

Audiences And Intentions A Book Of Arguments

Susan Bennett's landmark work, *Theatre Audiences*, explores the audience's role in traditional and avant-garde theatre, and the impact of the spectator upon the performance itself. This 2nd edition includes a new chapter, new conclusion and illustrations. The purpose of this study was to investigate the audience's resonance experience when watching travel vlogs and its influence on their behavioral intentions. The premise of this study was when the audience's inherent needs are being fulfilled, it would reform their behavioral intention. Three theoretical concepts including the theory of resonance, U&G theory, and the involvement theory were employed in this study. Data were collected from students at Kent State University and general consumers through Amazon MTurk (MTurk). Participants were asked to complete an online survey. Multiple regression analysis was conducted, and the results revealed that audiences' resonance experiences were significantly related with their continuance intention to watch travel vlogs and travel intention of presented destinations. Also, audiences' resonance experiences were positively related to their perceived involvement, followed by continuance intention to watch and travel intention. The principal thrust of this book is to discover whether, and to what extent, the methods of modern scholarship can become part and parcel of the study of Torah.

An investigation of the future of various media industries and technologies that considers how media shape our future. How do we combat post-truth in the news? Are social media influencers the journalists of today? What is it like to live in a smart city? Does AI really change "everything"? The Future of Media investigates the future of media industries and technologies (journalism, TV, film, photography, radio, publishing, social media), while exploring how media shape our future—on a political, economic, cultural and individual level. Issues of diversity, media reform, labour, activism and art take the discussion into a wider social context. Through this, the book celebrates the importance and vitality of media in the modern world. The Future of Media is also an experiment in collaborative modes of thinking and working. Co-authored by theorists and practitioners from one of the world’s most established media departments, it offers a radical, creative and critical take on media industries—and on world affairs.

Wilde's Intentions

From Translation to Communication

Impossible to Ignore: Creating Memorable Content to Influence Decisions

Radio, Television and Modern Life

Murder by Accident

Resonance Experience Impact on Audience Continuance Intention to Watch Travel Vlogs and Travel Intention

This book offers a cognitive-pragmatic, and specifically relevance-theoretic, analysis of different types of humorous discourse, together with the inferential strategies that are at work in the processing of such discourses. The book also provides a cognitive pragmatics description of how addressees obtain humorous effects. Although the inferences at work in the processing of normal, non-humorous discourses are the same as those employed in the interpretation of humour, in the latter case these strategies (and also the accessibility of contextual information) are predicted and manipulated by the speaker (or writer) for the sake of generating humorous effects. The book covers aspects of research on humour such as the incongruity-resolution pattern, jokes and stand-up comedy performances. It also offers an explanation of why ironies are sometimes labelled as humorous, and proposes a model for the translation of humorous discourses, an analysis of humour in multimodal discourses such as cartoons and advertisements, and a brief exploration of possible tendencies in relevance-theoretic research on conversational humour.

Why are philosophers, as opposed to, say, linguists and psychologists, puzzled by language? How should we attempt to shed philosophical light on the phenomenon of language? "How to Understand Language" frames its discussion by these two questions. The book begins by thinking about the reasons that language is hard to understand from a philosophical point of view and, armed with the fruits of that discussion, begins searching for an approach to these questions. After finding fault with approaches based on philosophical analysis and on translation it undertakes an extended investigation of the programme of constructing a theory of meaning. Donald Davidson's advocacy of that approach becomes pivotal; though, the book endorses his broad approach, it argues strongly against the roles both of truth theory and of radical interpretation.

This book brings together contributions from scholars across Europe to present findings from a foresight analysis exercise on audiences and audience analysis, looking towards an increasingly datafied world and anticipating the ubiquity of the internet of things. The book uses knowledge emerging out of three foresight exercises, produced in co-operation with more than 50 stake-holding organisations and building on systematic reviews of audience research. It works through these exercises to arrive at a renewed agenda for audience studies within communication scholarship in the context of intrusive and connected interfaces and emerging communicative practices.

