

Rhetoric In Popular Culture 4th Edition

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Redefining Culture - John R. Baldwin 2006-08-15

Argues that culture is perhaps the most important thing to know about people if one wants to make predictions about their behavior. The goal of this volume is to present a theoretically exhaustive integration of multidisciplinary approaches.

Rhetorical Agendas - Patricia Bizzell 2006-04-21

This edited collection offers a broad consideration of contemporary rhetorical scholarship, tied to political, ethical, and spiritual themes. Originating from the 2004 conference of the Rhetoric Society of America, the contents of this volume reflects the conference themes of rhetorical agendas in current theory and research. The volume starts off with transcripts of the talks presented by the conference's featured speakers. The essays that follow are organized around five key topics: history, theory, pedagogy, publics, and gender. These chapters address subjects ranging from religious identity to civil rights; from weapons of mass destruction to literacy testing and electronic texts, reflecting the wide array of areas under study across the rhetoric discipline. With contributions from well-known scholars as well as newcomers, the breadth and diversity of this collection make a significant contribution to rhetorical scholarship, and will stimulate additional work. As such, the volume will be of interest to scholars and students in rhetoric studies in speech communication, English, and related disciplines.

Modern Rhetorical Criticism - Roderick P Hart 2015-09-25

A comprehensive and up-to-date introduction to the analysis of public rhetoric, *Modern Rhetorical Criticism* teaches readers how to examine and interpret rhetorical situations, ideas, arguments, structure, and style. The text covers a wide range of critical techniques, from cultural and dramatic analysis to feminist and Marxist approaches. A wealth of original criticism demonstrates how to analyze such diverse forms as junk mail, congressional debates, and traffic regulations, as well as literature. This long-awaited revision contains new coverage of mass media, feminist criticism, and European criticism.

Visual Public Relations - Simon Collister 2018-03-28

This book brings together a broad and diverse range of new and radical approaches to public relations focussing on the increasingly vital role that visual, sensory and physical elements factors play in shaping communication. Engaging with recent developments in critical and cultural theories, it outlines how non-textual and non-representational forces play a central role in the efficacy and reception of public relations. Challenging the dominant accounts of public relations which center on the purely representational uses of text and imagery, the book critiques the suitability of accepted definitions of the field and highlights future directions for conceptualizing strategic communication within a multi-sensory environment. Drawing on the work of global researchers in public relations, visual culture and communication, design and cultural theory, it brings a welcome inter-disciplinary approach which pushes the boundaries of public relations scholarship in a global cultural context. This exciting analysis will be of great interest to public relations scholars, advanced students of strategic communication, as well as communication researchers from cultural, media and critical studies exploring PR as a socio-cultural phenomenon.

The Routledge Handbook of Environment and Communication - Anders Hansen 2015-03-05

This Handbook provides a comprehensive statement and reference point for theory, research and practice with regard to environment and communication, and it does this from a perspective which is both international and multi-disciplinary in scope. Offering comprehensive critical reviews of the history and state of the art of research into the key dimensions of environmental communication, the chapters of this handbook together demonstrate the strengths of multi-disciplinary and cross-disciplinary approaches to understanding the centrality of communication to how the environment is constructed, and indeed contested, socially, politically and culturally. Organised in five thematic sections, *The Routledge Handbook of Environment and Communication* includes contributions from internationally recognised leaders in the field. The first section looks at the history and development of the discipline from a range of theoretical perspectives. Section two considers the sources, communicators and media professionals involved in producing environmental communication. Section three examines research on news, entertainment media and cultural representations of the environment. The fourth section looks at the social and political implications of environmental communication, with the final section discussing likely future trajectories for the field. The first reference Handbook to offer a state of the art comprehensive overview of the emerging field of environmental communication research, this authoritative text is a must for scholars of environmental communication across a range of disciplines, including environmental studies, media and communication studies, cultural studies and related disciplines.

