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The book of "Plant Pathology, Microbiology and Disease Management" included the experiment Safety in Laboratory, Aseptic Technique and Germination test for fungal spore, Preparation of Nutrient Agar media, Demonstration of Koch's Postulates, Bio-Control of Plant Pathogen by Trichoderma Sps. Definition, Structure, Character, Formulations & types and Mode of Action and Classification of Fungicides, Pesticides. Plant Protection Equipment used for spraying. It also includes study of various diseases symptoms, lifecycle of causal organism and control measure of Diseases of Cereals, Pulses, Vegetables Oilseeds cash Crops Etc. The Handbook of Media for Clinical Microbiology is a comprehensive compilation of the formulations, methods of preparation, and applications for media used in the clinical microbiology laboratory. This valuable reference offers in-depth descriptions for more than 850 media. Flavour is key to the acceptance of cheese products among consumers and is therefore a critical issue for professionals in the dairy industry. However, the manufacture of cheeses that are consistently safe and flavourful often eludes scientists. Developments such as high throughput genome sequencing and metabolite analysis are having a significant impact on research, leading to the development of new tools to control and improve the flavour of cheese. With contributions from an international array of acclaimed authors, Improving the flavour of cheese, provides crucial reviews of recent research in the field. The book begins with a summary of cheese ripening and the compounds associated with cheese flavour. Part one discusses the metabolism of specific substrates to flavour compounds by microbes associated with milk and cheese. Part two reviews the influence of ingredients, processing and certain chemical and physical factors on cheese flavour. Part three addresses the measurement of cheese flavour. The book concludes with a selection of case studies on specific product types such as hard Italian, brined cheese, as well as low fat and soft-ripened cheeses. Improving the flavour of cheese provides a unique review of emerging techniques and ideas to control the flavour of cheese. This original book will be a standard reference for those concerned with the development and manufacture of cheese. Discusses the wealth of research in the area of flavour development Reviews the influence of ingredients, processing and certain chemical and physical factors on cheese flavour Concludes with a selection of case studies on specific product types Written by industry expert, LaRoux Gillespie, this handbook is the most comprehensive book on burr removal and the treatment of edges ever published. Armed with

this in-depth guide to deburring technologies, any engineer involved with part manufacturing will quickly discover how to accurately identify and evaluate the most efficient and cost effective deburring option(s) for a specific application. This groundbreaking work details 100 internationally recognized deburring and edge finishing processes you can employ. It also offers you an extensive base of technical information on a vast array of tools, applications and procedures available. From burr prevention in the design phase to actual burr removal on the line, you will be better prepared to deal with burrs and edge defects and also determine what tolerance level is acceptable for quality production standards - before it becomes a shopfloor problem. Learn how to weigh aesthetic and functional justifications across a wide array of mechanical, thermal, chemical, electrical and manual techniques. It also contains formulations and uses of media for isolation, culture, identification, and maintenance of microorganisms. The entries are arranged alphabetically by medium name and include synonyms, sources, and more. This reference contains the most comprehensive compilation of microbiological media available in a single volume. The only resou

In the big data era, data storage is one of the cores in the whole information chain, which includes production, transfer, sharing, and finally processing. Over the years, the growth of data volume has been explosive. Today, various storage services need memories with higher density and capacity. Moreover, information storage in the big data applic

Resounding the Rhetorical offers an original critical and theoretical examination of composition as a quasi-object. As composition flourishes in multiple media (digital, sonic, visual, etc.), Byron Hawk seeks to connect new materialism with current composition scholarship and critical theory. Using sound and music as his examples, he demonstrates how a quasi-object can and does materialize for communicative and affective expression, and becomes a useful mechanism for the study and execution of composition as a discipline. Through careful readings of Serres, Latour, Deleuze, Heidegger, and others, Hawk reconstructs key concepts in the field including composition, process, research, collaboration, publics, and rhetoric. His work delivers a cutting-edge response to the state of the field, where it is headed, and the possibilities for postprocess and postwriting composition and rhetoric. This book proposes a broad-based multiliteracies theory and praxis for college writing curriculum. Khadka expands on the work of the New London Group's theory of multiliteracies by integrating work from related disciplinary fields such as media studies, intercultural communication, World Englishes, writing studies, and literacy studies to show how they might be brought together to aid in designing curriculum for teaching multiple literacies, including visual, digital, intercultural, and multimodal, in writing and literacy classes. Building on insights developed from qualitative analysis of data from the author's own course, the book examines the ways in which diverse groups of students draw on existing literacy practices while also learning to cultivate the multiple literacies, including academic, rhetorical, visual, intercultural, and multimodal, needed in mediating the communication challenges of a globalized world. This approach allows for both an exploration of students' negotiation of their cultural, linguistic, and modal differences and an examination of teaching practices in these classrooms, collectively demonstrating the challenges and opportunities afforded by a broad-based multiliteracies theory and praxis. This book will be of particular interest to scholars and researchers in writing studies, rhetoric and communication studies, multimodality, media studies, literacy studies, and language education.

