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Autore	Schueler Judith
Titolo	Materialising identity : the co-construction of the Gotthard Railway and Swiss national identity / / Judith Schueler [[electronic resource]]
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Nota di contenuto	Frontmatter -- Acknowledgments -- Table of contents -- Introduction: The Gotthard as a national image -- 1. National building practices at stake -- 2. Celebrating the Gotthard Railway -- 3. Travelling the Gotthard -- 4. Re-writing history -- Conclusion -- Epilogue -- Endnotes -- Bibliography -- Summary
Sommario/riassunto	Since its opening in 1882, the Gotthard Railway with its 15-kilometer long tunnel under the Gotthard Mountains, provides a crucial international link through the Swiss Alps, between North-Western Europe and Italy. In contrast to many other railway lines, its symbolic meaning has never sunk into oblivion. In Swiss society today, references to the Gotthard myth are multifaceted and omnipresent. Not only do they evoke images of a technological railway project, they also allude to Swiss history, alpine nature and national identity. Reading this book assists in understanding the old and contemporary discussions about the future of the Gotthard Railway, the regions in which it lies and the Swiss national identity. Curiosity-driven, this research combines viewpoints from the history of technology, cultural studies and cultural geography to grasp the intensity of the Gotthard as a national Swiss image. Whereas the relationship between the Gotthard Mountains and the Swiss national identity has received ample scholarly

attention, the role of the Gotthard Railway remains largely unexplored. To illustrate to what extent historical actors co-constructed the railway and Swiss identity, the empirical chapters start with an analysis of an engineering discussion about tunneling methods. Hereafter, the book examines the reactions in Switzerland to the inauguration of the railway line. Subsequently, it describes the appreciation of the railway line portrayed in travel guides of the belle poque. The last chapter captures the glory days of the Gotthard myth, before and during the Second World War, with a focus on the novels and plays, in which the Gotthard Tunnel construction occurs. This historical overview offers insight into the multiple roles that technology plays in the construction of a sense of national identity as well as illustrating how identity has an effect on the appropriation of a technological railway project.

2. Record Nr.	UNISA996339134603316
Autore	Siddons Suzy
Titolo	The complete presentation skills handbook : how to understand and reach your audience for maximum impact and success // Suzy Siddons
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Collana	Gale eBooks
Disciplina	658.452 808.5/1
Soggetti	Public speaking Business presentations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Acknowledgements; Introduction; Why Give a PresentationAt All?; Setting Expectations; Researching Your Audience; Audience Behaviours; How People Remember,What They Forget; Selecting Your

Subject and Organizing Your Information; Writing the Script; Visuals; Staging the Presentation; Voice and Performance Skills; Nerves and Body Language; Using Microphones and Autocues; Rehearsals; Equipment and Visuals; The Question-and-Answer Session; Delivering the Presentation; Technical Presentations and Demonstrations; Controlling the Audience; Handling the Media; Training People to Give Presentations
The Role of the Master of Ceremonies Following Up the Presentation; Alternatives to Presentations; Handling Disasters; Appendix: Templates, Checklists and Reminders; Index;

Sommario/riassunto

The Complete Presentation Skills Handbook will ensure you are prepared for and confident about giving presentations this book is an authoritative and straightforward guide to giving the right presentation to your audience Making sure your presentation fits your audience means you can render your presentations short and effective, saving you and your audience both time and money
