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Méthodes empiriques de recherche en communication-Gérard Derèze 2009-12 Ce manuel propose une approche pratique et réflexive des méthodes empiriques de recherche en communication. Après avoir exposé les principales caractéristiques des méthodes de recherche en communication privilégiant un ancrage ethnographique, l'auteur aborde les dimensions concrètes des pratiques d'investigation : observer, interviewer, photographier, documenter... L'approche qui est proposée émerge de rencontres avec des travaux et des démarches provenant de différents champs (anthropologie, sociologie, photographie documentaire et journalisme) et prône la complémentarité des visées descriptives et interprétatives. Cette perspective peut être singularisée dans le projet d'une ethnographie communicationnelle. Cet ouvrage souhaite être un repère et un stimulant au passage à la pratique de la recherche concrète. Il est conçu et présenté pour amener l'étudiant à s'approprier les contenus de façon à la fois rigoureuse, personnelle et critique. Il s'adresse prioritairement aux étudiants en information et communication et aux étudiants en journalisme qui se préparent à faire leurs premières expériences de recherche in vivo. Communications- 2004

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Le Plan de Communication-Raymond Corriveau 2004-01-01 Qu'il s'agisse de mousser les ventes d'un produit ou de présenter les avantages d'un service, la mise en place d'un plan de communication n'est pas une sinécure. Mais qu'en est-il de la mise sur pied de campagnes de communication visant l'adoption de gestes à portée sociale comme la prévention du VIH ou la démoustication? Ce guide pratique, synthèse de diverses théories et de la longue expérience de l'auteur, présente les assises de la communication sociale et décortique en 13 étapes le plan de communication en y intégrant les éléments particuliers à ce type de marketing. De nombreux tableaux;

A register of communications research in Canada-Canadian

Communications Research Information Centre 1975

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Gérard Derèze 2019-11-21 Mettre sur pied une recherche empirique en communication grâce à de nombreux exemples et conseils pratiques. Après avoir exposé les principales caractéristiques des méthodes de recherche en communication privilégiant un ancrage ethnographique, l'auteur aborde les dimensions concrètes des pratiques d'investigation : observer, interviewer, photographier, documenter... L'approche qui est proposée émerge de rencontres avec des travaux et des démarches provenant de différents champs (anthropologie, sociologie, photographie documentaire et journalisme) et prône la complémentarité des visées descriptives et interprétatives. Cette perspective peut être singularisée dans le projet d'une ethnographie communicationnelle. Cet ouvrage souhaite être un repère et

un stimulant au passage à la pratique de la recherche concrète. Il est conçu et présenté pour amener l'étudiant à s'approprier les contenus de façon à la fois rigoureuse, personnelle et critique.

Ultrasonic Communication by Animals-G. Sales 2012-12-06 In recent years there has been a rapid increase in the understanding of communication between animals and this is perhaps especially true of bio-acoustics. In the last 35 years a completely new branch of bio acoustics, involving ultrasounds, has been made possible by technical developments that now allow these inaudible sounds to be detected and studied. This subject has a personal fascination for the authors, perhaps because of the novelty of 'listening in' to these previously unknown signals, perhaps because of the wide variety of ways in which different animals use them. Many studies of different aspects of animal ultrasound have now been published and a review of them all seems to be timely. Ultrasound is biologically arbitrary; other animals defined in human terms and may produce similar signals at lower frequencies for similar purposes. This book attempts to be comprehensive but the limits of the subject are rather difficult to define. It should be read in conjunction with other books on audible bio-acoustics. Each chapter has been written and may be read as a separate entity, although there is considerable cross-referencing. Chapters 1 and 2 form a common introduction and may help in understanding the later sections. The Appendix is not essential but is included for those who may be interested in the quantitative aspects of the echo-location phenomena described in Chapters 3 and 8.

