Detour and Access-François Jullien 2000 In what way do we benefit from speaking of things indirectly? How does such a distancing allow us better to discover -- and describe -- people and objects? How does distancing produce an effect? What can we gain from approaching the world obliquely? In other words, how does detour grant access? Thus begins François Jullien's investigation into the strategy, subtlety, and production of meaning in ancient and modern Chinese aesthetic and political texts and events. Moving between the rhetorical traditions of ancient Greece and China, Jullien does not attempt a simple comparison of the two civilizations. Instead, he uses the perspective provided by each to gain access into a culture considered by many Westerners to be strange -- "It's all Chinese to me" -- and whose strangeness has been eclipsed through the assumption of its familiarity. He also uses the comparison to shed light on the role of Greek thinking in Western civilization. Jullien rereads the major texts of Chinese thought -- The Book of Songs, Confucius's Analects, and the work of Mencius and Lao-Tze. He addresses the question of oblique, indirect, and allusive meaning in order to explore how the techniques of detour provide access to subtler meanings than are attainable through direct approaches. Indirect speech, Jullien concludes, yields a complex mode of indication, open to multiple perspectives and variations, infinitely adaptable to particular situations and contexts. Concentrating on that which is not said, or which is spoken only through other means, Jullien traces the benefits and costs of this rhetorical strategy in which absolute truth is absent.

The Hundred-Year Marathon-Michael Pillsbury 2015-02-03 One of the U.S. government’s leading China experts reveals the hidden strategy fueling that country’s rise – and how Americans have been seduced into helping China overtake us as the world’s leading superpower. For more than forty years, the United States has played an indispensable role helping the Chinese government build a booming economy, develop its scientific and military capabilities, and take its place on the world stage, in the belief that China’s rise will bring us cooperation, diplomacy, and free trade. But what if the “China Dream” is to replace us, just as America replaced the British Empire, without firing a shot? Based on interviews with Chinese defectors and newly declassified, previously undisclosed national security documents, The Hundred-Year Marathon reveals China’s secret strategy to supplant the United States as the world’s dominant power, and to do so by 2049, the one-hundredth anniversary of the founding of the People’s Republic. Michael Pillsbury, a fluent Mandarin speaker who has served in senior national security positions in the U.S. government since the days of Richard Nixon and Henry Kissinger, draws on his decades of contact with the “hawks” in China’s military and intelligence agencies and translates their documents, speeches, and books to show how the teachings of traditional Chinese statecraft underpin their actions. He offers an inside look at how the Chinese really view America and its leaders – as barbarians who will be the architects of their own demise. Pillsbury also explains how the U.S. government has helped – sometimes unwittingly and sometimes deliberately – to make this “China Dream” come true, and he calls for the United States to implement a new, more competitive strategy toward China as it really is, and not as we might wish it to be. The Hundred-Year Marathon is a wake-up call as we face the greatest national security challenge of the twenty-first century.

Strategy Without Design-Robert C. H. Chia 2009-10-08 “In business the survival and flourishing of an organisation is most often associated with the ability of its strategists to create a distinctive identity by confronting and rising above others. Yet not all organisational accomplishment can be explained with recourse to deliberate choice and purposeful design on the part of strategic actors. This book shows why. Using examples from the world of business, economics, military strategy, politics and philosophy, it argues that collective success may inadvertently emerge as a result of the everyday coping actions of a multitude of individuals, none of whom intended to contribute to any preconceived plan. A consequence of this claim is that a paradox exists in strategic interventions, one that no strategist can afford to ignore. The more directly and deliberately a strategic goal is single-mindedly sought, the more likely it is that such calculated instrumental action eventually works to undermine its own initial success”--Provided by publisher.

