

1. Record Nr.	UNINA9910454973403321
Autore	Hutton Christopher
Titolo	Linguistics and the Third Reich [[electronic resource]] : mother-tongue fascism, race, and the science of language // Christopher M. Hutton
Pubbl/distr/stampa	London ; ; New York, : Routledge, 1999
ISBN	1-134-65727-7 1-280-33318-9 0-203-02101-0 0-203-15926-8
Descrizione fisica	1 online resource (427 p.)
Collana	Routledge studies in the history of linguistics ; ; 1
Disciplina	306.44/943/09041
Soggetti	Linguistics - Germany - History - 20th century National socialism German language - Political aspects Yiddish language - Political aspects Racism in language Electronic books. Germany Languages Political aspects
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 (p. 357-402) and index.
Nota di contenuto	Book Cover; Title; Copyright; CONTENTS
Sommario/riassunto	This book presents an insightful account of the academic politics of the Nazi era and analyses the work of selected linguists, including Jos Trier and Leo Weisgerber. Hutton situates Nazi linguistics within the politics of Hitler's state and within the history of modern linguistics.

2. Record Nr.	UNINA9910782146203321
Autore	Mefalopulos Paolo
Titolo	Development communication sourcebook : : broadening the boundaries of communication / / Paolo Mefalopulos
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, , c2008
ISBN	1-281-74466-2 9786611744663 0-8213-7523-7
Descrizione fisica	xx, 244 pages : illustrations ; ; 26 cm
Disciplina	338.9001/4
Soggetti	Communication in economic development
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	Contents; Preface; Abbreviations; Introduction; Module 1. The Value-Added of Development Communication; Table 1.1 Common Types of Communication in Development Organizations; Box 1.1 Getting Results through Interpersonal Communication Methods; Box 1.2 A Typology of Participation in Development Initiatives; Figure 1.1 Windows of Perception in an Agricultural Project; Box 1.3 Comparing and Contrasting CNA and CBA; Box 1.4 When a Perfectly Appropriate Technical Solution Does Not Make Much Sense; Figure 1.2 Mice Reconstructing an Image of a Cow; Table 1.2 Basic Features of Communication Modes Figure 1.3 DevComm Methodological FrameworkModule 2. Reflections on the Theory and Practice of Development Communication; Table 2.1 Basic Differences in the Two Communication Modes; Box 2.1 The Importance of the First Mile; Box 2.2 A Different Use of Video; Box 2.3 Communication to Inform and Change Behavior; Box 2.4 The World Congress on Communication for Development (WCCD); Figure 2.1 The Multitrack Communication Model; Module 3. Development Communication Methodological Framework and Applications; Figure 3.1 The Process Pyramid; Figure 3.2 DevComm Methodological Framework Table 3.1 Levels of Participation and CommunicationTable 3.2 The Johari Window; Box 3.1 The Power of Participatory Communication for

Social Change; Box 3.2 When Perceptions Diverge; Figure 3.3 Windows of Perceptions in a Software Innovation; Box 3.3 Addressing the Correct Communication Entry Point or Level; Table 3.3 CBA Main Steps; Table 3.4 Defining the Objective; Table 3.5 Main Steps of Communication Strategy Design; Figure 3.4 Using Communication Materials to Facilitate Dialog; Table 3.6 The Communication Action Plan; Figure 3.5 The Communication Program Design and Implementation Process  
Box 3.4 A Communication Road Map to ChangeModule 4. Development Communication Services and Operations at the World Bank; Figure 4.1 DevComm Portfolio in FY04 and FY06; Figure 4.2 Basic Phases of a Communication Program; Box 4.1 Evaluating the Performance of Communication in Public Sector Reforms; Figure 4.3 Links between Communication Program and Project Cycle; Table 4.1 Steps in Developing a Communication Plan for PRSPs; Box 4.2 Community Radio in Community-Driven Development Projects: Kenya, Ghana, and Sri Lanka; Box 4.3 Community Radio and Women's Participation: Timor-Leste  
Box 4.4 Community Radio in Disaster Management: Aceh, IndonesiaFigure 4.4 DevComm Portfolio by Sector in March 2006; Appendix The Rome Consensus; Glossary; Index

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#### Sommario/riassunto

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The Development Communication Sourcebook illustrates why the field of development communication is important and how its tools and methods enhance long-term and sustainable results. The book presents basic concepts and explains key challenges faced in daily practice. Each of the four modules is self-contained, with examples, toolboxes, and more.

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