



Aproximación a un discurso semiótico para crear la marca ciudad de Manta-Ecuador [

2019

text (article)

Analítica

This study analyzes how the meaning of a city is defined and interpreted by both general populations and those sectors representative of a city's main productive activities. Specifically, it problematizes the perceptions and symbols associated with the coastal town of Manta, Ecuador, after being struck by 7.8 magnitude earthquake on April 16, 2016. Our goal is to highlight, describe, and contrast the predominant meanings of this city, using two research reports as our starting points: El city branding en situaciones de emergencia: una aproximación a la promoción de Manta tras el terremoto (Castillo, 2016) and Signos visuales contemporáneos de identidad urbana de Manta y construcción de la marca ciudad (Pisco, Vélez, Cedeño y Chávez, 2017). The partial results of these reports were shared in March 2018 at the Research Symposium held by the Faculty of Communication Sciences of the Eloy Alfaro University of Manabí, Ecuador. The data in both studies is viewed in the context of a broader attempt to argue for and propose local identity-related contents for the purposes of post-disaster recovery, allowing for the promotion of the city as a brand with its own meaning. To this end, this paper combines qualitative and statistical data from the aforementioned studies with a semiotic perspective on meaning, representation, urban discourse, and culture. Through our analysis, we sketch out a symbolic construct summarizing the main attributes of a city searching for identity and productive force in the face of an emergency. To conclude, we offer a discursive approach to a territorial brand with recognizable symbolic value and the promise of urban growth despite the effects of a natural disaster

This study analyzes how the meaning of a city is defined and interpreted by both general populations and those sectors representative of a city's main productive activities. Specifically, it problematizes the perceptions and symbols associated with the coastal town of Manta, Ecuador, after being struck by 7.8 magnitude earthquake on April 16, 2016. Our goal is to highlight, describe, and contrast the predominant meanings of this city, using two research reports as our starting points: El city branding en situaciones de emergencia: una aproximación a la promoción de Manta tras el terremoto (Castillo, 2016) and Signos visuales contemporáneos de identidad urbana de Manta y construcción de la marca ciudad (Pisco, Vélez, Cedeño y Chávez, 2017). The partial results of these reports were shared in March 2018 at the Research Symposium held by the Faculty of Communication Sciences of the Eloy Alfaro University of Manabí, Ecuador. The data in both studies is viewed in the context of a broader attempt to argue for and propose local identity-related contents for the purposes of post-disaster recovery, allowing for the promotion of the city as a brand with its own meaning. To this end, this paper combines qualitative and statistical data from the aforementioned studies with a semiotic perspective on meaning, representation, urban discourse, and culture. Through our analysis, we sketch out a symbolic construct summarizing the main attributes of a city searching for identity and productive force in the face of an emergency. To conclude, we offer a discursive approach to a territorial brand with recognizable symbolic value and the promise of urban growth despite the effects of a natural disaster

This study analyzes how the meaning of a city is defined and interpreted by both general populations and those sectors representative of a city's main productive activities. Specifically, it problematizes the perceptions and symbols associated with the coastal town of Manta, Ecuador, after being struck by 7.8 magnitude earthquake on April 16, 2016. Our goal is to highlight, describe, and contrast the predominant meanings of this city, using two research reports as our starting points: El city branding en situaciones de emergencia: una aproximación a la promoción de Manta tras el terremoto (Castillo, 2016) and Signos visuales contemporáneos de identidad urbana de Manta y construcción de la marca ciudad (Pisco, Vélez, Cedeño y Chávez, 2017). The partial results of these reports were shared in March 2018 at the Research Symposium held by the Faculty of Communication Sciences of the Eloy Alfaro University of Manabí, Ecuador. The data in both studies is viewed in the context of a broader attempt to argue for and propose local identity-related contents for the purposes of post-disaster recovery, allowing for the promotion of the city as a brand with its own meaning. To this end, this paper combines qualitative and statistical data from the aforementioned studies with a semiotic perspective on meaning, representation, urban discourse, and culture. Through our analysis, we sketch out a symbolic construct summarizing the main attributes of a city searching for identity and productive force in the face of an emergency. To conclude, we offer a discursive approach to a territorial brand with recognizable symbolic value and the promise of urban growth despite the effects of a natural disaster

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzI5NzA2MzY>

Título: Aproximación a un discurso semiótico para crear la marca ciudad de Manta-Ecuador [electronic resource]

Editorial: 2019

Tipo Audiovisual: city brand perceptions speech symbols Ecuador marca ciudad percepciones signo texto urbano
marca ciudad: Ecuador cidade marca cidade discurso marca percepções símbolos Equador texto urbano

Documento fuente: Austral Comunicación, ISSN 2313-9137, Vol. 8, N°. 1, 2019 (Ejemplar dedicado a: Diplomacia Pública y Marca Ciudad como estrategias de comunicación global), pags. 63-88

Nota general: application/pdf

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

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Austral Comunicación, ISSN 2313-9137, Vol. 8, N°. 1, 2019 (Ejemplar dedicado a: Diplomacia Pública y Marca Ciudad como estrategias de comunicación global), pags. 63-88

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es