ORAL DRUG DELIVERY FOR MODIFIED RELEASE FORMULATIONS Provides pharmaceutical development scientists with a detailed reference guide for the development of MR formulations Oral Drug Delivery for Modified Release Formulations is an up-to-date review of the key aspects of oral absorption from modified-release (MR) dosage

forms. This edited volume provides in-depth coverage of the physiological factors that influence drug release and of the design and evaluation of MR formulations. Divided into three sections, the book begins by describing the gastrointestinal tract (GIT) and detailing the conditions and absorption processes occurring in the GIT that determine a formulation's oral bioavailability. The second section explores the design of modified release formulations, covering early drug substance testing, the biopharmaceutics classification system, an array of formulation technologies that can be used for MR dosage forms, and more. The final section focuses on in vitro, in silico, and in vivo evaluation and regulatory considerations for MR formulations. Topics include biorelevant dissolution testing, preclinical evaluation, and physiologically-based pharmacokinetic modelling (PBPK) of in vivo behaviour. Featuring contributions from leading researchers with expertise in the different aspects of MR formulations, this volume: Provides authoritative coverage of physiology, physicochemical determinants, and in-vitro in-vivo correlation (IVIVC) Explains the different types of MR formulations and defines the key terms used in the field Discusses the present status of MR technologies and identifies current gaps in research Includes a summary of regulatory guidelines from both the US and the EU Shares industrial experiences and perspectives on the evaluation of MR dosage formulations Oral Drug Delivery for Modified Release Formulations is an invaluable reference and guide for researchers, industrial scientists, and graduate students in general areas of drug delivery including pharmaceutics, pharmaceutical sciences, biomedical engineering, polymer and materials science, and chemical and biochemical engineering. Combining a comprehensive literature review with original empirical research on young people's use of new media, this book provides a fresh and in-depth discussion of the increasingly complex relationship between the media and childhood, the family and the home. We can no longer imagine our daily lives without media and communication technologies. At the start of the 21st century, the home is being transformed into the site of a multimedia culture. This book looks at the discussions around the potential benefits of this new media and asks: What impact are the new media having on childhood and adolescence? Are these technologies changing the nature of young people's leisure and sociability? and has the participation of children in private and public life changed? Biotechnology in Industrial Waste Treatment and Bioremediation addresses the increasingly important topic of waste treatment. Focusing on microbiological degradation of contaminants, it offers a representative picture of the current status of environmental biotechnology and lays a solid foundation of the methods and applications of bioremediation. The expert presentations of case studies in this new book demonstrate successful treatment schemes and technologies meeting regulatory standards. These case studies represent an international cross-section of strategies for developing and implementing the evolving technologies of bioremediation. Biotechnology in Industrial Waste Treatment and Bioremediation examines the primary waste streams, including air, water, soils, and sediments, and explores specific treatment methodologies for industrial and environmental contaminants. This broad and unique coverage allows treatment firms and regulatory authorities to determine and develop appropriate treatment strategies for site-specific problems of waste remediation. The observations and successful field applications compiled in Biotechnology in Industrial Waste Treatment and Bioremediation make it an excellent reference for understanding, evaluating, developing, and operating efficient and cost-effective full-scale treatment systems. Actionable Media' illuminates the new wave of digital communication and culture emerging from the rise of ubiquitous computing. Digital technology plays a vital role in today's need for instant information access. The simplicity of acquiring and

