

communication has on mass citizens. In Making Sense of Media and Politics, Gadi Wolfsfeld introduces readers to the most important concepts that serve as a framework for examining the interrelationship of media and politics: political power can usually be translated into power over the news media when authorities lose control over the political environment they also lose control over the news there is no such thing as objective journalism (nor can there be) the media are dedicated more than anything else to telling a good story the most important effects of the news media on citizens tend to be unintentional and unnoticed. By identifying these five key principles of political communication, the author examines those who package and send political messages, those who transform political messages into news, and the effect all this has on citizens. The result is a brief, engaging guide to help make sense of the wider world of media and politics and an essential companion to more in-depths studies of the field.

A study of the theory and processes of language translation since the eighteenth century.

Composed in the twelfth century in north-eastern Iran, Attar's great mystical poem is among the most significant of all works of Persian literature. A marvellous, allegorical rendering of the Islamic doctrine of Sufism - an esoteric system concerned with the search for truth through God - it describes the consequences of the conference of the birds of the world when they meet to begin the search for their ideal king, the Simorgh bird. On hearing that to find him they must undertake an arduous journey, the birds soon express their reservations to their leader, the hoopoe. With eloquence and insight, however, the hoopoe calms their fears, using a series of riddling parables to provide guidance in the search for spiritual truth. By turns witty and profound, The Conference of the Birds transforms deep belief into magnificent poetry.

The truth about robots: two experts look beyond the hype, offering a lively and accessible guide to what robots can (and can't) do. There's a lot of hype about robots; some of it is scary and some of it utopian. In this accessible book, two robotics experts reveal the truth about what robots can and can't do, how they work, and what we can reasonably expect their future capabilities to be. It will not only make you think differently about the capabilities of robots; it will make you think differently about the capabilities of humans. Ruth Aylett and Patricia Vargas discuss the history of our fascination with robots—from chatbots and prosthetics to autonomous cars and robot swarms. They show us the ways in which robots outperform humans and the ways they fall woefully short of our superior talents. They explain how robots see, feel, hear, think, and learn; describe how robots can cooperate; and consider robots as pets, butlers, and companions. Finally, they look at robots that raise ethical and social issues: killer robots, sexbots, and robots that might be gunning for your job. Living with Robots equips readers to look at robots concretely—as human-made artifacts rather than placeholders for our anxieties. Find out: •Why robots can swim and fly but find it difficult to walk •Which robot features are inspired by animals and insects •Why we develop feelings for robots •Which human abilities are hard for robots to emulate

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Malcolm Gladwell's 2013 bestseller: David and Goliath: Underdogs, misfit and the art of battling giants in traditional Chinese. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

In this book, authors from around the world reveal the range of tactics used across the corporate world that ultimately favor the bottom line over the greater good.

PUBLIC SPEAKING: THE EVOLVING ART is the first book to meet the expectations of today's students while both preserving and offering innovative variations on the well-respected traditions of public speaking instruction. Throughout the text, in short video segments, four peer mentors expertly guide readers through the concepts and strategies presented in the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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