

Contents

3 Editorial (by Sébastien Salerno & Thomas Häussler)

General Section

7 Regina Cazzamatta: *Four facets of Latin America: A study of the German press coverage from 2000 to 2014*

25 Rama Manor & Avi Gvura: *Metaphorical change of Hebrew words and phrases in light of social norms: A linguistic analysis*

Thematic Section

43 Carlo Raimondo & Andrea Rocci: *Financial communication: Narrative and argument in the pursuit of sustainable trust – Introduction to the Thematic Section*

45 Laurence Harris: *In search of “the Holy Grail of permanent price stability”: How the Bank of England communicates trust via story and argument*

59 Merja Koskela & Belinda Crawford Camiciottoli: *Different paths from transparency to trust? A comparative analysis of Finnish and Italian listed companies’ investor relations communication practices*

77 Henrik Rahm, Niklas Sandell, & Peter Svensson: *Corporate dreams – Appropriate aspirations and the building of trust in annual reports*

93 Catherine Resche: *Walmart’s communication techniques for sustaining stakeholder trust: How CEOs answer critics and reassure stakeholders in their annual and CSR report letters*

Reviews and Reports

111 Dimitris Serafis: *Salomi Boukala. “European identity and the representation of Islam in the mainstream press: Argumentation and media discourse”*

115 Silke Fürst: *Silvio Waisbord. “The communication manifesto”*

Community

121 Lorenzo Cantoni et al.: *Fashion communication research: A way ahead*