publishing online information presents new challenges in establishing and evaluating online credibility. *Online Credibility and Digital Ethos: Evaluating Computer-Mediated Communication* highlights important approaches to evaluating the credibility of digital sources and techniques used for various digital fields. This book brings together research in computer mediated communication along with the affects digital culture and online credibility. This is a major collection of essays examining the legacy of Friedrich Kittler in the turn towards Media Philosophy. Winner of the 2015 CCCC Outstanding Book Award As our field of composition studies invites students to compose with new media and multimedia, we need to ask about other possibilities for communication, representation, and making knowledge--including possibilities that may exceed those of the letter, the text based, the composed. In this provocative look at how composition incorporates new forms of media into actual classrooms, Jonathan Alexander and Jacqueline Rhodes argue persuasively that composition's embrace of new media and multimedia often makes those media serve the rhetorical ends of writing and composition, as opposed to exploring the rhetorical capabilities of those media. Practical employment of new media often ignores their rich contexts, which contain examples of the distinct logics and different affordances of those media, wasting the very characteristics that make them most effective and potentially revolutionary for pedagogy. *On Multimodality: New Media in Composition Studies* urges composition scholars and teachers to become aware of the rich histories and rhetorical capabilities of new media so that students' work with those media is enlivened and made substantive. *Production of Biologicals from Animal Cells in Culture* reviews the state of the art in animal cell biotechnology, with emphasis on the sequence of events that occur when generating a biological from animal cells in culture. Methods that enable adjustment of nutrient feed streams into perfusion bioreactors so as to increase productivity are described. A number of issues are also addressed, such as the usefulness of the fingerprint method for cell characterization. Comprised of 135 chapters, this book begins with an overview of the problems and benefits of animal cell culture, followed by a discussion on the isolation of immortal murine macrophage cell lines. The reader is systematically introduced to the use of DNA fingerprinting to characterize cell banks; immortalization of cells with oncogenes; lipid metabolism of animal cells in culture; and energetics of glutaminolysis. Subsequent chapters explore serum-free and protein-free media; the physiology of animal cells; gene expression in animal cell systems; and animal cell bioreactors. The monitoring and assay of animal cell parameters are also considered, along with downstream processing and regulatory issues. This monograph will be of interest to students, practitioners, and investigators in the fields of microbiology and biotechnology. The new communication technologies play a major role in the lives of children & adolescents, who have available an almost continual diet of highly vivid, on demand, audiovisual images. In order to paint a comprehensive picture of children's media environment & media use patterns, a national study of the media environment & media habits of U.S. children ages 2 through 18 years was undertaken. This report includes results for two nationally representative samples totaling 3,155 children ages 2-18 years, including over-samples of both Black & Hispanic children. In addition, week-long media use diaries were collected from 621 of these children. **USE FIRST TWO PARAGRAPHS ONLY FOR GENERAL CATALOGS...** This volume offers a response to three ongoing needs: * to develop the main composition principles pertinent to the visual communication medium of television; * to establish the field of television aesthetics as an extension of the broader field of visual literacy; and * to promote television aesthetics to both students and consumers of television. Based on effective empirical research from three

axes -- perception, cognition, and composition -- the aesthetic principles of television images presented are drawn from converging research in academic disciplines such as psychology (perceptual, cognitive, and experimental), neurophysiology, and the fine arts (painting, photography, film, theater, music, and more). Although the aesthetics of the fine arts were traditionally built on contextual theories that relied heavily on subjective evaluation, on critical analyses, and on descriptive research methods, the aesthetics of today's visual communication media consider equally valuable empirical methodologies found in all sciences. Investigations in these different academic disciplines have provided the constructs and strengthened the foundations of the theory of television aesthetics offered in this book. Special features include: * a great variety of pictures supporting the topics discussed; * a thorough, up-to-date, and specifically related bibliography for each of the major parts of the book; * computer drawings illustrating the concepts examined in the text; * scientific data -- tables and charts -- documenting the research findings cited; * simplified explanations of the processes of visual, auditory, and motion perceptions of images, enhanced by specific diagrams; * detailed analyses of the threefold process of stimulation, perception, and recognition of televised images; and * workable, easy-to-understand and use rules of picture composition, visual image evaluations, and television program appreciation. This book constitutes the refereed proceedings of the 4th International COST 237 Workshop, held in Lisboa, Portugal, in December 1997 of the European COST Programme on Multimedia Telecommunication Services. The 12 revised full papers presented were selected from 24 submissions. The topics covered include multimedia presentation, QoS Control, electronic commerce, CORBA and DCE, real-time multimedia, multimedia conferencing, multicast networking, heterogeneous communications environments, and others. As new media mature, the changes they bring to writing in college are many and suggest implications not only for the tools of writing, but also for the contexts, personae, and conventions of writing. An especially visible change has been the increase of visual elements--from typographic flexibility to the easy use and manipulation of color and images. Another would be in the scenes of writing--web sites, presentation "slides," email, online conferencing and coursework, even help files, all reflect non-traditional venues that new media have brought to writing. By one logic, we must reconsider traditional views even of what counts as writing; a database, for example, could be a new form of written work. The authors of *Writing New Media* bring these ideas and the changes they imply for writing instruction to the audience of rhetoric/composition scholars. Their aim is to expand the college writing teacher's understanding of new media and to help teachers prepare students to write effectively with new media beyond the classroom. Each chapter in the volume includes a lengthy discussion of rhetorical and technological background, and then follows with classroom-tested assignments from the authors' own teaching. This Volume Is Extensively Updated To Cover Current Applications And Edited To Eliminate Old Topics. It Covers Modern Multimedia (Video And Audio) And Methods Such As Hypermedia And Web-Based Learning To Address The Practical Needs Of Teachers. It Also Includes A Discussion Of Open-Ended Learning Environments. In *THE TWO VIRTUALS*, Alex Reid shows that to understand the relationship between our traditional, humanistic realm of thought, subjectivity, and writing and the emerging virtual space of networked media, we need to recognize the common material space they share. The book investigates this shared space through a study of two, related conceptions of the virtual. The first virtual is quite familiar; it is the virtual reality produced by modern computing and networks. The second, less familiar, virtual comes from philosophy. It lies in the periphery of more familiar postmodern concepts, such as deconstruction, the rhizome, and

