
Storytelling La Machine A Fabriquer Des Histoires

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 The Social Semiotics of Populism
 The Colonial Fortune in Contemporary Fiction in French
 Finding the Plot
 Media Architecture
 Information Warfare
 Handbook of Narratology
 Writing with Light

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Current Trends in Narratology Walter de Gruyter GmbH & Co KG
 The Routledge Companion to Narrative Theory brings together top scholars in the field to explore the significance of narrative to pressing social, cultural, and theoretical issues. How does narrative both inform and limit the way we think today? From conspiracy theories and social media movements to racial politics and climate change future scenarios, the reach is broad. This volume is distinctive for addressing the complicated relations between the interdisciplinary narrative turn in the academy and the

contemporary boom of instrumental storytelling in the public sphere. The scholars collected here explore new theories of causality, experientiality, and fictionality; challenge normative modes of storytelling; and offer polemical accounts of narrative fiction, nonfiction, and video games. Drawing upon the latest research in areas from cognitive sciences to complexity theory, the volume provides an accessible entry point for those new to the myriad applications of narrative theory and a point of departure for new scholarship.

The Routledge Companion to Narrative Theory IGI Global

This book explores the evolutionary and cognitive foundations of human communication, focusing on narrative as its distinctive dimension. Within a

framework of continuity with both the communication of our hominin predecessors and that of non-human animals, the book is about a twofold proposal. It includes the idea that (human and animal) communication has an intrinsically persuasive nature along with the hypothesis that humans developed narrative forms of communication in order to enhance their persuasive abilities. In this view, narrative persuasion becomes the feature that distinguishes human communication from animal communication. The study of the transition from animal communication to language addresses both the selective pressures that led communication for persuasive purposes to take a narrative form and the cognitive architectures and expressive systems that enabled our ancestors to

cope with the selective pressures of persuasive/narrative-based communication. Language evolution is interdisciplinary, even from the specific perspective of evolutionary pragmatics chosen here. Therefore, this book is intended for researchers working in fields such as cognitive sciences, philosophy, evolutionary biology, cognitive psychology, and primatology. It also represents a valuable resource for advanced students in cognitive sciences, linguistics, and philosophy.

Narrative Persuasion. A Cognitive Perspective on Language Evolution

Peter Lang

Narrative Science examines the use of narrative in scientific research over the last two centuries. It brings together an international group of scholars who have engaged in intense collaboration to find and develop crucial cases of narrative in science. Motivated and coordinated by the Narrative Science project, funded by the European Research Council, this volume offers integrated and insightful essays examining cases that run the gamut from geology to psychology, chemistry, physics, botany, mathematics, epidemiology, and biological engineering. Taking in shipwrecks, human evolution, military intelligence, and mass extinctions, this landmark study revises our understanding of what science is, and the roles of narrative in scientists' work. This title is also available as Open Access.

The Varieties of Confucian Experience
BRILL

"Plot", writes Peter Brooks, "is so basic to our very experience of reading, and indeed to our articulation of experience in general, that criticism has often passed it over in silence..." (Reading for the Plot, xi). Finding the Plot both explores and helps to redress this critical neglect. The book brings together an international group of scholars to address the nature, effects and specific pleasures of consuming stories. If the central focus is on France and popular literary fiction, the book's scope - like contemporary fiction itself - observes no national frontiers, and extends across a variety of media. The book addresses both the empirical question of which genres and types of text have been and are most "popular", and the theoretical questions of how plots work, what pleasures they offer to readers, and why it matters that the plot should not be lost.

Narratology in the Age of Cross-Disciplinary Narrative Research John Wiley & Sons

The Fictions of American Capitalism: Working Fictions and the Economic Novel introduces a new way of thinking about

fiction in connection with capitalism, especially American capitalism. These essays demonstrate how fiction fulfills a major function of the American capitalist engine, presenting various formulations of American capitalism from the perspective of economists, social scientists, and literary critics. Focusing on three narratives—fictitious capital, working fictions, and the economic novel—the volume questions whether these three types of fiction can be linked under the sign of capitalism. This collection seeks to illustrate the American economy's dependence on fictitiousness, America's ideological fictions, and the nation's creative literary fiction. In relation to what the credit and banking crisis of 2007–2008 exposed about the "unreal" base of the economy, the volume concludes with a call to recognize the economic humanities, arguing that American fiction and American literary studies can provide a useful mirror for economists.

