

Agenda

- Historia de las transfusiones
- Clasificación de los efectos adversos de la transfusión
- Efectos Adversos Agudos o Inmediatos
- Efectos Adversos Tardíos
- Nociones de Hemovigilancia

Efectos De Agenda

Denise Paiewonsky



Efectos De Agenda:

Efectos de agenda Eliseo Verón,1999

Los efectos de los medios de comunicación de masas

Hernández-Santaolalla, Víctor,2019-04-01 La influencia de los mass media es uno de los temas que mayor interés y preocupación ha provocado a lo largo de la historia de la comunicación y cobra hoy en día por el contexto mediático y de recepción actuales una nueva relevancia. Que los medios de comunicación provocan efectos sobre el público es una cuestión ampliamente aceptada pero el consenso es menor cuando se habla de cuáles son y cómo se producen dichas consecuencias. En esta línea el volumen repasa las teorías planteadas por diferentes autores y escuelas con el objetivo de analizar la evolución y situación actual del campo de estudio.

Elementos de semiótica agentiva

Douglas Niño Ochoa,2015-08-01 Se puede decir que la pregunta central de cualquier propuesta semiótica del estructuralismo europeo a la semiótica peirceana del culturalismo lotmaniano al cognitivismo de la Escuela de Rues es en qué consiste la significación. Y cada una de ellas con variaciones de muy diverso grado ofrece una respuesta a dicha pregunta. En este libro queremos proponer un enfoque alternativo que hemos denominado agentivo. Aquí la significación se establece o más precisamente emerge en la relación agente-agenda es decir la relación entre un ente que hace y el tipo de resultado al que apunta dicho agente mediante su acción. A partir de esta tesis general la propuesta agentiva lleva a una serie de tesis diferenciales: primero la significación propiamente dicha es una actividad que realiza un agente y en consecuencia segundo la significación no es algo que pueda encontrarse en eso que se ha llamado enunciados lingüísticos visuales etc. u objetos de diseño o no los signos y los objetos no significan nada porque significar es una actividad y por tanto tercero si se pudiese hablar de la significación de los enunciados o de los objetos esto sería algo en un sentido derivado o ampliado y así cuarto la reflexión sobre los signos es un punto de llegada y no de partida para la reflexión semiótica. Por el contrario el punto de partida está vinculado a las preguntas sobre quiénes son los agentes y las agendas cómo se constituyen y en qué condiciones el despliegue de la capacidad para actuar agencia permite la circulación de sentido.

MediaMorfosis José Luis Exeni R.,2005

Comunicación electoral y formación de la opinión pública

Guillermo López García,2004 Este libro analiza el proceso de formación de la opinión pública en una campaña electoral a la luz de las diversas estrategias discursivas de los principales diarios de referencia españoles en las Elecciones Generales del año 2000. Tras realizar una amplia revisión de las principales teorías de la opinión pública y de los efectos de los medios de comunicación de masas sobre el público, el análisis intenta determinar en qué medida los medios de comunicación son independientes del poder político en su narración de los principales acontecimientos de la campaña electoral para a partir de ahí preguntarnos de qué manera puede influir su decantación ideológica en el voto ciudadano.

Comunicación de crisis, redes sociales y reputación corporativa. Costa, Carlos Victor,2019-10-09

La comunicación corporativa como función gerencial en las organizaciones tiene como uno de sus objetivos principales facilitar las relaciones y los intercambios simbólicos con los grupos de interés de una empresa y por ende establecer y mantener reputaciones.

