Brilliant. Sharp. Inspiring.
Now Online.

www.veryshortintroductions.com

VERY SHORT INTRODUCTIONS
Branding Toolkit for Librarians
About this Branding Toolkit

This Branding Toolkit is a resource designed to help you to create materials to promote Very Short Introductions to your library patrons.

It contains product descriptions, logos, banners, images, fonts, and colors to help you develop materials for use at your institution to help you drive awareness and usage of Very Short Introductions at your library.

The images contained within this toolkit are for promotional use. Please contact us at library.marketing@oup.com if you require the files for any of these images.
About Very Short Introductions

Launched in print by Oxford University Press in 1995, Very Short Introductions offer concise introductions to a diverse range of subject areas from Climate to Consciousness, Game Theory to Ancient Warfare, Privacy to Islamic History, Economics to Literary Theory.

Since the series was launched it has continued to offer new books each year for students and scholars, and the avidly curious, offering a bridge between reference content and higher academic work. All titles provide intelligent and serious introductions to a huge range of subjects, written by experts in the field who combine facts, analysis, new ideas, and enthusiasm to make challenging topics highly readable.

Available via institutional subscription, Very Short Introductions are now available on a new online resource, offering scholars and students OUP's premier publishing series in an easily discoverable, fully cross-searchable, and highly accessible format.
## Very Short Introductions - Messaging

### For Lecturers

Add books to reading lists with permanent linking (using static DOIs), ensuring students can return to each book again and again

Each title is fully searchable, allowing multiple students to read assigned chapters, or whole books, cross-referencing between titles, and extracting references and quotations

Share content and search results with students and colleagues using integrated e-mail and social bookmarking tools

### For Students

Consider study options, embark on a new module, topic, or essay, or revise a particular topic or subject

Use comprehensive interlinking with other OUP resources, enhancing journeys from introductory material to advanced content – or for quick reference on key topics.

Remotely access books from anywhere and at any time – read and research on-the-go

### For Researchers

Find the most relevant content quickly and easily using sophisticated search and browse functions and intelligent linking

Make notes and highlight quotations, and then save along with favourite books and chapters to access in future sessions

Export citations to your reference management software
Product copy

Strapline


Short product description

Available on institutional subscription, hundreds of Very Short Introductions are now available on an online resource that offers scholars and students OUP's premier publishing series in an easily discoverable, fully cross-searchable, and highly accessible format. From Climate to Consciousness, Game Theory to Ancient Warfare, Privacy to Islamic History, you’ll find what you’re looking for online!

Product URL

www.veryshortintroductions.com
Launched in print by Oxford University Press in 1995, *Very Short Introductions* offer concise introductions to a diverse range of subject areas from *Climate* to *Consciousness*, *Game Theory* to *Ancient Warfare*, *Privacy* to *Islamic History*, *Economics* to *Literary Theory*.

Since the series was launched it has continued to offer new books each year for students and scholars, and the avidly curious, offering a bridge between reference content and higher academic work. All titles provide intelligent and serious introductions to a huge range of subjects, written by experts in the field who combine facts, analysis, new ideas, and enthusiasm to make challenging topics highly readable.

Available via institutional subscription, hundreds of *Very Short Introductions* are now available on a new online resource, offering scholars and students OUP's premier publishing series in an easily discoverable, fully cross-searchable, and highly accessible format.

**Features include:**
- Comprehensive inter-linking with other OUP resources to support and enhance user journeys from introductory material to advanced content.
- Abstracts and key words available at a book and chapter level.
- Sophisticated search and browse functions which will help users find the most relevant content quickly and easily.
- Regular updating with the newest *Very Short Introductions*.
- Permanent linking (using static DOIs), great for reading lists, ensuring students can return to each title again and again, year after year.
- A personalization area where users can save favourite books, chapters, titles, abstracts, and searches to access in future sessions.
Very Short Introductions – <SUBJECT NAME>

Very Short Introductions are a print series first published by OUP in 1995, which aims to change the way you think about the things that interest you, and are the perfect introduction to subjects you previously knew nothing about.

This prestigious series is now available on an online resource that offers scholars and students OUP's premier publishing series in an easily discoverable, fully cross-searchable, and highly accessible format.

Then add in subject specific copy:

Arts and Humanities
This module provides access to hundreds of titles in the arts and humanities subject area, ranging from Classics and Ancient Philosophy, to Film Music and Sociolinguistics. Discover more, including select free chapters, on the Arts and Humanities overview page.

History
This module provides access to titles in the history subject area, ranging from the Druids and The Aztecs, to Twentieth Century Britain and Magic.

Literature
This module provides access to titles in the literature subject area, ranging from French and German Literature to Bestsellers and Literary Theory.

Philosophy
This module provides access to titles in philosophy, ranging from Kant and Locke, to The Meaning of Life and Ethics.

Religion
This module provides access to titles in the religion subject area, ranging from Hinduism and Catholicism, to The Bible and The Koran.

