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Go Figure! New Directions in Advertising Rhetoric Edward F. McQuarrie,Barbara J. Phillips,2014-12-18 Rhetorical scholarship has found rich source material in the disciplines of advertising communications research and consumer behavior Advertising considered as a kind of communication is distinguished by its focus on causing action Its goal is not simply to communicate ideas educate or persuade but to move a prospect closer to a purchase The editors of Go Figure New Directions in Advertising Rhetoric have been involved in developing the scholarship of advertising rhetoric for many years In this volume they have assembled the most current and authoritative new perspectives on this topic The chapter authors all present previously unpublished concepts that represent advances beyond what is already known about advertising rhetoric In the opening and closing chapters editors Ed McQuarrie and Barbara Phillips provide an integrative view of the current state of the art in advertising rhetoric   Visual Marketing Michel Wedel,Rik Pieters,2007-09-19 This comprehensive volume aims to further research and theory development in visual marketing By bringing together leading researchers in the field it strives to contribute to the establishment of visual marketing as a coherent discipline The chapters represent an array of issues in visual marketing They address three areas in theory attention   Multimodal Metaphor Charles Forceville,Eduardo Urios-Aparisi,2009 Metaphor pervades discourse and may govern how we think and act But most studies only discuss its verbal varieties This book examines metaphors drawing on combinations of visuals language gestures sound and music Investigated texts include ad   *Representing Wine – Sensory Perceptions, Communication and Cultures* Rosario Caballero,Ernesto Suárez-Toste,Carita Paradis,2019-10-21 Wine culture is a complex phenomenon of increasing importance in modern society and it combines the joys of wine appreciation with the frustrations of trying to verbally communicate sensory impressions While wine appreciation is traditionally characterized as joyously convivial in its social dimension sensory impressions remain eminently private This contrast explains why the language used to represent wine or winespeak is the object of increasing crossdisciplinary interest This book analyzes the many different forms many of the different forms of representing wine in present day society with a special emphasis on winespeak starting from the premise that such study demands a genre approach to the many different communities involved in the wine world producers critics merchants consumers By combining the methodologies of Cognitive Linguistics and discourse analysis the authors analyze extensive real life corpora of wine reviews and multimodal artifacts labels advertisements documentaries to reflect on the many inherent difficulties but also to highlight the rich and creative figurative strategies employed to compensate for the absence of a proper wine jargon of a more unambiguous nature   **Critical Multimodal Studies of Popular Discourse** Emilia Djonov,Sumin Zhao,2013-09-23 Studies of multimodality have significantly advanced our understanding of the potential of different semiotic resources verbal visual aural and kinetic to make meaning and allow people to achieve various social purposes such as persuading entertaining and explaining Yet little is known about the role that individual nonverbal

resources and their interaction with language and with each other play in concealing and supporting or drawing attention to and subverting social boundaries and inequality political or commercial agendas This volume brings together contributions by rominent and emerging scholars that address this gap through the critical analysis of multimodality in popular culture texts and semiotic practices It connects multimodal analysis to critical discourse analysis demonstrating the value of different approaches to multimodality for building a better understanding of critical issues of central interest to discourse analysis semiotics applied linguistics education cultural and media studies **The SAGE Handbook of Media Processes and Effects** Robin L. Nabi,Mary Beth Oliver,2009-09-11 The study of media processes and effects is one of the most central to the discipline of communication and encompasses a vast array of theoretical perspectives methodological tools and applications to important social contexts In light of this importance as well as the rapid changes in the media environment that have occurred during the past 20 years this Handbook explores where media effects research has been over the past several decades and equally important contemplates where it should go in the years ahead COVERAGE Part I offers an overview of the field and conceptualizations of media effects along with a range of quantitative and qualitative methodologies used in the study of media effects Part II focuses on prominent theoretical approaches to the study of media effects from a more societal perspective tracing their historical contexts theoretical developments criticisms and controversies and the impact of the new media environment on current and future research Part III emphasizes the various factors that influence the critical functions of message selection and processing central to a host of mass media application contexts Part IV reflects a dominant trend in the media effects literature that of persuasion and learning and traces related theoretical perspectives through the various contexts in which media may have such effects Part V explores the contexts and audiences that have been traditional foci of media effects research such as children violence body image and race addressing the theories most applicable to those contexts Part VI highlights a concern central and unique to the communication discipline message medium and how it influences effects ranging from what messages are attended to how we spend our time and even how we think *The Cambridge Handbook of Metaphor and Thought* Raymond W. Gibbs, Jr.,2008-09-22 A comprehensive collection of essays in multidisciplinary metaphor scholarship that has been written in response to the growing interest among scholars and students from a variety of disciplines such as linguistics philosophy anthropology music and psychology These essays explore the significance of metaphor in language thought culture and artistic expression There are five main themes of the book the roots of metaphor metaphor understanding metaphor in language and culture metaphor in reasoning and feeling and metaphor in non verbal expression Contributors come from a variety of academic disciplines including psychology linguistics philosophy cognitive science literature education music and law **Creativity and Marketing** Eleonora Pantano,2021-08-02 Creativity and Marketing The Fuel for Success presents a diverse collection of theoretical analysis real world evidence and case study applications to synthesize emerging studies on how creativity is important for marketing

