zum Autor:

Ville J. E. Manninen is a Researcher at the University of Vaasäs InnoLab research platform in Finland. He has worked as a researcher and a lecturer at the University of Jyväskylä, Finland, focusing on journalistic work practices and media plurality. Ville is a journalism studies graduate and has worked in several newspapers. Mari K. Niemi is the Research Director of E2 Research, an independent research institute based in Helsinki, Finland. She served as the founding Director of the Innovation & Entrepreneurship InnoLab, a research platform at the University of Vaasa. Mari was awarded Academic of the Year in 2015 for her active participation in science communication and public discussion. Anthony Ridge-Newman is an Associate Professor in Media and Communication at Liverpool Hope University, UK. His research and teaching have been previously based at Glasgow, London, Roehampton and Oxford universities. Anthony has published three books on political communication, and he has diverse scholarly and practice expertise and experience across media, communication and politics.

12. - Humour and successful children's films



ISBN/ISSN	9783658403225
Autor	Nebe, André F.
Preis	106,99 EUR
Gewicht	560 g
Verfügbarkeit	hergestellt auf Anfrage
Erscheinungstermin	18.05.2023
Autoren:	Nebe, André F.
Verlag	Springer Spektrum
Zusätzliche Daten	Paperback
Sprache	Englisch
Einband	Buch (broschiert)
Auflage	1
Seiten	436
Themen	filmanalysis, Humourresearch, Audiencebehaviour, Filmmarketing, Children'sfilmresearch, Successresearch, receptionresearch, Film analysis, Humour research, Audience behaviour, Film marketing, Children's film research, Success research, Reception research

Inhaltsangabe:

Humour in science and practice.- Questioning children about humour.- Components of humour-categorical film analysis.- Coverage ratio between children's humour preferences and the humour offerings in the analysed films.- Correlations to budget, shooting days and number of visitors.

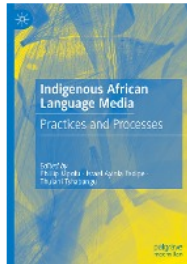
Kurze Inhaltsangabe:

A study in media studies

Informationen zum Autor:

André F. Nebe studied law at the Humboldt University of Berlin, film directing at the University of Hamburg and earned his doctorate at the Babelsberg Film University. Among other things, he is the director of the feature film "Das grosse Rennen", author of various episodes of the ZDF series "Löwenzahn", was an editor for the SWR children's series "Motzgurke" and is the author of children's books in the series "Die Geisterreiter" and "Die Küstenwölfe". André F. Nebe is a lecturer at media and film schools.

13. - Indigenous African Language Media



ISBN/ISSN	9789819903047
Autor	Mpofu, Phillip Tshabangu, Thulani Fadipe, Israel Ayinla
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Erscheinungstermin	27.04.2023
Autoren:	Mpofu, Phillip, Tshabangu, Thulani, Fadipe, Israel Ayinla
Verlag	Springer Nature Singapore
Zusätzliche Daten	HC runder Rücken kaschiert
Sprache	Englisch
Einband	Buch (gebunden)
Auflage	1
Seiten	480
Themen	Indigenous African Language Media, African identities, Media Representation, African Health and Environmental Crises, African Journalism Practices, Indigenous African Language Media, African Identities, Media Representation, African Health and Environmental Crises, African Journalism Practices

Inhaltsangabe:

SECTION I: AUDIENCE PERCEPTION, PARTICIPATION, ETHNIC, IDENTITY FORMATION AND INDIGENOUS LANGUAGE MEDIA.- 1. Appreciating indigenous African language media' practices and processes- a transdisciplinary approach, Philip Mpofu, Israel A. Fadipe and Thulani Tshabangu.- 2. Kulfi is like a Tanzanian: The reception of an Indian Television Drama dubbed in Kiswahili, by Daines Nicodem Sanga, Mona Mwakalinga and Issau Athumani Mbura submitted Tanzania.- 3. Language Politics, Development and Sustainability of Books in the Nigerian Languages, by Osarobu Emmanuel Igudia.- 4. Time to be Represented: The Imperative for Investment in Igbo Language Radio, by Malachy O. Udejinta.- 5. Slang and the Semantic Sense of Sameness: A Sociolinguistic Analysis of Shona Back Slang, by Enock Nyambo.- 6. Mass Communication and African Indigenous Societies: The Meeting Point, by Charles Oguntoye.- 7. Mission Statements, Role of Political Actors in Community Radio Stations-The Ghanaian Experience, by Mavis Essandoh.- 8. Expanding Language? Struggles that characterise the development of new words and meanings on Eswatini's national radio, by Maxwell Vusumuzi Mthembu and Nqobile Ndzinisa.- 9. African Languages and the Rhetoric of Gender Identity in Marginal Films Made Outside the Mainstream Film Industry in South Africa, by Gilbert Motsathebe.- SECTION II: MEDIA REPRESENTATIONS, TEXT, CONTEXT AND INDIGENOUS INDIGENOUS LANGUAGE MEDIA.- 10. Re-tooling the Nigerian Society to combat Crime and Criminality: The Strategic importance of Proverbs in Child and Personality Development, by Mustapha Olalekan Rufai.- 11. Evaluation of an African indigenous Language Programme on Poly Ilaro 92.1 FM, Ogun State Nigeria, by Odu, Adejare Samuel & Alabi Oluwole Folaranmi.- 12. Examining the place of female musicians in Zimbabwe's music industry, by Edith Katiji and Richard Muranda.- 13. Ivbie edo nuzomo, wa ghima kweko kugbe: Themes in Edo (Bini) language Nollywood movies as development communication, Francis Amenaghawon.- 14. Use of non-verbal cues as Alternative to Verbal Communication before Tyrants in Selected Yoruba Films, Matthew Kolawole Oni.- 15. Multilingual online responses on the 'Hollywood-style' arrest of a defence lawyer in a high-profile case, Gilbert Motsathebe.- SECTION III: HEALTH AND ENVIRONMENTAL CRISIS AND INDIGENOUS INDIGENOUS LANGUAGE MEDIA.- 16. Impact of Covid-19 on an indigenous newspaper, Kwayedza, by Takunda Maodza.- 17. Imole Yoruba Coverage of COVID-19 Pandemic in South West Nigeria, by Hassan Biodun Suleiman.- 18. Exploring Music Videos in Indigenous Languages and Behavioural Change towards Waste Management in Lagos State, Nigeria, by Babatunde Adeyeye, Evaristus Adesina, Darlynton Yartey and Emeka Uwam.- SECTION VI: BEAT ANALYSIS, PEACE JOURNALISM AND INDIGENOUS INDIGENOUS LANGUAGE MEDIA.- 19. Indigenous Language as a Factor for Sustainable

Development, by Akinwalere Ifedayo Nigeria.- 20. A Study of the Yoruba Language Newspapers in the Colonial Era, by Akangbe Adeniyi Clement.-21. Coverage of Development Issues, And Identity Formation in Alaroye Newspapers, by Stephen Odebiyi.- 22. Livelihood Improvement Through Participatory Mass Communications; A Study on Community Radio and the Lives of Women in Northern Ghana by Manfred Kofi Antwi Asuman and Subeshini Moodley.- 23. Building a Culture of Peace and Conflict Resolution through Indigenous Language Media (ILM), by Toyosi Olugbenga Samson OWOLABI & Hassan Adeniyi OLALEKAN.- 24. Indigenous Language Use in Advertising Campaigns: A Study of Airtel Nigeria's Users, by Adeniji O.C. and Akinbode S.A.

