

## Inspiring Cooperation and Celebrating Organizations: Genres, Message Design, and Strategies in Public Relations (Hampton Press Communication)



This book focuses on the importance of public relations genres as categories of discourse: forms with functions that can be applied in ways that add knowledge based on their rhetorical and organizational significance. By primarily leaning on work in the fields of linguistics and rhetoric, the book is the first to formally present the textual features and the implicit exigencies of public relations discourse genres. It goes further by directly linking text types, message design, and strategy, thereby placing public relations as a more valued and valuable part of organizations businesses and societies fabric.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22\_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122\_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no

conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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