success   **Visual Metaphor** Gerard J. Steen,2018-12-15 Metaphor has recently been reconceptualised as a fundamental part of the human conceptual system It can hence be expressed in language but also in other modalities and media of communication including gesture and body language sound and music and film and visuals In spite of this theoretical landslide however the wide range of nonverbal metaphor and its processing has neither been empirically investigated on the same scale nor with the same rigour as metaphor in language The overarching goal of this book is to report on the findings of a research program aimed at exploiting the vast cognitive linguistic and psycholinguistic expertise on metaphor in language for a new behaviourally founded approach to the structure and processes of metaphor in one of these nonverbal manifestations namely static visuals The book presents concepts and methods for the identification and analysis of metaphor in document structure as well as new approaches to the study of visual metaphor processing Its results are intended to further the development of an encompassing and robust cognitive scientific theory of metaphor by including visual metaphor while also enriching our understanding of the communicative possibilities and effects of visual metaphor in multimodal discourse   **The Handbook of Organizational Rhetoric and Communication** Oyvind Ihlen,Robert L. Heath,2018-05-10 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book s contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing

management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric **Imagining Organizations** Paolo Quattrone,Nigel Thrift,Chris Mclean,Francois-Regis Puyou,2013-06-17 Organizations rely extensively upon a myriad of images and pictorial representations such as budgets schedules reports graphs and organizational charts to name but a few Visual images play an integral role in the process of organizing This volume argues that images in organizations are performative meaning that they can be seen as performances rather than mere representations that play a significant role in all kind of organizational activities Imagining Organizations opens up new ways of imagining business through an interdisciplinary approach that captures the role of visualizations and their performances Contributions to this volume challenge this orthodox view to explore how images in business organizing and organizations are viewed in a static and rigid form Imagining Business addresses the question of how we visualize organizations and their activities as an important aspect of managerial work focusing on practices and performances organizing and ordering and media and technologies Moreover it aims to provide a focal point for the growing collection of studies that explore how various business artifacts draw on the power of the visual to enable various forms of organizing and organizations in diverse contexts **Activist Media** Gino Canella,2022-05-23 Now more than ever activists are using media to document injustice and promote social and political change Yet with so many media platforms available activists sometimes fail to have a coherent media and communication strategy Drawing from his experiences as a documentary filmmaker with Black Lives Matter 5280 and Service Employees International Union SEIU Local 105 in Denver Colorado Gino Canella argues that activist media create opportunities for activists to navigate conflict and embrace their political and ideological differences Canella details how activist media practices interviewing organizers script writing video editing posting on social media and hosting community screenings foster solidarity among grassroots organizers Informed by media theory this book explores how activists are using media to mobilize supporters communicate their values and reject anti union rhetoric Furthermore it demonstrates how collaborative media projects can help activists build broad based coalitions and amplify their vision for a more equitable and just society *Text and Image* John Bateman,2014-05-30 Text and image are used together in an increasingly flexible fashion and many disciplines and areas of study are now attempting to understand how these combinations work This introductory textbook explores and analyses the various approaches to multimodality and offers a broad interdisciplinary survey of all aspects of the text image relation It leads students into detailed discussion concerning a number of approaches that are used It also brings out their strengths and weaknesses using illustrative example analyses and raises explicit research questions to reinforce learning Throughout the book John Bateman looks at a wide range of perspectives socio semiotics visual communication psycholinguistic approaches to discourse rhetorical approaches to advertising and visual persuasion and cognitive metaphor theory Applications of the styles of