Digital Oratory as Discursive Practice New York Review of Books

Cyberspace is one of the major bases of the economic development of industrialized societies and developing. The dependence of modern society in this technological area is also one of its vulnerabilities. Cyberspace allows new power policy and strategy, broadens the scope of the actors of the conflict by offering to both state and non-state new weapons, new ways of offensive and defensive operations. This book deals with the concept of "information war", covering its development over the last two decades and seeks to answer the following questions: is the control of the information space really possible remains or she a utopia? What power would confer such control, what are the benefits?
Storytelling Bloomsbury Publishing
Face à l'importance d'une peopolisation grandissante du domaine politique, l'auteure fait un point complet et dépassionné sur cette tendance du rapport entre politiques, médias et opinion publique. Elle répond aux nombreuses questions posées par ce phénomène qui lie la vie politique et la crédibilité de nos dirigeants.

Digital New Deal Oxford University Press
This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management,

marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Politique people Trivent Publishing

This book explores the 'colonial fortune' in light of contemporary concerns with issues of fate, economics, legacy, and debt and the persistence of the colonial in today's political and cultural conversation.

How to Do Things with Narrative John Wiley & Sons

The Varieties of Confucian Experience offers a number of ethnographic accounts of the popular Confucian revival taking place in China since the beginning of the 21st Century.

Graphic Novels and Comics in the Classroom McFarland

Campaign Communication and Political Marketing is a comprehensive, internationalist study of the modern political campaign. It indexes and explains their integral components, strategies, and tactics. Offers comparative analyses of campaigns from country to country Covers topics such as advertising strategy, demography, the effect of campaign finance regulation on funding, and more Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy Analyses the impact of digital media and 24/7 news cycle on campaign conduct

Innovative Instruments for Community Development in Communication and Education Walter de Gruyter GmbH & Co KG

A polymorphous concept, power has imposed itself since ancient times. Whether it characterizes the phenomena of domination, exclusion or voluntary submission, it illuminates social relations and, since the 20th Century, interpersonal relations. This book offers, first of all, a daring panorama through its intertwining

of different theoretical propositions relating to power, across time and across disciplines. It then presents the work of researchers in information and communication sciences who draw from these proposals the materials allowing them to develop their own analyses. These analyses revisit discursive power with respect to contemporary formations of communication and information. They investigate digital technologies by problematizing the phenomena of influence, control and access to knowledge. Finally, they reflect on the media in the light of inherent powers of social mediation, advertising and journalism.

Industry 4.0 Springer Nature

In spite of the day-to-day relevance of business communication, it remains underrepresented in standard handbooks and textbooks on applied linguistics. The present volume introduces readers to a wide variety of linguistic studies of business communication, ranging from traditional LSP approaches to contemporary discourse-based work, and from the micro-level of lexical choice to macro-level questions of language policy and culture.

The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World Walter de Gruyter

The disappearance of the French simple past has been hotly debated since the early 20th century. This volume offers an overview of its fortunes since French emerged as a language, provides a description of its distinctive features, and discusses the potential impact of its supposed demise on the whole French verb system. These assumptions are tested against a large corpus of contemporary texts. The study concludes that, despite the erosion of its meaning and its increasingly infrequent use, the simple past tense is still used by native speakers in various contexts, and no single substitute has yet emerged. Nevertheless, the simple past may be evolving into a stylistic marker, making it fertile ground for future cross-linguistic studies.

Narrative Science Cambridge Scholars Publishing

Uncertain Futures considers how economic actors visualize the future and decide how to act in conditions of radical uncertainty. It starts from the premise that dynamic capitalist economies are characterized by relentless innovation and novelty and hence exhibit an indeterminacy that cannot be reduced to measurable risk. The organizing question then becomes how economic actors form expectations and

make decisions despite the uncertainty they face. This edited volume lays the foundations for a new model of economic reasoning by showing how, in conditions of uncertainty, economic actors combine calculation with imaginaries and narratives to form fictional expectations that coordinate action and provide the confidence to act. It draws on groundbreaking research in economic sociology, economics, anthropology, and psychology to present theoretically grounded empirical case studies. These demonstrate how grand narratives, central bank forward guidance, economic forecasts, finance models, business plans, visions of technological futures, and new era stories influence behaviour and become instruments of power in markets and societies. The market impact of shared calculative devices, social narratives, and contingent imaginaries underlines the rationale for a new form of narrative economics.

