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Research Anthology on Social Media Advertising and Building Consumer Relationships - Management Association, Information Resources

2022-05-13
Social media has become a key tool that businesses must utilize in all areas of their

practices to build relationships with their customer base and promote their products. This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices. In order for businesses to flourish, further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required. The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products, build relationships, and maintain relevancy. This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world. Covering topics such as marketing, human aspects of business, and branding, this major reference work is crucial for managers, business owners, entrepreneurs, researchers, scholars, academicians, practitioners, instructors, and students.

Soft Computing in Data Science - Michael W. Berry 2016-09-17
This book constitutes the refereed proceedings of the International Conference on Soft Computing in Data Science, SCDS 2016, held in Putrajaya, Malaysia, in September 2016. The 27 revised full papers presented were carefully reviewed and selected from 66 submissions. The papers are organized in topical sections on artificial neural networks; classification, clustering, visualization; fuzzy logic; information and sentiment analytics.
Advancing Methods for Psychological Assessment Across Borders - Kai Ruggeri 2020-01-06

Handbook of Research on User Interface Design and Evaluation for Mobile Technology - Lumsden, Joanna 2008-02-28
"This book compiles authoritative research from scholars worldwide, covering the issues

surrounding the influx of information technology to the office environment, from choice and effective use of technologies to necessary participants in the virtual workplace"--Provided by publisher.

Social Media Data Extraction and Content Analysis - Hai-Jew, Shalin 2016-08-01
In today's society, the utilization of social media platforms has become an abundant forum for individuals to post, share, tag, and, in some cases, overshare information about their daily lives. As significant amounts of data flood these venues, it has become necessary to find ways to collect and evaluate this information. Social Media Data Extraction and Content Analysis explores various social networking platforms and the technologies being utilized to gather and analyze information being posted to these venues. Highlighting emergent research, analytical techniques, and best practices in data extraction in global electronic culture, this publication is an essential reference source for researchers, academics, and professionals.

Today's Public Relations - Robert L. Heath 2006
'Today's Public Relations' works to redefine the teaching of public relations by discussing it's connection to mass communication, but also linking it to it's rhetorical heritage.

Essay Writing - MunLing Shields 2010-02-16
Essay Writing is a student guide with a mission: to enable students to write better essays and get the grades they deserve by demystifying the essay-writing process. MunLing Shields places essay writing within the larger university experience for students. In a clear and easy to understand way the author guides the reader through the process of writing successful university essays by looking at essay writing in the context of academic communication, academic culture and different learning styles and approaches. This book: Helps students study more independently and learn more meaningfully to write better essays Offers invaluable insights into the way tutors see

essays Explains why essays are set, and how to understand the rationale behind them Demonstrates how best to approach answering the question. This highly accessible book offers practical, in-depth guidance on each of the stages of the essay writing process - planning, drafting and editing - and relates them to the important sub-skills of information-gathering, reading academic texts, how to get the most out of lectures, referencing and citations, and fluency and appropriateness of style and language. ´An excellent guide for students new to writing essays at university´ - David Ellicott, Senior Lecturer in Youth Justice and Youth Studies, Nottingham Trent University SAGE Study Skills are essential study guides for students of all levels. From how to write great essays and succeeding at university, to writing your undergraduate dissertation and doing postgraduate research, SAGE Study Skills help you get the best from your time at university. Visit the SAGE Study Skills hub for tips, quizzes and videos on study success!

Textual Analysis - Bodil Helder 2011

Differentiated Instructional Strategies for Writing in the Content Areas - Carolyn Chapman 2009-07-30
Best-selling authors Carolyn Chapman and Rita King provide specific strategies for differentiating writing instruction to help students learn content and develop as writers.
International Perspectives on Writing Curricula and Development - Jill V Jeffery 2021-05-27
This book contributes to the innovation of writing education and research globally by providing crucial insights into how the structures and aims of literacy curricula vary internationally. It examines how nine education systems across five continents represent 'good writing' in curricula that shape students' experiences learning to write in school. The book presents curricular analyses aimed at providing insight into how writing development

can be better supported through innovative policy and research. The findings regarding international variation are presented under three broad dimensions: social and contextual factors that shape writing curricula; the discourses of writing reflected in curricula and official documents; and hallmarks of classroom practice, including the relationship with official discourse. Case study chapters present integrated inductive and deductive document analyses, findings of which are compared in a concluding, cross-case analysis chapter. Offering a detailed comparative analysis of writing research, International Perspectives on Writing Curricula and Development will be of great interest to academics, researchers and students in the fields of education, literacy and curriculum studies. It will also be relevant reading for policymakers and curriculum designers.