Gilmore Girls - Lara C. Stache 2019-09-09

This book looks at the cult television classic, *Gilmore Girls*, created by Amy Sherman-Palladino (*The Marvelous Mrs. Maisel*). The authors focus on the representation of women, mother-daughter dynamics, and how literature, movies, and music were as essential as dialogue and plot to this endearing series.

Environmental Communication and the Public Sphere - Robert Cox 2013

The Third Edition of *Environmental Communication and the Public Sphere* by Robert Cox remains the only comprehensive introduction to the growing field of environmental communication. This innovative book focuses on the role that human communication plays in influencing the ways we perceive the environment. It also examines how we define environmental "problems" and decide what actions to take with regards to the natural world.

Religion: The Basics - Malory Nye 2008-05-12

From the local to the global level, religion is – more than ever – an important and hotly debated part of modern life in the twenty-first century. From silver rings to ringtones and from clubs to headscarves, we often find the cultural role and discussion of religion in unexpected ways. Now in its second edition, *Religion: The Basics* remains the best introduction to religion and contemporary culture available. The new edition has been fully revised and updated, and includes new discussions of: the study of religion and culture in the twenty-first century texts, films and rituals cognitive approaches to religion globalization and multiculturalism spirituality

in the West popular religion. With new case studies, linking cultural theory to real world religious experience and practice, and guides to further reading, *Religion: The Basics* is an essential buy for students wanting to get to grips with this hotly debated topic.

Critical Multimodal Studies of Popular Discourse - Emilia Djonov 2013-09-23

Studies of multimodality have significantly advanced our understanding of the potential of different semiotic resources—verbal, visual, aural, and kinetic—to make meaning and allow people to achieve various social purposes such as persuading, entertaining, and explaining. Yet little is known about the role that individual nonverbal resources and their interaction with language and with each other play in concealing and supporting, or drawing attention to and subverting, social boundaries and inequality, political or commercial agendas. This volume brings together contributions by prominent and emerging scholars that address this gap through the critical analysis of multimodality in popular culture texts and semiotic practices. It connects multimodal analysis to critical discourse analysis, demonstrating the value of different approaches to multimodality for building a better understanding of critical issues of central interest to discourse analysis, semiotics, applied linguistics, education, cultural and media studies.

Discourses of (De)Legitimization - Andrew S. Ross 2018-10-17

This volume provides a comprehensive analysis of the ways in which digital communication facilitate and inform discourses of legitimization and delegitimization in contemporary participatory cultures. The book draws on multiple theoretical traditions from critical discourse analysis to allow for a greater critical engagement of the ways in which values are either justified or criticized on social media platforms across a variety of social milieus, including the personal, political, religious, corporate, and commercial. The volume highlights data from across ten national contexts and a range of online platforms to demonstrate how these discursive practices manifest themselves differently across a range of settings. Taken together, the seventeen chapters in this book offer a more informed understanding of how these discursive spaces help us to interpret the manner in which digital communication can be used to legitimize or delegitimize, making this book an ideal resource for students and scholars in discourse analysis, sociolinguistics, new media, and media production.

Woman President - Kristina Horn Sheeler 2013-08-08

What elements of American political and rhetorical culture block the imagining—and thus, the electing—of a woman as president? Examining both major-party and third-party campaigns by women, including the 2008 campaigns of Hillary Clinton and Sarah Palin, the authors of *Woman President: Confronting Postfeminist Political Culture* identify the factors that limit electoral possibilities for women. Pundits have been predicting women's political ascendancy for years. And yet, although the 2008 presidential campaign featured Hillary Clinton as an early frontrunner for the Democratic presidential nomination and Sarah Palin as the first female Republican vice-presidential nominee, no woman has yet held either of the top two offices. The reasons for this are complex and varied, but the authors assert that the question certainly encompasses more than the shortcomings of women candidates or the demands of the particular political moment. Instead, the authors identify a pernicious backlash against women presidential candidates—one that is expressed in both political and popular culture. In *Woman President: Confronting Postfeminist Political Culture*, Kristina Horn Sheeler and Karrin Vasby Anderson provide a discussion of US presidentiality as a unique rhetorical role. Within that framework, they review women's historical and contemporary presidential bids, placing special emphasis on the 2008 campaign. They also consider how presidentiality is framed in candidate oratory, campaign journalism, film and television, digital media, and political parody.

