

LAURA PENNY

"Penny takes aim with sizzling riff after riff." - Globe and Mail

**YOUR CALL
is IMPORTANT
TO US**



**THE TRUTH ABOUT
BULLSHIT**

Your Call Is Important To Us The Truth About Bullshit

John Edwards



Your Call Is Important To Us The Truth About Bullshit:

Your Call Is Important To Us Laura Penny, 2009-03-13 Ever been left spluttering over some fatuous fib trying to pass itself off as information even as fact Of course you have We all have It s bullshit and as Laura Penny sees it we re drowning in the stuff Your Call Is Important to Us is Penny s brilliant take on the all you can eat buffet of phoniness that is our lives today We live in an era of unprecedented bullshit production Penny says While bullshit is not new more money more media and more people at mics have led to a bullshit pandemic Today we are so used to exaggeration and obfuscation we rarely notice them any more Thank goodness we have Penny as our witty smart aleck guide through the phoniness of advertising and public relations the claptrap of big pharma the gobbledygook of the media and the poppycock of the service industry Along the way Penny takes direct aim at the major culprits and the insidious ways they distort reality As scathing as Michael Moore as incisive as Naomi Klein and as funny as Al Franken Penny s take on the bullshit factor in modern life is a page turner Penny has a cheeky riff on that revealing question If my call is so important she asks why doesn t anyone answer the damn phone

The Dictionary of Clichés Christine Ammer, 2013-11-05 The largest most comprehensive and most entertaining reference of its kind The Dictionary of Clichés features more than four thousand unique clichés and common expressions Author Christine Ammer explores the phrases and terms that enliven our language and uncovers expressions that have long been considered dead With each entry she includes a thorough definition origin of the term and an insightful example Some of the clichés brought into the limelight include Blood is thicker than water Monkey see monkey do Brass tacks Burn the midnight oil Change of heart Moral fiber By the book Whether clichés get under your skin or make you happy as a clam The Dictionary of Clichés goes the extra mile to provide an essential resource for students teachers writers and anyone with a keen interest in language And that s food for thought

The Troubled Rhetoric and Communication of Climate Change Philip Eubanks, 2015-05-15 Despite an overwhelming scientific consensus climate change remains one of the most controversial issues of our time Focusing on the rhetoric that surrounds the issue of climate change this groundbreaking book analyses why the debate continues to rage and examines how we should argue when winning the argument really matters Going beyond routine condemnations of the wildest statements made by religious fundamentalists or spokespeople for fossil fuel interests the book explains the mutually exacerbating problems that permit many of us greet catastrophic predictions with an equivocal shrug It argues that the argumentative situation around climate change makes a certain kind of skepticism fair minded skepticism not only possible but likely The book also strikes a hopeful note reminding us that people do change their minds in response to effective argumentation that appeals to deeply shared values Offering new insight into an ongoing academic discussion about the nature of argument and how it can be undertaken more effectively and ethically as well as a new perspective on the rhetoric of science and technology this book will be a valuable resource to students and scholars of climate change environmental humanities rhetoric environmental communication sociology and science and

technology studies *Rationalist Bias in Communication Theory* Shedletsky, Leonard, 2021-06-04 While communication theory has not recognized the implications of the social intuitionist model psychologists have gathered an impressive body of evidence to support the theory In social cognition research there was the idea that human inferential processes are conscious rational logical and accurate and this belief continues somewhat in the behavioral sciences although there is evidence that it is incorrect A fresh examination is needed on just how these inferences by the receiver and the implications by the sender carried out at high speed impact our understanding of the communication process Simply put until now the default case in communication theory is the belief that we consciously reason and then we act However that may not be entirely true Rationalist Bias in Communication Theory applies social intuition theory to human communication This book explores how research has missed accounting for a critical fact about human communication in the theories of communication namely that we as humans can respond to one another and to all kinds of stimuli faster than we can deliberate By applying intuitive cognition to communication a new light can be shed on the communication process which is what the chapters prove and discuss This book is valuable for social scientists practitioners researchers academicians and students interested in new theories in communication theory **Summary of Steven D. Levitt & Stephen J. Dubner's When to Rob a Bank**

