

Rhetoric And Culture Sage Pub

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Packaging Life SAGE Publishing India

Visual images, artifacts, and performances play a powerful part in shaping U.S. culture. To understand the dynamics of public persuasion, students must understand this “visual rhetoric.” This rich anthology contains 20 exemplary studies of visual rhetoric, exploring an array of visual communication forms, from photographs, prints, television documentary, and film to stamps, advertisements, and tattoos. In material original to this volume, editors Lester C. Olson, Cara A. Finnegan, and Diane S. Hope present a critical perspective that links visibility and rhetoric, locates the study of visual rhetoric within the disciplinary framework of communication, and explores the role of the visual in the cultural space of the United States. Enhanced with these critical editorial perspectives, *Visual Rhetoric: A Reader in Communication and American Culture* provides a conceptual framework for students to understand and reflect on the role of visual communication in the cultural and public sphere of the United States. Key Features and Benefits Five broad pairs of rhetorical action—performing and seeing; remembering and memorializing; confronting and resisting; commodifying and consuming; governing and authorizing—introduce students to the ways visual images and artifacts become powerful tools of persuasion Each section opens with substantive editorial commentary to provide readers with a clear conceptual framework for understanding the rhetorical action in question, and closes with discussion questions to encourage reflection among the essays The collection includes a range of media, cultures, and time periods; covers a wide range of scholarly approaches and methods of handling primary materials; and attends to issues of gender, race, sexuality and class Contributors include: Thomas Benson; Barbara Biesecker; Carole Blair; Dan Brouwer; Dana Cloud; Kevin Michael DeLuca; Anne Teresa Demo; Janis L. Edwards; Keith V. Erickson; Cara A. Finnegan; Bruce Gronbeck; Robert Hariman; Christine Harold; Ekaterina Haskins; Diane S. Hope; Judith Lancioni; Margaret R. LaWare; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. Parry-Giles; Ronald Shields; John M. Sloop; Nathan Stormer; Reginald Twigg and Carol K. Winkler “ This book significantly advances theory and method in the study

of visual rhetoric through its comprehensive approach and wise separations of key conceptual components.” —Julianne H. Newton, University of Oregon

Pessimistic Rhetoric on the Fringes of 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.

The Rhetorical Dimensions of Terrorism SAGE

In *A Feeling of Wrongness*, Joseph Packer and Ethan Stoneman confront the rhetorical challenge inherent in the concept of pessimism by analyzing how it is represented in an eclectic range of texts on the fringes of popular culture, from adult animated cartoons to speculative fiction. Packer and Stoneman explore how narratives such as *True Detective*, *Rick and Morty*, *Final Fantasy VII*, Lovecraftian weird fiction, and the pop ideology of transhumanism are better suited to communicate pessimistic affect to their fans than most carefully argued philosophical treatises and polemics. They show how these popular nondiscursive texts successfully circumvent the typical defenses against pessimism identified by Peter Wessel Zapffe as distraction, isolation, anchoring, and sublimation. They twist genres, upend common tropes, and disturb conventional narrative structures in a way that catches their audience off guard, resulting in belief without cognition, a more rhetorically effective form of

pessimism than philosophical pessimism. While philosophers and polemicists argue for pessimism in accord with the inherently optimistic structures of expressive thought or rhetoric, Packer and Stoneman show how popular texts are able to communicate their pessimism in ways that are paradoxically freed from the restrictive tools of optimism. A Feeling of Wrongness thus presents uncharted rhetorical possibilities for narrative, making visible the rhetorical efficacy of alternate ways and means of persuasion.

Academic Writing SAGE

Visual Culture is a primary resource of key statements on photographic meaning, representation and visual culture that draws upon the works of a wide range of influential scholars and thinkers including Barthes, Sontag, Baudrillard and Mulvey.

