Chapter 1
Software and Emerging Technologies for Education, Culture, Entertainment, and Commerce

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ABSTRACT
In the current work the bidirectional relationships existing between education, culture, entertainment, and trade are presented. A state-of-the-art of the main components is made through of the rhetoric questions. One resorts to rhetorics as a communicative technique to detect not only the keys of the present but also the new horizon for the new technologies of information and interactive communication, whether it is in the immediate future or long term. Finally, in the set of rhetoric questions, some analyze knowledge and/or experiences over two decades in the field of computer science and the interactive multimedia systems in some cities of the Mediterranean in the European continent.

INTRODUCTION
The rhetoric question is without any doubt one of the instruments that have served for centuries to pave new roads in scientific research, irrespective of whether they were formal or factual sciences. Although it is a question that is asked without waiting for an answer, it admits two modalities of presentation: the “interrogation”, with answers of the binary kind, that is, yes or no, and the “quaesitum” if the answer answer has to be more precise. Obviously we are inside the context of the speech. That is, its transversal character of several disciplines of the sciences allows it to analyze and systemize whether it is the procedures and techniques of the use of language.

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Some procedures and techniques which have been perfected along the centuries since their inception in classical Greece, placing its use for the first time in the current Sicilian city of Syracuse – 485 B.C (Kennedy, 1994). It was there where was esteemed the eloquence or the art of speaking well in a rather judiciary than literary context (at the time, some members of the democratic people would try to get back lands which had been unfairly taken away from them by the tyrant authorities, resorting to oratory for such an end). Consequently, the public and free word is always related to rhetoric. Not for nothing, many of the advances inside software engineering, computer sciences, systems, are born from rhetoric questions. However, we can’t forget that persuasive aspect of the language as those used by the ancient inhabitants of Syracuse (Kennedy, 1994; Aristotles, 2004). Theoretically (the historical sources still are split on the issue) in the year 450 B.C. Corax of Syracuse elaborated a communication system to speak in front of the audience. Later on, Tisias, a disciple of Corax, would spread it from Syracuse to Athens (Kennedy, 1994; Aristotles, 2004). The truth is that the rhetoric would already be used by the Greek traders. A modality which abuses the use of rhetoric in our days is the use of percentages when discussing the Internet. That is, there is an exaggerate use of the commercial language in the face of the sciences and the disciplines that make it up. Some examples are the hours that the users stay connected from the home, the office, the multimedia phone devices, etc. the potential number of students who will be wired from the elementary schools in the emerging countries in a present lapse of time, the use of certain software or hardware for the communications among businesses, etc. In few words, percentage figures whose sources of information are of doubtful validity or scientific truthfulness but which keep a great persuasive effect in the new millennium to the public who listens to those percentage values.

Now in the face of the reality of those examples, currently there are in agreement to the semiotics notions of Umberto Eco, “apocalyptic and integrated” (Eco, 1996), that is, those who have a positive view and a negative one in the face of such reality. The positive view stems from those professionals coming from sciences diametrically opposed to the disciplines on which they work scientifically, resort to the notions of interdisciplinarity, transdisciplinarity, etc. so that everything merges in a new set of sciences, instead of looking for the common elements among them that is, discover the intersection areas. The reason for this behaviour in the field of the education, culture, entertainment and commerce is due to the obtainment of profits with the minimal effort and in the least possible time. Here is how our quartet interrelates with the ethical and aesthetical aspect which can be found from the first treatises of the rhetoric written by Aristotle in his work “Rhetorics” and completed in the “Rhetoric to Alexander”, written by Anaximenes of Lampscacus (Kennedy, 1994; Lucaites, 1998), The former is more practical in regard to the aspects of eloquent speech, whereas the latter is more philosophical (Matsen, 1990; Enos, 2010). That is, it is aimed at the theoretical aspects.

**DUALITY BETWEEN THEORY AND PRACTICE**

The current biunivocal duality should be constant and balanced in the sciences related to the new technologies inside the context of the ICTs (information and communication technologies). However, the balance is broken out of financial or commercial reasons which make that everything that turns around computer science must be profitable in the least possible time, including education. An education which does not take into consideration whether it is public, private or mixed.

The public study centres do not have enough resources to buy the latest technological breakthroughs in hardware and/or software for their practice labs. Fortunately inside the context of the