Pratiques novatrices en communication publique-Marc-François Bernier

2005 Des pratiques radicalement nouvelles apparaissent dans notre système médiatique. À côté des professionnels du journalisme, les relationnistes et publicitaires ainsi qu'une foule de nouveaux acteurs contribuent à redéfinir l'espace de la communication publique. Après avoir rappelé les règles de "l'ordre ancien", ce livre pointe quatre transformations majeures: le retour en force de l'opinion dans les nouvelles, l'influence de la concentration de la presse sur les contenus journalistiques, l'apparition de nouveaux produits médiatiques à vocation d'abord promotionnelle, la multiplication dans les médias des messages à double identité (publi-reportages). Dans une approche à la fois concrète et résolument exploratoire, les cinq auteurs cherchent à décrypter le nouveau jeu des catégories de messages publics qui est aujourd'hui proposé aux citoyens.

Annuaire Européen 1999/European Yearbook 1999-Francis Rosenstiel 2001-08-01 The "European Yearbook" promotes the scientific study of nineteen European supranational organisations and the Organisation for Economic Co-operation and Development (OECD). Each volume contains a detailed survey of the history, structure and yearly activities of each organisation and an up-to-date chart providing a clear overview of the member states of each organisation. Each volume contains a comprehensive bibliography covering the year's relevant publications. This is an indispensable work of reference for anyone dealing with the European institutions.

Theories of Communication-Armand Mattelart 1998-07 This textbook provides students with a concise introduction to the development of communication theory. Written in an engaging style, it offers an account of the development of all the major theoretical approaches in communication and media studies. The book summarizes clearly and methodically the range of existing theories; explains how and why the diverse currents and schools of thought emerged; and contextualizes all the major approaches, including those of cultural studies and political economy, in their historical, social and intellectual setting. Theories of Communication is an essential text for all students of media, communication and cultural studies. It will also be welcomed by anyone seeking to understand the changes that have accompanied the rise of the so-called information society'.

Réseaux, Mode D'emploi, Environnement, Communication, Recherche-Georges Thill 1992 Lorsqu'on est universitaire, chercheur ou autre acteur social dans des codéveloppements humains et globaux, comment trouver des voies dans les réseaux pour combattre les mal-développements au Nord et au Sud ? Les journées scientifiques PRELUDE de Namur contribuent à l'élaboration de solutions à cette interrogation qui trouve une actualité

renouvelée dans cette période post-Sommet Planète Terre de Rio de Janeiro. L'église québécoise et la recherche en communication-Stanislaw Sokolowski 1994

Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World-Gascq-Hernandez, Mila 2009-02-28 Examines how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covers topics such as city branding, export promotion, and industry marketing. STI Revue, Volume 1999 Numéro 1 Le village mondial de la recherche-OECD 1999-10-06 Les progrès des technologies de l'information et des communications (TIC) jouent un rôle déterminant dans l'évolution du système scientifique : ils induisent de nouveaux changements dans les pratiques professionnelles des chercheurs tout en ...

Signs, Search and Communication-René J. Jorna 1993 A selection of papers presented at the conference Expert Systems, Culture and Semiotics, held in Groningen, the Netherlands, December 1990. The volume is divided into three parts. The first part is about signs and representations, the second about reasoning and search, and the third about communication

Mapping Communication and Media Research-Juha Koivisto 2010 Communication and media research is analysed in this study as a 'hegemonic apparatus', or a terrain of conflicting forces and organisation forms upon which social, cultural and political projects and values are produced, criticised and challenged. Drawing upon a series of detailed reports covering communication and media research internationally, from Germany, France, Belgium, The Netherlands, Finland, Estonia, the USA, Australia, Japan and South Korea, the study provides a global overview of the contemporary situation and assesses future challenges and opportunities. Key information includes university departments, professorships and research centres, doctoral studies, gender relations, research funding, internationalisation and publishing and the impact of university reform.

Recherches ouvertes sur le numérique-PAPY Fabrice 2013-06-01 En quelques années, les organisations publiques et privées ont imposé à leurs salariés une grande conversion numérique au nom de la performance économique et de l'optimisation des ressources et des moyens. Ce diktat technologique a été massivement plébiscité par les individus eux-mêmes qui ont volontairement intégré ce processus de numérisation à leurs activités personnelles, socialisantes et ludiques. Malgré les études menées ces dernières années en sciences humaines et sociales, confirmant la persistance de fossés numériques, l'émergence de situations de non-usages volontaires et le risque d'avènement d'une société du contrôle, la transformation numérique sociétale apparaît réellement irréversible. Ce nouvel ordre numérique engendre de nouvelles recompositions en matière de communication et de gouvernance au sein des organisations, des changements radicaux dans les relations sociales, des logiques de flux, d'instantanéité, d'immédiateté et d'interopérabilité, etc., et s'avère d'une grande richesse pour la Recherche en Sciences Humaines qui découvre dans cet univers numérique, de nouveaux objets d'étude que cet ouvrage invite à découvrir.

