

## Disinformazia: La Comunicazione Al Tempo Dei Social Media

In this gripping, tightly plotted tale of espionage, Malko Linge investigates the suspicious death of a Russian oligarch in London. Boris Berezovsky is living in exile in London to avoid the wrath of Vladimir Putin. One morning, the unlucky oligarch is found dead in his bathroom, an apparent suicide. Their suspicions aroused, MI5 opens an investigation—but Prime Minister David Cameron orders the case closed. Alarmed at the renewal of Russian Cold War tricks and Moscow's increasingly close ties to London, the CIA dispatches Malko Linge to investigate Berezovsky's death and the British cover-up. With help from an alluring former CIA handler, Malko dives into the search for hard evidence of the Kremlin's involvement in the affair—putting himself directly in the crosshairs of the world's most efficient assassins.

Le teorie che nel tempo hanno preso a oggetto la comunicazione hanno dato vita a concettualizzazioni anche molto diverse tra loro, al punto che oggi il termine può assumere significati diversi, più o meno scientificamente fondati. Questa piccola introduzione al mondo della comunicazione cerca dunque di porre ordine, in modo semplice ma articolato, tra i diversi modelli di comunicazione che le varie teorie hanno disegnato. Si tratta di modelli spesso antitetici, che arrivano ad attribuire significati diversi agli stessi termini chiave. Proprio l'analisi lessicale è la chiave con cui Morcellini introduce in modo critico il lettore al mondo dei media studies. Che cosa c'è dentro le "macchine" della comunicazione, da quelle (solo apparentemente) ormai vecchie (radio, tv) alle tecnologie di ultima generazione? Quale ruolo spetta ai media come stimolatori di cultura? Quale intelligenza sociale si è installata nei mezzi di comunicazione? Qual è il contributo del mezzo nella costruzione di significati? Quale rapporto intercorre tra individui, collettività e comunicazione?

Phantasies of a Love Thief

Quintus Tullius Cicero (102 BC - 43 BC) was the younger brother of the celebrated orator, philosopher and statesman Marcus Tullius Cicero. He was born into a family of the equestrian order, as the son of a wealthy landowner in Arpinum, some 100 kilometres south-east of Rome. Cicero's well-to-do father arranged for him to be educated with his brother in Rome, Athens and probably Rhodes in 79-77 BC. He married about 70 BC Pomponia (sister of his brother's friend Atticus), a dominant woman of strong personality. He divorced her after a long disharmonious marriage with much bickering between the spouses in late 45 BC. His brother, Marcus, tried several times to reconcile the spouses, but to no avail. The couple had a son born in 66 BC named Quintus Tullius Cicero after his father. Quintus was Aedile in 66 BC, Praetor in 62 BC, and Proprætor of the Province of Asia for three years 61-59 BC. Under Caesar during the Gallic Wars, he was Legatus (accompanying Caesar on his second expedition to Britain in 54 BC and surviving a Nervian siege of his camp during Ambiorix's revolt), and under his brother in Cilicia in 51 BC. During the civil wars he supported the Pompeian faction, obtaining the pardon of Caesar later. During the Second Triumvirate when the Roman Republic was again in civil war, Quintus, his son, and his famous brother, were all proscribed. He fled from Tusculum with his brother. Later Quintus went home to bring back money for travelling expenses. His son, Quintus minor, hid his father, and did not reveal the hiding place although he was tortured. When Quintus heard this, he gave himself up to try and save his son; however, both father and son, and his famous brother, were all killed in 43 BC, as proscribed persons.

A Dictionary of Social Media

L'espresso

On Running for the Consulship

A State-by-State Guide to the Historic 2008 Presidential Election

Comunicazione e media

IL COGLIONAVIRUS QUINTA PARTE MEDIA E FINANZA

Politica, cultura, economia.

