

1. Record Nr.	UNINA9910452634003321
Autore	Busa Maria Grazia
Titolo	Introducing the language of the news : a student's guide // M. Grazia Busa
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2014
ISBN	0-415-63730-9 0-203-79706-X 1-135-14447-8
Descrizione fisica	1 online resource (177 p.)
Disciplina	070.101/4
Soggetti	Mass media and language Broadcast journalism - Language Newspapers - Language Discourse analysis - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Making news -- 2. Defining news -- 3. Sourcing news -- 4. Conveying meaning through design -- 5. Structuring the story -- 6. Headline, lead and story proper -- 7. The tools of the trade -- 8. Reporting information and evaluating likelihood -- 9. The power of words.
Sommario/riassunto	Introducing the Language of the News is a comprehensive introduction to the language of news reporting. Assuming no prior knowledge of linguistics, the book provides an accessible analysis of the processes that produce news language, and discusses how different linguistic choices promote different interpretations of news texts. Key features include:comprehensive coverage of both print and online news, including news design and layout, story structure, the role of headlines and leads, style, grammar and vocabularya range of contemporary examples in the international press, from the 2012 Olympic

2. Record Nr.	UNINA9910150514903321
Autore	Barker Alan <1956->
Titolo	How to solve almost any problem : turning tricky problems into wise decisions / / Alan Barker
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2012] Â©2012
ISBN	0-273-77089-6 0-273-77088-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (1 v.) : ill
Disciplina	153.43
Soggetti	Problem solving Decision making
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- How to Solve Almost Any Problem -- Contents -- About the author -- Publisher's acknowledgements -- Introduction -- Being stuck: what it means to have a problem -- Welcome to your brain: nature's problem-solver and how it works (sort of) -- What's your style?: your problem-solving profile and what it means -- Am I bothered? Blame, resistance and the call to ownership -- Puzzle, headache, plan, dream: four types of problem -- Closing the gap: solving puzzles -- Treating headaches: what to do when problems become wicked -- Design thinking: planning the way forward -- Dreaming the future: creative problem-solving -- Making it happen: deciding wisely -- Towards collaboration: solving problems with other people -- Afterword -- Index.
Sommario/riassunto	Problems block and slow down your progress; here's how to overcome them—simply, efficiently and effectively. This book offers straightforward, empowering science-based solutions to problems, big and small, at work or in life. It takes a never before seen approach to problem solving, powerfully combining lessons from cognitive science, established problem-solving theory and vast practical experience. It includes a radical new approach to analysing problems: The Problem Matrix . This will transform your approach to problems, challenge your

thinking and help you develop new, positive, solution-focussed mindsets for the long-term.