Biomedical Issues in U. S. Public Policy-Sylvia Lara 1993-02 Reviews the history of four broad-based federal bioethics initiatives and discusses the need for a new commission to address these issues.

Guide de la communication écrite en anglais-Sandra Thibaudeau 2012 Advances in Nonverbal Communication-Fernando Poyatos 1992-01-01 This volume on nonverbal communication studies, the most multi- and interdisciplinary contribution to this field in almost twenty years, offers numerous suggestions for further research in many hitherto unexplored areas. The twenty contributions include the most recent theoretical and empirical crosscultural studies of gestures from historical, communicative and sociopsychological perspectives. In addition the volume presents novel psychological and clinical studies of nonverbal behaviors in connection with, for instance, aphasia and children's experience of artificial limbs. A whole section is devoted to nonverbal communication in literature and literary translation, and a discussion of art and literature, which opens new avenues for literary analysis and a better understanding of reading as a recreational experience. A unique feature is a discussion of Nonverbal Communication Studies as an academic area (including detailed outlines of three current courses), complemented by an extensive bibliography.

Advances in Non-Verbal Communication-Fernando Poyatos 1992-12-10 This volume on nonverbal communication studies, the most multi- and interdisciplinary contribution to this field in almost twenty years, offers numerous suggestions for further research in many hitherto unexplored areas. The twenty contributions include the most recent theoretical and empirical crosscultural studies of gestures from historical, communicative and sociopsychological perspectives. In addition the volume presents novel psychological and clinical studies of nonverbal behaviors in connection with, for instance, aphasia and children's experience of artificial limbs. A whole section is devoted to nonverbal communication in literature and literary translation, and a discussion of art and literature, which opens new avenues for literary analysis and a better understanding of reading as a recreational experience. A unique feature is a discussion of Nonverbal Communication Studies as an academic area (including detailed outlines of three current

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Mobilité Erasmus et communication interculturelle-Mathilde Anquetil 2006 Comment éviter que les finalités du programme Erasmus, visant à renforcer les interactions dans l'espace pluriculturel de la citoyenneté européenne, ne se dissolvent dans une routine de gestion d'hôtes passagers sur les territoires universitaires nationaux ? Cet ouvrage développe et élabore l'hypothèse que les « dispositifs d'accompagnement » de la mobilité doivent sortir des paradigmes de l'assistance, de l'inculcation ou d'une simple délégation à l'expérience. Dans cette optique, il est nécessaire d'établir des objectifs définis, susceptibles de reconnaissance dans un cursus académique qui acquiert ainsi une véritable « dimension européenne ». Il ne s'agit pas de juxtaposer les séjours à l'étranger mais de créer méthodiquement des lieux tiers d'échange et de confrontation où se co-construisent et s'exercent les compétences interculturelles des sujets de la rencontre. L'analyse rend compte d'une recherche-action de petite échelle, menée à l'Université de Macerata (Italie) sur la base d'une enquête contextuelle et d'un état des lieux de ce nouveau champ pédagogique au niveau international. Un laboratoire transversal sur la mobilité s'est constitué pour l'expérimentation de parcours didactiques originaux visant à complexifier la dynamique identitaire par intégration de la différence. Communication for a New World-José Marques de Melo 1993 The National Agricultural Research Systems in the West Asia and North Africa Region- 1999

Udder Health and Communication-H. Hogeveen 2012-03-10 In dairy industries throughout the world there is a desire to optimize udder health. An improved udder health will lead to improved animal welfare, improved production efficiency and a reduction of the use of antibiotics. To improve udder health, first of all, technical knowledge on issues such as treatment, milking, infectious pressure and host resistance is important. However, over the years we learned that knowledge alone is not enough: knowledge has to be used. And for knowledge to be used, farmers have to be motivated. This requires knowledge about motivation and communication. In this book, recent knowledge on technical udder health issues is combined with knowledge on motivation and communication. A large number of descriptions of mastitis control programs that are being carried out worldwide is combined with more specific studies. These are aimed at effective advising, motivation and communication strategies, economics, and technical studies on mastitis control and prevention. Therefore, this book provides an applied source of information for all that are willing to improve udder health.