Conscripts and Deserters-Alan I. Forrest 1989 Between the outbreak of war with Austria in 1792 and Napoleon’s final debacle in 1814, France remained almost continuously at war, recruiting in the process some two to three million Frenchmen—a level of recruitment unknown to previous generations and widely resented as an attack on the liberties of rural communities. Forrest challenges the notion of a nation heroically rushing to arms by examining the massive rates of desertion and avoidance of service as well as their consequences on French society—on military campaigns and the morale of armies, on political opinion at home, on the social fabric of local villages, and on the Napoleonic dream of bringing about a coherent and centralized state.

Real Theatre-Paul Rae 2018-12-31 Draws on musicals, plays and experimental performances to show what theatre is made of and how we experience it.

The Collected Poems of Li He-Li He 2017-03-28 The definitive collection of works by one of the Tang Dynasty's most eccentric (and badly-behaved) poets, now back in print for the first time in decades. Li He is the bad-boy poet of the late Tang dynasty. He began writing at the age of seven and died at twenty-six from alcoholism or, according to a later commentator, “sexual dissipation,” or both. An obscure and unsuccessful relative of the imperial family, he would set out at dawn on horseback, pause, write a poem, and toss the paper away. A servant boy followed him to collect these scraps in a tapistry bag. Long considered far too extravagant and weird for Chinese taste, Li He was virtually excluded from the poetic canon until the mid-twentieth century. Today, as the translator and scholar Anne M. Birrell, writes, “Of all the Tang poets, even of all Chinese poets, he best speaks for our disconcerting times.” Modern critics have
compared him to Rimbaud, Baudelaire, Keats, and Trakl. The Collected Poems of Li He is the only comprehensive selection of his surviving work (most of his poems were reputedly burned by his cousin after his death, for the honor of the family), rendered here in crystalline translations by the noted scholar J. D. Frosham.

Law and the "Sharing Economy"-Derek McKee 2018-11-27 Controversy shrouds sharing economy platforms. It stems partially from the platforms' economic impact, which is felt most acutely in certain sectors: Uber drivers compete with taxi drivers; Airbnb hosts compete with hotels. Other consequences lie elsewhere: Uber is associated with a trend toward low-paying, precarious work, whereas Airbnb is accused of exacerbating real estate speculation and raising the cost of long-term rental housing. While governments in some jurisdictions have attempted to rein in the platforms, technology has enabled such companies to bypass conventional regulatory categories, generating accusations of "unfair competition" as well as debates about the merits of existing regulatory regimes. Indeed, the platforms blur a number of familiar distinctions, including personal versus commercial activity; infrastructure versus content; contractual autonomy versus hierarchical control. These ambiguities can stymie legal regimes that rely on these distinctions as organizing principles, including those relating to labour, competition, tax, insurance, information, the prohibition of discrimination, as well as specialized sectoral regulation. This book is organized around five themes: technologies of regulation; regulating technology; the sites of regulation (local to global); regulating markets; and regulating labour. Together, the chapters offer a rich variety of insights on the regulation of the sharing economy, both in terms of the traditional areas of law they bring to bear, and the theoretical perspectives that inform their analysis. This book is published in English. - La controverse entoure les plateformes d’économie de partage, partiellement en raison de leur impact économique. Certains secteurs subissent des contrecoups de manière plus aiguë: les chauffeurs d’Uber font concurrence aux chauffeurs de taxi, ou les hôtes Airbnb rivalisent avec les hôtels. Par ailleurs, Uber exacerberait l’emploi précaire et mal rémunéré tandis qu’Airbnb amplifierait la spéculation immobilière et entraînerait, à terme, une hausse du coût de location. On a tenté de réglementer ce type de plateformes, mais la technologie est telle qu’elle permet aux entreprises d’aisément contournier la réglementation conventionnelle, si bien que les accusations de « concurrence déloyale » fusent de toutes parts, provoquant une remise en question du cadre réglementaire. En effet, de telles plateformes viennent brouiller les cartes, confondant les distinctions convenues entre personnel et commercial, infrastructure et contenu, autonomie contractuelle et contrôle hiérarchique. Cette ambiguïté peut avoir d’importantes répercussions sur le bon fonctionnement de l’appareil réglementaire qui encadre les principes organisateurs du travail, de la concurrence, de l’impôt, de l’assurance, de l’information et de de l’interdiction de la discrimination, sans parler de la réglementation sectorielle spécialisée. Cinq thématiques sont abordées dans cet ouvrage : les technologies de la réglementation; la réglementation de la technologie; les lieux de la réglementation (du local au mondial); la réglementation des marchés; et la réglementation du travail. Les chapitres se conjuguent pour offrir une réflexion d’une gamme d’experts sur la jurisprudence traditionnelle que sur les approches théoriques qui informent et façonnent la réglementation de l’économie du partage. Ce livre est publié en anglais.