Rhetoric in the Human Sciences SAGE Publications

Packaging Life: Cultures of the Everyday is a study of the cultural politics of four aspects of everyday life—health, comfort, risk and mobility—as manifest in public culture. The book explores the commodification of these aspects, arguing that our experience and perception of these are mediated by discourses circulating in the mass media. The author explores how notions of 'good' health, 'cosmopolitan' identities, and 'luxurious' lifestyles are constructed, arguing that such constructions, or what this book calls 'packaging', encourage us to buy particular commodities, adopt certain lifestyles, assimilate specific political beliefs and develop significant anxieties. Discourses, he suggests, morph into consumer practices, where particular kinds of bodies, objects, and practices are established as the norm—safe, stylish and cosmopolitan—so that they appear natural, legitimate and desirable and lead us, consumers, to buy, practice, believe in and adopt them. He also analyzes or tries to 'unpack' this underlying discourse within images, rhetoric, narratives and representations so that we understand the politics behind them. 'Unpacking' cultural politics, this book demonstrates, is the disentangling of the insidious regulatory frames of representation so that we generate dissident reading practices for public culture. The book is an essential reading for those who want to understand modern urban cultural rhetorics. Scholars and practitioners working in the fields of media and communication, consumer behaviour studies and cultural studies will find it highly engaging as well as provocative.

Sourcebook on Rhetoric SAGE Publications

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 SAGE

'Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research' - The Qualitative Report
Covering all the major qualitative approaches in business studies (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical how-to guide shows how qualitative methods are used within management, marketing, organizational studies and accounting. Within each approach, the authors consider crucial issues such as framing the research, generating research questions, getting access, collecting empirical materials, reporting the results and evaluating the research. Original case studies drawn from around the world are included throughout to demonstrate the practical applications of the methods discussed.

The Reader SAGE

The study of argumentation has primarily focused on logical and dialectical approaches, with minimal attention given to the rhetorical facets of argument. Rhetorical Argumentation: Principles of Theory and Practice approaches argumentation from a rhetorical point of view and demonstrates how logical and dialectical considerations depend on the rhetorical features of the argumentative situation. Throughout this

text, author Christopher W. Tindale identifies how argumentation as a communicative practice can best be understood by its rhetorical features.

Surveying the Field SAGE Publications Limited

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.

Communication and Organizational Culture SAGE Publications

Rev. ed. of: Communication & organizational culture. c2005.

Discourse, Rhetoric, and Social Perspectives SAGE

Rhetoric in Popular Culture, Fifth Edition, shows readers 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. Readers are guided from theory to practice in an easy-to-understand manner, providing them with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition. Ideal for courses in rhetorical criticism, the highly anticipated Fifth Edition includes new critical essays and case studies that demonstrate for readers how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

Doing Cultural Theory CQ Press

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.

Cultural Representations and Signifying Practices SAGE Publications, Incorporated

The Second Edition of Communication and Sport: Surveying the Field offers the most comprehensive and diverse approach to the study of communication and sport available at the undergraduate level. Newly expanded to incorporate the latest topics and perspectives in the field, the New Edition examines a wide array of topics to help readers understand important issues such as sports media, rhetoric, culture, and organizations from both micro- and macro- perspectives. Everything from youth to amateur to professional sports is addressed in terms of mythology, community, and identity; issues such as fan cultures, racial identity and gender in sports media, politics and nationality in sports, and sports and religion are explored in depth, and provide useful, applied insight for readers. Practical and relevant, epistemologically diverse, and theoretically grounded, the Second Edition of Billings, Butterworth, and Turman's text keeps readers on the cutting-edge.

Visual Rhetoric SAGE

'This is an admirable book which can be recommended to students with confidence, and is likely also to become an indispensable source of reference for those researching fact construction' - Discourse & Society
How is reality

manufactured? The idea of social construction has become a commonplace of much social research, yet precisely what is constructed, and how, and even what constructionism means, is often unclear or taken for granted. In this major work, Jonathan Potter offers a fascinating tour of the central themes raised by these questions. Representing Reality overviews the different traditions in constructionist thought. Points are illustrated throughout with

Television Criticism 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.

Communication Criticism SAGE

Communicating Terror: The Rhetorical Dimensions of Terrorism argues that the meaning of terrorism is socially constructed and suggests a new definition of terrorism, chiefly as a process of communication between terrorists and multiple target audiences. This unique communication perspective shows how the rhetoric of terrorism is truly a war of words, symbols, and meanings.

Analyzing Everyday Texts SAGE

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.

Techniques of Close Reading SAGE Publications

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.

Readings Across Traditions SAGE Publications

“ 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 Rhetoric of Social Intervention SAGE Publications

Demonstrating and showcasing theory into action, this book provides perspectives on the study of rhetoric and rhetoric's ability to affect change in society.