Law
This module provides access to titles in Law, ranging from Forensic Science and Medical Law, to Human Rights and the Philosophy of Law.

Medicine and Health
This module provides access to titles in the medicine and health subject area, ranging in topics from Cancer and The History of Medicine, to Anaesthesia and Psychiatry.

Science and Mathematics
This module provides access to titles in the science and mathematics subject area, ranging from Chaos and Superconductivity to Fossils and Fractals. Discover more, including select free chapters, on the Science and Mathematics overview page.

Physics
This module provides access to titles in the physics subject area, ranging from Particle Physics and Superconductivity to Relativity and Galaxies.

Psychology
This module provides access to titles in the psychology subject area, ranging from Happiness and Dreaming, to Memory and Consciousness.

Social Sciences
This module provides access to titles in the social science subject area, ranging from Economics and Risk to Sociology and Politics. Discover more, including select free chapters, on the Social Sciences overview page.

Politics
This module provides access to titles in the politics subject area, ranging from International Relations and American Presidency to Globalization and the United Nations.
Product Branding/Visual Elements

The branding for *Very Short Introductions* aims to maintain the well-known and visually stunning look of the print series, using the brush strokes and three individual colours.

This branding is reflected in all of the *Very Short Introductions* marketing materials, from logos and web banners to posters and bookmarks.
Typefaces and Palette

Lithos Pro (only available in uppercase) for VSI headings/key messages:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Helvetica Neue for all other copy

Palette

<table>
<thead>
<tr>
<th>Type</th>
<th>CMYK Print</th>
<th>RGB Online</th>
<th>HEX Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>VSI Dark Green</td>
<td>100/40/70/0</td>
<td>0/122/108</td>
<td>#007a6c</td>
</tr>
<tr>
<td>VSI Orange</td>
<td>20/50/100/0</td>
<td>207/139/45</td>
<td>#cf8b2d</td>
</tr>
<tr>
<td>VSI Teal Green</td>
<td>90/35/40/5</td>
<td>0/127/141</td>
<td>#007f8d</td>
</tr>
<tr>
<td>VSI Silver</td>
<td>0/0/0/20</td>
<td>209/211/212</td>
<td>#d1d3d4</td>
</tr>
<tr>
<td>VSI Grey</td>
<td>0/0/0/80</td>
<td>88/89/91</td>
<td>#58595b</td>
</tr>
</tbody>
</table>
Logos

Square logo

Other web logos

Product logo
Welcome to Very Short Introductions


Discover a new topic or subject with these intelligent and serious introductions written by authors who are experts in their field. Find out more...

See the full list of titles currently available.

Hundreds of VSIs, in dozens of subjects...

Browse all VSIs... or browse by subject

Just published: new VSIs on Food, Fractals, and Marine Biology

Helpful Resources
- Resources for users
- Resources for authors
- Subject overviews
- Use the online tour or read the FAQs
- Recommend to your librarian

For Librarians
- How to subscribe
- Resources for librarians
- Download MARC records

NEWS

September 28, 2013

Very Short Introductions are now available online!

Discover VSIs or one single online platform to the first time...

More News »

Search Results page

You are looking at 1-10 of 1,144 chapters for:

6. Women
Peter Harmsworth and David Robb
In Radical Literature: A Very Short Introduction

6. Women: Abstract 'Women' notes that, from the early 15th century, literate women began to inc:

5. Women in history, women in The Histories
Jennifer T. Roberts
In History: A Very Short Introduction

5. Women in history, women in The Histories: Abstract 'Women in history, women in The Histories:'

5. Women and family
Nina de Rothschild
In Islam: A Very Short Introduction (2nd edn)

Usual women, Delivering men and believing women, Devout men and devout women, Sincere men and...
6. Narrative

Chapter: 6

Author(s): Jonathan Culler

DOL: 10.1093/acprof:oso/9780199535406.001.0006

Abstract

According to ‘Narrative’, stories are the main way we make sense of things, whether in thinking of our lives as a progression leading somewhere or in telling ourselves what is happening in the world. Literary and cultural theory have increasingly claimed cultural centrality for narrative. The theory of narrative (narratology) has been an active branch of literary theory, and literary study relies on theories of narrative structure, on notions of plot, of different kinds of narrative, of narrative techniques. The practice of narrative, as we might call it, both attempts to understand the components of narrative and analyses how particular narratives achieve their effects.

Once upon a time, literature meant almost all poetry. The novel was a modern upstart, too close to biography or chronicle to be genuinely literary, a popular form that could not aspire to the high callings of lyric and epic poetry. But in the 19th century, the novel eclipsed poetry, both as what writers write and what readers read and, since the 1960s, narrative has come to dominate literary education as well. People still study poetry—often, it is required—but novels and short stories have become the core of the curriculum.

This is not just a result of the emergence of a mass readership, who belong to a world that includes readers.