Digital Whoness-Rafael Capurro 2013-05-02 The first aim is to provide well-articulated concepts by thinking through elementary phenomena of today’s world, focusing on privacy and the digital, to clarify who we are in the cyberworld — hence a phenomenology of digital whoness. The second aim is to engage critically, hermeneutically with older and current literature on privacy, including in today’s emerging cyberworld. Phenomenological results include concepts of i) self-identity through interplay with the world, ii) personal privacy in contradistinction to the privacy of private property, iii) the cyberworld as an artificial, digital dimension in order to discuss iv) what freedom in the cyberworld can mean, whilst not neglecting v) intercultural aspects and vi) the EU context.

Hugh Johnson's Pocket Wine-Hugh Johnson 2013-09-02 "Space for only one wine book in your life? This is it" - Howard G Goldberg The New York Times Hugh Johnson's Pocket Wine Book 2014 is the essential reference book for everyone who buys wine - in shops, restaurants, or on the internet. Now in its 37th year of publication, it has no rival as the comprehensive up-to-the minute annual guide. Hugh Johnson provides clear succinct facts and commentary on the wines, growers and wine regions of the whole world. He reveals which vintages to buy, which to drink and which to cellar, which growers to look for and why. Hugh Johnson's Pocket Wine Book gives clear information on grape varieties, local specialities and how to match food with wines that will bring out the best in both. Contents Include: Vintage Report Grape Varieties Wine & Food France Châteaux of Bordeaux Italy Germany Luxembourg Spain & Portugal Port, Sherry & Madeira Switzerland Austria England & Wales Central & Southeast Europe Hungary, Bulgaria, Slovenia, Croatia, Bosnia & Herzegovina, Macedonia, Serbia, Montenegro, Czech Republic & Slovak Republic, Romania, Malta Greece Eastern Mediterranean & North Africa Cyprus, Israel, Lebanon, Turkey, North Africa Asia & Old Russian Empire United States California The Pacific Northwest Northeast, Southeast & Central The Southwest Mexico Canada South America Chile, Argentina, Other South American Wines Australia New Zealand South Africa Burgundy and other Pinot Noirs And More!

How to Paint Like the Old Masters-Joseph Sheppard 1983 Explains in detailed, full-color demonstrations the oil-painting techniques perfected by sixteenth seventeenth-century masters, studying portraits by Titian, Caravaggio, Reubens, and Rembrandt

Animation: A World History-Giannalberto Bendazzi 2015-11-06 A continuation of 1994’s groundbreaking Cartoons, Giannalberto Bendazzi's Animation: A World History is the largest, deepest, most comprehensive text of its kind, based on the idea that animation is an art form that deserves its own place in scholarship. Bendazzi delves beyond just Disney, offering readers glimpses into the animation of Russia, Africa, Latin America, and other often-neglected areas and introducing over fifty previously undiscovered artists. Full of first-hand, never before investigated, and elsewhere unavailable information, Animation: A World History encompasses the history of animation production on every continent over the span of three centuries. Volume III catches you up to speed on the state of animation from 1991 to present. Although characterized by such trends as economic globalization, the expansion of television series, emerging markets in countries like China and India, and the consolidation of elitist auteur animation, the story of contemporary animation is still open to interpretation. With an abundance of first-hand research and topics ranging from Nickelodeon and Pixar to modern Estonian
The present volume introduces new considerations on the topic of “World Literature”, penned by leading representatives of the discipline from the United States, India, Japan, the Middle East, England, France and Germany. The essays revolve around the question of what, specifically in today's rapidly globalizing world, may be the productive implications of the concept of World Literature, which was first developed in the 18th century and then elaborated on by Goethe. The discussions include problems such as different script systems with varying literary functions, as well as questions addressing the relationship between ethnic self-description and cultural belonging. The contributions result from a conference that took place at the Dahlem Humanities Center, Freie Universität Berlin, in 2012.