*Quelle place pour les marques politiques dans nos sociétés démocratiques occidentales ? Les personnalités politiques sont-elles des marques comme les autres ? Dans quelle mesure est-il riche et fécond de les penser comme telles - c'est-à-dire de façon métaphorique ? La situation est-elle identique en Europe et aux États-Unis ? Est-ce un simple effet de mode ou le reflet d'une dynamique plus profonde ? Comment s'opère l'importation, d'une part des concepts, d'autre part des techniques et des outils propres au marketing commercial, à l'intérieur du champ politique ? Quelles sont les conséquences de cette importation sur les comportements électoraux, les partis et, en fin de compte, sur l'espace démocratique lui-même ? Les idéologies ont-elles encore leur place et leur pertinence dans l'univers des marques politiques ? Autant de questions qui sont au coeur de ce cinquième numéro des Cahiers PROTAGORAS. Dès lors, sur la base de cas concrets et à partir d'un arsenal théorique toujours solidement étayé, les études réunies ici s'attacheront à analyser les évolutions, permanences et tendances fortes de la communication politique et de ses artisans - les « fabricants de messages ». Les stratégies et les méthodes (qu'elles soient nouvelles ou non) de ces derniers feront l'objet de réflexions de fond capables de relever la valeur autant que la logique de la métaphore initiale. On verra alors que les marques politiques peuvent représenter - au moins dans une certaine mesure - un moyen de faire émerger du sens là où celui-ci, de plus en plus, paraît vacant. Découvrez ce nouveau numéro des Cahiers Protagoras sur les marques politiques, leur dynamique et la place qu'elles occupent dans les sociétés démocratiques. EXTRAIT Les marques politiques ont ainsi vocation à investir la dimension relationnelle ainsi que l'imaginaire du citoyen-consommateur, ce dernier recherchant moins un projet politique découlant d'une conviction qu'un univers, une expérience le connectant à une communauté de consommateur. C'est ce caractère affectif et émotionnel - comme propriété supplémentaire de la marque politique - qui nous intéresse ici, dans ce qu'elle apporte au réenchâtement global du politique par la consommation. De fait, l'émotion,*

*qu'elle soit positive ou négative, déclenche des réactions, conduit les électeurs à sélectionner les informations qu'ils jugent pertinentes et légitimes de leurs choix (Marcus 2002). Le marketing s'intéresse depuis longtemps au caractère affectif des marques (les consommateurs se prononçant, en partie, affectivement sur les marques, en convoquant différents registres : rationnel (en répondant à un argumentaire), émotionnel (en répondant à une séduction). L'émotion doit ici remplir le rôle de médium entre la marque et ses consommateurs. L'objectif est de mobiliser de manière durable. À PROPOS DE L'AUTEUR Nicolas Baygert et Loïc Nicolas sont tous deux membres du laboratoire d'idées PROTAGORAS rattaché à l'Institut des Hautes Études des Communications Sociales - IHECS (Bruxelles).*

*Peace of Mind (De Tranquillitate Animi) is a dialogue written by Seneca the Younger during the years 49 to 62 A.D. It concerns the state of mind of Seneca's friend Annaeus Serenus, and how to cure Serenus of anxiety, worry and disgust with life. For the modern reader, this short, powerful work offers insight into how to think like a Stoic. It is a road-map for guiding the mind to, in Seneca's words, "always pursue a steady, unruffled course... be pleased with itself, and look with pleasure upon its surroundings, and experience no interruption of this joy, but abide in a peaceful condition without being ever either elated or depressed."*

*Leggere il codice della propria città, a piedi. #euapiedi è l'esperienza del cammino urbano raccontato sui social network. Una vera e propria community digitale nata per caso e diventata un fenomeno globale, con migliaia di foto postate su Instagram da ogni parte del mondo. Le città, che spesso rappresentano solo il perimetro fisico della nostra quotidianità, offrono agli uomini infiniti spazi di azione e d'immaginazione. Ma chi può davvero permettersi di muoversi nel tessuto urbano a piedi, senza correre rischi? Qual è veramente il livello di sicurezza delle nostre città? E noi siamo veri abitanti o ci limitiamo a frequentare i luoghi in cui viviamo? Possiamo essere noi cittadini i promotori di una narrazione positiva delle nostre città, tale da attrarre l'attenzione di turisti e "abitanti culturali"? L'osservatorio di #euapiedi può dirci molto su questi e altri temi, come lo street food, il commercio di prossimità, l'architettura urbana, il "made in", l'innovazione che nasce, la storia e la cultura che hanno fatto le nostre città.*

*Including Poems by His Heteronyms: Alberto Caeiro, Ricardo Reis [and] Alvaro de Campos, as Well as Some of His English Sonnets and Selections from His Letters*

*Active Measures*

*Dizionario delle parole russe che s'incontrano in italiano*

*Reset*

*The Essence of Nihilism*

*RHS Botany for Gardeners*

**DisinformaziaThe Truth SocietyScience, Disinformation, and Politics in Berlusconi's ItalyCornell University Press**

**Fifteen famous love poems and cabaret songs written in the 1930s by W. H. Auden, including 'Funeral Blues' as featured in the film Four Weddings and a Funeral.**