Rhetoric in Popular Culture - Barry Brummett 2014-01-28

The Fourth Edition of Barry Brummett's *Rhetoric in Popular Culture* provides readers with in-depth insight into the techniques of rhetorical criticism to analyze the full spectrum of contemporary issues in popular culture. From movies, magazines and advertisements, to social

networking sites, music videos and television shows, Dr. Brummett presents key rhetorical concepts and applies them with critical analysis to a variety of exciting examples drawn from today's popular culture. Moving from theory to practice throughout the text, Brummett links concepts in an easy-to-understand way. *Rhetoric in Popular Culture* covers the concept rhetoric, itself, as well as its place and dynamic change in history, and offers methods to effectively employ rhetorical criticism in daily life. The new edition includes pertinent critical essays and case studies that show readers how the critical methods discussed can be used to study the hidden rhetoric of extended texts, and more.

Encyclopedia of Rhetoric and Composition - Theresa Enos 2011-04-06

This reference guide surveys the field, covering rhetoric's principles, concepts, applications, practical tools, and major thinkers. Drawing on the scholarship and expertise of 288 contributors, the Encyclopedia presents a long-needed overview of rhetoric and its role in contemporary education and communications, discusses rhetoric's contributions to various fields, surveys the applications of this versatile discipline to the teaching of English and language arts, and illustrates its usefulness in all kinds of discourse, argument, and exchange of ideas. □

Messages - Arthur Asa Berger 2016-06-16

"This brief introduction to the field of communication has the advantages of Arthur Asa Berger's informal writing style and a flair for popular culture examples that will interest students. Designed for the basic course in communication departments, the volume introduces the key theorists who shaped our concepts of communication as he describes the varied processes and settings in which communication occurs. Chapters on social media, on communication and identity, and on visual communication address key contemporary topics. A specialist on mass media and author of over 75 books in communication and popular culture, Berger's examples range from advertisements to folk tales to James Bond films. Student exercises, quotes from key theorists, and cartoons make this a strong option for instructors who wish to explore alternatives to the standard encyclopedic textbook"--

Rhetoric in Popular Culture - Barry Brummett 2017-10-10

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.

Narratives of Crisis - Matthew Seeger 2016-06-08

How did you first hear about 9/11? What images come to mind when you think of Hurricane Katrina? How did your community react to the Sandy Hook Elementary School shooting? You likely have your own stories about these tragic events. Yet, as a society, we rarely stop to appreciate the narratives that follow a crisis and their tremendous impact. This book examines the fundamental role that narratives play in catastrophic events. A crisis creates a communication vacuum, which is then populated by the stories of those who were directly affected, as well as crisis managers, journalists, and onlookers. These stories become fundamental to how we understand a disaster, determine what should be done about it, and carry forward our lessons learned. Matthew W. Seeger and Timothy L. Sellnow outline a typology of crisis narratives: accounts of blame, stories of renewal, victim narratives, heroic tales, and memorials. Using cases to illustrate each type, they show how competing accounts

battle for dominance in the public sphere, advancing specific organizational, social, and political changes. Narratives of Crisis improves our understanding of how consensus forms in the aftermath of a disaster, providing a new lens for comprehending events in our past and shaping what comes from those in our future.

Communication Perspectives on Popular Culture - Andrew F. Herrmann 2016-10-12

Communication Perspectives on Popular Culture contains all new writings from many important established scholars as well as brilliant young scholars in the communication field. Contributors explore new and emerging ways to approach popular culture – from case studies to emerging theories – as they examine how popular culture, media, and communication influence our everyday lives.

