



"Las Vegas en Los Monegros": Evaluating the mass media coverage of the social and economic impact of a business project from a corporate communication perspective [

Ediciones Complutense,
2012-06-05

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Analítica

Theme parks (as large-scale business projects) have a major impact on its local and regional context. Mass Media can decisively influence their future development, since it contributes in the formation of their reputation in the eyes of public opinion. This paper aims to evaluate the media coverage and treatment of the economic, social and environmental impact of a business project: the installation of a leisure and gaming city in Los Monegros desert in Aragon. The results show that the project has a good media visibility at the regional level and reveal that the issues linked to its economic contribution are better treated by the media than its social and environmental problems

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Título: "Las Vegas en Los Monegros": Evaluating the mass media coverage of the social and economic impact of a business project from a corporate communication perspective electronic resource]

Editorial: Ediciones Complutense 2012-06-05

Tipo Audiovisual: Mass Media; Media Reputation; Agenda Setting; Corporate Reputation; Corporate Communication; Los Monegros Medios de Comunicación; Reputación Mediática; Agenda Setting; Reputación Corporativa; Comunicación Corporativa; Los Monegros

Variantes del título: Las Vegas en Los Monegros: evaluación de la cobertura mediática del impacto económico y social de un proyecto de negocio desde la perspectiva de la comunicación corporativa

Documento fuente: Estudios sobre el Mensaje Periodístico; Vol 18 No 1 (2012): Fuentes, movimientos y redes sociales; 305-320

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Lengua: English

Enlace a fuente de información: Estudios sobre el Mensaje Periodístico; Vol 18 No 1 (2012): Fuentes, movimientos y redes sociales; 305-320 Estudios sobre el Mensaje Periodístico; Vol. 18 Núm. 1 (2012): Fuentes, movimientos y redes sociales; 305-320 1988-2696 1134-1629

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