**"Bertoldo writes letters to the magpie, the cicada, and the pallet, and they answer him. Both microcosm and macrocosm, the book startles. His suggestive, philosophical lines make us pause and think: "We win / through the atmosphere that praises the shadows." He hears "the tone / that whispers with the leaves / when they fall." His words make us wish we were poets ourselves; they urge us to listen with new ears, to see with new eyes: "Between Your unbuckled bones / eroded by the sea / you sully the voice / of a song."--Emanuel di Pasquale.**

**Poetry. Middle Eastern Studies. Wandering from Detroit to Haifa, Tripoli to Brooklyn, the poems of FOUR CITIES reveal the underbelly of cities, bearing witness to narratives of love, occupation and faith. These testimonies are harvested from displaced landscapes, histories and languages, revealing the unsettled lives of immigrants. Using urgent, haunting language, Alyan evokes the unlikely backdrop of Palestinian bazaars and Midwestern junkyards, policed checkpoints and boisterous nightclubs. A Lebanese village burns while lovers kiss in Paris. A traveler unpacks her grief in the homes of strangers. This lyrical collection captures the interplay between adopted and imposed homes, the poignant legacy of exile.**

**A Companion to Applied Philosophy**

**The Caurapañcasika Attributed to Bilha?a**

**The Witness of Poetry**

**Peace of Mind**

**The Other Venice**

Essays discuss the isolation of the poet, the tension between classicism and realism, the impact of reductionism, and the state of poetry in Europe

"Poems . . . like folk tales told by a child with an impishly surrealistic streak" from the Pulitzer Prize-winning author of *The World Doesn't End* (Library Journal). In this volume, "Simic writes so simply that his words fall like drops of water, but they ripple outward to evoke an ominous and numinous world" (The Washington Post Book World). He fills the wee hours of his poetry with angels and pigs, riddles and cemeteries. With empty offices and dolls that smile. With the sound of bare feet upstairs and a single kiss before the shadows converge. His is a rich, haunted world of East European memory and American present—a world of his own creation, one always full of luminous surprise.

"The poems . . . come from a vision of the world that, once experienced, prevents us from ever dozing again, that prevents us, for that matter, from feeling confidently awake."

—Los Angeles Times "One of the most original poets writing today, Simic has a gift for startling juxtapositions . . . Homely images, in Simic's hands, take on an eerie combination of the marvelous and the absurd . . . There are few poets writing today whose

sense of wonder is so palpable.” —Library Journal Praise for Charles Simic “Few contemporary poets have been as influential—or as inimitable—as Charles Simic.” —The New York Times Book Review “He has infused American poetry with the freshest and most original style and imagery since e.e. cummings.” —St. Louis Post-Dispatch “His poems are crowded with uncanny presence, which he challenges with flirtatious directness.” —The New Yorker

Semiotics, or the study of signs, plays an increasingly important role within marketing as a guide to psychological and social aspects of communication. Jean-Marie Floch provides an introduction to the potential offered by a semiotic approach to a variety of marketing and communication problems or situations. Key semiotic concepts and principles are gradually introduced using real life studies.

Noelle Molé Liston's *The Truth Society* seeks to understand how a period of Italian political spectacle, which regularly blurred fact and fiction, has shaped how people understand truth, mass-mediated information, scientific knowledge, and forms of governance. Liston scrutinizes Italy's late twentieth-century political culture, particularly the impact of the former prime minister and media mogul Silvio Berlusconi. By doing so, she examines how this truth-bending political era made science, logic, and rationality into ideas that needed saving. With the prevalence of fake news and our seeming lack of shared reality in the "post-truth" world, many people struggle to figure out where this new normal came from. Liston argues that seemingly disparate events and practices that have unfolded in Italy are historical reactions to mediatized political forms and particular, cultivated ways of knowing. Politics, then, is always sutured to how knowledge is structured, circulated, and processed. *The Truth Society* offers Italy as a case study for understanding the remaking of politics in an era of disinformation.

