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ÇEVİRİBİLİM VE REKLAM ÇEVİRİLERİ

The Smartphone

ComputerBild No07/2014

Emerging Perspectives on the Mobile Content Evolution

Das Mobiltelefon im Alltagsleben des urbanen Kenia

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ÇEVİRİBİLİM VE REKLAM ÇEVİRİLERİ EĞİTİM YAYINEVİ

Michael Waltinger beschreibt in dieser Medienethnografie die Mobiltelefonaneignung im urbanen Alltag einer Gemeinde in Eastlands Nairobi (Kenia). Besondere Berücksichtigung findet dabei die Verwobenheit des Alltagsmedienhandelns mit den soziostrukturellen Lebensbedingungen der Menschen, um das Medienhandeln auf Subjektebene in die gesellschaftlichen Strukturen auf Makroebene zu stellen. Während das Mobiltelefonhandeln vielfältige Lebensbereiche umfasst und den Geräten als ambivalente Artefakte unterschiedlichste Einflüsse positiver wie negativer Natur zugeschrieben werden, so gehören diese im kontemporären Nairobi zum way of life: Sie sind Symbol für die Teilhabe am globalen Dorf, komplex zu dechiffrierende Zeichen sozialer Distinktion sowie Signifikate einer lokal verorteten Afromoderne.

The Smartphone The New Press

Çeviribilimin disiplinlerarası doğası diğer disiplinlerle iç içe olmasını ve karşılıklı olarak birbirlerine katkı sağlamalarını beraberinde getirmiştir. Çeviribilimin bu özelliğinden yola çıkarak birçok disiplinlerarası çalışma yapılmıştır. Yapılan çalışmalar hem kuramsal anlamda hem pratikte çevirmenler ve çeviribilimcilere yol gösterici olmuştur. Reklamcılık da bu alanlardan biridir. Küreselleşen dünyada reklamların tüketiciler üzerindeki etkisi oldukça fazladır. Uluslararası reklamcılık alanında bu etkinin farklı

dil ve kültürü kullanan toplumlara aktarılmasını ve reklamın amaçlarına ulaşmasını sağlayan çeviridir. Bu çalışma, dilin en can alıcı özelliklerini barındıran reklam metinlerine ve bu metinlerin çevirilerine duyulan meraktan yola çıkarak doğmuş ve reklam çevirileri ile ilgili çalışmaların hem çeviribilim öğrencilerine hem de alandaki çevirmenlere fikir vermesi düşüncesiyle hazırlanmıştır.

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In less than a decade, mobile technology has revolutionized our cultures, societies, and economies by impacting both personal and professional aspects of human life. Mobile technology has therefore become the fastest diffusing technology in history, expanding and transforming existent possibilities by making technology accessible and ubiquitous. Emerging Perspectives on the Mobile Content Evolution seeks a better understanding of the centrality of mobile content in the recent and coming evolution of both the ICT ecosystem and the media industry. This publication appeals to a broad audience within the interdisciplinary field of media studies, covering topic areas such as journalism, marketing and advertising, broadcasting, information management, media management, media economics, media- and technology-related public policies, media sociology, audience/consumption studies, and arts. This publication presents a multi-disciplinary discussion through a collection of academic chapters covering topics such as mobile communications and entrepreneurship, reflection on wearables and innovation, personal and mobile healthcare, mobile journalism and innovation, and behavioral targeting in the

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Emerging Perspectives on the Mobile Content Evolution Springer-Verlag

We think we know everything about smartphones. We use them constantly. We depend on them for every conceivable purpose. We are familiar with every inch of their compact frames. But there is more to the smartphone than meets the eye. How are smartphones made? How have they shaped the way we socialise? And who tracks the movements they record? These are just some of the questions that journalist Elizabeth Woyke answers in an illuminating look at this feature of our day-to-day lives. Features interviews with key figures in industry.

Das Mobiltelefon im Alltagsleben des urbanen Kenia IGI Global

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