

## Persuasive Newspaper Articles 2011

Now in its 15th edition, this groundbreaking human communication text equips students with the communication skills they need to be successful communicators.

COMMUNICATE! engages students in active learning through theory, application and tools for practicing and assessing specific communication skills in interpersonal, intercultural, group, and public speaking settings, and in face-to-face and virtual environments. Skill-building exercises, including speech-plan action step activities, guide students through the speech preparation process. COMMUNICATE! provides lively contemporary examples and sample student speeches that ground theory, increase comprehension, and help students become skillful communicators. The role of ethics in communication is integrated throughout the text, as is the role of technology and social media. The chapters on listening (Ch. 6) and presentational aids (Ch. 13) have been significantly revised. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The metaphor of contagion pervades critical discourse across the humanities, the medical sciences, and the social sciences. It appears in such terms as 'social contagion' in psychology, 'financial contagion' in economics, 'viral marketing' in business, and even 'cultural contagion' in anthropology. In the twenty-first century, contagion, or 'thought contagion' has become a byword for creativity and a fundamental process by which knowledge and ideas are communicated and taken up, and resonates with André Siegfried's observation that 'there is a striking parallel between the spreading of germs and the spreading of ideas'. In *Contagious Metaphor*, Peta Mitchell offers an innovative, interdisciplinary study of the metaphor of contagion and its relationship to the workings of language. Examining both metaphors of contagion and metaphor as contagion, *Contagious Metaphor* suggests a framework through which the emergence and often epidemic-like reproduction of metaphor can be better understood. First Published in 2016. Routledge is an imprint of Taylor & Francis, an Informa company.

How can you use technology for pedagogic purposes in the language classroom? *Technology Enhanced Language Learning* discusses how the use of technology opens up opportunities for learning, how it enables different types of learning, and how it affects language use.

There is no doubt, journalism faces challenging times. Since the turn of the millennium, the financial health of the news industry is failing, mainstream audiences are on the decline, and professional authority, credibility and autonomy are eroding. The outlook is bleak and it's understandable that many are pessimistic. But this book argues that we have to rethink journalism fundamentally. Rather than just focus on the symptoms of the 'crisis of journalism', this collection tries to understand the structural transformation journalism is undergoing. It explores how the news media attempts to combat decreasing levels of trust, how emerging forms of news affect the established journalistic field, and how participatory culture creates new dialogues between journalists and audiences. Crucially, it does not treat these developments as distinct transformations. Instead, it considers how their interrelation accounts for both the tribulations of the news media and the need for contemporary journalism to redefine itself.

A trusted market leader, Guffey/Loewy's **ESSENTIALS OF BUSINESS COMMUNICATION**, 10E presents a streamlined approach to business communication that includes unparalleled learning resources for instructors and students. **ESSENTIALS OF BUSINESS COMMUNICATION** includes the authoritative text and a self-teaching grammar and mechanics handbook at the back of the text as well as extraordinary print and digital exercises designed to build grammar, punctuation, and writing skills. As students learn basic writing skills, they are encouraged to apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Redesigned, updated model documents and extensively updated exercises and activities introduce students to the latest business communication practices. The latest edition of this award-winning text features complete coverage of social media communication, electronic messages, and digital media to prepare students for workplace communication success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Human Resources Management**, 3rd edition is an all-inclusive resource packed full of Australian examples, quality pedagogical features and cutting edge theories. It provides an excellent balance of practical teaching and the underlying theory of HRM which helps students understand what HR actually is, rather than just how to practice it. The text facilitates the development of critical and innovative thinking, allowing readers to make Co-adaptive Human Resource Management (CHRM) decisions in the light of the diverse features of any given business and its operating environment.

Queer activism and anthropology are both fundamentally concerned with the concept of difference. Yet they are so in fundamentally different ways. The Italian queer activists in this book value difference as something that must be produced, in opposition to the identity politics they find around them. Conversely, anthropologists find difference in the world around them, and seek to produce an identity between anthropological theory and the ethnographic material it elucidates. This book describes problems faced by an activist "politics of difference," and issues concerning the identity of anthropological reflection itself—connecting two conceptions of difference whilst simultaneously holding them apart.