This anthology is designed to assist teachers and students in learning how to better understand and interpret our common culture and everyday life. With a focus on contemporary media, consumer, and digital culture, this book combines classic and original writings by both leading and rising scholars in the field. The chapters present key theories, concepts, and methodologies of critical cultural and media studies, as well as cutting-edge research into new media. Sections on teaching media/cultural studies and concrete case studies provide practical examples that illuminate contemporary culture, ranging from new forms of digital media and consumer culture to artifacts from TV and film, including Barbie and Big Macs, soap operas, Talk TV, Facebook, and YouTube. The lively articles show that media/cultural studies is an exciting and relevant arena, and this text should enable students and citizens to become informed readers and critics of their culture and society.

Theatre of Good Intentions

Routledge Companion to Audiences and the Performing Arts

Media/cultural Studies

A Philosophical Inquiry

A Bakhtinian Reading of Job 1-11

A Book of Arguments

The Future of Media

Do the artist's intentions have anything to do with the making and appreciation of works of art? In 'Art and Intention', Paisley Livingston develops a broad and balanced perspective on perennial disputes between intentionalists and anti-intentionalists in philosophical aesthetics and critical theory.

Audiences are among the dominant elements of courtly life and may be referred to as a central aspect of representation of power in many societies. Audiences also served as a stage for negotiation and political decision-making. Beyond that, the ceremonial of audience acted as an integrative factor, strengthening the connections between the ruler and his subjects, the élite and his dynastic background. It thus reflects the structure, or at least the intended structure of rule, and allows us to get insight into the perception of the ruler in the respective society. This volume offers an approach to forms and structures of audiences in different epochs and regions. Choosing a transcultural and diachronic perspective, it aims at delineating similarities and differences as well as possible lines of development of the ceremonial on a broad basis of case studies. Audienzen gehören zu den prägenden Bestandteilen höfischen Lebens und können als zentraler Aspekt der Herrschaftsrepräsentation bezeichnet werden. Sie dienen aber nicht nur der Repräsentation, sondern waren auch Ort von Verhandlung und politischer Entscheidung. Hinzu trat die integrative Funktion der Audienz: Durch den Vollzug des Zeremoniells wurde auch die Verbindung des Herrschers zu seinen Untertanen, Vertrauten und zu seiner Dynastie dargestellt und gefestigt. Das Zeremoniell der Audienz spiegelt somit das (intendierte) Gefüge der Herrschaft, und lässt Rückschlüsse auf das Herrscherbild der jeweiligen Gesellschaft zu. Der Sammelband behandelt Formen und Strukturen des Audienz-Zeremoniells in transkultureller und diachroner Perspektive, in dem Gemeinsamkeiten und Unterschiede, sowie Entwicklungslinien des Audienz-Zeremoniells auf einer breiten Basis von Fallbeispielen. Dazu versammelt er Beiträge zu unterschiedlichen Teilaspekten des Audienz-Zeremoniells in vormodernen Gesellschaften Europas, Asiens und des nördlichen Afrikas.

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore—using the latest in brain science Audiences forget up to 90 percent of what you communicate. But people make decisions and act based on what they remember, so a pragmatic approach for the effective communicator is to be deliberate about the 10 percent that audiences do retain. Otherwise, content recall is random and inconsistent. Many experts have offered techniques on how to improve your own memory, but not how to influence other people’s memory. Drawing on the latest research in neuroscience and cognitive psychology, Impossible to Ignore is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts attention, sharpens recall, and guides decision-making toward a desired action.

Written by one of the foremost and widely-respected writers in the field, this volume sheds new light on the forms and premises of the communicative experience. In doing so, it challenges the theoretical positions of marxist and "political economy of media" analysts who focus largely on the structure of economic and social power within the media. Instead, Scannell explores the structuring of engagement of the viewer/listener with the broadcaster by analysing the communicative intentions of the broadcaster and the understanding by the audience of those intentions. This powerful and accessible book makes an important contribution to media studies in showing students how the history of the media can be enriched by communications theory.