Legal Research, Analysis, and Writing - William H. Putman 2017-07-26

Ever popular, LEGAL RESEARCH, ANALYSIS, AND WRITING, Fourth Edition delivers the basics in an easy-to-read, step-by-step manner to ready paralegals for work in law offices and legal departments. Content addresses essential research and writing skills, such as identifying key facts, issue spotting, analysis and counteranalysis, traditional and online research, secondary authorities and citing, writing legal briefs and memoranda, and techniques for good legal writing. In addition, this book includes scenarios, examples, exercises, and other features that clarify concepts and fine tune writing abilities. And, of course, the fourth edition offers the latest updates—with special attention to electronic research methods using fee-based and non-fee-based digital tools—to help paralegals stand out in today's tech-driven job market. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Teaching to Exceed the English Language Arts Common Core State Standards - Richard Beach 2012-06-25
As the new English Language Arts Common Core State Standards take hold across the United States, the need grows for pre-service and in-service teachers to be ready to develop curriculum and instruction that addresses their requirements. This timely, thoughtful, and comprehensive text directly meets this need. It delineates a literacy practices and critical engagement curriculum framework for 6-12 English language arts education that explains and illustrates how the Standards' highest and best intentions for student success can be implemented from a critical, culturally relevant perspective that is firmly grounded in current literacy learning theory and research. The first 6-12 English language arts methods text to be aligned with the Standards, this book also addresses their limitations — formalist assumptions about literacy learning, limited attention to media/digital literacies, lack of attention to critical literacies, and questionable assumptions about linking standards and text complexity to specific grade levels. Specific examples of teachers using the literacy practices/critical engagement curriculum framework in their classrooms shows how these limitations can be surpassed. Features • Moves the CCSS framework into a view that literacy is a contextualized, social practice • Challenges simplistic models that homogenize adolescent learners • Adds the important element of critical literacy to English language arts classrooms • Provides specific examples of teachers in action implementing these practices • Interactive Companion Website with student and instructor resources. The Website is designed to foster interactivity through participation in an online teaching planning simulation with a text, video, or case on one side of the screen and a chat box for instructors and students to share their reactions and planning ideas. The Companion

Website is linked to a wiki that serves as a repository for links, activities/units, and further reading.

Cases on Online and Blended Learning Technologies in Higher Education: Concepts and Practices - Inoue, Yukiko 2009-10-31 Cases on Online and Blended Learning Technologies in Higher Education: Concepts and Practices provides real-life examples of those involved in developing and implementing the merge of traditional education curriculum and online instruction.

English Communication for Social and Human Services - Mary Ellen Toffle 2017-08-31 This book gives social and human services students and professionals the opportunity to begin developing cross-cultural communication skills in the English language. The need to be able to communicate in English is becoming more and more obvious. Social workers and other human services professionals will be working with immigrants from countries where English is the official language or at least a second language (Nigeria, Ghana, The Gambia, etc). The growing numbers of English- speaking immigrants are impacting the human services fields of medicine, mental health, social work, the education systems and the legal systems all over Europe. This book is based on the European Common Framework but goes beyond a typical English language text. It focuses on the various skill sets necessary for human services professionals, including important text analysis skills as well as analytical case skills. "Soft skills" such as interpersonal skills and expressing empathy are also presented for student reflection. Students learn the principles of cross-cultural communication through Cross-Cultural Text Analysis which helps them improve their English as they develop cross-cultural awareness, sensitivity and communication skills. Students experience different cultural-linguistic contexts where they can appreciate the dynamic relationship between culture and language

applied to the field of human services. For many this book will be the first step in beginning a lifetime adventure of becoming cross-cultural.

