

1. Record Nr.	UNINA9910782420703321
Autore	Naagarazan R. S
Titolo	Textbook on professional ethics and human values [[electronic resource] /] / R.S. Naagarazan
Pubbl/distr/stampa	New Delhi, : New Age International (P) Ltd., Publishers, c2006
ISBN	1-281-44962-8 9786611449629 81-224-2301-9
Descrizione fisica	1 online resource (184 p.)
Disciplina	620.0023
Soggetti	Engineering ethics Engineering - Study and teaching (Higher) - Moral and ethical aspects Engineers - Professional ethics Values
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.
Nota di contenuto	Cover; Preface; Contents; Chapter 1 Human Values; Chapter 2 Engineering Ethics; Chapter 3 Engineering as Social Experimentation; Chapter 4 Safety, Responsibilities and Rights; Chapter 5 Global Issues; Bibliography; Case Studies; Question Bank Part-A; Question Bank Part-B; Questions and Answers-Beyond the Syllabus
Sommario/riassunto	Engineering enables life and Ethics ennobles life Anon This book is the fruition of four decades of teaching Mechanical Engineering subjects including Quality Engineering, Total Quality Management, and Principles of Management for the Bachelor and Master degree courses in Engineering at Annamalai University, and then in Arunai Engineering College, Tiruvannamalai, by the author. Frank and continual feed back from the distinguished students and esteemed colleagues of the author obtained during teaching, enthused him in shaping this book into a valuable present to the scholars pursuing enginee

2. Record Nr.	UNINA9910823918303321
Autore	Rice Jeff (Jeff R.)
Titolo	The rhetoric of cool : composition studies and new media // Jeff Rice ; with a foreword by Gregory L. Ulmer
Pubbl/distr/stampa	Carbondale : , : Southern Illinois University Press, , [2007] ©2007
ISBN	0-8093-8760-3
Descrizione fisica	1 online resource (206 p.)
Disciplina	808/.0420285
Soggetti	English language - Rhetoric - Computer-assisted instruction English language - Rhetoric - Study and teaching Cool (The English word) Communication - Philosophy Language and culture Interactive multimedia
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 (pages 169-179) and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword: Elementary Cool; Acknowledgments; Introduction; 1. The Story of Composition Studies and Cool; 2. Chora; 3. Appropriation; 4. Juxtaposition; 5. Commutation; 6. Nonlinearity; 7. Imagery; Notes; Works Cited and Consulted; Index; Author Bio; Back Cover
Sommario/riassunto	The Rhetoric of Cool: Composition Studies and New Media offers a historical critique of composition studies' rebirth narrative, using that critique to propose a new rhetoric for new media work. Author Jeff Rice returns to critical moments during the rebirth of composition studies when the discipline chose not to emphasize technology, cultural studies, and visual writing, which are now fundamental to composition studies. Rice redefines these moments in order to invent a new electronic practice. The Rhetoric of Cool addresses the disciplinary claim that com