Shakespeare's Reading Audiences

How the Digital Age is Shaping the Printed Word

Theology of the Hebrew Bible, Volume 1

The Book in Multilingual Countries

Planning, Practice, and Possibility for American Cities

Books and Social Media

Modern Scholarship in the Study of Torah

A world list of books in the English language.

The so-called travels of Sir John Mandeville to the Holy Land, India and Cathay were immensely popular throughout Europe during the late medieval period and were translated into nine different languages. This is a detailed study of the audiences of Mandeville's Book, with particular emphasis on its reception in England and France from the time the Book appeared in the 1350s to the mid-16th c work, depending on wider social and cultural contexts, are analysed thematically, under the headings of pilgrimage, geography, romance, history and theology, and contrasted with what can be learned of the author's intentions. The book is well-illustrated with images taken from both manuscript and early printed editions: in her study of these and the marginal notes, Rosemary Tzanaki shows the analysis makes a significant contribution to our understanding of how people in medieval Europe perceived the outside world.

Theatre of Good Intentions examines limitations of theatre in the creation of social and political change. This book looks at some of the reasons why achieving such goals is hard: examining what theatre can and can't do. It examines a range of applied and political theatre case studies, focusing on theatre's impact on participants and spectators.

Was Deuteronomy created to be a subversive text based on Assyian treaties? In this new book Crouch focuses on Deuteronomy's subversive intent, asking what would be required in order for Deuteronomy to successfully subvert either a specific Assyrian source or Assyrian ideology more generally. The book reconsiders the nature of the relationship between Deuteronomy and Assyria, Deuteronomy's loyalty oath traditions, and the relevance of Deuteronomy's treaty affinities to discussions of its date. Features: A thorough investigation of the nature and requirements of subversion A focused examination of the context in which Deuteronomy would have functioned An appendix focused on redactional questions related to Deuteronomy 13 and 28

Intentions

Art and Intention

Israel and the Assyrians

Mandeville's Medieval Audiences

Negotiated, Contested, and Ignored

An Anthology

Gadamer

This is a book for all researchers in educational settings whose research is motivated by considerations of justice, fairness and equity. It addresses questions such researchers have to face. Will a prior political or ethical commitment bias the research? How far can the ideas of empowerment or 'giving a voice' be realised? How can researchers who research communities to which they belong deal with the ethical issues of being both insider and outsider? The book provides a set of principles for doing educational research for social justice. These are rooted in considerations of methodology, epistemology and power relations, and provide a framework for dealing with the practical issues of collaboration, ethics, bias, empowerment, voice, uncertain knowledge and reflexivity, at all stages of research from getting started to dissemination and taking responsibility as members of the wider community of educational researchers. Theoretical arguments and the realities of practical research are brought together and interwoven. Thus the book will be helpful to all researchers, whether they are just beginning their first project, or whether they are already highly experienced. It will be of great value to research students in designing and writing up their theses and dissertations.

Diverse approaches to biblical theology This volume presents a collection of studies on the methodology for conceiving the theological interpretation of the Hebrew Bible among Jews and Christians as well as the treatment of key issues such as creation, the land of Israel, and divine absence. Contributors include Georg Fischer, SJ, David Frankel, Benjamin J. M. Johnson, Soo J. Kim, Wonil Kim, Jacqueline E. Lapsley, Julia M. O'Brien, Dalit Rom-Shiloni, Marvin A. Sweeney, and Andrea L. Weiss. Features: Examination of metaphor, repentance, and shame in the presence of God Ten essays addressing the nature of biblical theology from a Jewish, Christian, or critical perspective Discussion of the changes that have taken place in the field of biblical theology since World War II

This title, originally published in 1985, examines conceptions of success and the good life expressed in bestselling novels – ranging from historical sagas and spy thrillers to more serious works by Updike, Bellows, Steinbeck and Mailer – published from 1945 to 1975. Using these popular books as cultural evidence, Elizabeth Long argues that the meaning of the American dream has changed dramatically, but in a more complex fashion than has been recognised by that country's most prominent social critics. Her study presents a challenge to prevailing social-scientific views of contemporary American culture, and represents, both in theory and method, an important contribution to the study of culture and social criticism.