Advances in Written Text Analysis - Malcolm Coulthard 2002-11
This work provides an overview of a wide range of approaches to written text analysis. It includes both classic and specially commissioned papers by distinguished authors, which share a common linguistic framework. The pieces contain a variety of focuses from the patterning of paragraphs, sections or whole texts to the organization of clauses, individual expressions and single words, as well as a variety of text-types. The examples used range from pure science through social science, academic journals, weekly magazines and newspapers, to literary narratives. This collection forms the basis for an course on written text analysis that should be of interest to advanced undergraduate and postgraduate students.

Farming Systems Research And Development -
W. W. Shaner 2019-03-08
In recent years, policy makers have been paying more attention to the problems of small farmers in developing countries with the idea of increasing their pro-duction and standard of living. The policy makers' objec-tives are twofold: I 1 I to help those whose welfare is materially below the rest of society, and 121 to help a coun-try increase its agricultural production. With adequate agricultural policies, these two objectives are mutually reinforcing. For example, increased food production gives farm households additional food for consumption and surpluses for sale. Farmers can then use the money from these sales to buy items they do not produce, and the buyers of farm products benefit from the increased sup-plies.

Human Factors of a Global Society - Tadeusz Marek 2014-06-02
During the last 60 years the discipline of human factors (HF) has evolved alongside progress in engineering, technology, and business.

Contemporary HF is clearly shifting towards addressing the human-centered design paradigm for much larger and complex societal systems, the effectiveness of which is affected by recent advances in engineering, science, and education. Human Factors of a Global Society: A System of Systems Perspective explores the future challenges and potential contributions of the human factors discipline in the Conceptual Age of human creativity and social responsibility. Written by a team of experts and pioneers, this book examines the human aspects related to contemporary societal developments in science, engineering, and higher education in the context of unprecedented progress in those areas. It also discusses new paradigms for higher education, including education delivery, and administration from a systems of systems perspective. It then examines the future challenges and potential contributions of the human factors discipline. While there are other books that focus on systems engineering or on a specific area of human factors, this book unifies these different perspectives into a holistic point of view. It gives you an understanding of human factors as it relates to the global enterprise system and its newly emerging characteristics such as quality, system complexity, evolving management system and its role in social and behavioral changes. By exploring the human aspects related to actual societal developments in science, the book opens a new horizon for the HF community.

Invisibilising Austrian German - Anna Dorothea Havinga 2018-01-22
This book provides an insight into the standardisation process of German in eighteenth-century Austria. It describes how norms prescribed by grammarians were actually implemented via a school reform carried out by educationalist Johann Ignaz Felbiger on the order of Empress Maria Theresa. Quantitative and qualitative analyses were undertaken of certain Upper German features (e-apocope, the absence of the prefix ge- and the ending -t in

past participles, and variants of the verb form sind) in reading primers, issues of the Wienerisches Diarium / Wiener Zeitung and petitionary letters. These reveal how such variants became increasingly 'invisible' in writing. This process of 'invisibilisation', i.e. a process of stigmatization which prevents the use of certain varieties and variants in writing, can be attributed to a number of factors: Empress Maria Theresa's appeal for a language reform, the normative work by eighteenth-century grammarians, the implementation of educational reforms, and the early introduction of East Central German variants in newspaper issues.

Writing: Texts, Processes and Practices - Christopher N. Candlin 2014-06-11 Writing: Texts, Processes and Practices offers an innovative and multidisciplinary approach to writing in a variety of academic and professional settings. The book is composed of a series of original research-based accounts by leading authorities from a range of disciplines. The papers are linked through a unifying perspective which emphasises the role of cultural and institutional practices in the construction and interpretation of written texts. This important new book integrates different approaches to text analysis, different perspectives on writing processes, and the different methodologies used to research written texts. Throughout,an explicit link is made between research and practice illustrated with reference to a number of case studies drawn from professional and classroom contexts. The book will be of considerable interest to those concerned with professional or academic writing and will be of particular value to students and lecturers in applied linguistics, communication studies, discourse analysis, and professional communications training. The contributors to this volume are: Robert J. Barrett Vijay K. Bhatia Christopher N. Candlin Yu-Ying Chang Sandra Gollin Ken Hyland Roz Ivanic Mary R. Lea Ian G. Malcolm John Milton Greg Myers Guenter A. Plum Brian Street John M.