simulation. In drawing the connection between the two virtuals of philosophy and networked media, Reid draws upon research in computers and writing, rhetoric and composition, new media studies, postmodern and critical theory, psychology, economics, anthropology, and robotics. This book is designed as a reference book and presents a systematic approach to analyze evolutionary and nature-inspired population-based search algorithms. Beginning with an introduction to optimization methods and algorithms and various enzymes, the book then moves on to provide a unified framework of process optimization for enzymes with various algorithms. The book presents current research on various applications of machine learning and discusses optimization techniques to solve real-life problems. • The book compiles the different machine learning models for optimization of process parameters for production of industrially important enzymes. The production and optimization of various enzymes produced by different microorganisms are elaborated in the book. • It discusses the optimization methods that help minimize the error in developing patterns and classifications, which further helps improve prediction and decision-making. • Covers the best-performing methods and approaches for optimization sustainable enzymes production with AI integration in a real-time environment. • Featuring valuable insights, the book helps readers explore new avenues leading towards multidisciplinary research discussions. The book is aimed primarily at advanced undergraduates and graduates studying machine learning, data science and industrial biotechnology. Researchers and professionals will also find this book useful.

The SADC Protocol on Gender and Development is the only sub-regional instrument in the world that brings together global and continental commitments to gender equality in one instrument used to enhance accountability. The Southern African Gender Protocol Alliance is a network of country and regional NGOs that campaigned for the Protocol, its updating, implementation and tracking. Originally aligned to the Millennium Development Goals that expired in 2015, SADC Gender Ministers updated the Protocol and aligned it to the Sustainable development Goals (SDGs), Beijing Plus Twenty and the Africa Agenda 2063 in 2016. In July 2017, the Ministers adopted a Monitoring, Evaluation and Results Framework (MERF) that is now the basis of reporting. 2018 marks the tenth anniversary of the SADC Gender Protocol and the Barometer. Moving with the times, the Alliance has expanded the two yardsticks in the Barometer: the SADC Gender and Development Index (SGDI) and the Citizen Score Card (CSC). The Barometer incorporates many MERF and SDG indicators, as well as its own unique measures of voice, choice and control. The Barometer also introduces the Gender Responsive Assessment of Constitutions and Laws conducted by Alliance experts and networks around the region. A wealth of data, insights and analysis awaits all readers of the Barometer, that will also be made available online and in multi-media formats. The "SADC we want" is one in which citizens engage; step it up for gender equality, and make sure we achieve Planet 50/50 by 2030! Create compelling paintings by mastering compositional techniques While happy accidents may occasionally contribute to producing strong, eye-catching paintings, conscious painting is more important. According to author Frank Webb, "Composition is more important than fact, technique, or subject." To create compelling, expressive works, you must make the composition the foundation of your plan. This book provides example-by-example demonstrations of how you can achieve this. The works of 24 professional artists included in this book give you an over-the-shoulder look at how to apply composition techniques. Armed with this information, you can paint a powerful picture and--just as importantly--analyze and improve a work that has gone wrong. "Strengthen Your Paintings with Dynamic Composition" is an indispensable addition to the artist's library that you will read and re-read. Webb's