Postcolonialism Cross-Examined-Monica Albrecht 2019-06-19 Taking a strikingly interdisciplinary and global approach, Postcolonialism Cross-Examined reflects on the current status of postcolonial studies and attempts to break through traditional boundaries, creating a truly comparative and genuinely global phenomenon. Drawing together the field of mainstream postcolonial studies with post-Soviet postcolonial studies and studies of the late Ottoman Empire, the contributors in this volume question many of the concepts and assumptions we have become accustomed to in postcolonial studies, creating a fresh new version of the field. The volume calls the merits of the field into question, investigating how postcolonial studies may have perpetuated and normalized colonialism as an issue exclusive to Western colonial and imperial powers. The volume is the first to open a dialogue between three different areas of postcolonial scholarship that previously developed independently from one another: • the wide field of postcolonial studies working on European colonialism, • the growing field of post-Soviet postcolonial/post-imperial studies, • the still fledgling field of post-Ottoman postcolonial/post-imperial studies, supported by sideways glances at the multidirectional conditions of interaction in East Africa and the East and West Indies. Postcolonialism Cross-Examined looks at topics such as humanism, nationalism, multiculturalism, nostalgia, and the Anthropocene in order to piece together a new, broader vision for postcolonial studies in the twenty-first century. By including territories other than those covered by the postcolonial mainstream, the book strives to reframe the “postcolonial” as a genuinely global phenomenon and develop multidirectional postcolonial perspectives.

Citizen Emperor-Philip Dwyer 2013-11-26 In this second volume of Philip Dwyer's authoritative biography on one of history's most enthralling leaders, Napoleon, now 30, takes his position as head of the French state after the 1799 coup. Dwyer explores the young leader's reign, complete with mistakes, wrong turns, and pitfalls, and reveals the great lengths to which Napoleon goes in the effort to fashion his image as legitimate and patriarchal ruler of the new nation. Concealing his defeats, exaggerating his victories, never hesitating to blame others for his own failings, Napoleon is ruthless in his ambition for power. Following Napoleon from Paris to his successful campaigns in Italy and Austria, to the disastrous invasion of Russia, and finally to the war against the Sixth Coalition that would end his reign in Europe, the book looks not only at these events but at the character of the man behind them. Dwyer reveals Napoleon's darker sides—his brooding obsessions and propensity for violence—as well as his passionate nature: his loves, his ability to inspire, and his capacity for realizing his visionary ideas. In an insightful analysis of Napoleon as one of the first truly modern politicians, the author discusses how the persuasive and forward-thinking leader skillfully fashioned the image of himself that persists in legends that surround him to this day.

Grotesque Figures-Virginia E. Swain 2020-03-03 Offering a novel reading of Baudelaire’s ambivalent engagement with the eighteenth-century, Grotesque Figures examines nineteenth-century ideological debates over French identity, Rousseau's political and artistic legacy, the aesthetic and political significance of the rococo, and the presence of the grotesque in the modern.

