The central claim of this book is that I is a deictic term, like the other singular personal pronouns You and He/She. This is true of the logical character, inferential role, referential function, expressive use, and communicative role of all and only expressions used to formulate first-personal reference in any language. The first part of the book shows why the standard account of I as a ‘pure indexical’ (‘purism’) should be rejected. Purism requires three mutually supportive doctrines which turn out to be myths: a) that a simple rule is sufficient to give the meaning of I (‘rule theory’); b) that one can use I to express thoughts without having to identify what is being referred to (‘independence’); and c) that as a matter of the meaning of I, any use of the term is logically guaranteed against failure to refer (‘the guarantee’). The second part of the book shows why the radically new account of I should be endorsed as a deictic term. Substitution instances and the behaviour of I in inference reveal that it has an obligatorily deictic logical character and inferential role. I fulfils its referential function in the deictic way, providing determinacy of reference by making an individual referentially salient in the extrasentential context. The discriminability of the referent of an I-use depends on recognizing the referentially salient individual. This is true of its discriminability both to the reference-maker and to the audience. So I has the expressive use and communicative role of a deictic term. The conclusion of the book directs research towards the next step, showing how the meaning of I may be used to elucidate the thoughts expressed by the term, and from there questions relating to self-knowledge, practical reasoning, belief-acquisition, and belief-ascription.

Just a Job?
George Cheney, Dan Lair, Dean Ritz, and Brenden Kendall

Published in print: 2009 Published Online: February 2010
Publisher: Oxford University Press
This book offers a fresh perspective on ethics at work, questioning the notions that doing ethics at work has to be work, and that work is somehow a sphere where a different set of rules applies. When we separate ethics from life, we put it beyond our daily reach, treating it as something that is meaningful only at certain moments. This problem permeates our everyday talk about ethics at work, in popular culture, in our textbooks, and even in our ethics codes. This book uses insights from the fields of communications and rhetoric to show how in the very framing of ethics—even before we get to specific decisions—we limit the potential roles of ethics in our work lives and in the pursuit of happiness. Sayings such as “It's just a job” and “Let the market decide” are two examples of demonstrating that our perspective on professional ethics is shaped and reinforced by everyday language. The standard “bad apples” approach to dealing with corporate and governmental wrongdoing is not surprising; few people are willing to consider how to cultivate “the good orchard.” The book argues that ethics is about more than behaviour regulation, spectacular scandals, and comprehensive codes. The authors offer a new take on virtue ethics, referencing Aristotle's practical ideal of eudaimonia, or flourishing, allowing us to tell new stories about the ordinary and to see the extraordinary aspects of professional integrity and success.

Parallel Scientific Computation
Rob H. Bisseling

This book explains the use of the bulk synchronous parallel (BSP) model and the BSPlib communication library in parallel algorithm design and parallel programming. The main topics treated in the book are central to the area of scientific computation: solving dense linear systems by Gaussian elimination, computing fast Fourier transforms, and solving sparse linear systems by iterative methods based on sparse matrix-vector multiplication. Each topic is treated in depth, starting from the problem formulation and a sequential algorithm, through a parallel algorithm and its cost analysis, to a complete parallel program written in C and BSPlib, and experimental results obtained using this program on a parallel computer. Throughout the book, emphasis is placed on analyzing the cost of the parallel algorithms developed, expressed in three terms: computation cost, communication cost, and synchronization cost. The book contains five example programs written in BSPlib, which
illustrate the methods taught. These programs are freely available as the package BSPedupack. An appendix on the message-passing interface (MPI) discusses how to program in a structured, bulk synchronous parallel style using the MPI communication library, and presents MPI equivalents of all the programs in the book.

The Gestural Origin of Language
David F. Armstrong and Sherman E. Wilcox

Published in print: 2007 Published Online: January 2008
Publisher: Oxford University Press
DOI: 10.1093/acprof:oso/9780195163483.001.0001
Item type: book

This book uses evidence from and about sign languages to explore the origins of language as we know it today. According to the model presented in this book, it is sign, not spoken languages, that is the original mode of human communication. The book demonstrates that modern language is derived from practical actions and gestures that were increasingly recognized as having the potential to represent and hence to communicate. In other words, the fundamental ability that allows us to use language is our ability to use pictures of icons, rather than linguistic symbols. Evidence from the human fossil record supports the book's claim by showing that we were anatomically able to produce gestures and signs before we were able to speak fluently. Although speech evolved later as a secondary linguistic communication device that eventually replaced sign language as the primary mode of communication, speech has never entirely replaced signs and gestures.