favorables Cada vez más esta función es estratégica dentro de las organizaciones en la medida que contribuye a convertir una organización en un actor cuya reputación legitima a la organización misma entre sus grupos de interés Sin embargo el uso de Internet por los movimientos sociales y por los individuos con agendas antagónicas en las redes sociales puede ofrecer resistencia a los discursos corporativos y a la organización como un todo con la posibilidad de aparición de riesgos y crisis de reputación Observamos en años recientes la aparición del concepto de paracrisis las crisis con origen o amplificadas por las redes sociales en el marco de la evolución de una sociedad vigilante pero en este caso participativa y empoderada por las redes sociales que desconfiaba de la retórica corporativa y pone en entredicho la coherencia entre el comportamiento organizacional y su discurso A través de sus acciones en Internet esta nueva forma de actuar de la sociedad en red puede aumentar la vulnerabilidad de las empresas como actores sociales en la medida que contribuye a poner de relieve las contradicciones de sus discursos corporativos y crear representaciones deslegitimadoras a través de encuadres contrarios al de los intereses organizacionales Esta investigación aborda un caso de estudio paradigmático ocurrido con una gran institución financiera española Bankia y una gran campaña de publicidad emitida en plena crisis financiera mundial A través del análisis de contenido de los comentarios de los usuarios de Twitter la investigación obtiene evidencias empíricas bastante claras que verifican cómo el discurso corporativo puede ser deconstruido en el ámbito de los medios sociales cuando la empresa no toma en consideración el capital cognitivo compartido de los receptores de sus mensajes y el contexto social en que ella actúa Por el análisis de caso y del contexto de los cambios históricos de los últimos 10 años llegamos a la conclusión general de que el punto de partida de la creación de la agenda pública dejó de ser una atribución exclusiva de los medios de comunicación de masas de modo que los efectos pueden ser fecundadores en dos sentidos con origen en los medios de comunicación de masas hacia los medios sociales de Internet y viceversa y por otra parte que está claro que el paradigma de la comunicación de las marcas clásico basado en la fuerza unidireccional de los medios de comunicación de masas y en el control centralizado del mensaje ha dejado de ser el paradigma canónico

Internet, sociedad y poder. Democracia digital: comunicación política en la era de la hipermediación Gerardo L. Dorantes y Aguilar, 2023-04-12 En la obra Internet Sociedad y Poder Democracia digital comunicación política en la era de la hipermediación se elabora un recuento de los procesos comunicativos desde y hacia el poder sustentados en las tecnologías en línea partiendo del supuesto de que las Tecnologías de la Información y Comunicación TIC han modificado las maneras de indagar enseñar comunicar y hacer política Se analizan el alcance y el efecto real de los medios digitales de comunicación en las opiniones actitudes y conductas de sus auditorios así como las formas en que Internet sociedad y política articulan sus procesos comunicativos y sus consecuencias sociales

Los efectos de los medios de comunicación Jennings Bryant, Dolf Zillmann (comp), 1996 A pesar de su creciente importancia nadie que se enfrente seriamente al estudio de los efectos de los medios de comunicación puede decir que el terreno adolezca de una excesiva placidez o de inactividad Nuevos métodos de investigación nuevas teorías e incluso nuevos terrenos casi inexplorados son los

elementos que están fomentando una verdadera revolución desde dentro aunque no todos estos cambios se generen internamente. Con frecuencia son los críticos desde fuera quienes modifican la investigación de modo que sus provocadoras observaciones hacen que se replanteen algunas aseveraciones que se reexaminen hallazgos y se reformulen teorías. A partir de esta situación los investigadores reunidos en este volumen conforman una de las mejores representaciones imaginables dentro de la tradición académica que aborda los efectos de los medios de comunicación. Tomando como base *Perspectives on Media Effects* todo un clásico debido a los mismos compiladores se conservan algunos capítulos se mantienen temas y se añaden nuevas perspectivas con el fin de demostrar que la investigación sobre los impactos sociales y psicológicos de la comunicación mediatizada ha variado notablemente en estos últimos años. Y por encima de todo se deja bien claro que se trata de un campo en continua evolución a la vez una disciplina académica siempre renovadora y una materia de gran fecundidad intelectual.