Social media and digital technologies are transforming what and how we read. Books and Social Media considers the way in which readers and writers come together in digital communities to discover and create new works of fiction. This new way of engaging with fiction stretches the boundaries of what has been considered a book in the past by moving beyond the physical or even digitally bound object to the consideration of content, containers, and the ability to share. Using empirical data and up-to-date research methods, Miriam Johnson introduces the ways in which digitally social platforms give rise to a new type of citizen author who chooses to sidestep the industry's gatekeepers and share their works directly with interested readers on social platforms. Gender and genre, especially, play a key role in developing the communities in which these authors write. The use of surveys, interviews, and data mining brings to the fore issues of gender, genre, community, and power, which highlight the push and pull between these writers and the industry. Questioning what we always thought we knew about what makes a book and traditional publishing channels, this book will be of interest to anyone studying or researching publishing, book history, print cultures, and digital and contemporary literatures.

Audiences Intentions Shape Rea

Mastering Intention-Based Communication to Collaborate, Execute, and Succeed

Theatre Audiences

Critical Approaches

A Survey Based on the Proceedings of the Symposium on the Publication of Books in the Various Languages of Multilingual Countries, Moscow-Alma Ata, USSR, 6-10 September 1976

The American Dream and the Popular Novel

Cumulative Book Index

When It Comes to Reading, Writers Have an Advantage We know that writing skills reinforce reading skills, but what's the best way to capitalize on this relationship? By flipping the traditional “reading lesson first, writing lesson second” sequence, Colleen Cruz helps you make the most of the writing-to-reading connection with 50 carefully matched lesson pairs centered around narrative texts. Lessons can be implemented either as a complete curriculum or as a supplement to an existing program. Complete with suggestions on adapting the lessons to suit the needs of your classroom and individual students, **Writers Reader Better: Narrative** offers a solid foundation for giving your students the advantage of transferable literacy skills.

In reading Job 1-11, Bakhtin’s dialogism and chronotope define each different voice as a unique and equally weighted voice and reveal its dialogical interaction with other voices to produce better questions about Job rather than answers.

Designed for classroom use, this authoritative anthology presentskey selections from the best contemporary work in philosophy ofilm. The featured essays have been specially chosen for theirclarity, philosophical depth, and consonance with the current movetowards cognitive film theory Eight sections with introductions cover topics such as thenature of film, film as art, documentary cinema, narration andemotion in film, film criticism, and film's relation to knowlledgeand morality Issues addressed include the objectivity of documentary films,fear of movie monsters, and moral questions surrounding the viewingof pornography Replete with examples and discussion of moving picturesthroughout

"Published in the U.S.A. in 1985 under the title To analyze delight"--T.p. verso.

Audiences and Intentions

Job the Unfinalizable

Perspectives on Psychologism

Moment by Moment by Shakespeare

A Study on the Reception of the Book of Sir John Mandeville (1371-1550)

Humour and Relevance

Deuteronomy, the Succession Treaty of Esarhaddon, and the Nature of Subversion

The essays address the following questions: How and under what conditions has our culture come to represent the individual? What characterizes individualistic ideology and the social, economic, and political systems within which it has emerged? What is the role of the individual within them? What have been the major challenges to individualism? What aspects of contemporary thought and research point to new ways of thinking about the individual?