Kurze Inhaltsangabe:

Provides a documentation of the often-neglected indigenous African language media, from film, cinema to music and etc
Presents the role of indigenous African language media in Africans' quest for self-development and self-actualisation
Reveals how the many indigenous African language media have been employed to influence all facets of African experience

Inhaltsangabe:

The book contributes to the sparse academic literature on African and minority language media research. It serves as a compendium of experiences, activities and case studies on the use of native language media. Chapters in this book make theoretical, methodical and empirical contributions about indigenous African language media that are affected by structural factors of politics, technology, culture and economy and how they are creatively produced and appropriated by their audiences across African cultures and contexts. This book explores indigenous African language media about media representations, media texts and contents, practice-based activities, audience reception and participation, television, popular culture and cinema, peace and conflict resolution, health and environmental crisis communication, citizen journalism, ethnic and identity formation, beat analysis and investigative journalism, and corporate communication. There are hardly any similar works that focus on the various issues relating to this body of knowledge. The book provides a valuable companion for scholars in various fields like communication, media studies, African studies, African languages, popular culture, journalism, health and environmental communication.

Informationen zum Autor:

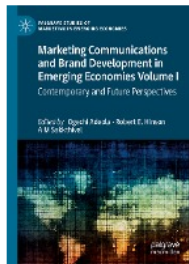
Phillip Mpfu, DLitt et Phil, is an Extraordinary Researcher at North West University, Mafikeng Campus, South Africa, in the Indigenous Language Media in Africa (ILMA) research entity. He is also a Senior Lecturer in the Department of Languages, Literature & Cultural Studies at Midlands State University, Zimbabwe. His research combines sociolinguistics, language politics, language policy, virtual communities and African language media. Israel Ayinla Fadipe is postdoctoral fellow in Indigenous Language Media in Africa research entity, Faculty of Humanities, North-West University, South Africa. He specialises in communication, cultural and gender studies, and has published articles and chapters in both local and international journals. He graduated from the Department of Communication and Language Arts, University of Ibadan, with BA in Creative Writing, MA in Popular Music and PhD in Applied and Gender Communication. Thulani Tshabangu is an emerging academic who holds a PhD in Journalism from Stellenbosch University in South Africa. He is currently a post-doctoral fellow at North West University research institute of Indigenous Languages Media in Africa where he researches about democracy and development communication in Africa; the management and political economy of African media.

14. - Künstliche Intelligenz in der strategischen Kommunikation



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Autor	Hansen, Kristin
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Erscheinungstermin	01.05.2023
Autoren:	Hansen, Kristin
Verlag	Quadrige Media Berlin
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Einband	Buch
Auflage	1
Seiten	188

15. - Marketing Communications and Brand Development in Emerging Economies Volume I



ISBN/ISSN	9783030886806
Autor	Adeola, OgechiSakkthivel, A MHinson, Robert E.
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Erscheinungstermin	06.05.2023
Autoren:	Adeola, Ogechi, Sakkthivel, A M, Hinson, Robert E.
Verlag	Springer International Publishing
Zusätzliche Daten	Paperback
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Einband	Buch (broschiert)
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Seiten	340
Themen	Africa, MarketingCommunication, Emergingmarkets, Branding, advertising, ConsumerBehaviour, buyingpatterns, BrandManagement, brandavoidance, Sponsorship, Neuromarketing, ArtificialIntelligence(AI), virtualreality, publicrelations, marketingpractices, contemporaryperspectives, technology, marketing communication, emerging markets, branding, consumer behaviour, buying patterns, brand management, brand avoidance, sponsorship, neuromarketing, artificial intelligence (AI), virtual reality, public relations, marketing practices, contemporary perspectives

Inhaltsangabe:

Chapter 1. Marketing Communications and Brand Development - An Introduction (Ogechi Adeola, Robert E. Hinson & A. M. Sakkthivel) Contemporary Perspectives on Marketing Communications and Brand Development - Destination Brand Management and Brand Avoidance Chapter 2. The Progress of Destination Brand Marketing in Emerging Economies: The Case of ASEAN (Mohd Raziff Jamaluddin, Mohd Hafiz Mohd Hanafiah & Daryl Ace V. Cornell) The growth of the travel and tourism industry has outpaced that of the global economy for the ninth consecutive year since 2010. Destination competitiveness using travel and tourism indicators is a subject that has been studied for over 30 years in academia. This chapter explores various destination marketing concepts introduced by previous scholars that sparked discussion on the progress of destination marketing especially presenting several popular frameworks that were adopted by the previous scholars. The unpredictable and uncertain nature of the tourism industry makes it challenging for destination marketers to prepare for inevitable changes and allocations that would benefit both demand and supply. Sustainable marketing is one of the popular topics in recent years due to the unpredictability situation. The travel industry is adapting to changes in the tourism ecosystem, and it will continue to do so for the foreseeable future. Digital marketing is becoming increasingly critical for Destination Marketing Organisations (DMOs) and is being used extensively in their marketing campaigns. Due to the unpredictability generated by different economic and health issues, globalisation and digitisation will become a priority for destination management and marketing in the future. In the post-COVID-19 era, the ability of the DMO to communicate a unique selling proposition effectively will determine its success. Chapter 3. Nation Branding as a Strategic Approach for Emerging Economies: The Case of UAE (Gouher Ahmed, Ana Abudaqa, C. Jayachandran, Yam Limbu & Rasheed Alzahmi) A nation can be accepted as a brand and can be viewed as a compound of both historical and contemporary associations with a set of beliefs, customs, traditions, and various economic dynamics. Although there is a growing interest by the researchers and policymakers regarding nation brand (NB), the concept remains complex and challenging to define and achieve. This chapter provides a theoretical contribution to the field of NB, covering a general perspective through

Anholt-GfK nation brand's hexagon and its implication, with some examples of nation brand character in different economies. Additionally, the chapter discusses the relevance, scope, and evolution of nation branding in the United Arab Emirates (UAE) while observing the title of Vision 2021 and its core components. Finally, practical insight is provided for emerging economies interested in enhancing their country image, like UAE.

Chapter 4. Bank Brand Avoidance - Perspectives from Nigeria and Ghana (Henry Boateng, Uchenna Uzo & Robert E. Hinson) Brand avoidance is an everyday phenomenon in the lives of consumers. However, existing studies have not adequately investigated service brand avoidance from a phenomenology perspective. Thus, we employed a phenomenological approach to understanding service experiences that inform bank customers' decisions to avoid bank brands. We interviewed 30 participants from Ghana and Nigeria who confirmed that they actively choose not to use certain bank brands even though they could afford their service charges. We used thematic analysis techniques to analyse the data. The findings show that the participants avoid some bank brands due to service failure issues which relate to lack of empathy, delays and complex procedures, and technology. The implications of these findings are discussed at the end of the chapter.

Contemporary Perspectives on Marketing Communications and Brand Development - Sponsorship, Health and Personal Branding Chapter 5. Sponsorship: Practices and Benefits in Emerging Markets (Michael Goldman, Gabriela Klein Netto, Shiling Lin & Richard Wanjohi) Brand avoidance is an everyday phenomenon in the lives of consumers. However, existing studies have not adequately investigated service brand avoidance from a phenomenology perspective. Thus, we employed a phenomenological approach to understanding service experiences that inform bank customers' decisions to avoid bank brands. We interviewed 30 participants from Ghana and Nigeria who confirmed that they actively choose not to use certain bank brands even though they could afford their service charges. We used thematic analysis techniques to analyse the data. The findings show that the participants avoid some bank brands due to service failure issues which relate to lack of empathy, delays and complex procedures, and technology. The implications of these findings are discussed at the end of the chapter.