Metodologías cualitativas en ciencias sociales Ana Lía Kornblit, Fabián Gustavo Beltramino, 2004

CONTENIDO Historias y relatos de vida una herramienta clave en metodología cualitativa Ana Lía Kornblit Ensamblando las voces los actores en el texto sociológico Norma Giarracca y Karina Bidaseca La teoría fundamentada su aplicación en una investigación sobre vida cotidiana con VIH/sida y con hepatitis C Daniel Jones Hermán Manzelli La agenda de la opinión pública a través de la discusión grupal Una técnica de investigación cualitativa el grupo focal Mónica Petracci Representaciones sociales una teoría metodológicamente pluralista Mónica Petracci y Ana Lía Kornblit Algunos instrumentos para el análisis de las noticias en los medios gráficos Ana Lía Kornblit y Malena Verardi Verbo y situación comunicativa los tiempos más allá del tiempo Fabián Beltramino Entre el poder del discurso y el discurso del poder aproximaciones teóricas y metodológicas al estudio del discurso político Germán Pérez

Teoría E Investigación de la Comunicación de Masas José Carlos Lozano Rendón, Con el presente libro el estudiante del área de comunicación obtendrá fundamentos más sólidos para desarrollar una actitud crítica y proactiva frente a los medios la cual permitirá cuestionar sus contenidos y obtener las herramientas para desempeñarse mejor en su profesión.

Setting the Agenda Maxwell McCombs, 2004-11-12 Setting the Agenda describes the mass media's significant and sometimes controversial role in determining which topics are at the centre of public attention and action. Although Walter Lippman captured the essence of the media's powerful influence early in the last century with his phrase the world outside and the pictures in our heads a detailed empirical elaboration of this agenda setting role of the mass media did not begin until the final quarter of the 20th century. In this comprehensive book Maxwell McCombs one of the founding fathers of agenda setting tradition of research synthesizes the hundreds of scientific studies carried out on this central role of the mass media in the shaping of public opinion. Across the world the mass media strongly influences what the pictures of public affairs in our heads are about. The mass media also influences the very details of those pictures. In addition to describing this media influence on what we think about and how we think about it Setting the Agenda also discusses the sources of these media agendas the psychological explanation for their impact on the public agenda and

the subsequent consequences for attitudes opinions and behaviour This important and perspicacious new book will prove invaluable to students of media communications and politics as well as those interested in the role of mass media in shaping and directing public opinion **El Género en la agenda pública dominicana** Denise Paiewonsky,2002 **Journalism**

Tim P. Vos,2018-05-22 This volume sets out the state of the art in the discipline of journalism at a time in which the practice and profession of journalism is in serious flux While journalism is still anchored to its history change is infecting the field The profession and the scholars who study it are reconceptualizing what journalism is in a time when journalists no longer monopolize the means for spreading the news Here journalism is explored as a social practice as an institution and as memory The roles epistemologies and ethics of the field are evolving With this in mind the volume revisits classic theories of journalism such as gatekeeping and agenda setting but also opens up new avenues of theorizing by broadening the scope of inquiry into an expanded journalism ecology which now includes citizen journalism documentaries and lifestyle journalism and by tapping the insights of other disciplines such as geography economics and psychology The volume is a go to map of the field for students and scholars highlighting emerging issues enduring themes revitalized theories and fresh conceptualizations of journalism **Últimas tendencias en modelos de investigación en el EEES y en otros sistemas**

actuales Clara Janneth Santos Martínez,2013-08-27 Una serie de investigadores de vanguardia de varias universidades mundiales han recibido el encargo de analizar el EEES As se han recopilado sus investigaciones y reflexiones en torno a los nuevos contenidos en el rea de comunicaci n a partir de las reformas que ha supuesto el Espacio Europeo de Ense nza Superior EEES o Plan Bolonia como reto innovador en las aulas en tanto en cuanto contenidos y f rmulas Esta aportaci n intelectual a las nuevas corrientes docentes se ha plasmado en un trabajo multidisciplinar y variado que se presenta en formato de libro patrocinado por el F rum Internacional de Comunicaci n y Relaciones P blicas F rum XXI la Sociedad Espa ola de Estudios de la Comunicaci n Iberoamericana SEECI y el Grupo de Investigaci n Validado Complutense Concilium En estas p ginas el lector podr hallar un selecto grupo de trabajos encargados a unos autores comprometidos con las reformas educativas quienes conforman la vanguardia actual en el campo de la Comunicaci n para la confecci n de un estudio prospectiv stico sobre las directrices por las que se encaminan los referentes de la nueva Universidad derivada del EEES A trav s de los t tulos recogidos en la colecci n Nuevo Impulso Educativo se pueden atisbar las l neas que marcar n el futuro de la realidad universitaria en los campos docentes e investigadores sobre contenidos y formas durante el pr ximo lustro

