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Autore	Kitchens James T.
Titolo	The four pillars of politics : why some candidates don't win and others can't lead // James T. Kitchens and Larry Powell
Pubbl/distr/stampa	Lanham, Maryland ; ; London, [England] : , : Lexington Books, , 2015 ©2015
ISBN	1-4985-0723-9
Descrizione fisica	1 online resource (123 p.)
Collana	Lexington Studies in Political Communication
Disciplina	324.0973
Soggetti	Political culture - United States Communication in politics - United States Political psychology - United States Political candidates - United States
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 at the end of each chapters and index.
Nota di contenuto	Contents; Acknowledgements; 1 The Four Pillars of American Politics; 2 The First Pillar of the American Psyche; 3 The Second Pillar of American Politics; 4 Pillars of the American Psyche; 5 The Fourth Pillar of the American Psyche; 6 Why Voters Frighten Politicians; 7 Republicans versus Democrats; 8 The Republican Party; 9 The Democratic Party; 10 Practical Lessons; 11 Why Some Public Figures Can't Lead; Index; About the Authors
Sommario/riassunto	James T. Kitchens and Larry Powell examine why political messages appeal to voters in the United States by exploring the four pillars of the American psyche: fear, national narcissism, consumerism, and religiosity. These pillars, combined with the related matrix of attitudes, beliefs, and values, determine how political communication is understood.

2. Record Nr.	UNINA9910970121203321
Titolo	Ancient literacies : the culture of reading in Greece and Rome // edited by William A. Johnson and Holt N. Parker
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2009
ISBN	9786611930929 9780199887668 0199887667 9780190261283 0190261285 9780199712861 0199712867 9781281930927 128193092X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvi, 430 p.)
Altri autori (Persone)	JohnsonWilliam A <1956-> (William Allen) ParkerHolt N
Disciplina	302.2
Soggetti	Transmission of texts - Greece Transmission of texts - Rome Books and reading - Greece Books and reading - Rome Literacy - Greece Literacy - Rome Transmissió de textos Llibres i lectura Literatura antiga Llibres electrònics Roma Grècia
Lingua di pubblicazione	Inglese
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Nota di contenuto

Cover; Title Page; Copyright Page; Acknowledgments; Contents; List of Illustrations; Abbreviations; List of Contributors; 1 Introduction; Part I: Situating Literacies; 2 Writing, Reading, Public and Private "Literacies": Functional Literacy and Democratic Literacy in Greece; 3 Literacy or Literacies in Rome?; 4 Reading, Hearing, and Looking at Ephesos; 5 The Anecdote: Exploring the Boundaries between Oral and Literate Performance in the Second Sophistic; 6 Situating Literacy at Rome; Part II: Books and Texts 7 The Corrupted Boy and the Crowned Poet: or, The Material Reality and the Symbolic Status of the Literary Book at Rome 8 The Impermanent Text in Catullus and Other Roman Poets; 9 Books and Reading Latin Poetry; Part III: Institutions and Communities; 10 Papyrological Evidence for Book Collections and Libraries in the Roman Empire; 11 Bookshops in the Literary Culture of Rome; 12 Literary Literacy in Roman Pompeii: The Case of Vergil's Aeneid; 13 Constructing Elite Reading Communities in the High Empire; Part IV: Bibliographical Essay; 14 Literacy Studies in Classics: The Last Twenty Years Part V: Epilogue 15 Why Literacy Matters, Then and Now; Index Locorum; General Index

Sommario/riassunto

List of Illustrations Abbreviations List of Contributors 1. Introduction PART I Situating Literacies 2. Writing, Reading, Public and Private "Literacies": Functional Literacy and Democratic Literacy in Greece 3. Literacy or Literacies in Ancient Rome? 4. Reading, Hearing, and Looking at Ephesos 5. The Anecdote: Exploring the Boundaries between Oral and Literate Performance in the Second Sophistic 6. Situating Literacy at Rome PART II Books and Texts 7. The Corrupted Boy and the Crowned Poet or the Material Reality and the Symbolic Status of the Literary Book at Rome 8. The Impe