Science, Disinformation, and Politics in Berlusconi's Italy

Phantasies of a Love Thief

The Art and Science of Gardening Explained & Explored

The Truth Society

Hotel Insomnia

The Secret History of Disinformation and Political Warfare

*Born Liquid* is the last work by the great sociologist and social theorist Zygmunt Bauman, whose brilliant analyses of liquid modernity changed the way we think about our world today. At the time of his death, Bauman was working on this short book, a conversation with the Italian journalist Thomas Leoncini, exactly sixty years his junior. In these exchanges with Leoncini, Bauman considers, for the first time, the world of those born after the early 1980s, the individuals who were 'born liquid' and feel at home in a society of constant flux. As always, taking his cue from contemporary issues and debates, Bauman examines this world by discussing what are often regarded as its most ephemeral features. The transformation of the body – tattoos, cosmetic surgery, hipsters – aggression, bullying, the Internet, online dating, gender transitions and changing sexual preferences are all analysed with characteristic brilliance in this concise and topical book, which will be of particular interest to young people, natives of the liquid modern world, as well as to Bauman's many readers of all generations.

This fascinating dictionary covers the whole realm of social media, providing accessible, authoritative, and concise entries centred primarily on websites and applications that enable users to create and share content, or to participate in social networking. From the authors of the popular *Dictionary of Media and Communication*, Daniel Chandler and Rod Munday, comes a title that complements and supplements their previous dictionary, and that will be of great use to social media marketing specialists, bloggers, and to any general internet user.

E' comodo definirsi scrittori da parte di chi non ha arte né parte. I letterati, che non siano poeti, cioè scrittori stringati, si dividono in narratori e saggisti. E' facile scrivere "C'era una volta..." e parlare di cazzate con nomi di fantasia. In questo modo il successo è assicurato e non hai rompiballe che si sentono diffamati e che ti querelano e che, spesso, sono gli stessi che ti condannano. Meno facile è essere saggisti e scrivere "C'è adesso..." e parlare di cose reali con nomi e cognomi. Impossibile poi è essere saggisti e scrivere delle malefatte dei magistrati e del Potere in generale, che per logica ti perseguitano per farti cessare di scrivere.

Devastante è farlo senza essere di sinistra. Quando si parla di veri scrittori ci si ricordi di Dante Alighieri e della fine che fece il primo saggista mondiale. Le vittime, vere o presunte, di soprusi, parlano solo di loro, inascoltati, pretendendo aiuto. Io da vittima non racconto di me e delle mie traversie. Ascoltato e seguito, parlo degli altri, vittime o carnefici, che l'aiuto cercato non lo concederanno mai. "Chi non conosce la verità è uno sciocco, ma chi, conoscendola, la chiama bugia, è un delinquente". Aforisma di Bertolt Brecht. Bene. Tante verità soggettive e tante omertà son tasselli che la mente corrompono. Io le cerco, le filtro e nei miei libri compongo il puzzle, svelando l'immagine che dimostra la verità oggettiva censurata da interessi economici ed ideologie vetuste e criminali. Rappresentare con verità storica, anche scomoda ai potenti di turno, la realtà contemporanea, rapportandola al passato e proiettandola al futuro. Per non reiterare vecchi errori. Perché la massa dimentica o non conosce. Denuncio i difetti e caldeggio i pregi italici. Perché non abbiamo orgoglio e dignità per migliorarci e perché non sappiamo apprezzare, tutelare e promuovere quello che abbiamo ereditato dai nostri avi. Insomma, siamo bravi a farci del male e qualcuno deve pur essere diverso!

A groundbreaking classic of contemporary philosophy for the first time in English translation Between 1961 and 1970, Emanuele Severino was subjected to a thorough investigation by the Vatican Inquisition. The "fundamental incompatibility" identified between his thought and Christian doctrine ejected him from his position as Professor of Philosophy at the Catholic University in Milan. *The Essence of Nihilism*, published in 1972, was the first book to follow his expulsion, and it established Severino's preeminent position within the constellation of contemporary philosophy. In this groundbreaking and classic book—now for the

first time available in English—Severino reinterprets the history of Western philosophy as the unfolding of “the greatest folly,” that is, of the belief that “things come out of nothing and fall back into nothing.” According to Severino, such a typically Western understanding of reality has resulted in a conviction that there is a radical “nothingness” to existence. In turn, this justifies the treatment of the world as an object of exploitation, degradation and destruction. To move beyond Western nihilism, suggests Severino, we must first of all “return to Parmenides.” Joining forces with the most venerable of Greek philosophers, Severino confutes nihilism’s “path of night”, and develops a new philosophy grounded on the principle of the eternity of reality and of every single existent thing.