Conclusion
Doreen Kimura

in Neuromotor Mechanisms in Human Communication

Published in print: 1993 Published Online: January 2008
Publisher: Oxford University Press
DOI: 10.1093/acprof:oso/9780195054927.003.0012
Item type: chapter

This chapter presents a synthesis of the discussions in the preceding chapters. The main conclusion is that the left cerebral hemisphere, in comparison with the right, is specialized for motor selection of both the oral and manual musculature. This is particularly true of movements specifiable within intrapersonal space, and it holds whether the movements to be programmed are components of a communication system or not. A consequent theme throughout is that human communication has been influenced by the characteristics of the
motor programming systems that control the relevant oral and manual musculature. Lateralization of function in the brain, manual apraxia, visuoconstructional disorders, disorders in manual sign language, and sex differences in functional brain organization are discussed.

Narratives and Narrators
Gregory Currie

Published in print: 2010 Published Online: May 2010
Item type: book

Narratives are artefacts of a special kind: they are devices which function to tell stories, and do so by conveying the storytelling intentions of their makers. But, narrative itself is too inclusive a category for much more to be said about it than this; we should focus attention instead on the vaguely defined but interesting category of things rich in narrative structure. Such devices offer significant possibilities, not merely for the representation of stories, but for the expression of point of view; they have also played an important role in the evolution of reliable channels of information, an issue pursued in three chapter appendices. This book argues that much of the pleasure of narrative depends on early developing tendencies in human beings to imitation and to joint attention, and imitation turns out to be the key to understanding such important literary techniques as free indirect discourse and character-focused narration. The book also examines irony in narrative, with an emphasis on the idea of the expression of ironic points of view; a case study of this phenomenon is offered. Finally, the book examines the idea of Character, as evidenced in robust, situation-independent ways of acting and thinking, and its important role in many narratives. It is asked whether scepticism about the notion of Character should have us reassess the dramatic and literary tradition which places such emphasis on Character.

Signals
Brian Skyrms

Published in print: 2010 Published Online: May 2010
Item type: book

This book presents an exploration of how fundamental signals are to our world. It uses a variety of tools — theories of signaling games, information, evolution, and learning — to investigate how meaning and communication develop. The book shows how signaling games
themselves evolve, and introduces a new model of learning with invention. The juxtaposition of atomic signals leads to complex signals, as the natural product of gradual process. Signals operate in networks of senders and receivers at all levels of life. Information is transmitted, but it is also processed in various ways. That is how we think — signals run around a very complicated signaling network. Signaling is a key ingredient in the evolution of teamwork, in the human but also in the animal world, even in micro-organisms. Communication and coordination of action are different aspects of the flow of information, and are both effected by signals.

Prologue
David F. Armstrong and Sherman E. Wilcox
in The Gestural Origin of Language
Published in print: 2007 Published Online: January 2008
Item type: chapter

This prologue begins with a description of an old thought experiment. The experiment imagines a situation where twenty-four human infants, twelve males and twelve females, are raised in a setting without any face-to-face interaction with or communication from anyone other than their own experimental peers. It is argued that the children's initial attempts to communicate would involve pointing to and touching or otherwise manipulating the other children and objects in their environment. This claim is reinforced by the experience of people who have tried to communicate with people whose language they don't know. In such circumstances, people often resort to pointing and pantomime to communicate. However, deaf people who encounter other deaf people from foreign countries are able to negotiate a visual code that results in basic communication. This is interesting since the signed languages of the deaf are quite diverse and not mutually comprehensible, and just as complex grammatically as spoken languages.

Epilogue
David F. Armstrong and Sherman E. Wilcox
in The Gestural Origin of Language
Published in print: 2007 Published Online: January 2008
Item type: chapter
This concluding chapter presents a summary of the main argument of the book, which is that signed languages are in an important sense not unique, that they are merely manifestations of the human language ability, unfamiliar only because language scientists of the time were not familiar with deaf people and their natural languages. It has been proposed that transformation of gesture into language lies at the heart of the origin of language, that just as grammaticization-as-ritualization accounts for the change from lexical to grammatical, it also accounts for the transformation of gesture into language. Ritualization is implicated in the phylogenetic evolution of language from nonlinguistic behaviours, with visible gestures playing a key role.