memorable instruction will guide the beginner through composition challenges and serve as a reference for the more experienced painter. Frank Webb, a professional artist since 1947, is a Dolphin Fellow of the American Watercolor Society, which he has represented in international exhibitions in Canada, New York, England, Scotland, and Mexico City. A guest instructor in all 50 states, juror, and lecturer, Webb has received over 110 major medals and awards from national competitions, including six from the American Watercolor Society. Collectors of Webb's paintings include National Taiwan Arts Education Center, Baylor University, Palmer Museum of Art at Penn State University, Portland Museum of Art, and South Arkansas Arts Center, to name a few. Webb is featured in "Who's Who in American Art" and "Who's Who in the East," and he is also a member of the Allied Artists of America, Audubon Artists, the Rocky Mountain National Watermedia Association, and many other art associations." This book constitutes the refereed proceedings of the 5th International Symposium on Practical Aspects of Declarative Languages, PADL 2003, held in New Orleans, LA, USA, in January 2003. The 23 revised full papers presented together with 3 invited contributions were carefully reviewed and selected from 57 submissions. All current aspects of declarative programming are addressed.

"Denis McQuail's Mass Communication Theory is not just a seminal text in the study of media and society - it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here." - Mark Deuze, Indiana University and Leiden University "This is a unique work tested by time and generations of students around the world - North, South, East and West." - Kaarle Nordenstreng, University of Tampere "McQuail's Mass Communication Theory continues to be the clearest and best introduction to this sprawling field." - Anders Hansen, University of Leicester With over 125,000 copies sold, McQuail's Mass Communication Theory has been the benchmark for studying media and communication for more than 25 years. It remains the most authoritative and comprehensive introduction to the field and offers unmatched coverage of the research literature. It covers everything a student needs to know of the diverse forms of mass communication today, including television, radio, newspapers, film, music, the internet and other forms of new media. Denis McQuail shows that more than ever, theories of mass communication matter for the broader understanding of society and culture. Unmatched in coverage and used across the globe, this book includes: Explorations of new media, globalization, work, economy, governance, policy, media audiences and effects New boxed case studies on key research publications, to familiarize students with the critical research texts in the field Definitions, examples, and illustrations throughout to bring abstract concepts to life. McQuail's Mass Communication Theory is the indispensable resource no student of media and communication studies can afford to be without.

Composition in Convergence: The Impact of New Media on Writing Assessment considers how technological forms--such as computers and online courses--transform the assessment of writing, in addition to text classroom activity. Much has been written on how technology has affected writing, but assessment has had little attention. In this book, author Diane Penrod examines how, on the one hand, computer technology and interactive material create a disruption of conventional literacy practices (reading, writing, interpreting, and critique), while, on the other hand, the influence of computers allows teachers to propose and develop new models for thinking and writing to engage students in real-world settings. This text is intended for scholars and educators in writing and composition, educational assessment, writing and technology, computers and composition, and electronic literacy. In addition, it is appropriate for graduate students planning to teach and assess electronic writing or teach in online environments. What

