

1. Record Nr.	UNISALENTO991000120649707536
Autore	Convegno internazionale Paesaggi mediterranei di età romana, archeologia, tutela, comunicazione
Titolo	Paesaggi mediterranei di età romana : Archeologia, tutela, comunicazione / a cura di Gianluca Mastrocinque ; testi di Julian Bogdani et al.
ISBN	9788872288351
ISSN	1724-8523
Descrizione fisica	247 p., xvi carte di tav. : ill. ; 30 cm
Collana	Bibliotheca archaeologica ; 47
Altri autori (Persone)	Mastrocinque, Gianluca
Soggetti	Scavi archeologici - Italia Italia Antichità Congressi Mediterraneo Età romana Congressi
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references

2. Record Nr.	UNINA9910143800503321
Titolo	Computers & structures
Pubbl/distr/stampa	[Oxford], : Pergamon Press, 1971-
ISSN	1879-2243
Soggetti	Structural engineering - Data processing Structural engineering - Data processing - Periodicals Technique de la construction - Informatique - Periodiques Technique de la construction - Informatique Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Title from contents screen (ScienceDirect, viewed Oct. 14, 2005). Imprint varies: [Oxford] : Elsevier, <2004->

3. Record Nr.	UNINA9910956998003321
Autore	Mitchell Peta
Titolo	Contagious metaphor / Peta Mitchell
Pubbl/distr/stampa	London ; New York, : Continuum, 2012
ISBN	9781472542335 1472542339 9781283853378 128385337X 9781441197436 1441197435
Edizione	[1st ed.]
Descrizione fisica	1 online resource (209 p.)
Disciplina	808.032
Soggetti	Metaphor - Social aspects Metaphor in literature Contagion (Social psychology)
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	Contagious metaphor -- Pestilence and poison winds: literary contagions and the endurance of miasma theory -- The French fin de siecle and the birth of social contagion theory -- The contagion of example -- Infectious ideas: Dawkins, meme theory, and the politics of metaphor -- Networks of contagion Acknowledgements -- Introduction: Due Preparations -- 1. Contagious metaphor -- 2. Pestilence and poison winds: Literary contagions and the endurance of miasma theory -- 3. The French fin de siecle and the birth of social contagion theory -- 4. The contagion of example -- 5. Infectious ideas: Richard Dawkins, meme theory, and the politics of metaphor -- 6. Networks of contagion -- Bibliography -- Index
Sommario/riassunto	The metaphor of contagion pervades critical discourse across the humanities, the medical sciences, and the social sciences. It appears in such terms as 'social contagion' in psychology, 'financial contagion' in economics, 'viral marketing' in business, and even 'cultural contagion' in anthropology. In the twenty-first century, contagion, or 'thought contagion' has become a byword for creativity and a fundamental

process by which knowledge and ideas are communicated and taken up, and resonates with Andre Siegfried's observation that 'there is a striking parallel between the spreading of germs and the spreading of ideas'. In *Contagious Metaphor*, Peta Mitchell offers an innovative, interdisciplinary study of the metaphor of contagion and its relationship to the workings of language. Examining both metaphors of contagion and metaphor as contagion, *Contagious Metaphor* suggests a framework through which the emergence and often epidemic-like reproduction of metaphor can be better understood