**Play at Work** How Games Inspire Breakthrough Thinking Portfolio

"A fascinating look at how games can help us learn, create, and innovate Once thought to be nothing more than diversions for children and nerds, games have become an integral part of everyday life. Educators are trying to make learning more fun by introducing games into the classroom while cutting-edge managers are doing the same in the workplace. Doctors, scientists, and entrepreneurs are deploying games to help solve some of the world's most pressing problems. But according to Adam Penenberg, it's not the games themselves that improve our lives, but rather smart game design and its impact on the brain that can lead us to become immersed in a task we find enjoyable. The individuals and institutions that have used games to achieve this effect are often rewarded with astounding results. Drawing on the latest brain science on attention and engagement plus his own firsthand reporting, Penenberg shows how organizations like Google, Microsoft, hospitals, and the military have used game design in bold new ways"--

**Best Before** examines how the videogames industry's retail, publishing, technology design, advertising and marketing practices actively produce obsolescence, wearing

out and retiring old games to make way for the always new, just out of reach, 'coming soon' title and 'next generation' platform.

Asian Americans have long been the subject and object of popular culture in the U.S. The rapid circulation of cultural flashpoints—such as the American obsession with K-pop sensations, Bollywood dance moves, and sriracha hot sauce—have opened up new ways of understanding how the categories of “Asian” and “Asian American” are counterbalanced within global popular culture. Located at the crossroads of these global and national expressions, *Global Asian American Popular Cultures* highlights new approaches to modern culture, with essays that explore everything from music, film, and television to comics, fashion, food, and sports. As new digital technologies and cross-media convergence have expanded exchanges of transnational culture, Asian American popular culture emerges as a crucial site for understanding how communities share information and how the meanings of mainstream culture shift with technologies and newly mobile sensibilities. Asian American popular culture is also at the crux of global and national trends in media studies, collapsing boundaries and acting as a lens to view the ebbs and flows of transnational influences on global and American cultures. Offering new and critical analyses of popular cultures that account for emerging textual fields, global producers, technologies of distribution, and trans-medial circulation, this ground-breaking collection explores the mainstream and the margins of popular culture.

*BUSINESS COMMUNICATION: PROCESS AND PRODUCT*, 8e, is designed to prepare students for success in today's digital workplace. The textbook presents the basics of communicating in the workplace, using social media in a professional environment, working in teams, becoming a good listener, and presenting individual and team presentations. Authors Mary Ellen Guffey and Dana Loewy also offer a wealth of ideas for writing resumes and cover letters, participating in interviews, and completing follow-up activities. Optional grammar coverage in each chapter, including a comprehensive grammar guide in the end-of-book appendix, helps students improve their English language skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"Electoral persuasion is central to democratic politics. It includes strategic communication not only by candidates and parties but also by interest groups, media, and citizens. This volume surveys the vast literature on this topic, emphasizing contemporary research and topics and complementing deep coverage of U.S. politics with international perspectives"--

**#1 NEW YORK TIMES BESTSELLER** • “The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly.”—*Entertainment Weekly* **NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE** • ONE OF THE “MOST INFLUENTIAL” (CNN), “DEFINING” (LITHUB), AND “BEST” (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE’S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY *The New York Times Book Review* • *Entertainment Weekly* • *O: The Oprah Magazine* • NPR • *Financial Times* • *New York* • *Independent (U.K.)* • *Times (U.K.)* • *Publishers Weekly* • *Library Journal* • *Kirkus Reviews* • *Booklist* • *Globe and Mail* Her name was Henrietta Lacks, but scientists know her as HeLa. She

was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first “immortal” human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb’s effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta’s family did not learn of her “immortality” until more than twenty years after her death, when scientists investigating HeLa began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta’s daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn’t her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, *The Immortal Life of Henrietta Lacks* captures the beauty and drama of scientific discovery, as well as its human consequences.