Proximity Levinas, Blanchot, Bataille and Communication-Joseph Libertson 2012-12-06 The problematic reality of an alterity implicit in the concept of communication has been a consistent attestation in formal discourse. The rapport of thought to this alterity has been consistently described as a radical inadequation. By virtue of the communicational economy which produces discontinuity and relation, illumination and the possibility of consciousness, an opacity haunts the familiarity of comprehension. Consciousness' spontaneity is limited by the difference or discontinuity of the exterior thing, of the exterior subject or intersubjective other, and of the generality of existence in its excess over comprehension's closure. An element implicit in difference or discontinuity escapes the power of comprehension, and even the possibility of manifestation. Within the system of tendencies and predications which characterizes formal discourse, however, this escape of alterity is most often understood as an escape which proceeds from its own substantiality: the unknowable in-itself of things, of subjects, and of generality. Alterity escapes the power of comprehension, on the basis of its power to escape this power. That which escapes the effectivity of consciousness, escapes on the basis of its own effectivity. For this reason, the rapport of inadequation described by the escape may function in formal discourse as a correlation. The inadequation of comprehension and exteriority may function as the vicissitude of a larger adequation. The latent principles of this adequation are power and totalization.

Structural Information and Communication Complexity-Shay Kuten 2010-02-12 This book constitutes the thoroughly refereed post-conference proceedings of the 16th International Colloquium on Structural Information and Communication Complexity, SIROCCO 2009, held in Piran, Slovenia, in May 2009. The 23 revised full papers presented were carefully reviewed and selected from 53 submissions. The volume also contains two invited papers. SIROCCO addresses topics such as distributed computing, parallel computing, game theory, social networks, networking, mobile computing, peer to peer systems, communication complexity, combinatorial optimization; special focus is put to compact data structures, information dissemination, informative labeling schemes, distributed scheduling, wireless networks and scheduling of transmissions, routing, broadcasting, and localization.

MIMO Wireless Communications-Claude Oestges 2010-07-27 Uniquely, this book proposes robust space-time code designs for real-world wireless channels. Through a unified framework, it emphasizes how propagation mechanisms such as space-time frequency correlations and coherent components impact the MIMO system performance under realistic power constraints. Combining a solid mathematical analysis with a physical and

intuitive approach to space-time coding, the book progressively derives innovative designs, taking into consideration that MIMO channels are often far from ideal. The various chapters of this book provide an essential, complete and refreshing insight into the performance behaviour of space-time codes in realistic scenarios and constitute an ideal source of the latest developments in MIMO propagation and space-time coding for researchers, R&D engineers and graduate students. Features include

- Physical models and analytical representations of MIMO propagation channels, highlighting the strengths and weaknesses of various models
- Overview of space-time coding techniques, covering both classical and more recent schemes under information theory and error probability perspectives
- In-depth presentation of how real-world propagation affects the capacity and the error performance of MIMO transmission schemes
- Innovative and practical designs of robust space-time coding, precoding and antenna selection techniques for realistic propagation (including single-carrier and MIMO-OFDM transmissions)

"This book offers important insights into how space-time coding can be tailored for real-world MIMO channels. The discussion of MIMO propagation models is also intuitive and well-developed." Arogyaswami J. Paulraj, Professor, Stanford University, CA

"Finally a book devoted to MIMO from a new perspective that bridges the boundaries between propagation, channel modeling, signal processing and space-time coding. It is of high reference value, combining intuitive and conceptual explanations with detailed, stringent derivations of basic facts of MIMO." Ernst Bonek, Emeritus Professor, Technische Universität Wien, Austria

- \* Presents space-time coding techniques for real-world MIMO channels
- \* Contains new design methodologies and criteria that guarantee the robustness of space-time coding in real life wireless communications applications
- \* Evaluates the performance of space-time coding in real world conditions