Le città attraversate a piedi e raccontate su Instagram

Complotti e raggiri

Secrets of the City

Poems

Hauton Timorumenos of Terence

The Aspern Papers

**A monumental new translation of Giuseppe Ungaretti's poetry, now available in a bilingual edition, reveals the literary strengths of the inventor of the modernist movement in Italy. Reprint.**

**To know a city is to become intimately intertwined with its nooks, crevices, secret passageways, and dark places where its lifeblood flows—and what city has more of those than Venice? In *The Other Venice*, Predrag Matvejevic ventures past the infamous canals and cobblestone streets of the tourist's Venice to find the heart of the ancient Italian metropolis. A lyric re-imagining of the City of Romance, *The Other Venice* utterly reconfigures the Venetian landscape, as Matvejevic follows both real and imaginary maps, contemporary and historical, to trace out the details of this sensuous city. He probes into what the ancient metropolis means to its people, the nation, and global culture. But he also finds hints of life in the smallest and most mundane details—ancient bridges, rust-flecked boats, wall sculptures, rivers, and piazzas scattered throughout the city. Each has a little-known story and with Matvejevic as our guide, he reveals the stories behind them all. The book carries readers to a Venice that has escaped the eyes of writers, artists, and photographers through the centuries, and Matvejevic by turns plays a historian, cartographer, anthropologist, and philologist as he unravels elusive artifacts of time past. Arresting black-and-white photographs by renowned photographer Sarah Quill accompany the text, offering a silent testament to Matvejevic's pilgrimage. A fascinating and beautifully written guide, *The Other Venice* reminds us that there is always another mystery to uncover in the city of water and stone.**

**'Clever... valuable introduction to the study of plant science.' - *Gardeners Illustrated*** RHS Botany for Gardeners is more than just a useful reference book on the science of botany and the language of horticulture - it is a practical, hands-on guide that will help gardeners understand how plants grow, what affects their performance, and how to get better results. Illustrated throughout with beautiful botanical prints and simple diagrams, RHS Botany for Gardeners provides easy-to-understand explanations of over 3,000 botanical words and terms, and show how these can be applied to everyday gardening practice. For easy navigation, the book is divided into thematic chapters covering everything from Plant Pests, and further subdivided into useful headings such as 'Seed Sowing' and 'Pruning'. 'Botany in Action' boxes provide instantly accessible practical tips and advice, and feature spreads profile the remarkable individuals who collected, studied and illustrated the plants that we grow today. Aided by this book, gardeners will unlock the wealth of information that lies within the intriguing world of botanical science - and their gardens will thrive as a result. This is the perfect gift for any gardener. Contents Includes... The Plant kingdom Growth, Form and Function Inner Workings Reproduction The Beginning of Life External Factors Pruning Botany and the Senses Pest, Diseases and Disorders Botanists and Botanical Illustration ... And Much More!

**The Aspern Papers** is a novella set in Venice. A young man travels to the city and takes lodgings with an old woman--the former lover of the dead American poet Aspern. The man believes the old woman still has some letters from Aspern and he ingratiates himself with her niece in an attempt to find them. Suspense builds around the motives and actions of James' masterfully drawn characters.

L'univers des marques politiques

COMUNISTI E POST COMUNISTI PARTE PRIMA SE LI CONOSCI LI EVITI

MEDIOPOLI PRIMA PARTE

Born Liquid

CULTUROPOLI SECONDA PARTE

Pro M. Caelio Oratio

*This detailed overview and analysis of the results of Barack Obama's historic 2008 presidential win gives us the inside state-by-state guide to how Obama achieved his victory, and allows us to see where the country stood four years ago. Although much has changed in the nearly four years since, *How Barack Obama Won* remains the essential guide to Obama's electoral strengths and offers important perspective on his 2012 bid. The votes in each state for Obama and McCain are broken down by percentage according to gender, age, race, party, religious affiliation, education, household income, size of city, and according to views about the most important issues (the economy, terrorism, Iraq, energy, healthcare), the future of the economy (worried, not worried) and the war in Iraq (approve, disapprove).*