Humble Apologetics
John G. Stackhouse

Presents a conception of apologetics appropriate for the contemporary cultural context. This conception avoids the destructive and self-defeating problems of dogmatism and triumphalism, all-too-typical of most apologetics. Part I locates apologetics within the context of contemporary culture, discussing the most salient challenges to apologetical conversation in contemporary North American culture: pluralism, postmodernity, the problem of plausibility, and consumerism. Part II moves from analysis of the cultural context of apologetical conversation to a theological and epistemological exploration of the definition of apologetics. It establishes that a proper understanding and practice of apologetics will be located within the context of God's overarching mission of conversion and will also recognize its own limitations in light of several basic principles of epistemology guiding all decision making. This section defines apologetics as including anything that commends the truth, beauty, and goodness of Christianity, thereby rendering it more plausible. Several modes and objectives of apologetics are defined and apologetics itself is defended as a worthy engagement for Christians. In Part III, apologetics is located within the context of basic principles of communication, patterned after the ministry of Jesus Christ. A variety of audience-specific approaches to apologetics are defined and their usefulness is assessed in light of these principles. Practical applications are then drawn from these principles. The book concludes that apologetics must be reconceived as humble, i.e., as a defense of the faith that lovingly offers our neighbors what we think we know of the gospel of Jesus Christ, with the hope that God will bring others to encounter Jesus – as only he can.
How can we help African American and Latino students perform better in the classroom and on exams? Why are so many African American and Latino students performing less well than their Asian and White peers? Researchers have argued that African American and Latino students who rebel against “acting white” doom themselves to lower levels of scholastic, economic, and social achievement. However, this book argues that what is needed is a broader recognition of the unique cultural styles and practices that non-white students bring to the classroom. Based on extensive interviews and surveys of students in New York, the book demonstrates that the most successful negotiators of the American school systems are the multicultural navigators, culturally savvy teens who draw from multiple traditions, whether it be knowledge of hip hop or of classical music, to achieve their high ambitions. The book refutes the common wisdom about teenage behavior and racial difference, and shows how intercultural communication, rather than assimilation, can help close the black-white gap.

Medieval Marriage Sermons
David D'Avray (ed.)

Before the advent of printing, the preaching of the friars was the mass medium of the middle ages. This edition of marriage sermons reveals what a number of famous preachers actually taught about marriage, teasing out the close connection between marriage symbolism and social, cultural, and legal realities in the 13th century. The relation between genre, content, and gender is analysed, with particular attention to the likely impact of preaching, viewed as a means of intellectual power in competition with vernacular genres and other social forces. Its mass diffusion anticipated printing, but the means of production were those of the monastic scriptorium. The textual criticism and palaeographical analysis of these sermons undermine central assumptions of both medieval and early modern historians of the book, establishing a technique of textual criticism appropriate for texts of this kind. A pragmatic compromise between simple transcriptions which
ignore stemmatic relation and full-scale editions attempting to fit all manuscripts into a genealogical table, this book addresses both the sermon literature of the period and the understanding of marriage and its religious and cultural significance in the middle ages.

Philosophical Perspectives on Depiction
Catharine Abell and Katerina Bantinaki (eds)
Published in print: 2010 Published Online: September 2010
Publisher: Oxford University Press
Item type: book

Pictures are representations that depict their objects. Although depiction plays as important a role as language in contemporary culture and communication, its function is relatively poorly understood. This book of specially written chapters by leading philosophers offers to set the agenda for the philosophy of depiction. It addresses a wide range of philosophical issues, concerning the nature and value of depiction, the role of our perceptual processes in interpreting pictures, and the role of depiction in everyday communication.

Commentary 7.6
Joe Ravetz
in Addressing Tipping Points for a Precarious Future
Published in print: 2013 Published Online: January 2014
Publisher: British Academy
Item type: chapter

Tipping points can be approached by processes of visual thinking. These forms of understanding and connection assist communication and overall confidence in analysis. This is a process of complex adaptive thinking for grasping wholes, combining transdisciplinary thinking with creative design, and the connectivities between discrete and aggregated phenomena.

Conclusion
Veronica Ortenberg
in The English Church and the Continent in the Tenth and Eleventh Centuries: Cultural, Spiritual, and Artistic Exchanges
Published in print: 1992 Published Online: March 2012
Publisher: Oxford University Press
This chapter presents some concluding thoughts. This work is a study of the European connections of the English Church. But the considerable role of the national heritage from the early Anglo-Saxon period in the cultural, liturgical, devotional, and artistic fields must never be forgotten or overlooked. The English attitude in this respect was one of pride in both past and contemporary achievements, even when the English regarded some foreign cultural features as superior to their own. Hence, the borrowing of Continental elements, when it took place, was never indiscriminate, but prompted by a deliberate choice: some areas of influence appeared to be more appropriate than others at particular times. The choice to take or leave, as well as how much to take and how to incorporate it within the English tradition, was an ever-present one.