Chapter 6. Sports Communications in South America: The Case of the Soccer World Cup (Raúl Rosales & Roger Tito) Sports has become a great communication platform through the organisation of events. Sports competitions that are broadcast on different channels are attracting more followers around the world. In South America, soccer remains the most popular, and the most followed sports. This chapter reviews the theoretical advances in sports communication. It will also present key indicators of the leading international competitions in South America and how communication has helped strengthen Sports in the region. Also, this chapter will compare the most important Sports tournament, the Soccer World Cup, with other events of similar characteristics in a bid to evaluate the relevance to the audiences to which it is directed. Information from academic databases and archival reports from companies dedicated to such sports will be used to measure the audience of television programs. This will, therefore, demonstrate how marketing communication has been utilised as a tool to drive sports in South America.

Chapter 7. Social Media-Driven Consumer-Brand Interactions in Mexico: Healthy Food Brands versus Indulgent Food Brands (Grisel Castillo, Lorena Carrete & Pilar Arroyo) This chapter explores the effectiveness of companies' advertising on Facebook in promoting the interaction of consumers with the firm. Specifically, the consumers-firm interaction, as a result of the information posted by brand managers in brand fan pages, is compared for two brand categories: healthy and indulgent foods. The Uses and Gratification Theory is the theoretical framework utilised to explain if companies are providing meaningful content (emotional, informational, relational or remunerative content) that stimulates customers to interact with the company. The study was executed following a mixed-methods approach. In-depth interviews with target consumers between 24 and 40 years old in Mexico were performed to gain a richer understanding of social media use. The information on a netnography study complemented and cross-validated the results obtained through the interviews. Our findings show that consumers judge the entertainment, social interaction and remuneration content of the advertisement in health brand pages to be limited. The fan pages of healthy food brands are mainly informative but unexciting. Conversely, the fan pages of indulgent food brands better satisfy consumers' needs, specifically concerning the relational and remunerative content. Indulgent brands provide more enjoyable content by giving consumers more opportunities for distraction, recreation and amusement. Based on the study's findings, managerial implications for food manufacturing companies in emerging economies are elaborated.

Chapter 8. Health and Lifestyle Branding (Emmanuel Silva Quaye and Leeford Ameyibor) Any corporate organisations now consider a healthy lifestyle as a strategic branding tool to boost brand equity through promotional and communication tactics. This chapter explores the various factors that explain people's propensity to maintain healthy lifestyles, regarding organic food eating, physical exercise, disease avoidance, and positive work-life balance. It also explores how corporate brands develop and communicate health and lifestyle branding. The chapter draws on various extant literature from commercial, social, and health marketing to explain the underlying motivations for a healthy lifestyle. These factors are extended to explain healthy lifestyle trends and behaviours in emerging markets. A healthy lifestyle is conceptualised as comprising three key elements: natural food consumption, health care, and life equilibrium. While the marketing literature has predominantly focused on organic food consumption, we refer to physical

exercise and health care as vital considerations for understanding healthy lifestyle behaviours. Segmentation theory is utilised to guide the identification of appropriate target segments for healthy lifestyle branding. The chapter concludes with strategic recommendations on how firms may position their brands to achieve effectiveness in health and lifestyle branding.

Chapter 9. Personal Branding (J. N. Halm) From the late 20th century, personal branding has gained much traction. There is a general acceptance that each individual has a brand and that it is those who put in the effort, who understand the benefits of a strong personal brand, who end up creating effective personal brands. Such merits include financial considerations as well as a large following. In developing a great personal brand, individuals are to consider the various elements that make up a brand and to go through the necessary steps. It is only in putting in the work needed that a great personal brand emerges with all its attendant advantages. In a workplace characterised by highly qualified individuals, developing strong personal brands will be immensely beneficial not only to individuals but also to organisations they work for. New media, mainly via social media, has unique advantages for individuals who desire to develop great personal brands. This chapter discusses the phenomenon of personal branding, focusing on issues such as brand equity and brand loyalty as they relate to personal branding. The elements and the process that lead to an effective personal brand are discussed. Examples of some successful personal brands are provided at the end of the chapter.

Futuristic Perspectives on Marketing Communications - A Focus on NeuroMarketing Chapter 10. Neuromarketing: The Role of the Executive Function in Consumer Behaviour (Chika Remigious Ezegwu, Awele Achi, Chikaodi Francisca Ezugwu) Over the years, business organisations have spent millions of dollars on marketing campaigns to influence favourable consumer buying behaviour, but the successes of these campaigns have been limited even with increased budgets due to changing dynamics in consumerism. This chapter aims to provide insights on why neuromarketing is key to the success of marketing campaigns in emerging markets by considering a neuropsychological construct - executive function (EF) - which has been shown to influence individuals' behaviour and decision making. We build on the neuromarketing literature to highlight why it is important to consider EF and its dimensions (inhibitory control, working memory, and cognitive flexibility) in marketing campaigns. We argue that adopting neuromarketing tools in emerging markets will help organisations understand consumers' affective, cognitive, and behavioural characteristics and how they mentally navigate through marketing stimuli. We conclude that it is important for organisations to rethink marketing campaigns in emerging markets.

Futuristic Perspectives on Marketing Communications - Digital as the Future of Marketing Communication Chapter 11. The Future of Marketing: Artificial Intelligence, Virtual Reality and Neuromarketing (Ogechi Adeola, Olaniyi Evans & Jude Ndubuisi Edeh) The emergence of new technologies is influencing marketing research. Specifically, artificial intelligence (AI), virtual reality (VR) and neuropsychological tools are changing the way we collect, store, and analyse data linked to the marketing of products and services. To realise the benefits of these technologies, which have implications for marketing communications as they facilitate the in-depth understanding of consumer experience, strategic and proactive orientations are required. To this end, this chapter reviews extant literature on AI, VR, and neuromarketing, providing guidance on how future marketing decisions will be made through leveraging these new technology-based tools. With its increasing computer power, AI will support broad marketing applications, such as analysis and targeting of customers for effective decision making. VR can enhance a customer's experience through the purchase journey, thus providing ample opportunities for marketers to utilise innovative marketing campaigns. Neuromarketing can capture tacit cognitive and emotional responses to marketing stimuli and prepare informed forecasting of consumers' purchase decisions.

Chapter 12. Leveraging Digital Marketing and Integrated Marketing Communications for Brand Building in Enterprising Markets (Amrita Chakraborty and Varsha Jain) Digitalisation has enabled brands in emerging markets to connect with target consumers through integrated marketing communication strategies. The purpose of this chapter is to explore and leverage the need for digital marketing for brands in emerging markets. One of the first insights the chapter provides is that digital marketing has created enormous opportunities for brands and consumers to connect. This connection is developed on various social media platforms, such as Facebook, Instagram, and Twitter. Brands are using these platforms to create awareness and communicate value. Digital marketing, aligned with integrated marketing communications, strengthens the relationships between brands and consumers. Therefore, this chapter presents a framework for digital marketing as a new branding strategy for effectively leveraging digital marketing and integrated marketing communications in emerging markets.

