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Nota di contenuto	Cover; Title Page; Copyright Page; Table of Contents; Conclusion; A Paradigm to Integrate Mind and Body; Notes; Foreword; Introduction; Bodies in Technology; The Invention of Technology; The Body is the Medium of Knowledge; Acting Bodies: A Bridge Between Technology and Working Memory; Bibliography; Volume One: The Body as Social Icon; First Part: Icon as Utopia; 1: Utopian Bodies; What is the Utopian Body?; Pumping Iron, or, the Utopian Body in History; The Global no Body and the Vulnerable Body in Pain; Filmography; Bibliography; 2: Obama as Charismatic Icon; Introduction Max Weber and Charismatic AuthorityCharisma and Icon; Creating a Social Space for Charismatic Authority; Obama as Polysemic Icon; Image

at a Standstill; Bibliography; 3: A Social Icon: the "Squart"; Squart Rue de la Bourse (Paris); Bibliography; 4: Philosophy as Memory; Bibliography; 5: Icons, Symbols, Cultures; General Considerations; The Body as Icon and Symbol; Notes; Bibliography; 6: Increasing Diversity in a Changing Europe; Introduction; Diversity, Migration and Political Cultures in France, Britain and Germany; The Case of Italy The Communitarization of the Migration Policies and the Management of Diversity The Convergence of Migration Policies in EU Countries; Bibliography; Second Part: Social Icons of the Body: Case-Studies; 7: The Play Actors: Fleeing Bodies, Remaining Prudishness or Body Under Control?; Body Kept Distant and Under Control; Training and Techniques of Acting; Awareness of the Presence on Stage and Relation to the Technique; Body Instrument of the Artist - Physical Limits; The Links With the Personal Life - the Manners to Enter the Skin of the Character
The Instigator of the Vocation: Sensation, Pleasure, Feelings Embody: Give Substance to the Character.; Fill the Skin of the Character; Notes; Bibliography; 8: Body Cult and Consumption: Fashion and Beauty in the Construction of Lifestyles; Body: Both a Product and Producer of Culture; Body, Fashion and Identity; Body Cult in Numbers: The Recent Evolution of the Beauty Industry; The Research Field; Motivation; Notes; Bibliography; 9: Because also I am Worthy: the Male Body on the Stage; The Male Body as Significant Area in the Media
The Aesthetical Visibility of the Masculine Body from the Maquillage to the Surgery Performance, Bodies and Masculinity; Conclusions; Notes; Bibliography; 10: Spectacular Boobs. A Indepth Look at Sex-Themed Restaurants and Their Female Waitresses; Sexual Desire as A commodity: "Sell Me Some Sex Today"; Sexuality and Ideology: "Why Does it Make Us Feel so Good?"; Culture and Spectacle: "The Hunger for the Bunny and All the Others"; Consumption and Desire: The Addiction to the Image; Conclusion: Sexual Desire Still Sells; What Happens Now?; Bibliography
11: Southern Bodies: Bodies, Gender and Sexuality in World Society

Sommario/riassunto

This book analyzes the complex interactions of body, mind and microelectronic technologies. Internationally renowned scholars look into the nature of the mind - a combination of thought, perception, emotion, will and imagination - as well as the ever-increasing impact and complexity of microelectronic technologies.