The Rhetorical Leadership of Fulton J. Sheen, Norman Vincent Peale, and Billy Graham in the Age of Extremes - Timothy H. Sherwood 2013-08-15

Fulton J. Sheen, Norman Vincent Peale, and Billy Graham were America's most popular religious leaders during the mid-twentieth century period known as the golden years of the Age of Extremes. It was part of an era that encompassed polemic contrasts of good and evil on the world stage in political philosophies and international relations. The 1950s and early 1960s, in particular, were years of high anxiety, competing ideologies, and hero/villain mania in America. Sheen was the voice of reason who spoke against those conflicting ideologies which were hostile to religious faith and democracy; Peale preached the gospel of reassurance, self-assurance, and success despite ominous global threats; and Graham was the heroic model of faith whose message of conversion provided Americans an identity and direction opposite to atheistic communism. This study looks at how and why their rhetorical leadership, both separately and together, contributed to the climate of an extreme era and influenced a national religious revival. Rhetorical Criticism - Sonja K. Foss 2004

Chicano-Chicana Americana - Anthony Macías 2023-02-07

This exciting new cultural history documents how Mexican Americans in twentieth-century film, television, and theater surpassed stereotypes, fought for equal opportunity, and subtly transformed the mainstream American imaginary. Through biographical sketches of underappreciated Mexican American actors, this work sheds new light on our national character and reveals the untold story of a multicentered, polycultural America.

Documentary Resistance - Angela J. Aguayo 2019-08-20

Documentary Resistance: Social Change and Participatory Media offers a new approach to understanding the networked capacity of documentary media to create public commons areas, crafting connections between unlikely interlocutors. In this process communities invest in the exchange of documentary moving image discourse around politics and social change. This book advances a new argument suggesting that documentary's capacity for social change is found in its ability to establish forms of collective identification and political agency capable of producing and sustaining activist media cultures. It advances the creation of a conceptual, theoretical, and historical space in which documentary and social change can be examined, drawing upon research in cinema, media, and communication studies as well as cultural theory to explore how political ideas move into participatory action. This book takes a distinctive approach, understanding how struggles for social justice are located, reflected, and represented on the documentary screen, but also in pre- and post-production processes. To address this living history, this project includes over sixty unpublished field interviews with documentary filmmakers, critics, funders, activists, and distributors.

Science in Popular Culture - A. Bowdoin Van Riper 2002

Lifting the curtain on science fiction, the book reveals how and where scientific laws have been discarded for the sake of a good plot.

Violent Subjects and Rhetorical Cartography in the Age of the Terror Wars - Heather Ashley Hayes 2016-05-25

This work examines violence in the age of the terror wars with an eye toward the technologies of governance that create, facilitate, and circulate that violence. In performing a rhetorical cartography that explores the rise of the US armed drone program as well as moments of resistive violence that occurred during the Arab Spring directed at generating a counter-hegemony by Muslim populations, the author argues that the problem of the global terror wars is best addressed by a rhetorical understanding of the ways that governments, as well as individual subjects, turn to violence as a response to, or product of, the post September 11th terror society. When political examinations of terrorism are facilitated through understandings of discourse, clearer maps emerge of how violence functions to offer mechanisms by which governing bodies, and their subjects, evaluate the success or failure of the "War on Terror." This book will be of interest to public policymakers and informed general readers as well as students and scholars in the fields of rhetoric, political theory, critical geography, US foreign relations/policy, war and peace studies, and cultural studies.