Kurze Inhaltsangabe:

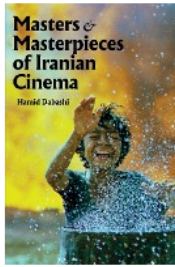
Offers a futuristic perspective on marketing communications, including the use of AI. Provides a practical understanding into the adoption and application of marketing communications. Explores the skills needed to enhance the visibility of companies in emerging markets

Informationen zum Autor:

Ogechi Adeola is an Associate Professor of Marketing and the Head of Department of Operations, Marketing and Information Systems at the Lagos Business School (LBS), Pan-Atlantic University, Nigeria. Her multi-dimensional research

focuses on the advancement of knowledge across the intersection of marketing, tourism, and gender studies. Her research has been published in top international journals, including Annals of Tourism Research, Tourism Management, Journal of Business Research, Industrial Marketing Management, International Marketing Review, and Psychology and Marketing. Her co-authored articles won Best Paper Awards at international conferences for four consecutive years (2016 - 2019). She is a 2016 Visiting International Fellow, Open University Business School, UK and a 2017 Paul R. Lawrence Fellow, USA. She is also the Academic Director of LBS Sales & Marketing Academy. Her international marketing consultancy experience spans Africa, Asia, the UK, and the USA. Robert E. Hinson is Professor and Head of the Department of Marketing and Entrepreneurship at the University of Ghana Business School. He is also the Acting Director of Institutional Advancement at the same institution, Research Associate at the University of the Free State Business School, and an Extraordinary Professor at the North West University School of Business and Governance in South Africa. Robert has authored/edited several books and has over a hundred scientific publications to his credit. He has also served as the Rector of the Perez University College in Ghana and holds two doctorate degrees: one in International Business from the Aalborg University in Denmark and another in Marketing from the University of Ghana. Professor Hinson has for the last twenty-two years, consulted for and trained several public and private sector institutions globally in the general areas of Marketing, Sales, and Service Excellence; and served as well on the boards of local and international institutions. A M Sakthivel is Professor of Marketing at Skyline University College, UAE. He holds a PhD in Business Administration (Marketing) from Utkal University (Equalised under MOE, UAE), Bhubaneswar, India. He also has done certification of EEC (Entrepreneurship Educator Course) with Honors from Stanford University, USA, IIM Bangalore and National Entrepreneurship Network, India, MBA in Marketing and Finance and BBM in Marketing and Finance from Bharathiar University, India. He has 24 years of academic, industry, research, consulting and training experience. He was a Expert Panel Member, Member of Jury, for TATA Hottest Startups, NEN Global, Executive Member, Entrepreneurial Task Force, CII, Tamil Nadu, India, Panel and board member for many leading national and international universities. He conducted programmes for senior and middle level executives (SIFY, CITI Group, FORD, Technip, Savorit Foods, EPPENDORF etc.). He consulted leading government and private organisations such as Indian Railways, SSA, Tamil.

16. - Masters and Masterpieces of Iranian Cinema



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Verlag	Mage Publishers
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Sprache	Englisch
Einband	Buch (broschiert)
Seiten	464
Themen	Iranian Filmmakers, film Iran

Kurze Inhaltsangabe:

The rise of Iranian cinema to world prominence over the last few decades is one of the most fascinating cultural stories of our time. There is scarcely an international film festival anywhere that does not honor the aesthetic and political explorations of Iranian artists. *Masters & Masterpieces of Iranian Cinema* celebrates this remarkable emergence. It focuses on twelve of the most important Iranian filmmakers of the past half-century—among them, such pioneers as Forugh Farrokhzad, Dariush Mehrjui, Abbas Kiarostami, and Jafar Panahi. In his examination of their lives and their greatest works, Hamid Dabashi explains how, despite the censorship of both the Pahlavi monarchy and the Islamic Republic, the creativity of these filmmakers has transcended national and cultural borders. His account traces the ascendancy of Iranian cinema in modern Iranian intellectual history and also probes its links to Persian poetry, fiction, art, and philosophy. In Europe and in North America, in Asia and in Latin America, in Australia and Africa, the thematic and narrative richness of Iranian cinema has met with tremendous acclaim. Indeed, its particular modes of realism—building on such cinematic antecedents as Italian, French, and German neorealism—have become truly transnational, contributing a new visual vocabulary to filmmaking everywhere. *Masters & Masterpieces of Iranian Cinema* studies the role that prominent film festivals have played in fostering the global success of Iranian cinema, and investigates the reception of these films within Iran, an intriguing story in its own right. This is a book that will reward not only the scholar and the film aficionado but also anyone interested in the cultural history of modern Iran.

Informationen zum Autor:

Hamid Dabashi is the Hagop Kevorkian Professor of Iranian Studies and Comparative Literature at Columbia University in New York. He is a founding member of the Institute for Comparative Literature and Society, as well as a founding member of the Center for Palestine Studies at Columbia University. Most recently he is the author of *Europe and Its Shadows* (Pluto, 2019), *Brown Skin, White Masks* (Pluto, 2011) and *Can Non-Europeans Think?* (Zed, 2015).

17. - Medien for Future



ISBN/ISSN	9783869626703
Autor	Freiwillige Selbstkontrolle Fernsehen e. V.
Preis	24,00 EUR
Gewicht	278 g
Verfügbarkeit	lieferbar
Erscheinungstermin	01.04.2023
Autoren:	Freiwillige Selbstkontrolle Fernsehen e. V.
Verlag	Herbert von Halem Verlagsgesellschaft
Zusätzliche Daten	Color of cover: Black, Color of cover: Grey, Color of cover: Silver, Color of cover: White, Color of cover: Yellow, Köln
Sprache	Deutsch
Einband	Buch (broschiert)
Auflage	1
Seiten	107
Themen	Alterskennzeichen, Bildhandeln, Computerspiele, Content Warning, Diversität, E-Sport, Gewalt, Influencer, Jugendschutz, Kindesmissbrauch, Krimi, Medien, Medienkompetenz, Political Correctness, Selfie, Trauma, Triggerwarnung, Warnhinweise, Wokeness

Kurze Inhaltsangabe:

mediendiskurs 104, 2/2023 Die Themen zum aktuellen Schwerpunkt: Medien for Future. Handeln für den Klimaschutz "Schönreden ist jedenfalls Quatsch!" Maja Göpel Überbringer schlechter Nachrichten. Szenarien der Klimaforschung und die kontroversen Reaktionen der Öffentlichkeit Joachim von Gottberg Wie Medien ihrer Verantwortung in der Klimakrise endlich gerecht werden können Sara Schurmann "Menschen folgen Menschen!" Louisa Dellert Grüne Transformation in der Filmbranche Birgit Heidsiek "Es ist noch nicht zu spät!" Lea Grosse Wie grün ist unser Medienverhalten? Brigitte Zeitlmann Greenfluencing Susanna Endres, A. Kristina Steimer Kolumne: Die grüne Illusion David Assmann

Informationen zum Autor:

Die Freiwillige Selbstkontrolle Fernsehen (FSF) ist ein gemeinnütziger Verein privater Fernsehanbieter in Deutschland. Ziel der FSF ist es, einerseits durch eine Programmbegutachtung den Jugendschutzbelangen im Fernsehen gerecht zu werden und andererseits durch medienpädagogische Aktivitäten, Publikationen und Unterstützung von Forschungsarbeiten den bewussteren Umgang mit dem Medium Fernsehen zu fördern.