This book introduces students to CRM (customer relationship management), a strategic methodology that’s being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course.

Economic inequalities have become increasingly prominent in public debate in the last decade as sluggish economic growth, declining or stagnant incomes, high unemployment, and state policy regimes orientated towards austerity dominate many core capitalist regions, often with extreme turbulence in the political arena. Debate over these issues unfolds in both the public sphere and within the academy, with the conversation developing from two disciplinary areas in particular: economics and political economy, and journalism and communication studies. *Economic Inequality and News Media* brings these fields together. In this interdisciplinary volume, Andrea Grisold and Paschal Preston build on a unique multi-country research project exploring how news media cover and frame issues of economic inequality. Taking media coverage of Thomas Piketty’s best-selling *Capital in the Twenty-First Century* as a case study, this book addresses important blind-spots in the relationship between mainstream media and economics. It interrogates both the failure of economists’ to engage with the evolving role of the media as well as journalists’ tendency to overlook key aspects of economic processes and power that are politically relevant and of public

interest. Grisold and Preston tackle this disconnect and argue for a multi-disciplinary approach in which they acknowledge the crucial role the mass media plays in creating and disseminating economic information. The book explores important questions such as: How do new forms of economic inequality, power, and privilege relate to prevailing theories and conceptualizations of the media? What roles do new trends and forms of economic inequality play in the typical narratives of mediated communication? How do we construct the story of inequality? This eye-opening and transdisciplinary book sheds new light not only on the relation between news media and economic inequality, but also on economic issues more broadly. In an evolving world experiencing the rise of ultra-nationalism, populism, and rampant economic uncertainty, *Economic Inequality and News Media* is a crucial investigation of the nuances of economic news media. In this era of big media franchises, sports branding has crossed platforms, so that the sport, its television broadcast, and its replication in an electronic game are packaged and promoted as part of the same fan experience. Editors Robert Alan Brookey and Thomas P. Oates trace this development back to the unexpected success of Atari's Pong in the 1970s, which provoked a flood of sport simulation games that have had an impact on every sector of the electronic game market. From golf to football, basketball to step aerobics, electronic sports games are as familiar in the American household as the televised sporting events they simulate. This book explores the points of convergence at which gaming and sports culture merge.

This is a work of media history and media criticism with a human face. It presents profiles of 11 journalists who left some of the country's biggest mainstream media outlets, and took on new career challenges. Their stories give the reader a vivid sense of what it means to be a reporter and to cover big news events. But this book goes beyond media memoir. The book also explores the factors that led talented people to re-assess the profession they loved, and raises profound questions about the economic structure of news organizations and the culture of newsrooms, and their impact on the practice of journalism. By demonstrating that there is life after journalism, and that the skills the profession teaches remain valuable in other careers, this book also offers hope and direction to both aspiring and current journalists contemplating the future. Reported speech is a universal form across human languages. However, previous studies have tended to be limited because they mostly emphasize on the form and authenticity of reported speech, while its discourse and pragmatic functions have largely been ignored. Meanwhile, the studies mainly focus on English, with a comparative perspective with other languages largely missing. Acknowledging these limitations, this book analyzes the textual and pragmatic functions of reported speech in Chinese and English. The authors build a corpus comprising of twelve Chinese and English newspapers, including China Daily and The New York Times. They examine the classification and distribution of reported speech, the form and function in different news genres and contexts, and the socio-pragmatic interpretation of reported speech in news and other issues. This title can enrich comparative linguistic research, verify the feasibility of combining critical linguistics and corpus technology, and help improve the production and understanding of news reports. Students and scholars of critical discourse analysis, comparative linguistics, corpus linguistics, as well as communication studies will find this to be an essential guide.