Swales Sue Weldon Patricia Wright

Writing for Educators - Karen Bromley
2009-06-01
This book is for new faculty, graduate students, teachers, administrators, and other academics who want to write more clearly and have their work published. The essays focus on writing journal articles, dissertations, grants, edited books, and other writing in educational settings. The authors are educators who share their own first-hand experiences that provide novice writers with important knowledge and support in the quest for success in professional scholarly writing. A variety of authors discuss the writer's craft, including issues of voice, audience, planning, drafting, revision, conventions, style, submitting to journals, editorial review, and editing.
Best Practices in Writing Instruction, Second Edition - Steve Graham 2013-03-26
This book has been replaced by Best Practices in Writing Instruction, Third Edition, ISBN

978-1-4625-3796-9.

ICCoLLiC 2020 - Djatmika 2020-10-23
ICCoLLiC is an international conference hosted by the English Department, Faculty of Cultural Sciences, Universitas Sebelas Maret. This conference is arranged to become an annual conference making room for scholars and practitioners in the area of communication, language, literature, and culture to share their thoughts, knowledge, and recent researches in the field of study.
How to Analyse Texts - Ronald Carter
2015-08-20
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 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.
The Routledge Encyclopedia of Research Methods in Applied Linguistics - A. Mehdi Riazi 2016-01-13
The Routledge Encyclopedia of Research

Methods in Applied Linguistics provides accessible and concise explanations of key concepts and terms related to research methods in applied linguistics. Encompassing the three research paradigms of quantitative, qualitative, and mixed methods, this volume is an essential reference for any student or researcher working in this area. This volume provides: A–Z coverage of 570 key methodological terms from all areas of applied linguistics; detailed analysis of each entry that includes an explanation of the head word, visual illustrations, cross-references to other terms, and further references for readers; an index of core concepts for quick reference. Comprehensively covering research method terminology used across all strands of applied linguistics, this encyclopedia is a must-have reference for the applied linguistics community.
Bridging the Multimodal Gap - Santosh Khadka 2019-05-01
Bridging the Multimodal Gap addresses multimodality scholarship and its use in the

composition classroom. Despite scholars' interest in their students' multiple literacies, multimodal composition is far from the norm in most writing classes. Essays explore how multimodality can be implemented in courses and narrow the gap between those who regularly engage in this instruction and those who are still considering its scholarly and pedagogical value. After an introductory section reviewing the theory literature, chapters present research on implementing multimodal composition in diverse contexts. Contributors address starter subjects like using comics, blogs, or multimodal journals; more ambitious topics such as multimodal assignments in online instruction or digital story telling; and complex issues like assessment, transfer, and rhetorical awareness. Bridging the Multimodal Gap translates theory into practice and will encourage teachers, including WPAs, TAs, and contingent faculty, to experiment with multiple modes of communication in their projects.

Contributors: Sara P. Alvarez, Steven Alvarez, Michael Baumann, Joel Bloch, Aaron Block, Jessie C. Borgman, Andrew Bourelle, Tiffany Bourelle, Kara Mae Brown, Jennifer J. Buckner, Angela Clark-Oates, Michelle Day, Susan DeRosa, Dànielle Nicole DeVoss, Stephen Ferruci, Layne M. P. Gordon, Bruce Horner, Matthew Irwin, Elizabeth Kleinfeld, Ashanka Kumari, Laura Sceniak Matravers, Jessica S. B. Newman, Mark Pedretti, Adam Perzynski, Breanne Potter, Caitlin E. Ray, Areti Sakellaris, Khirsten L. Scott, Rebecca Thorndike-Breeze, Jon Udelson, Shane A. Wood, Rick Wysocki, Kathleen Blake Yancey

Language, Literacy, and Pedagogy in Postindustrial Societies - Paul C. Mocombe 2013-01-17
In postindustrial economies such as the United States and Great Britain, the black/white achievement gap is perpetuated by an emphasis on language and language skills, with which black American and black British-Caribbean

youths often struggle. This work analyzes the nature of educational pedagogy in the contemporary capitalist world-system under American hegemony. Mocombe and Tomlin interpret the role of education as an institutional or ideological apparatus for capitalist domination, and examine the sociolinguistic means or pedagogies by which global and local social actors are educated within the capitalist world-system to serve the needs of capital; i.e., capital accumulation. Two specific case studies, one in the United States and one in the United Kingdom, are utilized to demonstrate how contemporary educational emphasis on language and literacy parallels the organization of work and contributes to the debate on academic underachievement of black students vis-a-vis their white and Asian counterparts.

