

Between Text And Image Updating Research In Screen Translation

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this book examines the challenges often experienced by film practitioners who find themselves researching within the academy either as students or academics in light of this the author presents her own journey from practitioner to researcher as a lens her practice based research has been a quest to revision memories by creating filmic images that elicit memory and remembering in so doing she has used a range of platforms multi screen video installation still framing the moving image and remixing found footage central to this research has been the importance of family storytelling and sharing the relationship of the visual and memory the agency of nostalgia and the role of aura particularly evident in the re appropriating of super 8 home movies into a variety of forms important to this is has been the relationship of the viewer and the viewed in particular the role of an immersive environment of viewing

the premier guide to mobile market research the handbook of mobile market research is the first guide to focus exclusively on the use of mobile technology in market research from a global perspective more people own mobile phones than landlines or computers and most people have their mobile phones with them at all times along with their tablets smartwatches media players and navigation devices the continuous surge of mobile innovation provides unprecedented access to real time consumer behaviour mobile market research allows users to reach more people engage more people and collect more valuable data as respondents are free to engage at their own pace on their own time industry forerunners ray poynter navin williams and sue york employ decades of study to examine the present and future state of mobile market research as well as the advantages and disadvantages of various approaches this book contains clear comprehensive knowledge for those who implement utilise and study the field readers will learn the characteristics scope and importance of mobile market research purposes and effects of principal tools like brand tracking ad testing customer satisfaction research and research technology how mobile devices are used for qualitative and quantitative research by way of online focus groups online discussions mobile diaries mobile ethnographies and mobile surveys aspects and implications of mobile computer interviews mobile phone interviews mixed mode research international mobile research and research using passive data panels lists and communities the significance of the mobile ecosystem market research ethics and research on research designed to be accessible and helpful for beginners and advanced users alike the handbook of mobile market research is an extensive guide

to one of the most promising dynamic methods of data collection

over the past decade interest in research on screen translation has increased sharply while at the same time fast moving technological breakthroughs are continually modifying and renewing both products and well established methods of linguistic mediation thus as more scholars choose to devote their energies to investigating this multi faceted field there is an ever growing need to map out where the discipline stands and where it is going in terms of research this book sets out to establish the state of the art of this ever expanding field and at the same time to underscore the work of scholars following new paths of investigation both in terms of innovative linguistic mediations being examined and pioneering experimental design the volume includes descriptions of sophisticated electronic databases and corpora of audiovisual products for the big and small screen and the rationale behind them e g how they are created and programmed for querying technical limitations homogeneity in querying languages furthermore between text and image also includes a number of cutting edge studies in audience perception of audiovisual products i e empirically based viewer centred studies which are still rare yet essential if we wish to gain a thorough understanding of the field finally the volume does not fail to ignore examples of original research carried out from both a traditional linguistic viewpoint and from a more cultural perspective

the routledge companion to media and tourism provides a comprehensive overview of the research into the convergence of media and tourism and specifically investigates the concept of mediatized tourism this companion offers a holistic look at the relationship between media and tourism by drawing from a global range of contributions by scholars from disciplines across the humanities and social sciences the book is divided into five parts covering diverse aspects of mediatization of tourism including place and space representation cultural production and transmedia it features a comprehensive theoretical introduction and an afterword by leading scholars in this emerging field delving into the ways in which different forms of media content and consumption converge and the consequential effects on tourism and tourists the collection is an invaluable resource for students and scholars of tourism studies cultural studies and media and communication as well as those with a particular interest in mediatization convergence culture and contemporary culture

creating and disseminating scientific and technical information sti can be likened to producing and distributing a product or service although this view is natural to marketing scholars and practitioners it is not one that has been extensively applied to

sti policymaking and research this book assesses and demonstrates the applicability and potential of various areas of marketing theory in the sti context it includes the work of distinguished marketing scholars who have analyzed sti marketing from such perspectives as consumer needs assessment information acquisition strategy market segmentation and product design

providing a comprehensive global overview of the digitalisation of education the world yearbook of education 2024 examines the ways advanced digital technologies are transforming educational practices institutions and policy processes establishing a critical research agenda for analysing the digitalisation of education the carefully selected chapters in this collection interrogate the current impacts of new digital technologies emerging controversies over emerging data practices and future implications of algorithmic systems automated decision making and ai in education organised into four sections the contributions in the collection examine the following the historical scientific and technical foundations of contemporary digitalisation in education the political and economic dynamics that underpin the education technology industry and new platform models of education how algorithms automation and ai support new modes of data driven governance and control of education systems controversies over the inequitable effects of digitalisation in education and proposals for data justice ethics and regulation this resource is ideal reading for researchers students educational practitioners and policy officials interested in understanding the future of digital technologies in education

a case based reference for digital mammography practical digital mammography provides breast imagers with a systematic problem solving approach to detecting and assessing the most subtle signs of breast cancer malignancies the book opens with concise coverage of the fundamentals including physics equipment and normal anatomy separate chapters provide straightforward descriptions and clear illustrations of the digital mammographic characteristics of benign and malignant calcifications masses asymmetry and architectural distortion the author presents the clinical workup of the most difficult mammographic findings and provides recommendations about the optimizing the techniques for localizing each finding features 103 illustrated cases help readers gain a firm understanding of how to interpret digital mammographic findings summary tables provide succinct descriptions of digital mammographic findings correlated to the american college of radiology s bi rad assessment categories practical discussion of the advantages of digital mammography over screen film techniques and equipment enables readers to compare technologies and systems pearls and pitfalls review key points and

considerations with its broad coverage and emphasis on clinical techniques this book is indispensable for radiologists residents and technologists confronting the challenges of a digital mammographic imaging center

focusing on tv film video and computer games and the internet this book provides insight into the latest theories and research on children and media it is appropriate for graduate students and scholars in media studies media effects children and m

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