18. - Mission in Film und Literatur



ISBN/ISSN	9783374073627
Autor	Hock, KlausJahnel, ClaudiaKaiser, Klaus-Dieter
Preis	78,00 EUR
Gewicht	360 g
Verfügbarkeit	lieferbar
Erscheinungstermin	26.05.2023
Autoren:	Hock, Klaus, Jahnel, Claudia, Kaiser, Klaus-Dieter
Verlag	Evangelische Verlagsanstalt
Zusätzliche Daten	Color of cover: Green, Color of cover:., Color of cover: White, Leipzig
Sprache	Deutsch
Einband	Buch (broschiert)
Auflage	1
Seiten	240
Themen	Kino, Kolonialismus, Kulturwissenschaft, Medienwissenschaft, Missionar, Missionarin, Missionsgeschichte, Othering, Postkolonialismus, Religion, Repräsentation, Stereotype

Kurze Inhaltsangabe:

Mission hat in Film und Literatur weiterhin Konjunktur - sei es explizit wie in Scorseses »Silence« (2016) oder in der Netflix-Neuverfilmung von »Black Narcissus« (2020), sei es en passant wie im »Kanonenboot am Yangtse-Kiang« (1966) oder implizit wie in Herzogs »Der Nomade - Auf den Spuren von Bruce Chatwin«.

Die Beiträge dieses Bandes befassen sich mit der Inszenierung von Mission in Romanen und Filmen. Dabei zeigen sich verbindende Motive wie etwa das der Grenzüberschreitung, der Begegnung mit dem »Fremden«, des Scheiterns oder der Auseinandersetzung mit Kolonialismus und Macht. Gleichzeitig bleibt in der Spannung von Fiktion und Faktizität, Story und History das Verständnis von Mission offen und entzieht sich klassischen historischen, religionswissenschaftlichen und interkulturell-theologischen Deutungsmustern.

Mit Beiträgen von Michael Biehl, Daniel Cyranka, Katharina Döbler, Moritz Fischer, Andreas Heuser, Klaus Hock, Claudia Jahnel, Klaus-Dieter Kaiser, Doris Kriegel, Anita Martin, Ulrike Sallandt und Georg Seeßlen.

[Mission in Film and Literature. 1: Heuristic Approach: Contexts - Actors - Ambivalences]

Mission continues to be in vogue in film and literature - whether explicitly as in Scorsese's »Silence« (2016) or in the Netflix remake of »Black Narcissus« (2020), whether en passant as in »The Sand Pebbles« (1966) or implicitly as in Herzog's »Nomad: In the Footsteps of Bruce Chatwin«.

The contributions in this volume deal with the staging of mission in novels and films. They reveal shared motifs such as the crossing of borders, the encounter with the »other«, failure or the confrontation with colonialism and power. At the same time, in the tension between fiction and fact, story and history, the understanding of mission remains open and eludes classical historical, religious studies and intercultural-theological patterns of interpretation.

19. - Paradise Lost



ISBN/ISSN	9783741004407
Autor	Bosman, FrankOrnella, Alexander Darius
Preis	16,90 EUR
Gewicht	266 g
Verfügbarkeit	lieferbar
Erscheinungstermin	15.05.2023
Autoren:	Bosman, Frank, Ornella, Alexander Darius
Verlag	Schüren Verlag
Zusätzliche Daten	einige Abbildungen
Sprache	Englisch
Einband	Buch (broschiert)
Auflage	1
Seiten	201
Themen	Amazing Cultivation Simulator, Ken Wong, Last Days in the Desert, Metro 2033, Video Games

Kurze Inhaltsangabe:

Paradise Lost is not only the title of John Milton's famous epic poem (1667) but also a philosophical-theological notion linked to and emerging from the Fall from Eden in Genesis. It expresses - or imagines - the human experience of a definite rupture in history, with its inextinguishable urge to return to the time before the rupture and its yearning for an idealized version of this past. Throughout history, this longing has been expressed in artwork, architecture, and literary works, and it is perhaps best observed in the Romantic era, with its preference for the past, the future, and the contemporary exotic. Today, the notion of "Paradise Lost" has far from disappeared, finding postmodern manifestations in contemporary art and literature as well as in the revival of (secular) nationalism and (religious) fundamentalism. The 20th and 21st centuries have also seen the emergence of new arenas for narratives and iconographies of "Paradise Lost": popular culture and digital games. Within the field of game studies and the history of digital games, their technological developments, their game play, and their graphics and user interface design, the notion of "Paradise Lost" can be traced in three ways. (1) In the past decade, the game industry has been witnessing a surge in retro-gaming as a kind of narratological, ludological, visual, and technological longing for the early age of gaming. For example, some modern games have (re-)introduced the concept of perma-death (Wasteland 2 [Deep Silver, AT 2014], Hades [Supergiant Games, US 2020], Xcom [various, 1994 - present], the Diablo series [Diablo, Diablo II and Diablo III, Blizzard Entertainment, US 1997 - present]), and retro-graphics has become a deliberate design approach in contemporary games (Cuphead [Studio MDHR, CA 2017], Celeste [Matt Makes Games, CA 2017], Undertale [Toby Fox, US 2015]). (2) The industry - and the consumer - has also witnessed the emergence of various remakes of old-school classics (1942 [Capcom, JP 1984], Baldur's Gate [various, 1996-2016], Oddworld: Abe's Exoddus [GT Interactive, US 1997] and Oddworld: Soulstorm [Oddworld Inhabitants, US 2021]). In other words, the present longing for the past, or for the early (or golden) age of gaming, manifests itself in and through the game. (3) Some games explicitly employ and reflect on the idea of a rupture in human history, that is, the loss of an earlier (potentially utopian) state that is yearned for but beyond reach (for example, Horizon Zero Dawn [Guerilla Games, NL 2017]). This lost period could be medieval times, paradise, pre-9/11, pre-COVID in light of prolonged lockdowns, and so forth.

20. - Paranoia und technisches Bild



ISBN/ISSN	9783111280165
Autor	Meilicke, Elena
Preis	19,95 EUR
Gewicht	420 g
Verfügbarkeit	lieferbar
Erscheinungstermin	08.05.2023
Autoren:	Meilicke, Elena
Verlag	de Gruyter Verlag
Zusätzliche Daten	19 b/w and 32 col. ill.
Sprache	Deutsch
Einband	Buch (broschiert)
Auflage	1
Seiten	267
Themen	Bildtheorie, Fotografie, Lacan/Jacques, Medientheorie, image theory, photography, media theory, Paranoia

Kurze Inhaltsangabe:

In ihren Anfängen um 1980 zeichnet sich die Medienarchäologie durch eine eigentümliche Nähe zum paranoischen Wahn aus. Friedrich Kittler begreift die Paranoia als Medienpathologie und entwickelt ζ Stichwort ζ Aufschreibesysteme ζ ζ medienarchäologische Konzepte und Fragestellungen anhand von paranoischen Texten. Diese Komplizenschaft zwischen Medien-Denken und Paranoia aufgreifend, untersucht Elena Meilicke Verschwörungsnarrative auf ihren Umgang mit technischen Bildern und fragt, inwiefern darin ein implizites Wissen über fotografische Bildmedien, deren paranoische Verfasstheit und paranoisierende Effekte aufscheint. In zwei exemplarischen Fallstudien zum Imperjalja-Fragment des deutschen Schriftstellers Oskar Panizza (1853-1921) sowie zum Werk des Düsseldorfer Polaroid-Fotografen Horst Ademeit (1937-2010), und im Rückgriff auf Lacans Blick- und Bildtheorie, entwirft Meilicke die Konturen eines spezifisch paranoischen Medien-Wissens. Die auf die Welt und Wirklichkeit bezogenen Bilder der paranoischen Ermittlung erweisen sich darüber hinaus als technische Artefakte, die zugleich ästhetische, epistemische und politische Dinge sind ζ Spielarten einer paranoischen Analytik der Macht, die Infrastrukturen des Politischen in den Blick nimmt.

