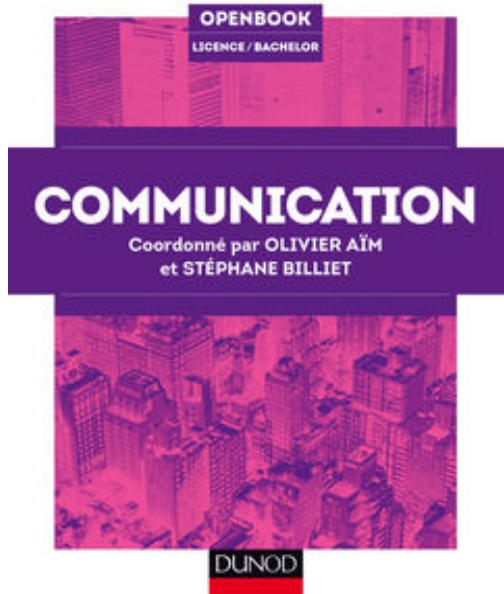


Lire Des Ebooks Communication Olivier Aim & Stéphane Billiet PDF, EPub, Mobi



Lire des ebooks Communication Olivier Aim & Stéphane Billiet PDF, ePub, mobi, Quels sont les champs pratiques et théoriques de la communication aujourd'hui ? Pourquoi la communication est-elle devenue une valeur centrale dans la société

contemporaine et un enjeu de plus en plus stratégique pour les organisations ? Quel est l'impact des nouveaux médias sur les pratiques de communication ? En quoi les notions d'opinion, d'image, de réputation et, bien sûr, de relation, sontelles

structurantes ? Pourquoi la communication devient-elle relationnelle, au risque d'être disqualifiée ?

Profondément redéfinie par l'explosion des médias sociaux et l'émergence de nouveaux comportements, la communication ne peut être envisagée hors du contexte de société dans lequel elle se déploie. C'est l'objet de ce manuel d'ouvrir les

perspectives économiques, sociologiques, sémiotiques et ethnologiques indispensables à l'étudiant pour réussir sa licence ou son bachelor.

Ce manuel propose : des cas concrets pour introduire les concepts ; un cours en couleur, illustré d'exemples et de visuels ; l'actualité des concepts proposés par des enseignants-chercheurs dont la contribution est prolongée par le témoignage de professionnels ; des exercices d'application pour faciliter l'acquisition des connaissances de manière ludique, s'évaluer et s'entraîner.

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