Web-Based Education: Concepts, Methodologies, Tools and Applications - Management Association, Information Resources 2010-02-28

"This comprehensive collection offers a compendium of research on the design, implementation, and evaluation of online learning technologies, addressing the challenges and opportunities associated with the creation and management of Web-based applications and communities, instructional design, personalized learning environments, and effective educational delivery"--Provided by publisher.
Student-Teacher Interaction in Online Learning Environments - Wright, Robert D. 2014-09-30
As face-to-face interaction between student and instructor is not present in online learning environments, it is increasingly important to understand how to establish and maintain social presence in online learning. Student-Teacher Interaction in Online Learning Environments provides successful strategies and procedures for developing policies to bring about an awareness of the practices that enhance online learning. This reference book provides building blocks to help improve the outcome of online

coursework and discusses social presence to help improve performance, interaction, and a sense of community for all participants in an online arena. This book is of essential use to online educators, administrators, researchers, and students.

Artificial Intelligence in Education - Ig Ibert Bittencourt 2020-07-04
This two-volume set LNAI 12163 and 12164 constitutes the refereed proceedings of the 21th International Conference on Artificial Intelligence in Education, AIED 2020, held in Ifrane, Morocco, in July 2020.* The 49 full papers presented together with 66 short, 4 industry & innovation, 4 doctoral consortium, and 4 workshop papers were carefully reviewed and selected from 214 submissions. The conference provides opportunities for the cross-fertilization of approaches, techniques and ideas from the many fields that comprise AIED, including computer science, cognitive and learning sciences, education, game design, psychology, sociology, linguistics as well as many domain-specific areas. *The conference was held virtually due to the COVID-19 pandemic.

The Handbook of Informal Language Learning - Mark Dressman 2020-02-03
Provides a comprehensive and unique examination of global language learning outside of the formal school setting Authored by a prominent team of international experts in their respective fields, The Handbook of Informal Language Learning is a one-of-a-kind reference work and it is a timely and valuable resource for anyone looking to explore informal language learning outside of a formal education environment. It features a comprehensive collection of cutting edge research areas exploring the cultural and historical cases of informal language learning, along with the growing area of digital language learning, and the future of this relevant field in national development and language education. The

Handbook of Informal Language Learning examines informal language learning from both theoretical and practical perspectives. Structured across six sections, chapters cover areas of motivation, linguistics, cognition, and multimodality; digital learning, including virtual contexts, gaming, fanfiction, vlogging, mobile devices, and nonformal programs; and media and live contact, including learning through environmental print, tourism/study abroad. The book also provides studies of informal learning in four national contexts, examines the integration of informal and formal classroom learning, and discusses the future of language learning from different perspectives. Edited by respected researchers of computer-mediated communication and second language learning and teacher education Features contributions by leading international scholars reaching out to a global audience Presents an exciting and progressive selection of chapters in a rapidly expanding field of research and teaching

Provides a state-of-the-art collection of the theories, as well as the historical, cultural and international cases relating to informal language learning and its future in a digital age Covers 30 key topics that represent pioneering findings and new research The Handbook of Informal Language Learning is an essential resource for researchers, students, and professionals in the fields of language acquisition, English as a second language, and foreign language education.

Textual Analysis Made Easy - C. Brian Taylor 2016-10-04
In this new book, you'll learn how to teach evidence-based writing using a variety of tools, activities, and sample literary texts. Showing elementary and middle school students how to think critically about what they're reading can be a challenge, but author C. Brian Taylor makes it easy by presenting twelve critical thinking tools along with step-by-step instructions for implementing each one effectively in the

classroom. You'll learn how to: Design units and lesson plans that gradually introduce your students to more complex levels of textual analysis; Encourage students to dig deeper by using the 12 Tools for Critical Thinking; Help students identify context and analyze quotes with the Evidence Finder graphic organizer; Use the Secret Recipe strategy to construct persuasive evidence-based responses that analyze a text's content or technique; Create Cue Cards to teach students how to recognize and define common literary devices. The book also offers a series of extra examples using mentor texts, so you can clearly see how the strategies in this book can be applied to excerpts from popular, canonical, and semi-historical literature. Additionally, a number of the tools and templates in the book are available as free eResources from our website (http://www.routledge.com/9781138950658), so you can start using them immediately in your classroom.