The Oxford Handbook of Media Psychology explores facets of human behaviour,

thoughts, and feelings experienced in the context of media use and creation. This accessible book introduces students to the theories, concepts and skills required to promote an event successfully. To promote an event effectively it is essential to understand marketing, but it is also important to recognise that it is not just consumers who are the audience: other publics who may not necessarily attend can have a fundamental effect on the success of an event as well. Uniquely therefore, this book covers two related themes: marketing and public relations in an events context. This will offer events planners a comprehensive guide on how to promote events to a range of audiences, and on how to use this to manage an event's long-term reputation. The book focuses on core marketing and PR current theory specifically relevant to the events industry and introduces topics such as marketing strategy, the consumer, marketing PR and how to use the internet to promote events. It integrates a range of international case studies from small-scale events to mega-events to help show how theory can be applied in practice. It further includes inserts of interviews with practitioners in the field, to offer insight into the realities of event communication and to show how to overcome potential pitfalls. Learning outcomes, discussion questions and further reading suggestions are included to aid navigation throughout the book, spur critical thinking and further students' knowledge. The book is essential reading for all students studying Events Management, and provides valuable reading for students, academics and practitioners interested in marketing and public relations in general. Journalism, television, cable, and online media are all evolving rapidly. At the nexus of these volatile industries is a growing group of individuals and firms whose job it is to develop and maintain online distribution channels for television news programming. Their work, and the tensions surrounding it, provides a fulcrum from which to pry analytically at some of the largest shifts within our media landscape. Based on fieldwork and interviews with different teams and organizations within MSNBC, this multi-disciplinary work is unique in its focus on distribution, which is rapidly becoming as central as production, to media work.

This book offers an innovative approach to analysing written texts, grounded in principles of semiotics. Envisaging whole news media representations as 'signs', and using the real-world example of the BP Deepwater Horizon crisis, the author demonstrates how business crises are constructed through language. Gravells identifies patterns of language which show a progression from one kind of 'current news' representation to a different kind of coverage. This coverage positions the crisis as having symbolic and conventional meaning within varied social contexts, including the arts, business and the environment. Using a wealth of examples from the BP story to illustrate her practical research approach, Gravells draws 'language maps' of different phases of the crisis representation, showing how an early 'iconic' phase of representation moves through an 'indexical' to a 'symbolic' phase, and projects a return to a 'naturalised icon'. This book will be of interest to researchers and students of semiotics, those exploring research methods and linguists with an interest in business and media communications.

This handbook provides a comprehensive overview of the pragmatics of social media, i.e. of digitally mediated and Internet-based platforms which are interactively used to share and edit self- and other-generated textual and audio-visual messages. Its five parts offer state-of-the-art reviews and critical

evaluations in the light of on-going developments: Part I The Nature of Social Media sets up the conceptual groundwork as it explores key concept such as social media, participation, privacy/publicness. Part II Social Media Platforms focuses on the pragmatics of single platforms such as YouTube, Facebook. Part III Social Media and Discourse covers the micro-and macro-level organization of social media discourse, while Part IV Social Media and Identity reveals the multifarious ways in which users collectively (re-)construct aspects of their identities. Part V Social Media and Functions/Speech Acts surveys pragmatic studies on speech act functions such as disagreeing, complimenting, requesting. Each contribution provides a state-of-the-art review together with a critical evaluation of the existing research.

Billionaires in World Politics shows how the privatization of politics assumes a new dimension when billionaires wield power in world politics, which requires a re-thinking of individual agency in International Relations. Structural changes (globalization, neoliberalism, competition states, and global governance) have generated new opportunities for individuals to become extremely rich and to engage in politics across borders. The political agency of billionaires is being conceptualized in terms of capacities, goals, and power, which is contingent upon the specific political field a billionaire is trying to enter. Six case studies explore the power of billionaires in their pursuit of security, wealth, and esteem. The chapter on security analyzes Raj Rajaratnam's relationship to the Tamil cause in Sri Lanka, and Sheldon Adelson's transnational electioneering in the Israel-Palestine conflict. Regarding the economy, the book studies how the Koch brothers' political protection of fossil fuels is affecting climate change mitigation, and how Rupert Murdoch's opinion-shaping is valorizing conservatism across borders. The chapter on social entrepreneurship and esteem examines the role of Bill Gates in the governance of global health and George Soros's attempts to build open societies as a 'stateless statesman'. An analytical conclusion evaluates the prior findings in order to address three major questions: Is it more appropriate to see billionaires as 'super-actors', or as a global 'super-class'? What is the relative power of billionaires within the international system? What does the power of billionaires mean for the liberal norms of legitimate political order?