The Anti-Intellectual Presidency
Elvin T. Lim

Why has it been so long since an American president has effectively and consistently presented well-crafted, intellectually substantive arguments to the American public? Why have presidential utterances fallen from the rousing speeches of Lincoln, Teddy Roosevelt, Wilson, and FDR to a series of robotic repetitions of talking points and 60-second soundbites, largely designed to obfuscate rather than illuminate? This book draws on interviews with more than 40 presidential speechwriters to investigate this relentless qualitative decline, over the course of 200 years, in our presidents' ability to communicate with the public. The book argues that the ever-increasing pressure for presidents to manage public opinion and perception has created a “pathology of vacuous rhetoric and imagery” where gesture and appearance matter more than accomplishment and fact. The book tracks the campaign to simplify presidential discourse through presidential and speechwriting decisions made from the Truman to the present administration, explaining how and why presidents have embraced anti-intellectualism and vague platitudes as a public relations strategy. The book sees this anti-intellectual stance as a deliberate choice rather than a reflection of presidents' intellectual limitations. Only the smart, it suggests, know how to dumb down. The result, it shows, is a dangerous debasement of our political discourse and a quality of rhetoric which has been described, charitably, as “a linguistic struggle” and, perhaps more accurately, as “dogs barking idiotically through endless nights.”
This book examines the foreign and domestic policies of President George W. Bush's administration. The analysis begins with an account of how highly polarized — in terms of public opinion and electoral patterns — this presidency has proved to be (in a chapter by the editors). This is followed by chapters on the use of unilateral executive powers (by Louis Fisher and William Howell) and prerogative powers (by Richard Pious). Because the policy choices of the Bush presidency have had such fundamental effects both in domestic policy and in US foreign policy, three contributors (Thomas Langston, John Burke, James Pfiffner) then address the processes of decision making especially in respect to the war against Iraq. How the administration governs by a recurring process of campaigning is examined in chapters on public opinion and war (by Gary Jacobson), the promotional presidency (by Larry Jacobs), mobilizing congressional support for war (by Scott Blinder), and the White House communications system (by Martha Kumar). Finally, the way in which the Bush White House relates to congress and the process of building congressional coalitions to enact laws is the subject of chapters on ‘executive style’ of this administration (by Charles O. Jones) and the failure to reform social security (by Fiona Ross).

The Assumptive World of Welfare State Reform

Peter Taylor-Gooby

in Reframing Social Citizenship

This chapter develops the arguments about individual rational action and social and public policy discussed in Chapters 2 and 3 and relates them to social science theories of agency. It argues that a central problem of social science is the reconciliation of the everyday life experience of individual choice and agency with the evidence that people behave in ways that are co-ordinated and largely cohesive in societies. It distinguishes individual rational actor traditions from those that stress the role of normative principles and of symbolic communication and expressiveness in action. It shows how the individual rational actor
approach is increasingly attractive to policy makers, because it offers a framework in which policies can be developed and justified on the grounds that they reinforce an appropriate structure of incentives.

Transforming the 20th Century:

Vaclav Smil

in Transforming the Twentieth Century: Volume 2: Technical Innovations and Their Consequences

Published in print: 2006 Published Online: September 2006
Item type: chapter

Technical progress in the 20th century was based on the unprecedented technical advances that took place during the two pre-WWI generations (1867-1914). All of these fundamental and lasting inventions — most notably electricity generation, internal combustion engines, new materials, and new means of communication — had undergone major technical transformations that improved their performance, reliability, durability, and ease of use while lowering their cost. In addition, the century saw its share of new inventions and innovations, ranging from plastics to solid state electronics.

Relationships between IPR and Technology Catch-Up: Some Evidence from China

Lan Xue and Zheng Liang

in Intellectual Property Rights, Development, and Catch-Up: An International Comparative Study

Published in print: 2010 Published Online: May 2010
Item type: chapter

This chapter discusses the catch-up process of China post-1949, especially after the initiative of “Open Doors” since 1978. Domestic firms adapted to the intellectual property right system through gradual innovation, especially using utility models, i.e. petty patents. Even though most Chinese firms have not been able to become true innovators, several succeeded in developing innovative capabilities, such as Huawei, a communication equipment manufacturer. The litigation brought by Cisco against Huawei stimulated the formulation and improvement of Huawei’s IPR strategy and, gradually, Huawei has developed new collaborative relationships with multinationals. However,
this case is rather exceptional and most inventions are carried out by a handful of large firms. China's patent system has played an important role in stimulating innovation for both multinationals and domestic firms even though its net impact on technology transfer and domestic firms' catch-up is yet unclear.