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of Mass Media Ethics Lee Wilkins, Clifford G. Christians, 2008-09-17 This Handbook encapsulates the intellectual history of mass media ethics over the past twenty five years Chapters serve as a summary of existing research and thinking in the field as well as setting agenda items for future research Key features include up to date and comprehensive coverage of media ethics one of the hottest topics in the media community one stop shopping for historical and current research in media ethics experienced top tier editors advisory board and contributors It will be an essential reference on media ethics theory and research for scholars graduate students and researchers in media mass communication and journalism **The SAGE Handbook of Public Relations** Robert L. Heath, 2010-07-29 An unparalleled guide to the theory and practice of public relations Reflecting advances in theory research and application in the discipline since the publication of the Handbook of Public Relations in 2001 this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice Key Features Presents major theories in the words of the leading advocates for each theory Covers the full range of theory research and practice in the discipline Positions public relations as a positive force to help make society more fully functional Challenges academics and practitioners to identify best practices that can inform the work of those in the profession **Beyond Bullsh*t**, 2008-03-17 Beyond Bullsh t reveals the dynamics of bull and why it has become the corporate communication etiquette of choice It also explains how telling it straight contributes to personal well being and business success **Sociolinguistics: A Very Short Introduction** John Edwards, 2013-07-11 Sociolinguistics deals with the social life of language language in its sociocultural context It is a branch of linguistics that looks less at the shape or sound of words morphology or phonology and more at how our words and sentences are influenced by the society around us for instance how the accent or the dialect we use has been shaped by where we come from or which social class we belong to In this Very Short Introduction John Edwards offers the most up to date brief overview available of sociolinguistics with side trips into the sociology of language and psycholinguistics He considers such topics as the different social evaluations of languages and dialects the loaded significance of names and the importance of politically driven language planning and policy The relationship between language and gender sexist language the language of poverty and the intertwining of language and religion are also dealt with here Edwards stresses that while linguists see all dialects as equally valid in the wider world powerful attitudes have always placed language varieties in social hierarchies The author also looks at language more broadly examining the ways in which languages rise or fall the attempts to revive flagging or endangered varieties the reasons why some languages came to dominate others and the special dynamics that affect contact between big and small languages In both its role as our most powerful tool of communication and as the most immediate symbolic marker of human affiliation language is pre eminently a social phenomenon This compact volume offers an invaluable introduction to this vital aspect of language About the Series Oxford's Very Short Introductions series offers concise and original introductions to a wide range of subjects from Islam to Sociology Politics to Classics Literary Theory to History and Archaeology to the Bible

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The Five Literacies of Global Leadership Richard David Hames, 2015-06-10 New research has exposed our leadership paradigm as a outdated mess of flawed models and practices By working with great leaders and observing their common attitudes and behaviours Richard Hames has cracked a universal code based on intelligence appreciation and collaboration This code unlocks Five Literacies of Global Leadership These behaviours are the trade secrets of the artists and alchemists among us Often instinctively these leaders charge others with energy search for new perspectives and embrace diversity And they are driven by dialogue This book reveals approaches and attitudes that they all share and that can make anyone an exceptional leader

The Palgrave Handbook of Deceptive Communication Tony Docan-Morgan, 2019-04-29 Deception and truth telling weave through the fabric of nearly all human interactions and every communication context The Palgrave Handbook of Deceptive Communication unravels the topic of lying and deception in human communication offering an interdisciplinary and comprehensive examination of the field presenting original research and offering direction for future investigation and application Highly prominent and emerging deception scholars from around the world investigate the myriad forms of deceptive behavior cross cultural perspectives on deceit moral dimensions of deceptive communication theoretical approaches to the study of deception and strategies for detecting and deterring deceit Truth telling lies and the many grey areas in between are explored in the contexts of identity formation interpersonal relationships groups and organizations social and mass media marketing advertising law enforcement interrogations court politics and propaganda This handbook is designed for advanced undergraduate and graduate students academics researchers practitioners and anyone interested in the pervasive nature of truth deception and ethics in the modern world

Your Call Is (Not That) Important to Us Emily Yellin, 2010-08-17 Bring up the subject of customer service phone calls and the blood pressure of everyone within earshot rises exponentially Otherwise calm rational and intelligent people go into extended rants about an industry that seems to grow more inhuman and unhelpful with every phone call we make And Americans make more than 43 billion customer service calls each year Whether it s the interminable hold times the outsourced agents who can t speak English or the multitude of buttons to press and automated voices to listen to before reaching someone with a measurable pulse who hasn t felt exasperated at the abuse neglect and wasted time we experience when all we want is help and maybe a little human kindness *Your Call Is Not That Important to Us* is journalist Emily Yellin s engaging funny and far reaching

exploration of the multibillion dollar customer service industry and its surprising inner workings Yellin reveals the real human beings and often surreal corporate policies lurking behind its aggravating facade After reading this first ever investigation of the customer service world you ll never view your call center encounters in quite the same way Since customer service has a role in just about every industry on earth Yellin travels the country and the world meeting a wide range of customer service reps corporate decision makers industry watchers and Internet based consumer activists She spends time at outsourced call centers for Office Depot in Argentina and Microsoft in Egypt She gets to know the Mormon wives who answer JetBlue s customer service calls from their homes in Salt Lake City and listens in on calls from around the globe at a FedEx customer service center in Memphis She meets with the creators of the yearly Customer Rage Study customer experience specialists at Credit Suisse in Zurich the founder and CEO of FedEx and the CEO of the rising Internet retailer Zappos com Yellin finds out which country complains about service the most Sweden interviews an actress who provides the voice for automated answering systems at many big corporations and talks to the people who run a website GetHuman com that posts codes for bypassing automated voices and getting to an actual human being at more than five hundred major companies Yellin weaves her vast reporting into an entertaining narrative that sheds light on the complex forces that create our infuriating experiences She chronicles how the Internet and global competition are forcing businesses to take their customers needs more seriously and offers hope from people inside and outside the globalized corporate world fighting to make customer service better for us all *Your Call Is Not That Important to Us* cuts through corporate jargon and consumer distress to provide an eye opening and animated account of the way companies treat their customers how customers treat the people who serve them and how technology globalization class race gender and culture influence these interactions Frustrated customers smart executives and dedicated customer service reps alike will find this lively examination of the crossroads of world commerce the point where businesses and their customers meet illuminating and essential