Nonverbal Communication and Translation-Fernando Poyatos 1997-04-03  
This is the first book, within the interdisciplinary field of Nonverbal Communication Studies, dealing with the specific tasks and problems involved in the translation of literary works as well as film and television texts, and in the live experience of simultaneous and consecutive interpretation. The theoretical and methodological ideas and models it contains should merit the interest not only of students of literature, professional translators and translators, interpreters, and those engaged in film and television dubbing, but also to literary readers, film and theatergoers, linguists and psycholinguists, semioticians, communicologists, and crosscultural anthropologists. Its sixteen contributions by translation scholars and professional interpreters from fifteen countries, deal with discourse in translation, intercultural problems, narrative literature, theater, poetry, interpretation, and film and television dubbing.

The Aesthetics of Communication-H. Parret 2012-12-06  
AESTHETICIZING PRAGMATICS The Gamut of Pragmatics Pragmatics emerged among the sciences of language at the end of the 1960's in reaction to certain totalizing models in linguistics: structuralism (primarily in Europe) and generative grammar (initially in the United States). Certain disciples of Chomsky became dissatisfied with autonomous syntax and later with generative semantics: they decided to break away from their mentor. Whereas Chomsky continued to talk a lot about very little, they defied him by speaking very suggestively about an excessively broad range of phenomena. Pragmatics -which Bar-Hillel considered as a 'wastebasket discipline' in the fifties - nevertheless gained respectability. The history of pragmatics spans, of course, much more than three decades. The Stoic

conception of language, in the shadow of the great Greek tradition and therefore intensely subversive, had in fact a pragmatic aim. The term pragmatisch appears in Kant: it expresses a relation with a human goal, this goal being only determinable within a community. This characterization naturally inspires the pragmatism of the Neo-Kantian Charles Sanders Peirce. It is this Kant-Peirce lineage that led to Morris and Carnap's rather bland conceptions of pragmatics, after the heavy losses incurred by positivism and behaviorism. In any case, despite the constant presence of a pragmatic approach in the history of thought, this reassessment of pragmatics (against the triumphs proclaimed by structuralism and generativism) was experienced as a Significant breakthrough. A whole range of pragmatics came to the attention of linguists.

Cortico-cortical Communication Dynamics-Gustavo Deco 2014-10-17  
Nothing provided

Translation as Intercultural Communication-Mary Snell-Hornby 1997-08-21  
This selection of 30 contributions (3 workshop reports, 27 papers from 14 countries) concentrates on intercultural communication in its broadest sense: themes vary from dissident translation under the Marcos dictatorship in the Philippines and translation as a process of power in the 3rd world context to drama translation and the role of the cognitive sciences in translation theory. Topics of current interest such as media interpreting, news translation, advertising, subtitling and the ethics of translation have a prominent position, as does the Workshop 'Contact as Conflict' which discusses the phenomenon of the hybrid text as a result of the translation process. The volume closes with the EST Focus debate on thorny issues of Methodology, Policy and Training. The volume demonstrates clearly the richness and breadth of the topics dealt with in Translation Studies today along with its complex interaction with neighbouring disciplines.

Interpersonal Communication in Older Adulthood-Mary Lee Hummert 1994-09-13  
By highlighting the commonalities across a range of disciplines, this volume provides a unique and broad-based perspective on communication and ageing. This integrative approach brings together the best of current research and theory from communication, cognitive psychology, psycholinguistics and medical sociology. Centring on three topics - cognition, language and relationships - the book explores the individual areas as well as the ways in which they intersect. It brings to light the implications of individual differences among members of the elderly population as they affect communication, and illustrates the positive as well as the negative effects of the ageing process on language production, relational satisfaction and

Instant Manager: Successful Workplace Communication-Phil Baguley 2009-05-29  
Whether you are building your career as a manager by taking professional qualifications or you simply want to enhance your management skills this Instant Manager title, based on one of the six UK national occupational standards for managers, is exactly what you need! This is an inexpensive, concise but above all authoritative guide to getting results, particularly in the key areas of finance and sustainability. Based on ten key questions, each chapter ends with a summary and action checklist to crystallise what you have learnt. The portable format allows you to carry the book wherever you go and to fit learning and development into your busy work life

"Africa Speaks, America Responds"-African Bibliographic Center 1979

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