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| 1. Record Nr. | UNISALENTO991003149429707536 |
| Autore | Ricciardi, Mario |
| Titolo | Ipertesti e information retrieval / Mario Ricciardi ... [et al.] |
| Pubbl/distr/stampa | [Lecce] : Pensa MultiMedia, [1999] |
| ISBN | 8882320669 |
| Descrizione fisica | 167 p. ; 24 cm. |
| Collana | Open learning |
| Altri autori (Persone) | Agosti, Maristella
Melucci, Massimo |
| Soggetti | Ipertesto |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910154616403321 |
| Autore | Remley Dirk |
| Titolo | How the Brain Processes Multimodal Technical Instructions // by Dirk Remley |
| Pubbl/distr/stampa | London, United Kingdom : , : Taylor & Francis, , 2017 |
| ISBN | 1-315-23155-7 |
| Edizione | [2nd ed.] |
| Descrizione fisica | 1 online resource (ix, 203 pages) : illustrations |
| Collana | Baywood's Technical Communications Series |
| Disciplina | 401.9 |
| Soggetti | Reasoning
Communication of technical information
Multimodal user interfaces (Computer systems) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Cover; Title Page; Copyright Page; Table of Contents; Preface; |

Acknowledgment; Chapter 1 A Gap to Bridge; Cognitive Neuroscience and Rhetoric; Rhetoric and Science; A Multimodal Cognitive Experience Involving an Emergency; The Fire Engine; The Retailer; Multisensory Rhetoric and Neuroscience; Neural Research Methods; Electrophysiology; The 2-Photon Microscope; Hemo-Neural Hypothesis; Multimodality of Neurons; Mirror Neurons; Neural Plasticity; Overview of Book; Chapter 2 Multimodality and Neurobiology; Multimodal Integration and Cognition; Neurorhetoric of Particular Senses. Visual-Dominance Effect Visual-Auditory Links; The Rhetoric of Hands-on-Learning; Visual-Spatial Links; Motion Perception; Touch-Vision; Previous Experience; Conclusion; Chapter 3 The Neurocognitive Model of Multimodal Rhetoric; Terminology; Intermodal Sensory Redundancy; Visual Dominance; Temporal Synchronicity; Prior Experience; Attention-Modal Filtering; Medium; Studying Multimodal Rhetoric Through the Socioneurobiological Lens; Theoretical Limitations; A Basic Example of Analysis; Conclusion; Chapter 4 Framing Cognition with Media; Introduction; Scholarship in Assessing Multimodal Projects. Analysis of Affordances and Constraints The Rhetoric of Multimodality; Assessment of the Multimodal; Technology and the Message; Writing Technologies and New Media; Cognition and PowerPoint Slide Show; Video Rhetoric; Multimodal Instructional Theory: Narration/Images; Multimodality and the Web; Conclusion; Chapter 5 Historical Case Study: TWI Training Practices; Methods; TWI Background; Labor Market; Government-Sponsored Training During WWII; TWI Job Instruction; Manuals; The Accident; Description of Event; Report of Investigation into Accident; Modes Emphasized in the Training Program. Training Practices: Preaccident Changes in Training; Conclusion; Chapter 6 New Media Applications: Slide Shows and Simulators; Slide Shows; Simulators; Second Life; Object-Specific Simulators: Pilot and Air Traffic Controller Training; Conclusion; Chapter 7 Instructional Machinima; Machinima Instructional Video 1: Second Life Orientation; Soccer Video Product; Neurorhetoric; Case Study of Skill Segment; Discussion; Conclusion; Chapter 8 Comparative Neurorhetorical Analyses; Creating a Website Using Adobe Photoshop; Print-Linguistic Text: Alphanumeric Text-Image Design (HTML/PDF); Video. Print-Linguistic Text: PowerPoint and Interactive Narration Limitations of Medium; Conclusion; Chapter 9 Research Implications; Education; Multimodal Instructional Materials; Web-Design/Web-Based Instruction; Service Learning/Internships; Workplace Training; Reward Neurons; Online Tutorials; Simulators; Technological Limitations of Research Tools and Options; Pharmacology; Chapter 10 Conclusion; Directions for Future Growth; Appendix A: Challenges in Historical Research of Multimodal Rhetoric and Cognition; Appendix B: Interview Questions.

Sommario/riassunto

Drawing on recent work in neurorhetoric, this book offers a model that integrates multimodal rhetorical theory and multisensory neural processing theory pertaining to cognition and learning.