is the status quo of the Namibian media system? What radio and TV stations, what newspapers and magazines compete for the attention of the Namibian citizen? What is the situation regarding press freedom and the formal education prospective journalists receive? How do Namibian journalists select news? Is the so far European-focused News Value Theory a sensible explanatory approach for that? How does news selection differ from Namibia to Germany, from private to state media in Namibia, from print to broadcasting? These are some of the central issues author Andreas Rothe addresses in this English language version of his diploma thesis. This introduction to fashion is aimed at students of fashion design across the world. By following the design process, from historical and commercial industry context to final collection presentation, the book provides a clear guide for students as they discover what designing for fashion entails. Along the way they will explore a wide variety of hands-on, creative methodologies of design ideation, development, and presentation. Supported by inspirational visual content—fashion photography, fashion illustration, sketchbook artwork, technical drawings, and infographics—and case studies, the book offers a unique overview of the fashion industry. The Rhetoric of Cool: Composition Studies and New Media offers a historical critique of composition studies' rebirth narrative, using that critique to propose a new rhetoric for new media work. Author Jeff Rice returns to critical moments during the rebirth of composition studies when the discipline chose not to emphasize technology, cultural studies, and visual writing, which are now fundamental to composition studies. Rice redefines these moments in order to invent a new electronic practice. The Rhetoric of Cool addresses the disciplinary claim that composition studies underwent a rebirth in 1963. At that time, three writers reviewed technology, cultural studies, and visual writing outside composition studies and independently used the word cool to describe each position. Starting from these three positions, Rice focuses on chora, appropriation, commutation, juxtaposition, nonlinearity, and imagery—rhetorical gestures conducive to new media work-- to construct the rhetoric of cool. An innovative work that approaches computers and writing issues from historical, critical, theoretical, and practical perspectives, The Rhetoric of Cool challenges current understandings of writing and new media and proposes a rhetorical rather than an instrumental response for teaching writing in new media contexts. This book constitutes the thoroughly refereed post-conference proceedings of the 7th International ICST Conference on Mobile Multimedia Communications (MOBIMEDIA 2011) held in Cagliari, Italy, in September 2011. The 26 revised full papers presented were carefully selected from numerous submissions and focus topics such as quality of experience, dynamic spectrum access wireless networks in the TV white spaces, media streaming, mobile visual search, image processing and transmission, and mobile applications. "The Encyclopedia of Library and Information Science provides an outstanding resource in 33 published volumes with 2 helpful indexes. This thorough reference set--written by 1300 eminent, international experts--offers librarians, information/computer scientists, bibliographers, documentalists, systems analysts, and students, convenient access to the techniques and tools of both library and information science. Impeccably researched, cross referenced, alphabetized by subject, and generously illustrated, the Encyclopedia of Library and Information Science integrates the essential theoretical and practical information accumulating in this rapidly growing field." "What any body is—and is able to do—cannot be disentangled from the media we use to consume and produce texts." ---from the Introduction. Kristin Arola and Anne Wysocki argue that composing in new media is composing the body—is embodiment. In *Composing (Media) = Composing (Embodiment)*, they have brought together a powerful set of essays that agree on the need for compositionists—and their students—to

engage with a wide range of new media texts. These chapters explore how texts of all varieties mediate and thereby contribute to the human experiences of communication, of self, the body, and composing. Sample assignments and activities exemplify how this exploration might proceed in the writing classroom. Contributors here articulate ways to understand how writing enables the experience of our bodies as selves, and at the same time to see the work of (our) writing in mediating selves to make them accessible to institutional perceptions and constraints. These writers argue that what a body does, and can do, cannot be disentangled from the media we use, nor from the times and cultures and technologies with which we engage. To the discipline of composition, this is an important discussion because it clarifies the impact/s of literacy on citizens, freedoms, and societies. To the classroom, it is important because it helps compositionists to support their students as they enact, learn, and reflect upon their own embodied and embodying writing. Like. Share. Comment. Subscribe. Embed. Upload. Check in. The commands of the modern online world relentlessly prompt participation and encourage collaboration, connecting people in ways not possible even five years ago. This connectedness no doubt influences college writing courses in both form and content, creating possibilities for investigating new forms of writing and student participation. In this innovative volume, Sarah J. Arroyo argues for a “participatory composition,” inspired by the culture of online video sharing and framed by theorist Gregory Ulmer’s concept of electracy. Electracy, according to Ulmer, “is to digital media what literacy is to alphabetic writing.” Although electracy can be compared to digital literacy, it is not something shut on and off with the power buttons on computers or mobile devices. Rather, electracy encompasses the cultural, institutional, pedagogical, and ideological implications inherent in the transition from a culture of print literacy to a culture saturated with electronic media, regardless of the presence of actual machines. Arroyo explores the apparatus of electracy in many of its manifestations while focusing on the participatory practices found in online video culture, particularly on YouTube. Chapters are devoted to questions of subjectivity, definition, authorship, and pedagogy. Utilizing theory and incorporating practical examples from YouTube, classrooms, and other social sites, Arroyo presents accessible and practical approaches for writing instruction. Additionally, she outlines the concept of participatory composition by highlighting how it manifests in online video culture, offers student examples of engagement with the concept, and advocates participatory approaches throughout the book. Arroyo presents accessible and practical possibilities for teaching and learning that will benefit scholars of rhetoric and composition, media studies, and anyone interested in the cultural and instructional implications of the digital age.

Plant cell culture is an essential methodology in plant sciences, with numerous variant techniques depending on the cell type and organism. *Plant Cell Culture* provides the reader with a concise overview of these techniques, including basic plant biology for cell culture, basic sterile technique and media preparation, specific techniques for various plant cell and tissue types including applications, tissue culture in agriculture, horticulture and forestry and culture for genetic engineering and biotechnology. This book will be an essential addition to any plant science laboratory's bookshelf.

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