Informationen zum Autor:

Elena Meilicke, Institut für Theorie und Praxis der Kommunikation, Universität der Künste Berlin.

21. - Practicing Communication Ethics



ISBN/ISSN	9781032327952
Autor	Tompkins, Paula S. (St. Cloud State University, USA)
Preis	149,50 EUR
Gewicht	530 g
Verfügbarkeit	lieferbar
Erscheinungstermin	02.05.2023
Autoren:	Tompkins, Paula S. (St. Cloud State University, USA)
Verlag	Taylor & Francis
Zusätzliche Daten	3 Tables, black and white
Sprache	Englisch
Einband	Buch (gebunden)
Auflage	3
Seiten	276
Themen	personal, ethical, standard, issues, moral, emotion, nearsightedness, reasoning, dialectical, tensions, intercultural communication, digital communication, professional ethics, ethical reasoning, ethical standard, moral injury, interpersonal communication, media ethics, Communication ethics

Inhaltsangabe:

Part One: Developing a Practice of Communication Ethics 1. The Centrality of Ethics in Human Communication 2. Developing a Personal Ethical Standard for Human Communication 3. Ethical Reasoning About Human Communication 4. Six Ethical Values of Human Communication 5. Applying Values and Principles in Ethical Reasoning Part Two: Applying Ethical Theories to Human Communication 6. Traditional Approaches to Ethical Theory 7. Contemporary Alternatives to Modernist Ethical Theories Part Three: Four Contexts of Ethical Communication Practice 8. Communication Ethics and Digital Communication 9. Communication Ethics and Community 10. Communication Ethics and Intercultural Communication 11. Your Practice of Communication Ethics

Kurze Inhaltsangabe:

This textbook presents a theoretical framework for developing a personal standard of ethics that can be applied in everyday communication situations. This third edition focuses on how the reader's communication matters ethically in cocreating their relationships, family, workgroups, and communities.

Inhaltsangabe:

This textbook presents a theoretical framework for developing a personal standard of ethics that can be applied in everyday communication situations. This third edition focuses on how the reader's communication matters ethically in co-creating their relationships, family, workgroups, and communities.

Through an examination of ethical values including truth, justice, freedom, care, integrity, and honor, the reader can determine which values they are ethically committed to upholding. Blending communication theory, ethics as practical philosophy, and moral psychology, the text presents the practice of communication ethics as part of the lifelong process of personal development and fosters the ability in its readers to approach communication decision making through an ethical lens.

This edition features new and expanded treatment of moral injury and trauma, digital communication, partisan political division, and issues related to the COVID-19 pandemic. Practicing Communication Ethics is a core textbook for communication ethics and media ethics courses.

Online resources for instructors include an instructor's manual, sample assignments, and PowerPoint slides. They are available at www.routledge.com/9781032288987.

Rezension:

"Tompkins demonstrates deep understanding of communication ethics and moral psychology in *Practicing Communication Ethics: Development, Discernment, and Decision-Making*. The text provides students with invaluable opportunities to understand the value of mindfulness and moral emotions when discerning whether ethical issues exist and when making moral choices in, through, and about communication." — Tammy Swenson Lepper, Winona State University, USA.

Praise for the Second Edition:

"This book offers a rich examination of its topic's application to the teaching and research agendas of interpersonal communication, intercultural communication, organization communication, and rhetorical theory and criticism. Tompkins emphasizes that the practice of communication ethics is important for cultivating the moral ecology of communal life." — Michael J. Hyde, Wake Forest University, USA.

Informationen zum Autor:

Paula S. Tompkins is Emeritus Professor of Communication Studies at St. Cloud State University, USA.

22. - Public Sector Marketing Communications, Volume II



ISBN/ISSN	9783031178627
Autor	Adeola, OgechiKatuse, PaulTwum, Kojo Kakra
Preis	160,49 EUR
Gewicht	518 g
Verfügbarkeit	hergestellt auf Anfrage
Erscheinungstermin	04.05.2023
Autoren:	Adeola, Ogechi, Katuse, Paul, Twum, Kojo Kakra
Verlag	Springer International Publishing
Zusätzliche Daten	HC runder Rücken kaschiert
Sprache	Englisch
Einband	Buch (gebunden)
Auflage	1
Seiten	312
Themen	advertising, GovernmentCommunications, socialmedia, Emergingmarkets, communications, government communications, social media, emerging markets

Inhaltsangabe:

Part 1: Traditional and Digital Perspectives on Public Sector Marketing Communications Chapter 1: Traditional and Digital Perspectives on Public Sector Marketing Communications Part 2: Advertising and Direct Marketing Chapter 2: Public Service Advertising and Celebrity endorsement in Ghana Chapter 3: Direct Marketing in the Kenyan Public Sector Part 3: Digital and Social Media Marketing Chapter 4: Using Social Media by Ghanaian district AssembliesChapter 5: Digital technology and emergency risk communication of African governments: experiences and lessons from Covid-19 Chapter 6: Optimising social media and marketing communication strategies for voter education: A way forward for Independent National Electoral Commission (INEC) in NigeriaChapter 7: Social Media Adoption in Public Sector Communication: Current practices, opportunities and challenges in Public Sector Organisations. Part 4: ConclusionsChapter 8: Providing a Roadmap for Effective Public Sector Marketing Communications in Africa

Kurze Inhaltsangabe:

Discusses the use of traditional and digital communication tools to support Africa's citizen-oriented public sector Highlights drivers of and challenges to social media adoption by Africa's public sector organisations Provides recommendations for effective marketing communications

Informationen zum Autor:

Ogechi Adeola is an Associate Professor of Marketing and Head of the Department of Operations, Marketing and Information Systems at the Lagos Business School, Pan-Atlantic University, Nigeria. Her research interests include marketing communications and brand management, tourism and hospitality marketing, strategic marketing and digital marketing in sub-Saharan Africa. She is a Visiting International Fellow at the Open University Business School, Milton Keynes, United Kingdom (2016) and a 2017 Paul R Lawrence Fellow, USA. She has co-authored four academic books, edited over five others, and published academic papers in top scholarly journals, including Annals of Tourism Research, Journal of Business Research, Industrial Marketing Management, Psychology and Marketing, and International Marketing Review. Her co-authored papers won Best Paper Awards at international conferences in 2016-2019, consecutively. She is Series editor of Palgrave Studies of Marketing in Emerging Economies (Palgrave Macmillan). Kojo Kakra Twum is a Lecturer at Presbyterian University College, Department of Business Administration and Economics, and a doctoral student at the University of Cape Coast, Department of Marketing and Supply Chain Management. As a marketing academic, he has been involved in training public sector organisations in adopting marketing strategies to enhance their effectiveness. He has publications in the areas of service marketing, political marketing, and public organisation marketing. He is co-Editor of Responsible Management (2021, Palgrave Macmillan). Paul Katuse is an Associate Professor of business administration in the SUC School of Business in Sharjah UAE. Paul is a strategy and leadership expert trainer. He is an experienced academic who has worked in several countries in Asia, Africa and the middle east. He has consulted with the public sector

and the private sector in Kenya and his main interests are in global issues and their impacts on organizations in developing economies, organizational responses to change and reforms, globalization and the management of change in organizations. He has of late taken a keen interest in the way organisations and society interact and especially the linkages between an organization's strategic issues, their core businesses and the society's welfare. He believes in the concept of Corestra that is consulting, researching and training so as to bring an impact into the concerned party.