In times of crisis, how do people conceptualise and communicate their experiences through different forms and channels? How can original research in cognitive linguistics, discourse analysis and crisis studies advance our understanding of the ways in which we interact with and communicate about crisis events? In answering these questions, this volume examines the unique functions, features and applications of the metaphors and frames that emerge from and give shape to crisis-related discourses. The chapters in this volume present original concepts, approaches, authentic data and findings of crisis discourses in a wide range of organisational, political and personal contexts that affect a diverse body of language users and communities. This book will appeal

to a broad readership in linguistics, sociological studies, cognitive sciences, crisis studies as well as language and communication researchers and practitioners. This new and fully-updated second edition of this acclaimed textbook offers a guide to public relations, spanning all aspects of PR work, including fashion, event management, crisis communications, politics, celebrity PR and corporate communications, and takes account of the rapid change in the PR industry. It combines essential practical guidance with a thought-provoking analysis of this exciting but enigmatic industry, its ethical dilemmas and the role it plays in the contemporary world-not least its controversial but crucial relationship with the media. PR Today offers a fresh, lively and realistic perspective on its subject, based on the authors' rare combination of international top-level experience, insider knowledge and years of teaching and writing about PR. It will be invaluable for students taking public relations at undergraduate and postgraduate levels and essential reading for those seeking to start a career in this dynamic, fast-growing profession. New to this Edition: - Content has been fully updated throughout to ensure up-to-date overview of the topics at hand - Interviews with leading figures in PR and beyond - A thoroughly revised and expanded chapter on digital PR

The movement of humans across borders is increasing exponentially'some for benign reasons, others nefarious, including terrorism, human trafficking, and people smuggling. Consequently, the policing of human movement within and across borders has been and remains a significant concern to nations. Policing Global Movement: Tourism, Migration, Human T

Making Government Work: A Conservative Agenda for the States is an updated version of the highly acclaimed 1994 original book. It serves as a modern-day guide for how as Americans we can move the states forward with common sense, conservative public policy initiatives to benefit the Nation as a whole.

Making Government Work is a reminder that conservative reforms set the stage for unprecedented prosperity. The book contains a star-studded line up of some of today's most powerful voices, including Nikki Haley, Chuck Norris, Rick Perry, Kathy Ireland, Rick Santorum, Chad Hennings, Jeb Bush, Dr. Art Laffer and Bob Woodson along with many more. "Making Government Work is for state government what the Contract with America was for the federal government. It is a sensible, fact based plan to create a better future through the application of sound principles." –Newt Gingrich, former Speaker of the House The author's proceeds from the book will be donated to organizations that serve America's veterans.

Argues that technology is changing the way we understand human society and discusses how the disciplines of politics, culture, public debate, morality, and humanism will be affected when responsibility for them is delegated to technology.

What impact do news and political advertising have on us? How do candidates use media to persuade us as voters? Are we informed adequately about political

issues? Do 21st-century political communications measure up to democratic ideals? *The Dynamics of Political Communication: Media and Politics in a Digital Age* explores these issues and guides us through current political communication theories and beliefs. Author Richard M. Perloff details the fluid landscape of political communication and offers us an engaging introduction to the field and a thorough tour of the d.