Agenda de género ,2025-03-19 Los textos que integran este libro proponen una mirada inter multi y trans disciplinaria en torno a la problem tica de g nero fundamentalmente acerca del modo de entender y construir las subjetividades los discursos y las corporalidades planteando la necesidad de producir conocimiento situado en un contexto y tiempo determinado y recuperando la voz activa de quienes viven m ltiples desigualdades Sus autores y autoras que piensan y dialogan desde la antropolog a la econom a la psicolog a el derecho la filosof a y la teolog a se hicieron eco de las voces de

tantas y tantos que quedan en los mrgenes de la historia As rescatan sus experiencias narrativas y creencias focaliz ndolos no como v ctimas sino como actores y actoras activos as mostrando sus b squedas y sus caminos de resistencia posicion ndose m s de una vez ellos as mismos as como compa eras os en ese caminar aunque m s no sea a trav s de esa deconstrucci n visibilizaci n y fortalecimiento de la autonom a Este trabajo se ofrece tambi n como una agenda en el sentido original de la palabra registrar por escrito las cosas que se deben hacer las que son importantes las que no podemos ni queremos olvidar las que nos movilizan y nos comprometen a trabajar en comunidad repensando nuestras actuaciones y omisiones colectivas para dise ar e implementar acciones concretas situadas plurales participativas y democr ticas **Comunicaci3n**,2004

Democracia y posmodernidad Javier del Rey Morat3,1996 Las agendas regionales de cooperaci3n t3cnica. Resumen ejecutivo / The regional agendas for technical cooperation. Executive summary , **Nuestros vecinos** Mario Artazar,Paz Milet,2007 *Construcci3n medi3tica y tematizaci3n de China en la prensa generalista espaola. ABC, El Mundo y El Pa3s, en los a3os 2003 y 2015* XIAOYU CHENG,2021-03-18 Tesis Doctoral Disertaci n del a o 2019 en eltema Medios Comunicaci n Otros Nota ninguna Idioma Espa ol Resumen En la actualidad China es un actor destacado en el escenario internacional que est plenamente integrado en el nuevo orden geopol tico Por otra parte la di spora china dispersa en diversos pa ses del mundo y con una notable actividad comercial es un factor importante de las relaciones con la esfera occidental En el caso de Espa a las relaciones institucionales con China est n caracterizadas por un buen nivel de entendimiento y con la presencia de una di spora relativamente numerosa pero la percepci n del gigante asi tico por parte de los ciudadanos est condicionada en gran parte por el desconocimiento por la distancia cultural y por los estereotipos La prensa tiene un papel importante en la construcci n de imaginarios sobre otros pa ses especialmente aquellos distantes cultural y geogr ficamente como es el caso de China y su cobertura informativa resulta decisiva en la formaci n de la opini3n p blica y la creaci3n de un clima de percepci3n sobre dicho pa s Siguiendo las aportaciones de la Agenda Setting la tematizaci3n y la organizaci3n de las noticias sobre China en la prensa espa ola as como los mensajes gr ficos que acompa an los textos tienen a largo plazo un efecto cognitivo sobre la percepci3n del gigante asi tico por parte del p blico espa ol m ximo cuando la inmensa mayor a de los espa oles no tienen la posibilidad de un contacto directo con la realidad china El presente estudio basado en la teor a de la construcci3n de la agenda permite responder a estas preguntas C3mo se percibe y se refleja China en los tres principales diarios de informaci3n generalista Cu les son los aspectos tem ticos m s destacados que se relacionan con la representaci3n del gigante asi tico en el flujo de las noticias de actualidad Y por ltimo cu les son las principales caracter sticas de las fotograf as que ilustran las noticias publicadas Los datos cuantitativos y cualitativos obtenidos del an lisis de contenido textual y fotogr fico permiten concluir que la imagen de China transmitida a trav s de la prensa de referencia espa ola tiene dos polos uno de signo pragm tico y positivo constituido de los logros econ micos y de las oportunidades de negocio y otro de signo negativo negativo m s acentuado que el anterior y constituido por las amenazas en orden global

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