23. - Science MashUp: Green Games



ISBN/ISSN	9783658405083
Autor	Hooffacker, GabrieleBigl, Benjamin
Preis	64,99 EUR
Gewicht	231 g
Verfügbarkeit	lieferbar
Erscheinungstermin	12.05.2023
Autoren:	Hooffacker, Gabriele, Bigl, Benjamin
Verlag	Springer Spektrum
Zusätzliche Daten	XIX, 150 S. 27 Abbildungen, 22 Abbildungen in Farbe.
Sprache	Deutsch
Einband	Buch (broschiert)
Auflage	1
Seiten	150
Themen	Ecotopia, Game studies, Pong, Green Washing, ECO, Green Games

Inhaltsangabe:

Am Kreuzungspunkt von Kreis und Linie:.- Kommunikationsraum Spiel - Computerspiel als Bildungsmedium im Anthropozän?.- Simulationen nicht-anthropozentrischer Umwelten als Chance zu einem holistischen Verständnis des Verhältnisses von Menschen und Natur.- Hunger in Afrika. Potenziale einer Spielsimulation der frühen 1990er-Jahre für den Schulunterricht.- Interview mit Eduard Gradl, Programmierer von "Hunger in Afrika".- "Bei ECO treffen ganz viele unterschiedliche Kulturen online aufeinander".- Der Wandel allegorischer Spiele in Spätmittelalter und Früher Neuzeit.- 50 Jahre Pong: Die Mutter aller Videospiele.- 30 Jahre Spielen an der HTWK Leipzig.- Herausforderung hybrid: Ein E-Sport-Turnier vor Ort und als Livestream bei der Langen Nacht der Computerspiele.- Science MashUp 2022: Online-Vorträge.

Kurze Inhaltsangabe:

Aktuelle Forschungen zum Thema Games Zur Nachhaltigkeit von Computerspielen Behandelt die Bereiche Produktion, Umsetzung und Vermarktung von Games gleichermaßen

Informationen zum Autor:

Prof. Dr. Gabriele Hooffacker ist Professorin für den Lehrbereich "Medienadäquate Inthalteaufbereitung" an der HTWK Leipzig sowie Mitorganisatorin der "Langen Nacht der Computerspiele" an der HTWK Leipzig. Bei Springer VS gibt sie die Lehrbuchreihe "Journalistische Praxis" heraus.

24. - Screening the Creative Process



ISBN/ISSN	9783770567744
Autor	Baccanti, Anna
Preis	109,00 EUR
Gewicht	437 g
Verfügbarkeit	lieferbar
Erscheinungstermin	15.05.2023
Autoren:	Baccanti, Anna
Verlag	Brill Fink
Zusätzliche Daten	Color of cover: Black, Color of cover: Grey, Color of cover: Silver
Sprache	Englisch
Einband	Buch (broschiert)
Auflage	1
Seiten	213
Themen	Film, Female Artists, Artist couples, Biography, Creativity, Craft, Painting, Imagination, Visualisation, Femininity, Masculinity

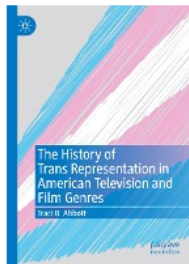
Kurze Inhaltsangabe:

"Screening the Creative Process" examines how biographical films about painters and writers depict the notoriously unfilmable process of artistic creation and asks what role gender plays in the conceptualisation of creativity and genius. Through the discussion of three very different 21st-century biopics focused on heterosexual artist couples, "Pollock", "Frida", and "Bright Star", the book follows the hypothesis that the paradigm of creative genius remains uniquely powerful in this film genre. This distinguishes the biopic from other contemporary media and discourses in which the idea of singular, inborn genius has largely been replaced by the concept of creativity as a universal, trainable skill. The biopic's adherence to an emphatic notion of genius - a notion that appears not only obsolete but also politically problematic due to its historical exclusion of women - is especially relevant in light of how deeply these popular films shape public notions about history and art.

Informationen zum Autor:

Anna Baccanti studied comparative literature and philosophy at Freie Universität Berlin and Scuola Normale Superiore in Pisa. She completed her PhD at Ludwig-Maximilians-Universität München, where she currently works as a researcher.

25. - The History of Trans Representation in American Television and Film Genres



ISBN/ISSN	9783030977955
Autor	Abbott, Traci B.
Preis	106,99 EUR
Gewicht	401 g
Verfügbarkeit	hergestellt auf Anfrage
Erscheinungstermin	03.05.2023
Autoren:	Abbott, Traci B.
Verlag	Springer International Publishing
Zusätzliche Daten	Paperback
Sprache	Englisch
Einband	Buch (broschiert)
Auflage	1
Seiten	308
Themen	transgendercharacters, AmericanFilmandTV, transvisibility, scriptedvisualmedia, transgenderidentities, queermediastudies, transgenderstudies, transgender characters, American film and tv, trans visibility, scripted visual media, transgender identities, queer media studies, transgender studies

Inhaltsangabe:

Introduction Chapter 1: Bodies Under Scrutiny Chapter 2: Trans Identity as a Cis Problem or the "Cis Surprise Chapter 3: Comedic Romance: Trans Props and Pathetic Cis Partners Chapter 4: Dramatic Romance and the Value(s) of Tragedy Chapter 5: Trans Criminality: From Dangerous Sociopaths to Sassy Hookers Chapter 6: Trans Victims: Dead or Alive Appendix A: Glossary for Gender Identities and Characters Appendix B: Timeline of Trans Characters in Scripted American Film and Television, 1965-2018

Kurze Inhaltsangabe:

Analyses transgender narratives in American film and tv from the 1960s to 2010s Argues that transgender characterisations on screen remain limited and potentially harmful Includes a detailed timeline of transgender characters in American film and tv from 1965 to 2018

Inhaltsangabe:

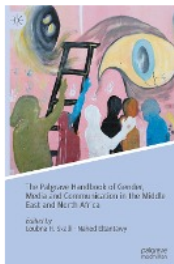
Due to the increase in transgender characters in scripted television and film in the 2010s, trans visibility has been presented as a relatively new phenomenon that has positively shifted the cis society's acceptance of the trans community. This book counters this claim to assert that such representations actually present limited and harmful characterizations, as they have for decades. To do so, this book analyzes transgender narratives in scripted visual media from the 1960s to 2010s across a variety of genres, including independent and mainstream films and television dramatic series and sitcoms, judging not the veracity of such representations per se but dissecting their transphobia as a constant despite relevant shifts that have improved their veracity and variety. Already ingrained with their own ideological expectations, genres shift the framing of the trans character, particularly the relevance of their gender difference for cisgender characters and society. The popularity of trans characters within certain genres also provides a historical lineage that is examined against the progression of transgender rights activism and corresponding transphobic falsehoods, concluding that this popular medium continues to offer a limited and narrow conception of gender, the variability of the transgender experience, and the range of transgender identities.