#1 Wall Street Journal Best Seller USA Today Best Seller Amazon Best Book of the Year TED Talk sensation - over 3 million views! The counterintuitive approach to achieving your true potential, heralded by the Harvard Business Review as a groundbreaking idea of the year. The path to personal and professional fulfillment is rarely straight. Ask anyone who has achieved his or her biggest goals or whose relationships thrive and you'll hear stories of many unexpected detours along the way. What separates those who master these challenges and those who get derailed? The answer is agility—emotional agility. Emotional agility is a revolutionary, science-based approach that allows us to navigate life's twists and turns with self-acceptance, clear-sightedness, and an open mind. Renowned psychologist Susan David developed this concept after studying emotions, happiness, and achievement for more than twenty years. She found that no matter how intelligent or creative people are, or what type of personality they have, it is how they navigate their inner world—their thoughts, feelings, and self-talk—that ultimately determines how successful they will become. The way we respond to these internal experiences drives our actions, careers, relationships, happiness, health—everything that matters in our lives. As humans, we are all prone to common hooks—things like self-doubt, shame, sadness, fear, or anger—that can too easily steer us in the wrong direction. Emotionally agile people are not immune to stresses and setbacks. The key difference is that they know how to adapt, aligning their actions with their values and making small but powerful changes that lead to a lifetime of growth. Emotional agility is not about ignoring difficult emotions and thoughts; it's about holding them loosely, facing them courageously and compassionately, and then moving past them to bring the best of yourself forward. Drawing on her deep research, decades of international consulting, and her own experience overcoming adversity after losing her father at a young age, David shows how anyone can thrive in an uncertain world by becoming more emotionally agile. To guide us, she shares four key concepts that allow us to acknowledge uncomfortable experiences while simultaneously detaching from them, thereby allowing us to embrace our core values and adjust our actions so they can move us where we truly want to go. Written with authority, wit, and empathy, *Emotional Agility* serves as a road map for real behavioral change—a new way of acting that will help you reach your full potential, whoever you are and whatever you face.

A guide to an evidence-based approach for teaching college-level psychology courses *Teaching Psychology* offers an evidence-based, student-centered approach that is filled with suggestions, ideas, and practices for teaching college-level courses in ways that contribute to student success. The authors draw on current scientific studies of learning, memory, and development, with specific emphasis on classroom studies. The authors offer practical advice for applying scholarly research to teaching in ways that maximize student learning and personal growth. The authors endorse the use of backward course design, emphasizing the importance of identifying learning goals

(encompassing skills and knowledge) and how to assess them, before developing the appropriate curriculum for achieving these goals. Recognizing the diversity of today's student population, this book offers guidance for culturally responsive, ethical teaching. The text explores techniques for teaching critical thinking, qualitative and quantitative reasoning, written and oral communication, information and technology literacy, and collaboration and teamwork. The authors explain how to envision the learning objectives teachers want their students to achieve and advise how to select assessments to evaluate if the learning objectives are being met. This important resource: Offers an evidence-based approach designed to help graduate students and new instructors embrace a student-centered approach to teaching; Contains a wealth of examples of effective student-centered teaching techniques; Surveys current findings from the Scholarship of Teaching and Learning; Draws on the American Psychological Association's five broad goals for the undergraduate Psychology major and shows how to help students build life-long skills; and, Introduces Universal Design for Learning as a framework to support diverse learners. Teaching Psychology offers an essential guide to evidence-based teaching and provides practical advice for becoming an effective teacher. This book is designed to help graduate students, new instructors, and those wanting to update their teaching methods. It is likely to be particularly useful for instructors in psychology and other social science disciplines.

The days of "revolutionary" campaign strategies are gone. The extraordinary has become ordinary, and campaigns at all levels, from the federal to the municipal, have realized the necessity of incorporating digital media technologies into their communications strategies. Still, little is understood about how these practices have been taken up and routinized on a wide scale, or the ways in which the use of these technologies is tied to new norms and understandings of political participation and citizenship in the digital age. The vocabulary that we do possess for speaking about what counts as citizenship in a digital age is limited. Drawing on ethnographic fieldwork in a federal-level election, interviews with communications and digital media consultants, and textual analysis of campaign materials, this book traces the emergence and solidification of campaign strategies that reflect what it means to be a citizen in the digital era. It identifies shifting norms and emerging trends to build new theories of citizenship in contemporary democracy. Baldwin-Philippi argues that these campaign practices foster engaged and skeptical citizens. But, rather than assess the quality or level of participation and citizenship due to the use of technologies, this book delves into the way that digital strategies depict what "good" citizenship ought to be and the goals and values behind the tactics.