The Decline of the French Passé Simple Editions La Découverte

This book offers an appraisal of oratory, old and new, relating former discourse practice to a specific sub-set of contemporary, digital practices. The author explores the interface between language and society, providing an interdisciplinary study at the crossroads of discourse, linguistics, communication and rhetoric. The comparisons she draws are particularly pertinent in light of the steep rise in presentations given during video-conferences, webinars, and other online events during the COVID-19 pandemic, an event which accelerated previous moves towards digital communication and which is likely to have a long-term impact on communication styles. This book will be of interest to academics and students in fields including discourse analysis, applied linguistics, communication studies, digital studies and business studies.

The SAGE International Encyclopedia of Mass Media and Society Springer Nature María José Falcón y Tella invites us on a fascinating journey through the world of law and literature, travelling through the different eras and meeting eternal and as such current issues. Law in Literature is undoubtedly the most fertile and documented perspective of this book.

Transnational French Studies A&C Black The augmentation of urban spaces with technology, commonly referred to as Media Architecture, has found increasing interest in the scientific community within the last few years. At the same time architects began to use digital media as a new material apart from concrete, glass or wood to create buildings and urban

structures. Simultaneously, Human-Computer Interaction (HCI) researchers began to exploit the interaction opportunities between users and buildings and to bridge the gaps between interface, information medium and architecture. As an example, they extended architectural structures with interactive, light-emitting elements on their outer shell, thereby transforming the surfaces of these structures into giant public screens. At the same time the wide distribution of mobile devices and the coverage of mobile internet allow manifold interaction opportunities between open data and citizens, thereby enabling the internet of things in the public domain. However, the appropriate distribution of information to all citizens is still cumbersome and a mutual dialogue not always successful (i.e. who gets what data and when?). In this book we therefore provide a deeper investigation of Using Information and Media as Construction Material with media architecture as an input and output medium.

Power John Wiley & Sons

It's a commonplace that citizens in Western democracies are disaffected with their political leaders and traditional democratic institutions. But in *Democratic Legitimacy*, Pierre Rosanvallon, one of today's leading political thinkers, argues that this crisis of confidence is partly a crisis of understanding. He makes the case that the sources of democratic legitimacy have shifted and multiplied over the past thirty years and that we need to comprehend and make better use of these new sources of legitimacy in order to strengthen our political self-belief and commitment to democracy. Drawing on examples from France and the United States, Rosanvallon notes that there has been a major expansion of independent commissions, NGOs, regulatory authorities, and watchdogs in recent decades. At the same time, constitutional courts have become more willing and able to challenge legislatures. These institutional developments, which serve the democratic values of impartiality and reflexivity, have been accompanied by a new attentiveness to what Rosanvallon calls the value of proximity, as governing structures have sought to find new spaces for minorities, the particular, and the local. To improve our democracies, we need to use these new sources of legitimacy more effectively and we need to incorporate them into our accounts of democratic government. An original contribution to the vigorous international debate about democratic authority and legitimacy, this promises to be one of Rosanvallon's most

important books.

Governing by chaos Lavoisier

La montée des préoccupations environnementales coïncide avec la facilité d'accès à des éléments de connaissance qui sont censés favoriser une perception plus aiguë des problématiques écologiques. Or, cela ne suffit pas à générer des comportements plus responsables envers la nature et les

générations à venir. Il est nécessaire de reconsidérer la question environnementale à l'heure de nouvelles médiations informationnelles pour pouvoir composer un monde commun avec une pluralité de régimes d'attention. Les analyses transdisciplinaires qui composent cet ouvrage abordent ensemble les conflits interprétatifs relatifs aux problèmes environnementaux et les environnements médiatiques, dans toute leur

hétérogénéité et leur nouveauté. L'analyse de l'exposition des subjectivités individuelles et collectives aux flux informationnels permet ici de mieux comprendre ce que serait une gouvernance réflexive. Conflits des interprétations dans la société de l'information permet de répondre adéquatement à une éthique et une politique de l'environnement.

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