



Les particularités de la communication externe d'un musée

By Lydie, Lubrano

Condition: New. Publisher/Verlag: Éditions universitaires européennes | Moyens, outils et supports de communication | "Attirer plus de visiteurs": voici un objectif de communication qui revient souvent dans le discours des musées. Communiquer vers ses cibles potentielles n'est pas aisé: son objet est, par définition, tourné vers ses collections et non le visiteur, son message est complexe et difficilement entendu par un large public. Pourtant ils ont vocation à diffuser leurs connaissances, leurs collections. Poussés par des objectifs financiers et de rentabilité, les musées se lancent fébrilement dans la création de campagnes de communication avec le développement d'outils et de supports. Cet ouvrage s'attache alors à aider ces structures, notamment les responsables de communication des musées, dans des choix cohérents et adaptés à leurs vocations et aux principes de la communication. | Format: Paperback | Language/Sprache: fre | 128 gr | 220x150x4 mm | 84 pp.



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