The Columbia History of Chinese Literature-Victor H. Mair 2010-03-10 The Columbia History of Chinese Literature is a comprehensive yet portable guide to China's vast literary traditions. Stretching from earliest times to the present, the text features original contributions by leading specialists working in all genres and periods. Chapters cover poetry, prose, fiction, and drama, and consider such contextual subjects as popular culture, the impact of religion, the role of women, and China's relationship with non-Sinitic languages and peoples. Opening with a major section on the linguistic and intellectual foundations of Chinese literature, the anthology traces the development of forms and movements over time, along with critical trends, and pays particular attention to the premodern canon.
Landscape Gardening in Japan-Josiah Conder 1893

Zhuangzi and Early Chinese Philosophy-Steve Coutinho 2017-03-02 The Daoist philosopher Zhuangzi (also known as Chuang Tzu), along with Confucius, Lao Tzu, and the Buddha, ranks among the most influential thinkers in the development of East Asian thought. His literary style is humorous and entertaining, yet the philosophical content is extraordinarily subtle and profound. This book introduces key topics in early Daoist philosophy. Drawing on several issues and methods in Western philosophy, from analytical philosophy to semiotics and hermeneutics, the author throws new light on the ancient Zhuangzi text. Engaging Daoism and contemporary Western philosophical logic, and drawing on new developments in our understanding of early Chinese culture, Coutinho challenges the interpretation of Zhuangzi as either a skeptic or a relativist, and instead seeks to explore his philosophy as emphasizing the ineradicable vagueness of language, thought and reality. This new interpretation of the Zhuangzi offers an important development in the understanding of Daoist philosophy, describing a world in flux in which things themselves are vague and inconsistent, and tries to show us a Way (a Dao) to negotiate through the shadows of a "chaotic" world.

Immediation I-Bodil Marie Stavning Thomsen 2020-10-09 All "media-tion" stages and distributes real, embodied - that is, immediate, events. The concept of immediation entails that cultural, technical, aesthetic objects, subjects, and events can no longer be abstracted from the ways in which they contribute to and are changed by broader ecologies. Immediation I and II seek to engage the entwined questions of relation, event and ecology from outside already claimed territories, nomenclature and calls to action. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.

The Phantom Heroine-Judith T. Zeitlin 2007-06-30 The "phantom heroine"—in particular the fantasy of her resurrection through sex with a living man—is one of the most striking features of traditional Chinese literature. Even today the hypersexual female ghost continues to be a source of fascination in East Asian media, much like the sexually predatory vampire in American and European movies, TV, and novels. But while vampires can be of either gender, erotic Chinese ghosts are almost exclusively female. The significance of this gender asymmetry in Chinese literary history is the subject of Judith Zeitlin’s elegantly written and meticulously researched new book. Zeitlin’s study centers on the seventeenth century, one of the most interesting and creative periods of Chinese literature and politically one of the most traumatic, witnessing the overthrow of the Ming, the Manchu conquest, and the subsequent founding of the Qing. Drawing on fiction, drama, poetry, medical cases, and visual culture, the author departs from more traditional literary studies, which tend to focus on a single genre or author. Ranging widely across disciplines, she integrates detailed analyses of great literary works with insights drawn from the history of medicine, art history, comparative literature, anthropology, religion, and performance studies. The Phantom Heroine probes the complex literary and cultural roots of the Chinese ghost tradition. Zeitlin is the first to address its most remarkable feature: the phenomenon of verse attributed to phantom writers—that is, authors actually reputed to be spirits of the deceased. She also makes the case for the importance of lyric poetry in developing a ghostly aesthetics and image code. Most strikingly, Zeitlin shows that the representation of female ghosts, far from being a marginal preoccupation, expresses cultural concerns of central importance.

The Poetics of Decadence-Fusheng Wu 1998-04-30 A reconsideration of Chinese decadent (tuifei) poetry which argues that this poetry is not a marginal trend but rather a vital part of the Chinese literary tradition.

Aesthetics, Politics, Pedagogy and Tagore-Ranjan Ghosh 2017-02-17 This book provides a radical rethinking of the prominent Indian thinker Rahindranath Tagore, exploring how his philosophy of education relates to the ideas of Western theorists such as Kant, Plato and Aristotle. Tagore’s thoughts on pedagogy, university and formal education are subjected to a fascinating critique within Ghosh’s transcultural framework, referencing a wide range of thinkers across varying time periods, places, and cultures, and developing a greater sensitivity to other traditions, languages, and forms of thinking and writing. The book changes the way we have so far thought about the educationist Tagore, and will be of interest to scholars and specialists of literature, Indian history, and philosophy of education. It is political, deeply philosophical and has a transcultural take on our understanding of a variety of issues relating to Tagore and to philosophy of education in general.

