
Rhetoric And Culture Sage Pub

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Rhetoric in the Human Sciences SAGE
The first-ever thorough exploration and discussion of the rhetorical model of social invention [RSI] (initially conceived by rhetorical theorist William R. Brown) for today's students and scholars.

A Reader in Communication and American Culture SAGE

Organizational Rhetoric introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary

society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter. Features and Benefits: - The first unit in the text will introduce the details of analyzing situations and identifying strategies - The second unit will examine six specific recurring rhetorical situations for organizations - Organizational schema centered on situations and

strategies - Use of real-life case studies - Focus on careers in organizational rhetoric - Focus on thinking critically about organizations in society

Popular Culture SAGE

"Will be a very useful tool for any student trying to make sense of the vast expanses of contemporary cultural theory and criticism. Well-written and admirably self-reflective, it combines rigorous explications and applications of many of the most influential concepts and theorists." - Lawrence Grossberg, University of North Carolina "Accessible and insightful throughout; offering help to both experienced and inexperienced students of cultural theory. Highly recommended." - John Storey, University of Sunderland

Doing Cultural Theory teaches more than just the basics of cultural theory. It unpacks its complexities with real-life examples, and shows readers how to link theory and practice. This book: Offers accessible introductions to how cultural studies has engaged with key theories in structuralism, poststructuralism and postmodernism Teaches straightforward ways of practising these theories so students learn to think for themselves Uses 'practice' boxes to show students how to apply cultural theory in the real world Guides students through the literature with carefully selected further reading recommendation. Other textbooks only show how others have analyzed and

interpreted the world. **Doing Cultural Theory** takes it a step further and teaches students step-by-step how to do cultural theory for themselves.

Rhetoric in Popular Culture SAGE

Presents the collection of primary-source readings built around the idea that communication theory is a field with an identifiable history and has developed within seven main traditions of thought - the rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical traditions.

The SAGE Handbook of Gender and Communication SAGE Publications

"Genuinely transnational in content, as sensitive to the importance of production as consumption, covering the full range of approaches from political economy to textual analysis, and written by a star-studded cast of contributors" - Emeritus Professor Graeme Turner, University of Queensland "Finally, we have before us a first rate, and wide ranging volume that reframes television studies afresh, boldly synthesising debates in the humanities, cultural studies and social sciences...This volume should be in every library and media scholar's bookshelf." - Professor Ravi Sundaram, Centre for the Study of Developing Societies

Bringing together a truly international spread of contributors from across the UK, US, South America, Mexico and Australia, this Handbook charts the field of television studies from issues of ownership and regulation through to reception and consumption. Separate chapters are dedicated to examining the roles of journalists, writers, cinematographers, producers and manufacturers in the production process, whilst others explore different formats including sport, novella and soap opera, news and current affairs, music and reality TV. The final section analyses the pivotal role played by audiences in the contexts of gender, race and class, and spans a range of topics from effects studies to audience consumption. The SAGE Handbook of Television Studies is an essential reference work for all advanced undergraduates, graduate students and academics across broadcasting, mass

communication and media studies.

Cultures of the Everyday SAGE

Television Criticism, Third Edition by Victoria O'Donnell provides a foundational approach to the nature of television criticism. Rhetorical studies, cultural studies, representation, narrative theories, and postmodernism are introduced for greater understanding and appreciation of the critical perspectives on television with in-depth methods of criticism. Illustrated with contemporary examples, this updated Third Edition includes a new, extensive sample critical analysis of The Big Bang Theory and reflects recent changes in the ways television is viewed across multiple devices and the impact of the Internet on television.

Television Criticism SAGE Publications India

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. Consumer Culture is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester

Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give:

- A history of the rise of consumer culture around the world;
- A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and
- A compelling discussion of the politics underlying our consumption practices.

An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.

Discourse, Rhetoric and Social Construction

SAGE Publications

The SAGE Handbook of Rhetorical Studies

surveys the latest advances in rhetorical scholarship, synthesizing theories and practices across major areas of study in the field and pointing the way for future studies. Edited by Andrea A. Lunsford and Associate Editors Kirt H. Wilson and Rosa A. Eberly, the Handbook aims to introduce a new generation of students to rhetorical study and provide a deeply informed and ready resource for scholars currently working in the field.

Representation SAGE

"In Architects of Memory: Information and Rhetoric in a Networked Archival Age, Nathan R. Johnson charts turning points where concepts of memory became durable in new computational technologies and modern memory infrastructures took hold. He works through both familiar and esoteric memory technologies—from the card catalog to the book cart to Zetocoding and keyword indexing—as he delineates histories of librarianship and information science and provides a working vocabulary for understanding rhetoric's role in contemporary memory practices. Probes the development of information management after World War II and its consequences for public memory and human agency" --

Rhetoric in Intercultural Contexts SAGE

The Rhetorical Power of Popular Culture
Considering Mediated Texts
SAGE Publications

A Key to Understanding Work Experiences SAGE

"An accessible introduction to contemporary rhetorical theory and its applications in everyday life." —Cory Brewster, Eastern Oregon University

Rhetoric in Popular Culture, Fifth Edition, shows you how to apply growing and cutting-edge methods of critical studies to a full spectrum of contemporary issues seen in daily life. Exploring a wide range of mass media including current movies, magazines, advertisements, social networking sites, music videos, and television shows, Barry Brummett uses critical analysis to apply key rhetorical concepts to a variety of exciting examples drawn from popular culture. You are guided from theory to practice in an easy-to-understand manner, providing you with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition. The highly anticipated Fifth Edition includes new critical essays and case

studies that demonstrate for you how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

The Rhetorical Power of Popular Culture

SAGE Publications

Public Policy: A Concise Introduction, by Sara R. Rinfret, Denise Scheberle, and Michelle C. Pautz, is a student-friendly primer that quickly connects readers to the inner workings of public policy. The text condenses early chapters on theory and the policy-making process, allowing students to take up key policy challenges—such as immigration, education, and health care—much earlier in the semester.

