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## Affinity and heat of reaction

4.3. The average heat of reaction 4.4. The average affinity of reaction; CHAPTER 5. CHEMICAL POTENTIAL; 5.1. Thermodynamic potentials in open systems; 5.2. The partial molar quantity of energy and the chemical potential; 5.3. Chemical potentials and the affinity of reaction; 5.4. Chemical potentials and thermodynamic energy functions; 5.5. Chemical potentials in homogeneous mixtures: the Gibbs-Duhem equation; 5.6. Chemical potentials of substances in ideal mixtures; 5.7. Activity and activity coefficient; 5.8. Chemical potentials of pure substances

5.9. Thermodynamic potentials in ideal mixtures 5.10. The unitary and mixing terms of thermodynamic potentials; CHAPTER 6. UNITARY AFFINITY AND EQUILIBRIUM; 6.1. Affinity and equilibrium in chemical reactions; 6.2. The unitary affinity; 6.3. Equilibrium constants and concentration units; 6.4. Equilibrium constants as a function of pressure and temperature; CHAPTER 7. GASES, LIQUIDS, AND SOLIDS; 7.1. Perfect and ideal gases; 7.2. Non-ideal gases; 7.3. Liquids and solids; 7.4. The state equation and thermodynamic functions of condensed substances; CHAPTER 8. SOLUTIONS

8.1. Ideal and non-ideal solutions 8.2. Perfect solutions and ideal solutions; 8.3. Reference systems for thermodynamic unitary quantity; 8.4. Thermodynamic excess functions in non-ideal solutions; 8.5. Units of the concentration; 8.6. Osmotic pressure; 8.7. Electrolytic solutions; CHAPTER 9. ELECTROCHEMICAL ENERGY; 9.1. Electrochemical potential of charged particles; 9.2. Transfer of charged particles between two condensed phases; 9.3. Electrode and electrode potential; 9.4. Electrochemical cells; 9.5. Equilibrium electrode potential of electronic transfer reactions

9.6. Equilibrium electrode potential of ionic transfer reactions

## Sommario/riassunto

This book is a beginners introduction to chemical thermodynamics for engineers. In the textbook efforts have been made to visualize as clearly as possible the main concepts of thermodynamic quantities such as enthalpy and entropy, thus making them more perceivable. Furthermore, intricate formulae in thermodynamics have been discussed as functionally unified sets of formulae to understand their meaning rather than to mathematically derive them in detail. In this textbook, the affinity of irreversible processes, defined by the second law of thermodynamics, has been treated as the main

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Autore	Edwards Tim <1963->
Titolo	Men in the mirror : men's fashion, masculinity and consumer society // Tim Edwards
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ISBN	1-4742-8736-0 1-4742-8735-2
Descrizione fisica	1 online resource (178 p.)
Collana	Cultural Studies: Bloomsbury Academic Collections
Classificazione	21.85
Disciplina	391.1
Soggetti	Men's clothing - Social aspects Masculinity Fashion - Social aspects Popular culture
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	His story of fashion -- The classical tradition -- Private investigations: interpretations on the theme of the new man -- The marketing of masculinities -- Consuming masculinities: style, content and men's magazines -- Just looking: masculinity and the contemporary shopping experience -- Express yourself: the politics of dressing up -- The sting in the tale: social policy and social divisions.
Sommario/riassunto	In this book, Tim Edwards applies a sociological approach to our understanding of men's fashion, which he perceives to be significant in the nexus of masculinity and society, past and present, rather than simply an artistic or aesthetic interest, usually denoting effeminacy or homosexuality. Rejecting an essentialist or 'natural' origin, Edwards explores how masculinity and men's fashion are constructed, particularly in relation to consumer society. It is the growing commodification and aestheticism of everyday life alongside developments in marketing and advertising, that Edwards identifies as the catalyst in the self-conscious emergence of men's fashion, rather than an abstract 'crisis of masculinity' or the 'new man' identity. Concurrently, in the 1980s, changes in demography, economics and

ideology gave certain men greater freedom and spending power than ever before. Edwards investigates how these men, clearly distinguished by age, class and sexual orientation, were seduced by advertisers with sexy images of suited city gents and body-beautiful boys in Levis, and how the resultant process of consumption was facilitated through developments in the practice of shopping itself, such as easy access to credit. He examines the influence of the advertisers' message in creating of hierarchy of masculinity in which some men are valorized and others denigrated. Starting with an historical review of men's fashion and a discussion of its importance and meanings, Edwards goes on to analyse the contemporary marketing of menswear and masculinity in advertising and in the media, and considers the politics of fashion for men in terms of gender, class, race and sexuality.

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