Classical Chinese Poetry-David Hinton 2014-06-10 With this groundbreaking collection, translated and edited by the renowned poet and translator David Hinton, a new generation will be introduced to the work that riveted Ezra Pound and transformed modern poetry. The Chinese poetic tradition is the largest and longest continuous tradition in world literature, and this rich and far-reaching anthology of nearly five hundred poems provides a comprehensive account of its first three millennia (1500 BCE to 1200 CE), the period during which virtually all its landmark developments took place. Unlike earlier anthologies of Chinese poetry, Hinton’s book focuses on a relatively small number of poets, providing selections that are large enough to re-create each as a fully realized and unique voice. New introductions to each poet’s work provide a readable history, told for the first time as a series of poetic innovations forged by a series of master poets. From the classic texts of Chinese philosophy to intensely personal lyrics, from love poems to startling and strange perspectives on nature, Hinton has collected an entire world of beauty and insight. And in his eye-opening translations, these ancient poems feel remarkably fresh and contemporary, presenting a literature both radically new and entirely resonant, in Classical Chinese Poetry.

Animation-Giannalberto Bendazzi 2017
The Video Watchdog Book-Tim Lucas 1992 Read What You've Been Missing! This profusely illustrated video consumer guide is a must for all fans & collectors of Horror, Science Fiction & Fantasy films on tape & disc. A companion to the popular VIDEO WATCHDOG Magazine, THE VIDEO WATCHDOG BOOK contains witty & informative descriptions of 100s of titles, including out-of-print rarities, alternate versions, foreign language & import releases, continuity errors... even detailed descriptions of missing (& censored) scenes! Written by video authority Tim Lucas, whose work has appeared in numerous books & magazines in the United States & Europe. Also includes an indispensable list of more than 650 retitled videos, a book index, plus a complete index to the first 12 issues of VIDEO WATCHDOG Magazine! Features a Foreword by cult Director Joe Dante (GREMLINS, THE HOWLING), a striking full-color cover by Stephen R. Bissette (SWAMP THING), & spot illustrations by Brian Thomas (TEENAGE MUTANT NINJA TURTLES). Here’s what the experts say about VIDEO WATCHDOG: "Fascinating... the best effort of its kind I've seen!"--Vincent Price. "A thorough, accurate, & knowledgeable source that's as good as anything I've read!"--Christopher Lee. "Intriguing, thought-provoking, & marvellously obsessive!--USA TODAY.

This Strange Idea of the Beautiful-François Jullien 2016 François Jullien explores what it means when we say something is beautiful. Bringing together ideas of beauty from both Eastern and Western philosophy, Jullien challenges the assumptions underlying our commonly agreed upon definition of what is beautiful and offers a new way of beholding art. Looking specifically at how Chinese texts have been translated into Western languages, Jullien reveals how the traditional Chinese refusal to isolate or abstract beauty is obscured in translation in order to make the works more understandable to Western readers. Creating an engaging dialogue between Chinese and Western ideas, Jullien reassesses the essence of beauty.

Rachilde and French Women's Authorship-Melanie Hawthorne 2001-01-01 Under the assumed name Rachilde, Marguerite Eymery (1860?1953) wrote over sixty works of fiction, drama, poetry, memoir, and criticism, including Monsieur Vénus, one of the most famous examples of decadent fiction. She was closely associated with the literary journal Mercure de France, inspired parts of Oscar Wilde's The Picture of Dorian Gray, and mingled with all the literary lights of the day. Yet for all that, very little has been written about her. Melanie C. Hawthorne corrects this oversight and counters the traditional approach to Rachilde by persuasively portraying this "eccentric" as patently representative of the French women writers of her time and of the social and literary issues they faced. Seen in this light, Rachilde's writing clearly illustrates important questions in feminist literary theory as well as significant features of turn-of-the-century French society. She offers a detailed reading of Rachilde's life, work, and times to illuminate nineteenth-century publishing practices and rivalries, including authorial manipulations of the market for sexually suggestive literature. The most complete and accurate account yet written of this emblematic author, Hawthorne's work is also the first to situate Rachilde in the broader social contexts and literary currents of her time and of our own.