Informationen zum Autor:

Traci B. Abbott is an Assistant Professor in the Department of English and Media Studies at Bentley University, USA. She holds a PhD in English Language Literature from University of Maryland College Park and focuses on gender and sexual identity in American literature and culture. Her work has been published in Women's Studies, International Journal of

Communication, The Journal of American Culture, the edited collection Beyond Binaries: Trans Identities in Contemporary Culture, and elsewhere, and she serves on the editorial review board for Queer Studies in Media & Popular Culture.

26. - The Palgrave Handbook of Gender, Media and Communication in the Middle East and North Africa



ISBN/ISSN	9783031119798
Autor	Eltantawy, NahedSkalli, Loubna H.
Preis	213,99 EUR
Gewicht	1080 g
Verfügbarkeit	hergestellt auf Anfrage
Erscheinungstermin	29.04.2023
Autoren:	Eltantawy, Nahed, Skalli, Loubna H.
Verlag	Springer International Publishing
Zusätzliche Daten	HC runder Rücken kaschiert
Sprache	Englisch
Einband	Buch (gebunden)
Auflage	1
Seiten	616
Themen	Genderandcommunication, MiddleEasternstudies, NorthAfricanstudies, LGBTissuesinMENA, digitaltechnologies, GenderbasedviolenceinMENA, communicationtechnology, Genderandactivism, genderandculture, Genderedentrepreneurship, Gender and communication, Middle eastern studies, North african studies, LGBT issues in MENA, Digital technologies, Gender based violence in MENA, Communication technology, Gender and activism, Gender and culture, Gendered entrepreneurship

Kurze Inhaltsangabe:

Creates a unique space for cross-disciplinary dialogue on gender dynamics and communication issues in MENA Addresses the generational shift in gender, women's rights, and communication issues in MENA Examines how gender roles and practices are constructed through mediated and digitized forms of expression

Informationen zum Autor:

Loubna H. Skalli is currently a Visiting Professor at the University of California, Washington Program, Washington DC, USA. She has subject area expertise in the politics of development, youth, gender, and communication in MENA. Nahed Eltantawy is Professor of journalism and Associate Dean in the Nido R. Qubein School of Communication at High Point University, USA. Her subject area expertise includes media representation, gender issues, social media activism, Middle East media, critical and cultural studies.

27. - The Queer Film Guide



ISBN/ISSN	9781922754295
Autor	Turner, Kyle
Preis	21,50 EUR
Gewicht	676 g
Verfügbarkeit	lieferbar
Erscheinungstermin	11.05.2023
Autoren:	Turner, Kyle
Verlag	Abrams & Chronicle Books
Zusätzliche Daten	Hardback, 100 colour illustrations
Sprache	Englisch
Einband	Buch (gebunden)
Seiten	208

Kurze Inhaltsangabe:

Starting in early cinema with trailblazers like *Making a Man of Her* and *Different from Others*, the list progresses through the eras, from Hitchcock's *Rope* to cult classic *The Rocky Horror Picture Show* to today's fast-growing list of queer films, including *Carol*, *The Duke of Burgundy* and *Moonlight*. From lesser-known names to Academy Award winners, *The Queer Film Guide* offers a fresh take on what defines great cinema, lending a voice to the diverse creators and characters who've shaped the artform.

28. - Virtually Lost



ISBN/ISSN	9780367418588
Autor	Robson, Garry
Preis	149,50 EUR
Gewicht	482 g
Verfügbarkeit	lieferbar
Erscheinungstermin	16.05.2023
Autoren:	Robson, Garry
Verlag	Taylor & Francis Ltd.
Zusätzliche Daten	Oxford
Sprache	Englisch
Einband	Buch (gebunden)
Auflage	1
Seiten	240
Themen	Digital Technocracy, Young Americans, Virtual, Generation Z, Digital Natives, education, therapy culture, social media, narcissism epidemic, embodiment, posthumanism, Rockefeller III, Brain Computer Interface, SDG., Fourth Industrial Revolution, Social Emotional Learning, Federal Reserve, Liberation Psychotherapy, Silicon Valley Giants, Tax Exempt Foundations, Shoshana Zuboff, Energy Policies, Trilateral Commission, Content Rich Education, Cold Spring Harbor, Sel, Hive Mind, Young Man, Van De Voorde, Eq Score, Statewide Longitudinal Data Systems, West Germany, Public Engagement, Reece Committee, Public Administration Qualification, WWII Era

Inhaltsangabe:

Introduction 1. Big Nihilism: How the Silicon Valley Culture Hurts Young People 2. The Road to Technocracy: From Sir Francis Bacon to the World Economic Forum 3. Shaping Twentieth-Century America: Elite-Military Social Engineering 4. Sustainable Development as Technocracy: Population Control and the Corporate Capture of the Environmental Movement 5. Human-Machine Systems and their Discontents 6. The Classroom Laboratory #1: The Self-Esteem Movement, the Therapeutic Ethos and Utopian Education Reform. 7. The Classroom Laboratory #2: The Child-Machine Interface, Social Emotional Learning, and the Data-Mined Pupil as 'Standing Reserve'. 8. Conclusion: Technocracy Unchained Vs. the Soul of the World

Kurze Inhaltsangabe:

This book examines connections between the psycho-social difficulties and challenges faced by children and younger people in their online lives and the possibility that the digital technostructure may come to form the backbone of a new post-democratic system of technocratic governance.

Inhaltsangabe:

This book examines the connections between the psycho-social difficulties and challenges faced by children and younger people in their online lives; the structure, character, and motivations of the corporate system 'behind' the screen; and the possibility that the digital technostructure may come to form the backbone of a new post-democratic system of technocratic governance. Much of the originality of this book lies in its blending of subjects that are not often combined, thereby offering a fresh perspective: 'generation studies'; the philosophy of technology; the history of the idea of technocracy; the technologically enhanced merger of corporategovernmental power in the U.S. system; the society-shaping goals and capabilities of the big tax-exempt American foundations over the last hundred years; the elite 'superclass' gaming of formally constituted transnational and global institutions; and the way the United Nations-centred SDG ESG system is itself

developing in the direction of a technocratic system of economic and population management. The book will appeal to readers interested in relationships between our contemporary global power elite, the structures it has created and processes it has set in motion, and how these affect young people whose development is already being over-determined by the activities of the big Silicon Valley entities and their associates.

Informationen zum Autor:

Garry Robson is Professor of Sociology at the Jagiellonian University's Institute for American Studies in Krakow, Poland. He has taught at universities in the UK and Poland since 1995 and written widely on a variety of subjects including class, masculinity, and community in the context of sport cultures in *No One Likes Us, We Don't Care: The Myth and Reality of Millwall Fandom* (2003); class, gentrification, and the social structure of London, in *London Calling: The Middle Classes and the Remaking of Inner London* (2003); intercultural experience and social media use among sojourning international students in *Digital Diversities: Social Media and Intercultural Experience* (2014, with Malgorzata Zachara); and numerous articles and book chapters on race and football; social class, accents, and dialects in Britain; the British New Labour government and therapy culture; Poland in the European Union; and, latterly, the philosophy of technology, surveillance capitalism, and technocracy.