

Library Reading Guidance

DaLian Nationalities University Library

Volume 4, No.3, 2014

May, 2014

Technical Communication

Tenth Edition

John M. Lannon

Designed in response to these issues, *Technical Communication, Tenth Edition*, addresses a wide range of interests for classes in which students from a variety of majors are enrolled. The text explains, illustrates, and applies rhetorical principles to an array of assignments, from brief memos and summaries to formal reports and proposals. To help students develop awareness of audience and accountability, exercises incorporate the problem-solving demands typical in college and on the job. Self-contained chapters allow for various course plans and customized assignments.



Longman, 2006 M. LANNON
ISBN: 0321270762
Call Number: H052/L292=10

- **On the Job features** provide authentic comments from real people in the workplace relating to chapter topics and emphasizing the need for effective writing skills in a variety of jobs and professions. Closer ties to the workplace are also reflected in more day-to-day examples about persuasion (Chapter 4) and ethics (Chapter 5), as well as a new section on prospecting for jobs (Chapter 18).

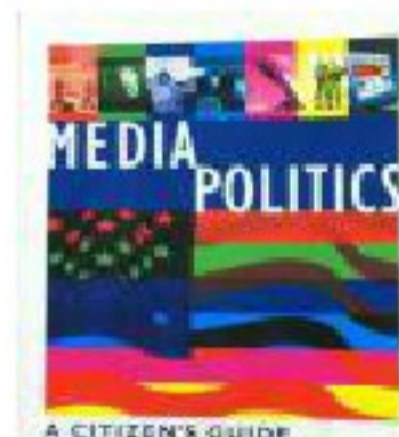
- **Global icons** highlight the need to consider wider audiences across the contemporary world of work.

- **Consider** this boxes offer concise bullet points, making important information accessible and easy to remember.

- **Expanded coverage of technology** includes new material on document design and ePublishing (Chapter 15), instant messaging (Chapter 17), and electronic documents (Chapter 19), as well as several new Web site example.

Media Politics: A Citizen's Guide

Shanto Iyengar, Jennifer McGrady



W. W. Norton, 2007
ISBN: 9780393928198
Call Number: G206.3/197

Media Politics examines how the media affect American politics and how politicians use media to get elected, stay in power, and achieve policy goals. Drawing on recent research, including the author's own work, *Media Politics* is the most current and authoritative introduction to the subject.

- **A full chapter on new media**, explores how the increasing use of the Internet for political communication is influencing politics.

- **Integration of current research**, particularly on voting and elections,

highlights new ways that political scientists are thinking about the role of the media in politics.

•**A wealth of recent examples**, including the Iraq War, the Bush administration's second term, Hurricane Katrina, and the Roberts nomination, encourage students to think critically about the media and current political events.

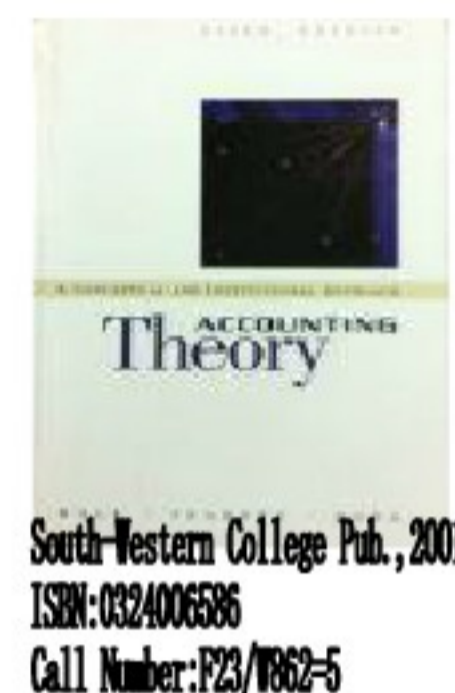
Accounting Theory: A Conceptual and Institutional Approach

Fifth Edition

Harry I. Wolk, Michael G. Tearney, James L. Dodd

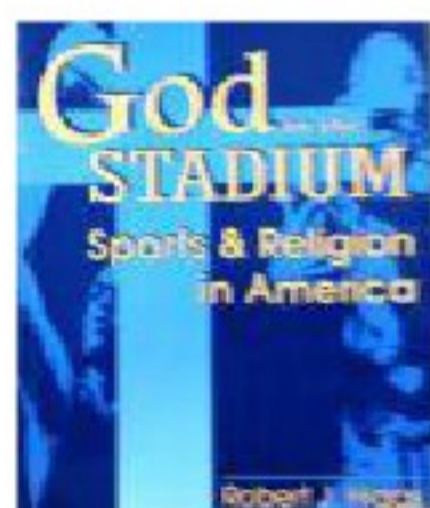
This book is intended for one-semester accounting theory courses at either the senior or graduate levels. It assumes that students are thoroughly grounded in intermediate accounting. At the graduate level, the book is appropriate for courses in MBA programs with accounting concentrations and for MS programs in accounting. However, in light of the aforesaid new developments in accounting education, other possibilities exist. For example, at one of our two universities, many of the elements of accounting theory from the first half of the text will be introduced at the start of the intermediate accounting sequence. Individual chapters in the last half of the book will then supplement specific subject matter as it arises as the courses develop (a three-course series will be used covering what has previously been called intermediate and advanced accounting).