Propaganda Henry Conserva,2009 This book was written in response to the wishes of several readers of my book *Propaganda Techniques* who wanted to have me probe somewhat deeper into the subject of propaganda After some discussions with teachers and students I used some of their ideas to come up with ten questions This gave me the title of this book *Propaganda A Question and Answer Approach* Having developed a list of question I went about the task of trying to answer them as best as I could My hope is that the book will be useful to teachers students persuasive writers and advertisers as well as general readers

Language Diversity in the Classroom John Edwards,2010 This book provides comprehensive coverage of language contact in classroom settings Particularly highlighted are the range and implications of attitudes towards languages and dialects with close attention to nonstandard varieties studies of Black English foreign language teaching and learning as well as broad consideration of the assumptions and intentions underpinning bilingual and multicultural education

Language and Identity John Edwards,2009-09-17 The language we use forms an important part of

our sense of who we are of our identity This book outlines the relationship between our identity as members of groups ethnic national religious and gender and the language varieties important to each group What is a language What is a dialect Are there such things as language rights Must every national group have its own unique language How have languages large and small been used to spread religious ideas Why have particular religious and linguistic markers been so central singly or in combination to the ways in which we think about ourselves and others Using a rich variety of examples the book highlights the linkages among languages dialects and identities with special attention given to religious ethnic and national allegiances

Science and Public Policy Aynsley J. Kellow, 2007-01-01 Argues that the virtual nature of much environmental science and the application of non science principles such as the precautionary principle facilitate the virtuous corruption of environmental science This book illustrates that the problem is widespread than this area alone would suggest and is common in the important field of climate science

Michael, we really have to talk . . . Michael O'Neill, 2015-07-14 Human Resources worker Michael O'Neill describes his long march through the institutions of the Australian public service He was explaining why he had just taken a very well paid public service position in the upper echelon of the Education Department Comrades he said I have been on the long march through the institutions There was enough auld lang syne in his phrase to resonate with our shared ratbag past enough residue of our onetime reverence for Mao enough nostalgia for 1968 to dissolve the tension and turn the talk to other things

Little Black Lies Jeff Gailus, 2012-10-01 Provocative passionate and populist RMB Manifestos are short and concise non fiction books of literary critical and cultural studies Beginning in 1967 and for just over 30 years the oil industry toiled in the relative obscurity of Northern Alberta as machines peeled away earth and boreal forest to exhume what has now become one of humanity's most precious and contentious resources bitumen As the years passed the bitumen mines sprawled poisonous tailings ponds spread toxins polluted the environment cancer reared its head downstream and the price of petroleum soared beyond all expectations As plans continue to build the Keystone and Northern Gateway pipelines a growing number of scientists journalists First Nations and environmentalists are fighting to raise the alarm about the implications and propaganda surrounding the world's largest energy project In his second RMB Manifesto Jeff Gailus dissects the global war on truth that has come to define the battle for oil It is a battle fought not with bullets and bombs but with a dark web of Little Black Lies that poses a threat not only to environmental and human health but to our moral and social well being

Opting Out Ana Sobral, 2012-01-01 Opting Out explores the theme of deviance as a form of protest in famous cult novels that have left an indelible mark on contemporary American culture from Jack Kerouac's On the Road to Chuck Palahniuk's Fight Club Adopting a generational lens it centers on the deviant heroes and literary spokesmen of two major cohorts the Baby Boomers and Generation X Here for the first time the cult texts that defined these generations are submitted to a critical analysis that allows them to enter into a dialogue or rather a heated debate with each other This opens new perspectives on the generation gap in America since 1945 offering

a dynamic look at the role of youth as agents of social change and cultural innovation The volume is of interest to students and researchers in contemporary American literature and culture as well as to fans of cult fiction in general The interdisciplinary approach to the themes of generational conflict and deviant behaviour also makes a significant contribution to the fields of sociology contemporary history and cultural studies

Uncover the mysteries within Explore with is enigmatic creation, **Your Call Is Important To Us The Truth About Bullshit**. This downloadable ebook, shrouded in suspense, is available in a PDF format (Download in PDF: *). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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