Textual analysis for English Language and Literature for the IB Diploma - Carolyn P. Henly 2019-08-26
Build confidence in a range of key textual analysis techniques and skills with this practical companion, full of advice and guidance from experienced experts. - Build analysis techniques and skills through a range of strategies, serving as a useful companion throughout the course - from critical-thinking, referencing and citation and the development of a line of inquiry to reflecting on the writing process and constructing essays for Paper 1 and Paper 2 - Develop skills in how to approach a text using textual analysis strategies and critical theory, for both unseen texts (the basis of Paper 1) and texts studied in class - Concise, clear explanations help students navigate the IB requirements, including advice on assessment objectives and how literary and textual analysis weaves through Paper 1, Paper 2, the HL Essay, Individual Oral and the Learner Profile - Build

understanding in how to approach texts so that students can write convincingly and passionately about texts through active reading, note-taking, asking questions, and developing a personal response to texts - Engaging activities are provided to test understanding of each topic and develop skills for the exam - guiding answers are available to check your responses

Teaching Literature to Adolescents - Richard Beach 2011-03-04
Designed to introduce prospective English teachers to current methods of teaching literature in middle and high school classrooms, this popular textbook explores a variety of innovative approaches that incorporate reading, writing, drama, talk, and media production. Each chapter is organized around specific questions that English educators often hear in working with preservice teachers. The text engages readers in considering the dilemmas and issues facing literature teachers through inquiry-based responses to authentic case narratives. A Companion Website, http://teachingliterature.pbworks.com, provides resources and enrichment activities, inviting teachers to consider important issues in the context of their own current or future classrooms. New in the second edition: more attention to the use of digital texts from use of online literature to digital storytelling to uses of online discussion and writing tools incorporated throughout new chapter on teaching young adult literature new chapter on teaching reading strategies essential to interpreting literature more references to examples of teaching multicultural literature.

Reading Tourism Texts - Sabrina Francesconi 2014-02-24
This volume explores the relationship between tourism and travel texts and contemporary society, and how each is shaped by the other. A multimodal analysis is used to consider a variety of texts including novels, brochures, blogs, websites, radio commercials, videos, postcards

and authentic tourist pictures and their meaning-making dynamics within the tourism discourse. The book looks at the ways in which these different texts have influenced how tourists and travellers have been viewed over time and how we envision ourselves as tourists or travellers. It puts forward multimodal analysis as the best framework for exploring the semiotic potential of these texts. Including examples from the UK, Malta, Canada, New Zealand, India, Jamaica and South Africa, this volume will be useful for researchers and students in tourism studies, communication and media studies and applied linguistics.

Bringing Sports Culture to the English Classroom - Luke Rodesiler
Learn how to use literature and informational texts related to sports as an alternative or a supplement to a canon-centric English classroom. This practical book promotes an instructional approach that honors students' knowledge of, interests in, and experiences with sports culture to advance literacy learning. Informed by his own experiences in high school classrooms, the author documents the distinct methods employed by four secondary English teachers in rural, urban, and suburban schools. Each narrative features the voices of teachers and students and details a range of activities that readers can adapt for their unique contexts. Whether teaching traditional English courses or those focused on the study of sports literature, teachers can use this book to tap into students' sporting interests and foster critical readings of sports culture as a mirror to our greater society. Book Features:Adaptable methods for using sports-related content to foster the six language arts: reading, writing, speaking, listening, viewing, and visually representing.Actionable ideas for going beyond sports fandom and, instead, reading sports culture through a critical lens.Implications for incorporating sports culture into the English curriculum, whether teaching traditional courses or a stand-alone

sports literature class.Answers to frequently asked questions that can support teachers as they bring sports culture to the English classroom. "Luke Rodesiler demonstrates that moving beyond traditional canonical texts and topics contributes to an understanding that racism, sexism, inequity, and inequality of all kinds are current ongoing problems. When we expand our teaching to include new topics and new voices, we can invigorate our teaching in ways that make it matter more—in both the immediate and the long term." —From the Foreword by Jeffrey D. Wilhelm, Distinguished Professor, Boise State University
Focus on Evaluation and Measurement - 1992