Our basic objective is to clearly identify the elements of accounting theory in the first part of this text and then relate these elements to significant problem areas in accounting in the second part. Both parts bring in extensive coverage of the accounting literature. As the title indicates, we have attempted to integrate the theoretical and institutional aspects of accounting theory. The reader should thus acquire an increases depth of understanding of the major problem areas of accounting and the related standards going well beyond a mere technical grasp of debits and credits.



God in the Stadium: Sports and Religion in America

Robert J. Higgs



University Press of Kentucky, 1995
ISBN: 0813108535
C817.12-05/11635

Sports and Christianity have followed similar paths. They were nationalized, then Hellenized, then Romanized, and, in our own time, televised. The result is that spectator sports have become the reigning American religion.

From the worship of Michael Jordan to the downfall of O.J. Simpson, sports and sports heroes have assumed a role in American society for out of proportion to their traditional value. In this powerful critique of present-day American popular culture, Robert J. Higgs examines the complex and increasingly pervasive role that sports play in shaping the national self-Image. He provides a thoughtful history and analysis of the ways sports and religion have become intertwined and offers a stinging indictment of the sorts-religion-media-education complex.

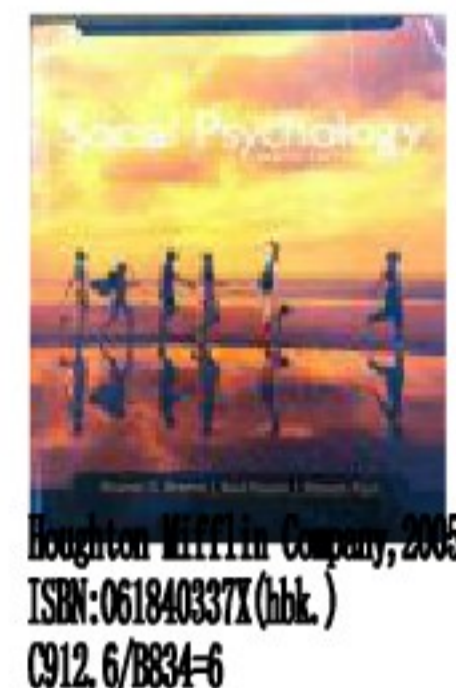
This well-written and innovative book makes clear the dangerous power wielded by the sport-religion-media-education complex over the minds and energies of the American people. It is a call for recognition and reevaluation of our present situation that will concern anyone interested in the future of American culture.

Social Psychology

Sixth Edition

Sharon S Brehm, Saul Kassin, Steven Fein

Social psychology is the scientific study of how individuals think, feel, and behave in regard to other people and how individuals' thoughts, feelings, and behaviors are affected by other people. This edition of Social Psychology continues to set the standard as one of the most scholarly and current texts available. With the use of real-life examples and the balanced coverage of classic studies with the latest research, the authors continue to focus on making important connections between social psychology and students' everyday worlds.



This textbook includes the following pedagogical features:

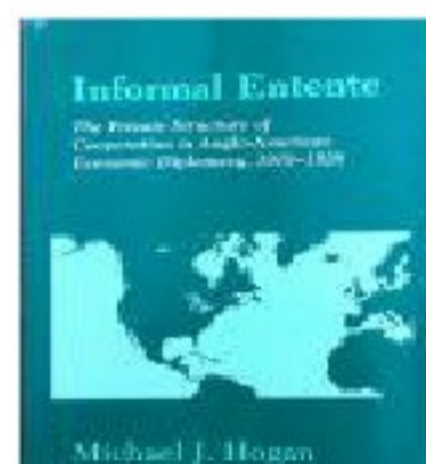
- A narrative preview, chapter outline, and common sense quiz (beginning with Chapter 3.)
- Key terms highlighted in the text, defined in the margin, listed at the end of the chapter, and reprinted in an alphabetized glossary at the end of the book. Both the list and the glossary provide page numbers for easy location of the term.
- Numerous bar graphs, line graphs, tables, sketches, photographs, flow charts, and cartoons that not only illustrate material. Some of these depict classic images and studies from social psychology's past; others, new to the Sixth Edition, are contemporary, often "newsy."
- A comprehensive bulleted review summarizing the major sections and points at the end of each chapter.

