

WRITTEN COMMUNICATION ANNUAL

An International Survey of Research and Theory

SAGE PUBLICATIONS

The Publishers of Professional Social Science

Beverly Hills – London – New Delhi

Series editors: Charles R. COOPER, University of California, San Diego

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A Written Communicational Annual sorozat internacionális fórumot kíván biztosítani az írott nyelvi kommunikáció interdiszciplináris kutatása számára. Az Annual egyrészt a kutatás legújabb eredményeit kívánja rendszeresen közölni, másrészt új kutatási irányok létrehozását kívánja elősegíteni. Célja, hogy elősegítse az írott nyelvi kommunikáció produktumainak, valamint e produktumok létrehozási és befogadási folyamatának jobb megértését. Az Annual valamennyi kötetének tanulmányai egy-egy centrális téma köré csoportosulnak.

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