

## La Prima Mela Giochi Didattici Per La Comunicazione Interpersonale

How to Analyse Texts is the essential introductory textbook and toolkit for language analysis. This book shows the reader how to undertake detailed, language-focussed, contextually sensitive analyses of a wide range of texts – spoken, written and multimodal. The book constitutes a flexible resource which can be used in different ways across a range of courses and at different levels. This textbook includes: three parts covering research and study skills, language structure and use, and how texts operate in sociocultural contexts a wide range of international real-life texts, including items from South China Morning Post, art'otel Berlin and Metro Sweden, which cover digital and print media, advertising, recipes and much more objectives and skill review for each section, activities, commentaries, suggestions for independent assignments, and an analysis checklist for students to follow a combined glossary and index and a comprehensive further reading section a companion website at [www.routledge.com/cw/goddard](http://www.routledge.com/cw/goddard) with further links and exercises for students. Written by two experienced teachers of English Language, How to Analyse Texts is key reading for all students of English language and linguistics.

Traditional fold stories, myths, and fables to encourage children to learn about different cultures.

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This accessible introductory textbook looks at the modern relationship between politicians, the press and the public through the language they employ, with extensive coverage of key topics including: 'spin', 'spin control' and 'image' politics models of persuasion: authority, contrast, association pseudo-logical and 'post-truth' arguments political interviewing: difficult questions, difficult answers metaphors and metonymy rhetorical figures humour, irony and satire Extracts from speeches, soundbites, newspapers and blogs, interviews, press conferences, election slogans, social media and satires are used to provide the reader with the tools to discover the beliefs, character and hidden strategies of the would-be persuader, as well as the counter-strategies of their targets. This book demonstrates how the study of language use can help us appreciate, exploit and protect ourselves from the art of persuasion. With a wide variety of practical examples on both recent issues and historically significant ones, every topic is complemented with guiding tasks, queries and exercises with keys and commentaries at the end of each unit. This is the ideal textbook for all introductory courses on language and politics, media language, rhetoric and persuasion, discourse studies and related areas.

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Everyone knows that a tiny acorn into a mighty oak grows, and a caterpillar emerges into a butterfly. But in this clever, visually enchanting volume, it's also true that a cow can result in both a bottle of milk and a painting of a cow, and an ape in a jungle may become an urban King Kong. Just as day turns into night and back again, a many-tiered cake is both created and eaten down to a single piece. With simple, graphic illustrations sure to appeal to even the youngest of children, this smart exploration of the fascinating theme of before and after will please the most discerning adult readers, too.

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