analyses presented are discussed for a variety of materials including advertisements picture books comics and textbooks Requiring no prior knowledge of the area this is an accessible text for all students studying text and image or multimodality within English Language and Linguistics Media and Communication Studies Visual and Design Studies **Performing Metaphoric Creativity across Modes and Contexts** Laura Hidalgo-Downing,Blanca Kraljevic Mujic,2020-06-15 The creative potentiality of metaphor is one of the central themes in research on creativity The present volume offers a space for the interdisciplinary discussion of the relationship between metaphor and creativity by focusing on re contextualization across modes and socio cultural contexts and on the performative dimension of creative discourse practices The volume brings together insights from Conceptual Metaphor Theory Critical Discourse approaches to metaphor and Multimodal discourse analysis Creativity as a process is explored in how it emerges in the flow of experience when talking about or reacting to creative acts such as dance painting or music and in subjects responses to advertisements in experimental studies Creativity as product is explored by analyzing the choice occurrence and patterning of creative metaphors in various types of multimodal and multisensorial discourses such as political cartoons satire films children s storybooks music and songs videos scientific discourse architectural reviews and the performance of classical Indian rasa *The Routledge Companion to Visual Organization* Emma Bell,Samantha Warren,Jonathan E. Schroeder,2014-01-23 The visual constitutes an increasingly significant element of contemporary organization as post industrial societies move towards economies founded on creative and knowledge intensive industries The visual has thereby entered into almost every aspect of corporate strategy operations and communication reconfiguring basic notions of management practice and introducing new challenges in the study of organizations This volume provides a comprehensive insight into the ways in which organizations and their members visualize their identities and practices and how they are viewed by those who are external to organizations including researchers With contributions from leading academics across the world The Routledge Companion to Visual Organization is a valuable reference source for students and academics interested in disciplines such as film studies entrepreneurship marketing sociology and most importantly organizational behaviour **Translational Research of Occupational Therapy and Neurorehabilitation** Ryouhei Ishii,Scott Alan Smith,Ryoichiro Iwanaga,Jing Xiang,Leonides Canuet,HIdeki Miyaguchi ,Hiroyuki Inadomi,2024-09-02 Occupational therapy OT is defined as a health and rehabilitation profession that assists individuals of all ages who have had an injury illness cognitive impairment mental illness developmental learning or physical disability to maximize their independence AOTA OT has very clear purpose to maximize a patient s autonomy in all aspects of daily activities to support them with any kind of deficits and to express meaning through which organized and intentional performance so called occupation Treatment sessions of OT focus on engaging patients in significant activities in order to help them in achieving their goals and reach their sufficient level of satisfaction productivity and independence This allows the patients to have a sense of increased competence self efficacy independence purpose and especially wholeness Emerging

research and new technologies provide the research area and clinical practice of OT with treatment strategies and novel devices Especially neurorehabilitation NR is offering quite promising ideas to help patients with common neurological and cognitive disorders NR tries to improve the quality of care and to explain the various responses to treatment by analyzing the correlation between central nervous system lesions and clinical findings   New Communication Approaches in the Digitalized World Mehmet Serdar Erciş,Enes Emre Başar,2020-06-04 The collection of essays reviews explores and reports on the state of the digitalized world and a number of communication issues It is a readable non technical publication which offers a comprehensive presentation of communication issues trends data and likely future developments in the digitalized world   Multimodality and Cognitive Linguistics María Jesús Pinar Sanz,2015-10-15 The aim of this volume is to advance our theoretical and empirical understanding of the relationship between Multimodality and Cognitive Linguistics The innovative nature of the volume in relation to those existing in the field lies in the fact that it brings together contributions from three of the main approaches dealing with Multimodality Cognitive Linguistics and multimodal metaphors Forceville Urios Aparisi 2009 social semiotics and systemic functional grammar and multimodal interactional analysis Jewitt 2009 highlighting the importance of multimodal resources and showing the close relationship between this field of study and Cognitive Linguistics applied to a variety of genres ranging from comics films cartoons picturebooks or visuals in tapestry to name a few Originally published in Review of Cognitive Linguistics Vol 11 2 2013   Managing Brands in 4D Jacek Pogorzelski,2018-06-14 The main value of this book is an organized and systematic approach to branding supported by literature research findings and practical implementation   Applied Social Sciences Gheorghe Clitan,Georgeta Raţă,2014-08-11 This book Applied Social Sciences Communication Studies is a collection of essays specific to the field of Verbal and Non verbal Communication It contains essays on the role of communication in the academic library interculturality IT collaborative web digitalisation literary fiction folktale Romanian drama management conflict management election campaign discourse public relations terrorism risk marketing advertising brand cultural events mass media censorship glossies image fabrication journalistic approach manipulation media events metaphorisation of discourse news public opinion public space television organisations cyberspace and sports volleyball This book will appeal to professionals working in the fields of community college teaching corporate communications entertainment human resources journalism management marketing media literacy media management and media criticism non profit work PhD work in communication public relations strategic planning and training and consulting The types of academic readership it will appeal to include researchers students teacher trainers and teachers of all subjects and of all levels who want to develop personally and professionally

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