A comprehensive guide to the language of argument, *Rhetorical Style* offers a renewed appreciation of the persuasive power of the English language. Drawing on key texts from the rhetorical tradition, as well as on newer approaches from linguistics and literary stylistics, Fahnestock demonstrates how word choice, sentence form, and passage construction can combine to create effective spoken and written arguments. With examples from political speeches, non-fiction works, and newspaper reports, *Rhetorical Style* surveys the arguer's options at the word, sentence, interactive, and passage levels, and illustrates the enduring usefulness of rhetorical stylistics in analyzing and constructing arguments.

Following the 2007–2008 global financial crisis, a number of prominent academics,

journalists, and activists were quick to pronounce the demise of neoliberal capitalism and governance. This rather optimistic prediction, however, underestimated the extent to which neoliberalism has shaped the 21st-century world order and become entrenched in our sociopolitical and cognitive fabric. Indeed, 11 years after the crisis, and in spite of the significant levels of socioeconomic inequality, psychological distress, and environmental destruction generated by neoliberal policies and corresponding business and cultural practices, the ideological hegemony of neoliberalism has not been supplanted, nor has it really faced any serious unsettling. How, then, has neoliberalism inflected and shaped our “common-sense” understandings of what is politically, economically, and culturally viable? To help answer this question, this book combines leading theories from sociology, media-communication research, developmental psychology, and cognitive science, and draws on primary evidence from a unique mix of ethnographic, survey, and experimental studies – of young people’s leisure practices and educational experiences, of young adults’ political socialisation processes in relation to exposure to social networking sites, and of the effects of commercial media viewing on material values and support for social welfare. In doing so, it provides a nuanced and robustly empirically tested account of how the conscious and non-conscious cognitive dimensions of people’s subjectivities and everyday social practices become interpellated through and reproductive of neoliberal ideology. As such, this book will appeal to scholars across the social and behavioural sciences with interests in neoliberalism, political engagement, enculturation, social reproduction, and media effects.

While focused on the appellate setting, *Persuasive Written and Oral Advocacy* is applicable to all legal writing and speaking, and includes practical guidance for advocacy in federal courts, trial courts, and other situations. Students are given a clear and practical guide to legal writing and oral argument, from the selection of a main theme, to the employment of research, language, and speaking skills that achieve a clear, persuasive legal message. Step-by-step, they learn to organize, prepare, and present winning written and oral arguments. Detailed coverage of trial motion practice as well as appellate practice shows how important it is to consider the judge’s time and perspective when preparing an argument. Concrete examples based on a hypothetical case file are liberally spread throughout the text along with extensive advice for editing. Sophisticated, realistic litigation problems in the accompanying Case Files help put principles in practice and allow instructors a great deal of flexibility. Technological developments are explored, including electronic filing, video conference oral arguments, and electronic research. The revised Third Edition presents updated and expanded information on electronic filings as well as rule updates, especially local rule issues, and an updated, two-color design. Features: clear and practical guide to legal writing and oral argument the selection of a main message or theme employment of research, language, and speaking skills achieving a clear, persuasive legal message content is applicable to all legal writing and speaking includes practical guidance for advocacy in federal courts, trial courts, and other settings step-by-step guide to organizing, preparing, and presenting winning written and oral arguments detailed coverage of trial motion practice as well as appellate practice emphasizes consideration of the judge's time and perspective when preparing arguments liberal use of concrete examples based on a hypothetical case file, with extensive advice for editing

accompanied by Case Files help put in practice the principles advocated throughout the text sophisticated, realistic litigation problems designed to allow instructors flexibility features technological developments--electronic filing, video conference, oral arguments, electronic research sections on harmless error, changes to Rule 32, and the status of unpublished opinions The revised Third Edition presents: updated and expanded information on electronic filings rule updates, especially local rule issues updated, two-color design

[Copyright: 84f0ba92639e18944a0662ab80d5f319](#)