The Routledge Companion to Audiences and the Performing Arts represents a truly multi-dimensional exploration of the inter-relationships between audiences and performance. This study considers audiences contextually and historically, through both qualitative and quantitative empirical research, and places them within appropriate philosophical and socio-cultural discourses. Ultimately, the collection marks the point where audiences have become central and essential not just to the act of performance itself but also to theatre, dance, opera, music and performance studies as academic disciplines. This Companion will be of great interest to academics, researchers and postgraduates, as well as to theatre, dance, opera and music practitioners and performing arts organisations and stakeholders involved in educational activities.

This study grows out of the intersection of two realms of scholarly investigation - the emerging public sphere in early modern England and the history of the book. Shakespeare's Reading Audiences examines the ways in which different communities - humanist, legal, religious and political - would have interpreted Shakespeare's plays and poems, whether printed or performed. Cyndia Susan Clegg begins by analysing elite reading clusters associated with the Court, the universities, and the Inns of Court and how their interpretation of Shakespeare's Sonnets and Henry V arose from their reading of Italian humanists. She concludes by examining how widely held public knowledge about English history both affected Richard II's reception and how such knowledge was appropriated by the State. She also considers The Merry Wives of Windsor, Henry V, and Othello from the point of view of audience members conversant in popular English legal writing and Macbeth from the perspective of popular English Calvinism.

Bible translators have focused their efforts on preparing a text that is clear, natural and accurate, with the expectation that audiences will understand the message if it is in their language. Field research among the Adioukrou of Côte d'Ivoire shows that audiences also need to have access to the contextual information the author expected his audience to bring to the text. When such information is provided, both understanding of and interest in the message increase dramatically. These findings support Relevance Theory's claim that meaning is inferred from the interaction of text and context. To the extent that the contextual knowledge evoked by the text for contemporary audiences differs from that evoked for the first audience, understanding is impaired. The Bible at Cultural Crossroads presents a model to assist translators in identifying contextual mismatches and applies it on the thematic level to mismatches between first-century Jewish and Adioukrou views of the unseen world, and on the passage level to contextual mismatches arising from four Gospel passages. In-text and out-of-text solutions for adjusting contextual mismatches are explored, with field research results showing the effectiveness of various solutions. Context is shown to be both a significant factor in communication and a dynamic one. Translations of the text alone are not sufficient for successful communication.

How to Understand Language

The Ceremonial of Audience

The Artist in His Criticism

A Philosophical Study

Transcultural Approaches

Contributions and Limitations

50+ Paired Lessons That Turn Writing Craft Work Into Powerful Genre Reading

Critical communication lessons for sustained corporate success *The Bullseye Principle is the definitive how-to guide for communicating, collaborating, and executing as a leader in the corporate arena. With these “soft skills” trending above technical knowledge in executive wish lists, this book provides invaluable guidance for new and experienced leaders alike; from the planning stages to the outcome and beyond, the discussion features critical insight and actionable tips based on award-winning methods. Polish your presence, utilize intention, influence emotion, engage workers, build relationships, make connections, and leverage the power of storytelling—it all comes down to technique. This book shows you everything you need to know to start communicating more effectively, starting today. The success of any communication rests more on how the information is conveyed than what that information actually is; at every level, in every sphere, effective leaders strive to master key skills that inspire, empower, motivate, and more. This book gives you a solid blueprint for effective communication in nearly any situation, merging the practical and theoretical to help you: Master the most challenging business interactions Become more influential as a leader and communicator Adopt a 3-step methodology to collaborate more effectively Build your personal brand and executive presence toward sustained success Most people believe that their communications skills are satisfactory for their jobs—most managers would disagree. That gap in perception presents a problem that ripples beyond your chances of promotion—where your communication fails, it has the capacity to affect the organization as a whole. The Bullseye Principle helps you build a robust repertoire of communication skills that put you ahead of the pack.*