*Applied philosophy has been a growing area of research for the last 40 years. Until now, however, almost all of this research has been centered around the field of ethics. *A Companion to Applied Philosophy* breaks new ground, demonstrating that all areas of philosophy, including epistemology, metaphysics, philosophy of science, and philosophy of mind, can be applied, and are relevant to questions of everyday life. This perennial topic in philosophy provides an overview of these various applied philosophy developments, highlighting similarities and differences between various areas of applied philosophy, and examining the very nature of this topic. It is an area to which many of the towering figures in the history of philosophy have contributed, and this timely *Companion* demonstrates how various historical contributions are actually contributions within applied philosophy, even if they are not traditionally seen as such. The *Companion* contains 42 essays covering major areas of philosophy; the articles themselves are all original contributions to the literature and represent the state of the art on this topic, as well as offering a map to the current debates.*

*An early and influential champion of cubism, Apollinaire was seminal in the revolutionary art style of Surrealism, a term he coined some seven years before Breton formally founded the movement. This text was originally published in 1910.*

*This revelatory and dramatic history of disinformation traces the rise of secret organized deception operations from the interwar period to contemporary internet troll farms We live in the age of disinformation—of organized deception. Spy agencies pour vast resources into hacking, leaking, and forging data, often with the goal of weakening the very foundation of liberal democracy: trust in facts. Thomas Rid, a renowned expert on technology and national security, was one of the first to sound the alarm. More than four months before the 2016 election, he warned that Russian military intelligence was “carefully planning and timing a high-stakes political campaign” to disrupt the democratic process. But as crafty as such so-called active measures have become, they are not new. The story of modern disinformation begins with the post-Russian Revolution clash between communism and capitalism, which would come to define the Cold War. In Active Measures, Rid reveals startling intelligence and security secrets from materials written in more than ten languages across several nations, and from interviews with current and former operatives. He exposes the disturbing yet colorful history of professional, organized lying, revealing for the first time some of the century’s most significant operations—many of them nearly beyond belief. A White Russian ploy backfires and brings down a New York police commissioner; a KGB-engineered, anti-Semitic hate campaign creeps back across the Iron Curtain; the CIA backs a fake publishing empire, run by a former Wehrmacht U-boat commander, that produces Germany’s best jazz magazine. Rid tracks the rise of leaking, and shows how spies began to exploit emerging internet culture many years before WikiLeaks. Finally, he sheds new light on the 2016 election, especially the role of the infamous “troll farm” in St. Petersburg as well as a much more harmful attack that unfolded in the shadows. Active Measures takes the reader on a guided tour deep into a vast hall of mirrors old and new, pointing to a future of engineered polarization, more active and less measured—but also offering the tools to cut through the deception.*

*Bestiary, Or, The Parade of Orpheus*

*Revenge of the Kremlin*

*Beneath the Signs, the Strategies*

*Calvario Delle Gru*

*Informazione bugiarda e reticente*

*Fifteen Poems*

*Rappresentare con verità storica, anche scomoda ai potenti di turno, la realtà contemporanea, rapportandola al passato e proiettandola al futuro. Per non reiterare vecchi errori. Perché la massa dimentica o non conosce. Denuncio i difetti e caldeggio i pregi italici. Perché non abbiamo orgoglio e dignità per migliorarci e perché non sappiamo apprezzare, tutelare e promuovere quello che abbiamo ereditato dai nostri avi. Insomma, siamo bravi a farci del male e qualcuno deve pur essere diverso! Questo libro a più voci si interroga su una vasta materia compendiabile in due domande: quante e quali sono le facce della post-verità e se di post-verità, di verità alternative, è lecito discorrere in una fase già avanzata della civiltà digitale. Il vero, il falso ? e le mille sfumature intermedie che li separano ? caratterizzano il menu informativo di un presente convulso e contraddittorio e di una pubblica opinione mai così compulsivamente informata e altrettanto debolmente formata. C'è poi l'area, fascinosa e romanzesca, del complotto, della verità nascosta, filtrata e custodita da poteri evocati come occulti. Le “verità alternative” si generano, infatti, in modo incontrollato e obbediscono alla logica dell'avversione e della differenza rispetto a quelle dell'establishment scientifico, culturale e politico che tradizionalmente guida le scelte collettive. Da qui un'opinione pubblica miscredente, o superstiziosamente disposta a credere a un linguaggio onirico, generalmente ambiguo e volutamente non decodificabile, che però opera sulle credenze, sui simboli e, quindi, sull'inconscio delle persone.*

*The personal notebooks of our new Poet Laureate.*

*Selected Poems*

*La Chute Des Temps*

*Tell Me the Truth about Love*

*Semiotics, Marketing and Communication*

*Four Cities*

*Selected Poems by Fernando Pessoa*