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Titolo	The Art of Verbal Warfare
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ISBN	9781789145939 9781789145946
Descrizione fisica	1 online resource (529 pages)
Disciplina	394
Soggetti	Invective Obscene words Oral communication
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Sommario/riassunto	A funny and fascinating exploration of our reliance upon swear words, insults, and the artfully placed expletive, damn it. We use salty or artful language to win arguments, slander, cheat, and bully, as well as to express feelings of joy or frustration by swearing or "blowing off steam." Rik Smits delves into the magic of oaths and profanity, art and advertising, the lure of fake news and propaganda, as well as invective and off-color jokes the world over. This book shows why conversation dies in crowded elevators and what drives us to curse at our laptops. The Art of Verbal Warfare is, when all is said and done, the story of how we can get through life without coming to physical blows.