From Text to Political Positions - Bertie Kaal 2014-05-15
From Text to Political Positions addresses cross-disciplinary innovation in political text analysis for party positioning. Drawing on political science, computational methods and discourse analysis, it presents a diverse collection of analytical models including pure quantitative and qualitative approaches. By bringing together the prevailing text-analysis methods from each discipline the volume aims to alert researchers to new and exciting possibilities of text analyses across their own disciplinary boundary. The volume builds on the fact that each of the disciplines has a common interest in extracting information from political texts. The focus on political texts thus facilitates interdisciplinary cross-overs. The volume also includes chapters combining methods as examples of cross-disciplinary endeavours. These chapters present an open discussion of the constraints and (dis)advantages of either quantitative or qualitative methods when evaluating the possibilities of combining analytic tools.
Electronic Collaboration in the Humanities - James A. Inman 2003-10-03
This volume provides an informed view of how information technology is shaping the

contemporary humanities. It specifically reflects five ideals: *humanities scholars with all levels of access are doing important work with technology; *humanities scholars' projects with technology reflect significant diversity, both across and within disciplinary bounds; *using information technology in the humanities is a continuous conversation; *information technology offers new options for humanities education; and *just as collaboration changes the nature of any project, so does information technology change the nature of collaboration-- its speed, character, methods, and possible implementations. The first to explore new and important ways for humanities scholars to collaborate across disciplines via electronic media, this book redefines electronic collaboration; presents insightful models of student collaboration; provides important models of faculty collaboration with special emphasis on professional development; and offers a look at the future of electronic collaboration and the overall future of the humanities. Featuring the voices of humanities teacher-scholars at all stages of their professional careers, the chapters emphasize pedagogy, outlining contemporary issues and options. Electronic Collaboration in the Humanities speaks directly to anyone involved with interdisciplinary initiatives in colleges and universities, such as writing across the curriculum and communication across the curriculum programs, and to specific populations within the humanities, including literacy and technology, language and literature, literacy studies, professional writing, and English education.

Deep Comprehension - Keith K. Millis 2018-09-25
This volume provides an overview of research from the learning sciences into understanding, enhancing, and measuring "deep comprehension" from a psychological, educational, and psychometric perspective. It

describes the characteristics of deep comprehension, what techniques may be used to improve it, and how deep levels of comprehension may be distinguished from shallow ones. It includes research on personal-level variables; how intelligent tutors promote comprehension; and the latest developments in psychometrics. The volume will be of interest to senior undergraduate and graduate students of cognitive psychology, learning, cognition and instruction, and educational technology.

Natural Language Processing and Information Systems - Mokrane Bouzeghoub 2003-06-29
This book includes the papers presented at the fifth International Conference on Application of Natural Language to Information Systems (NLDB 2000) which was held in Versailles (France) on June 28-30. Following NLDB95 in Versailles, NLDB96 i n Amsterdam, NLDB97 i n Vancouver, and NLDB99 i n Klagenfurt, NLDB 2000 was a forum for exchanging new research results and trends on the benefits of integrating Natural Language resources in Information System Engineering. Since the first NLDB workshop in 1995 it has become apparent that each aspect of an information system life cycle may be improved by natural language techniques: database design (specification, validation, conflict resolution), database query languages, and application programming that use new software engineering research (natural language program specifications). As information systems are now evolving into the communication area, the term databases should be considered in the broader sense of information and communication systems. The main new trend in NLDB 2000 is related to the WEB wave: WEB querying, WEB answering, and information retrieval. Among 47 papers submitted from 18 countries, the program committee selected 29 papers to be presented during the conference. Besides these regular papers, two invited talks (given by Pr. Reind P.

van de Riet and Pr. Maurice Gross), and a set of posters and demonstrations are also included in these proceedings.