



Análisis de los primeros estudios sobre el liderazgo personal y la difusión de tendencias de moda (1950-2000) [

2018

text (article)

Analítica

The studies about Opinion Leadership began with the contributions of Paul Lazarsfeld and his colleagues at the Columbia School (Katz & Lazarsfeld, 1955), when Lazarsfeld developed his theory "The-two-Step-Flow of Communication", highlighting the limited effects of the media. Besides, Lazarsfeld showed that fashion was a favorable field for the analysis of the role of personal communication and opinion leadership. The present study analyzes the research in this field between the years 1950 and 2000; an evolution when the characteristics of fashion opinion leaders were settled. The chronological review of the studies provides an in-depth analysis in which the keys of the personal communication role in fashion innovations dissemination stand out

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Título: Análisis de los primeros estudios sobre el liderazgo personal y la difusión de tendencias de moda (1950-2000) [electronic resource]

Editorial: 2018

Tipo Audiovisual: líderes de opinión moda difusión de tendencias Lazarsfeld Opinion leadership fashion innovation diffusion Lazarsfeld

Documento fuente: Revista internacional de Historia de la Comunicación, ISSN 2255-5129, N°. 10, 2018, pags. 99-121

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Revista internacional de Historia de la Comunicación, ISSN 2255-5129, N°. 10, 2018, pags. 99-121

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