The relationship between an author's and an audience's intentions is complex but need not preclude mutual engagement. This philosophical investigation challenges existing literary and rhetorical perspectives on intention and offers a new framework for understanding the negotiation of meaning. It describes how an audience's intentions affect their interpretations, shows how audiences negotiate meaning when faced with a writer's undecipherable intentions, and defines the scope of understanding within rhetorical situations. Introducing a concept of intention into literary analysis that supersedes existing rhetorical theory, Arabella Lyon shows how the rhetorics of I. A. Richards, Wayne Booth, and Stanley Fish, as well as the hermeneutics of Hans-Georg Gadamer, fail to account for the complex interactions of author and audience. Using Kenneth Burke's concepts of form, motive, and purpose, she builds a more complex notion of intention than those usually found in literary studies, then employs her theory to describe how philosophers read Wittgenstein's narratives, metaphors, and reversals in argument. Lyon argues that our differences in intention prevent consistency in interpretations but do not stop our discussions, deliberations, and actions. She seeks to acknowledge difference and the communicative problems it creates while demonstrating that difference is normal and does not end our engagement with each other. Intentions combines recent work in philosophy, literary criticism, hermeneutics, and rhetoric in a highly imaginative way to construct a theory of intention for a postmodern rhetoric. It recovers and renovates central concepts in rhetorical theory&—not only intention but also deliberation, politics, and judgment. Story and Sustainability explores the role of story in planning theory and practice, with the goal of creating U.S. cities able to balance competing claims for economic growth, environmental health, and social justice. In the book, urban practitioners and scholars from fields as diverse as American studies, English, geography, history, planning, and criminal justice reflect critically on the traditional exclusionary power of storytelling and on its potential to facilitate the transformations of imagination, theory, and practice necessary to create sustainable, democratic American cities. The book begins with an editors' introduction identifying story, sustainable U.S. cities, and democracy as the three key themes. Part I advances and refines these concepts, connects them to contemporary U.S. urban planning, and provides tools that can be used when reading and interpreting the texts in part II. Part II exemplifies, amplifies, and modifies the key themes and arguments through the presentation of eight texts: theoretical and experiential, academic and nonacademic, expository and narrative, and familiar and unfamiliar. The combined focus on story and urban sustainability makes this book a unique contribution to planning literature.

Wilde's Intentions is the first extended study of Oscar Wilde in his role of `the critic as artist'. Lawrence Danson shows how Wilde's essays and dialogues sought to create a new ideal of English culture, elevating what he called `lies' above history and ending the sway of `nature' over liberated human desire.

Medieval Theater, Modern Media, Critical Intentions

The Bullseye Principle

Philosophy of Film and Motion Pictures

Early Modern Books and Audience Interpretation

The Bible at Cultural Crossroads

A Foresight Analysis of Interfaces and Engagement

A Theory of Production and Reception

Over fifty years ago, it became unfashionable—even forbidden—for students of literature to talk about an author's intentions for a given work. In Murder by Accident, Jody Enders boldly resurrects the long-disgraced concept of intentionality, especially as it relates to the theater. Drawing on four fascinating medieval events in which a theatrical performance precipitated deadly consequences, Enders contends that the marginalization of intention in critical discourse is a mirror for the marginalization—and misunderstanding—of theater. Murder by Accident revisits the legal, moral, ethical, and aesthetic limits of the living arts of the past, pairing them with examples from the present, whether they be reality television, snuff films, the “accidental” live broadcast of a suicide on a Los Angeles freeway, or an actor who jokingly fired a stage revolver at his temple, causing his eventual death. This book will force scholars and students to rethink their assumptions about theory, intention, and performance, both past and present.

*Audiences and Intentions*A Book of ArgumentsMacmillan CollegeAudiences and IntentionsA Book of ArgumentsAllyn & BaconAudiences Intentions Shape ReaMacmillan Reference USAMandeville's Medieval AudiencesA Study on the Reception of the Book of Sir John Mandeville (1371-1550)Routledge

Writers Read Better: Narrative

Educational Research For Social Justice

The Cumulative Book Index

Erasmus of Rotterdam Society Yearbook

Vlog

The Future of Audiences

Challenges and Hopes for Theatre and Social Change