Immediation-Erin Manning 2019-11-30 Immediation seeks to engage the entwined questions of relation, event and ecology from outside already claimed territories, nomenclature and calls to action. Exploring qualities of relationality, spacetimes of the event and transversal fields of thinking-making through expanded research, this book generates novel concepts for immediating.

The Work of World Literature-Robinson, Benjamin Lewis 2021-04-27 The contentious discourse around world literature tends to stress the 'world' in the phrase. This volume, in contrast, asks what it means to approach world literature by inflecting the question of the literary. Debates for, against, and around 'world literature' have brought renewed attention to the worldly aspects of the literary enterprise. Literature is studied with regard to its sociopolitical and cultural references, contexts and conditions of production, circulation, distribution, and translation. But what becomes of the literary when one speaks of world literature? Responding to Derek Attridge's theory of how literature 'works', the contributions in this volume explore in diverse ways and with attention to a variety of literary practices what it might mean to speak of 'the work of world literature'. The volume shows how attention to literariness complicates the ethical and political conundrums at the centre of debates about world literature.

Handbook of Brand Semiotics-George Rossolatos (Hrsg.) 2015-11-09 Semiotics has been making progressively inroads into marketing research over the past thirty years. Despite the amply demonstrated conceptual appeal and empirical pertinence of semiotic perspectives in various marketing research streams, spanning consumer research, brand communications, branding and consumer cultural studies, there has been a marked deficit in terms of consolidating semiotic brand-related research under a coherent disciplinary umbrella with identifiable boundaries and research agenda. The Handbook of Brand Semiotics furnishes a compass for the perplexed, a set of anchors for the inquisitive and a solid corpus for scholars, while highlighting the conceptual richness and methodological diversity of semiotic perspectives. Written by a team of expert scholars in various semiotics and branding related fields, such as John A. Bateman, David Machin, Xavier Ruiz Collantes, Kay L. O’Halloran, Dario Mangano, George Rossolatos, Merce Oliva, Per Ledin, Gianfranco Marrone, Francesco Mangiapane, Jennie Mazur, Carlos Scolari, Ilaria Ventura, and edited by George Rossolatos, Chief Editor of the International Journal of Marketing Semiotics, the Handbook is intended as a point of reference for researchers who wish to enter the 'House of Brand Semiotics' and explore its marvels. The Handbook of Brand Semiotics, actively geared towards an inter-disciplinary dialogue between perspectives from marketing and semiotics, features the state-of-the-art, but also offers directions for future research in key streams, such as: Analyzing and designing brand language across media Brand image, brand symbols, brand icons vs. iconicity The contribution of semiotics to transmedia storytelling Narrativity and rhetorical approaches to branding Semiotic roadmap for designing brand logos and packaging Comparative readings of structuralist, Peircean and sociosemiotic approaches to brandcomms Sociosemiotic accounts of building brand identity online Multimodality and Multimodal critical discourse analysis Challenging the omnipotence of cognitivism in brand-related research Semiotics and (inter)cultural branding Brand equity semiotics.
The Embedding-Jan Watson 2011-09-29 Ian Watson’s brilliant debut novel was one of the most significant publications in British SF in the 1970s. Intellectually bracing and grippingly written, it is the story of three experiments in linguistics, and is driven by a searching analysis of the nature of communication. Deep in the Brazilian jungle, an isolated tribe face eviction from their ancestral lands - and the psychedelic fungus that makes their religious language possible. In a British laboratory, a brilliant linguist conducts cutting-edge experiments - but does his search for answers come at too high a cost? And in the ultimate test of linguistics, First Contact presents a challenge unlike any humanity has faced before . . . Fiercely intelligent, energetic and challenging, The Embedding immediately established Watson as a writer of rare power and vision, and is now recognized as a modern classic of SF.