Structured chapter layouts of substantive policy areas allow instructors to supplement with their own examples seamlessly. The book's emphasis on policy choices asks students to look beyond simple pros and cons to examine the multifaceted dimensions of decision making and the complexities inherent in real-world problem solving. Not every student starts out engaged in public policy, so place your students—both majors and non-majors alike—in the driver's seat by fostering their analytical skills early, and spend the rest of the semester discussing policy issues, examining data, and debating current policy examples that matter most to them.

Sourcebook on Rhetoric SAGE Publications

The SAGE Handbook of Gender and Communication is a vital resource for those seeking to explore the complex interactions of gender and communication. Editors Bonnie J. Dow and Julia T. Wood, together with an illustrious group of contributors, review and evaluate the state of the gender and communication field through the discussion of existing theories and research, as well as through identification of important directions for future scholarship. The first of its kind, this

Handbook examines the primary contexts in which gender and communication are shaped, reflected, and expressed: interpersonal, organizational, rhetoric, media, and intercultural/global.

Rhetoric of Therapy SAGE

Increasingly, scholars in language studies, sociology, media studies, cultural studies, communication, and other disciplines are turning to the analysis of everyday texts to understand how they shape and are shaped by social relationships, structures, and systems in various communities.

Analyzing Everyday Texts provides a comprehensive and well-illustrated framework for the analysis of everyday texts by outlining and integrating three different perspectives: discursal, rhetorical, and social. First, the tools of each perspective are carefully explicated in chapters on the resources of discursal, rhetorical, and social theory. These three perspectives are then brought together in extensive analyses of various everyday texts. Finally, the book examines on the principles and consequences of conducting theoretically informed critical textual analysis. This book will be a valuable resource for researchers analyzing everyday texts and for scholars teaching theories and methods of analysis.

Why Study the Media? SAGE

This book helps students and researchers write better assignments, better dissertations, and better papers for publication. Characterizing academic writing as an integral part of the knowledge generation and dissemination process, it focuses on three main aspects: understanding research, documenting and sharing the process and results of research, and acknowledging the use of other people's ideas in the documentation. The authors use various samples of good as well as defective writing to illustrate the features of academic writing. They describe in detail the structure and contents of academic papers, especially conceptual and empirical research papers for journals. This lucidly written book will be a rich resource for MBA students and researchers working for MPhil and PhD degrees, especially in the fields of management, behavioural

sciences and communications.

Communication and Sport SAGE

Techniques of Close Reading, Second Edition helps you gain a deeper understanding of what texts may be saying, whether they are written, oral, visual, or mediated. Renowned scholar and professor Barry Brummett explains and explores the various ways to "read" messages (such as speeches, cartoons, or magazine ads), teaching you how to see deeper levels of meaning and to share those insights with others. You will learn techniques for discovering form, rhetorical tropes, argument, and ideologies within texts. New to the Second Edition: A new Chapter 6 includes a selection of techniques from each chapter to show you how different techniques may be used together when reading text. A close reading of a group of ads from the insurance company, Liberty Mutual, offers you an opportunity to apply the techniques to recent texts.

The SAGE Encyclopedia of Communication Research Methods SAGE Publications, Incorporated

The Third Edition of The Rhetorical Power of Popular Culture offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work.

New Approaches to Rhetoric SAGE

What are the consequences in American society when social and political activism is replaced by pursuit of personal, psychological change? How does such a shift happen? Where is it visible? In

wide-ranging case studies, Control and Consolation in American Culture and Politics points out this change in American culture and attributes it to the "rhetoric of therapy." This rhetoric is defined as a pervasive cultural discourse that applies psychotherapy's lexicon - the constructive language of healing, coping, adaptation, and restoration of a previously existing order - to social and political conflict. The purpose of this therapeutic discourse is to encourage people to focus on themselves and their private lives rather than to attempt to reform flawed systems of social and political power.

Author Dana L. Cloud focuses on the therapeutic discourse that emerged after the Vietnam War and links its rise to specific political and economic interests. The critical case studies describe in detail not only what the therapeutic style looks like but how and why therapeutic discourses are persuasive.

A Guide for Management Students and Researchers SAGE

This book is designed to introduce readers to the language of contemporary rhetorical studies. The book format is an alphabetized glossary (with appropriate cross listings) of key terms and concepts in contemporary rhetorical studies. An introductory chapter outlines the definitional ambiguities of the central concept of rhetoric itself. The primary emphasis is on the contemporary tradition of rhetorical studies as it has emerged in the discipline of speech communication. Each entry in the glossary ranges in length from a few paragraphs to a short essay of a few pages. Where appropriate, examples are provided to further illustrate the term or concept. Each entry will be accompanied by a list of references and additional readings to direct the reader to other materials of possible interest.

Public Policy SAGE

This broad-ranging text offers a comprehensive outline of how visual images, language and discourse work as 'systems of representation'. Individual chapters explore: representation as a

signifying practice in a rich diversity of social contexts and institutional sites; the use of photography in the construction of national identity and culture; other cultures in ethnographic museums; fantasies of the racialized 'Other' in popular media, film and image; the construction of masculine identities in discourses of consumer culture and advertising; and the gendering of narratives in television soap operas.