Informal Entente:

The Private Structure of Cooperation

in Anglo-American Economic Diplomacy, 1918-1928

Michael J. Hogan



Imprint Publications, 1991
ISBN: 1879176025
Call Number: F171/H714

This edition of Informal Entente remains an original and insightful study of Anglo-American diplomacy in the decade following the First World War. Based on British as well as American documents, it shows how policymakers in London and Washington readjusted their relationship in an era when British power was on the wane and American power was increasing. In addition to the Anglo-American entente sought by policymakers on both sides of the Atlantic, the book delineates the connections between the public and private leaders who cooperated in the formulation of American foreign policy. It notes the

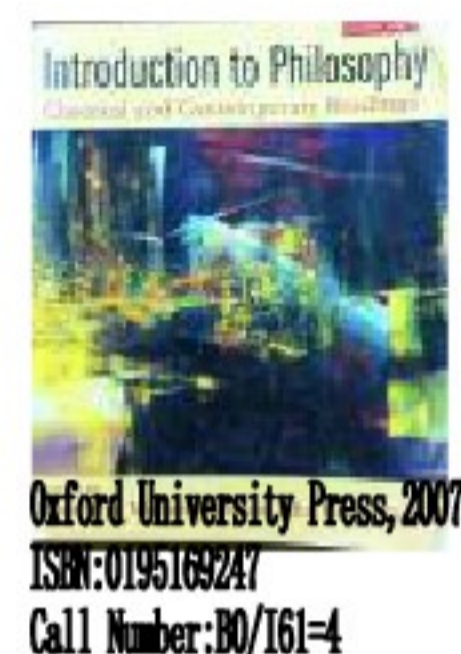
similarities between their plans for an associative state at home and their dreams of a cooperative order abroad, and it traces their efforts to defend these visions against the champions of an older, competitive individualism and the advocates of government ownership and regulation. In these and other ways, *Informal Entente* pioneered in the use of corporatist and organizational models to study international history, and contributed to a major reinterpretation of the 1920s.

Introduction to Philosophy: Classical and Contemporary Readings

Fourth Edition

Edited by John Perry, Michael Bratman, John Martin

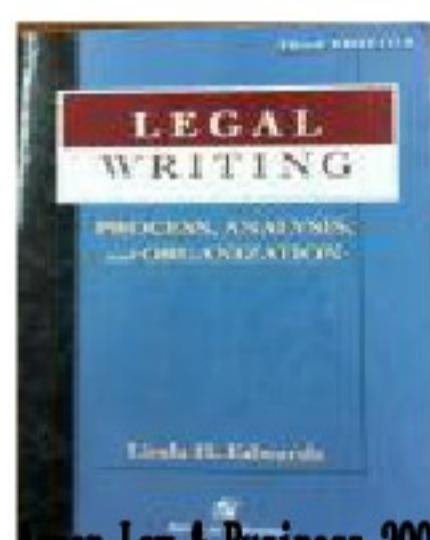
Introduction to Philosophy, Fourth Edition, is the most comprehensive topically organized collection of classical and contemporary philosophy available. Building on the exceptionally successful tradition of previous editions, this edition for the first time incorporates the insights of a new coeditor, John Martin Fischer, and has been updated and revised to make it more accessible. Ideal for introductory philosophy course, the text includes sections on the meaning of life, God and evil, knowledge and reality, the philosophy of science, the mind/body problem, freedom of will, consciousness, ethics, and philosophical puzzles and paradoxes. It presents seventy substantial—and in some cases complete—selections from the best and most influential works in philosophy, offering a unique balance between classical and contemporary material. An extensive glossary of philosophical terms is also included.



Legal Writing : Process, Analysis, and Organization

Third Edition

Linda Holdeman Edwards



Aspen Law & Business, 2002
ISBN: 0735524394
Call Number: D916.13/E26=3

With its process-oriented approach and effective demonstration of the interrelationship between reasoning and writing, *Legal Writing: Process, Analysis, and Organization* is a favorite of students and instructors. Now in its third edition, this phenomenally successful paperback has been revised and improved to serve as the cornerstone of the Legal Writing course. The author's careful attention to different learning styles keeps the book accessible while reflecting comments from the classroom.

• a step-by-step overview of the process of legal writing: outlining; creating a working draft; developing a final document; and revising effectively

- Legal analysis linked to the large-scale organization of the document.
- Concrete explanations and examples that reinforce the materials.
- Copious exercises that help students build their writing skills.
- Expanded use of cases to make effective analogies.
- Expanded coverage of using narrative techniques for persuasion.
- Coverage of the **ALWD Citation Manual**.