Mourning and Creativity in Proust-Anna Magdalena Elsner 2017-03-09 This study explores Proust’s answers to some of the fundamental challenges of the inevitable human experience of mourning. Thinking mourning and creativity together allows for a fresh approach to the modernist novel at large, but also calls for a reassessment of the particular historical and social challenges faced by mourners at the beginning of the twentieth century. The book enables the reader to acknowledge loss and forgetting as an essential part of memory, and it proposes that this literary topos has seminal implications for an understanding of the ethics, aesthetics, and erotic in Proust’s A la recherche du temps perdu. Drawing on the works of Sigmund Freud and Jacques Derrida, Anna Magdalena Elsner develops an original theory of how mourning and creativity are linked by emphasizing that ethical dilemmas are central to an understanding of the novel’s final aesthetic apotheosis. This sheds new light on the enigmatic and versatile nature of mourning but also pays tribute to those fertile tensions and paradoxes that have made Proust’s novel captivating for readers since its publication.

Internationalizing “International Communication”-Chin-Chuan Lee 2015-01-06 International communication as a field of inquiry is, in fact, not very “internationalized.” Rather, it has been taken as a conceptual extension or empirical application of U.S. communication, and much of the world outside the West has been socialized to adopt truncated versions of Pax Americana’s notion of international communication. At stake is the “subject position” of academic and cultural inquirers: Who gets to ask what kind of questions? It is important to note that the quest to establish universally valid “laws” of human society with little regard for cultural values and variations seems to be running out of steam. Many lines of intellectual development are reckoning with the important dimensions of empathetic understanding and subjective consciousness. In Internationalizing “International Communication,” Lee and others argue that we must reject both America-writ-large views of the world and self-defeating mirror images that reject anything American or Western on the grounds of cultural incompatibility or even cultural superiority. The point of departure for internationalizing “international communication” must be precisely the opposite of parochialism – namely, a spirit of cosmopolitanism. Scholars worldwide have a moral responsibility to foster global visions and mutual understanding, which forms, metaphorically, symphonic harmony made of cacophonous sounds.

Comparative Metaphysics-Pierre Charbonnier 2016-12-22 An advanced introduction to the new philosophical anthropology and an understanding of the most contemporary developments in it.

Rebel Daughters-Sara E. Melzer 1992-05-21 This interdisciplinary collection of essays examines the important and paradoxical relation between women and the French Revolution. Although the male leaders of the Revolution depended on the women’s active militant participation, they denied to women the rights they helped to establish. At the same time that women were banned from the political sphere, “woman” was transformed into an allegorical figure which became the very symbol of (masculine) Liberty and Equality. This volume analyzes how the revolutionary process constructed a new gender system at the foundation of modern liberal culture.

Murmurs at Every Turn-Raymond Moore 1981

Cosmopolitics II-Isabelle Stengers 2011 A sweeping inquiry that critiques modern science’s claims of objectivity, rationality, and truth

Religion and Politics-Johann P. Arnason 2014-04-23 Combining theoretical and empirical research, these 12 essays examine the role of religion and its prospects in Europe. On the one hand, the volume discusses growing Islamic presence in Europe as a reminder of enduring religious pluralism, not least in view of the high prominence given to Islamic experience in arguments against over-generalised notions of secularisation. On the other hand, it explores the question of Christian motivated extremism and religious nationalism. Against this background, the contributors discuss the role of religion in other countries throughout the world including China, Japan, Russia and the MENA region.

World Architecture-Richard Ingersoll 2018 World Architecture provides the most comprehensive and contemporary survey of the field. Each chapter is organized chronologically and focuses on three unique architectural cultures, simultaneously providing instructors with flexibility and offering students a comprehensive method for understanding and appreciating the history, cultural significance, beauty, and diversity of architecture from around the world.
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