In Media Res - James Braxton Peterson 2014-12-18

In Media Res is a manifold collection that reflects the intersectional qualities of university programming in the twenty-first century. Taking race, gender, and popular culture as its central thematic subjects, the volume collects academic essays, speeches, poems, and creative works that critically engage a wide range of issues, including American imperialism, racial and gender discrimination, the globalization of culture, and the limitations of our new multimedia world. This diverse assortment of works by scholars, activists, and artists models the complex ways that we must engage university students, faculty, staff, and administration in a moment where so many of us are confounded by the "in medias res" nature of our interface with the world in the current moment. Featuring contributions from Imani Perry, Michael Eric Dyson, Suheir Hammad, John Jennings, and Adam Mansbach, In Media Res is a primer for academic inquiry into popular culture; American studies; critical media literacy; women, gender, and sexuality studies; and Africana studies.

Cosmos and the Rhetoric of Popular Science - Karen Schroeder Sorensen 2017-06-27

Cosmos: A Personal Voyage a rhetorical masterwork. It examines how kairos, ethos, "ēthos" (a type of forum or framing), and mythos contribute to its persuasive power.

Persuasion in the Media Age - Timothy Borchers 2021-09-14

Persuasion in the Media Age addresses the impact of electronic media on the practice of persuasion and reviews constantly evolving digital strategies. Today's world demands a new perspective on persuasion—one that is grounded in the assumption that human consciousness and culture have been forever altered by communication technology. The fourth edition provides timely examples of persuasion in political campaigns, social movements, marketing, and interpersonal relationships—and the role of social media and media technologies in all of the contexts. From advertisers to politicians to influencers to friends, persuaders use increasingly sophisticated strategies to sway behavior. Borchers skillfully weaves theory, research, and engaging examples to help readers understand the practice of social influence—and to apply critical-thinking skills to the persuasion they encounter daily. The text takes an interdisciplinary approach to provide the latest thinking on persuasion while also drawing on a broad theoretical base for foundational concepts, such as attitudes, rhetoric, and human motivation. Throughout, Borchers emphasizes audience, storytelling, visual images, and ethics. This comprehensive, insightful, and accessible overview of persuasive communication teaches readers how to be skilled creators of persuasive messages—as well as critical consumers.

The SAGE Encyclopedia of Communication Research Methods - Mike Allen 2017-04-11

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on

special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

The Multimediated Rhetoric of the Internet - Carolyn Handa 2013-12-04

This project is a critical, rhetorical study of the digital text we call the Internet, in particular the style and figurative surface of its many pages as well as the conceptual, design patterns structuring the content of those same pages. Handa argues that as our lives become increasingly digital, we must consider rhetoric applicable to more than just printed text or to images. Digital analysis demands our acknowledgement of digital fusion, a true merging of analytic skills in many media and dimensions. CDs, DVDs, and an Internet increasingly capable of streaming audio and video prove that literacy today means more than it used to, namely the ability to understand information, however presented. Handa considers pedagogy, professional writing, hypertext theory, rhetorical studies, and composition studies, moving analysis beyond merely "using" the web towards "thinking" rhetorically about its construction and its impact on culture. This book shows how analyzing the web rhetorically helps us to understand the inescapable fact that culture is reflected through all media fused within the parameters of digital technology.

Gender, Race, and Social Identity in American Politics - Lori L. Montalbano 2019-08-26

This book explores the convergence of gender, race, and social identities in the often-exclusionary arena of American politics. Contributors examine contemporary issues as they relate to candidate positioning, acceptance, and clashing ideologies that pervade America's political landscape.

Leadership, Popular Culture and Social Change - Kristin M.S. Bezio

The newest generation of leaders was raised on a steady diet of popular culture artifacts mediated through technology, such as film, television and online gaming. As technology expands access to cultural production, popular culture continues to play an important role as an egalitarian vehicle for promoting ideological dissent and social change. The chapters in this book examine works and creators of popular culture - from literature to film and music to digital culture - in order to address the ways in which popular culture shapes and is shaped by leaders around the globe as they strive to change their social systems for the better.

At the Intersection - Thomas Rosteck 1999-01-01

This provocative volume is based on the premise that cultural studies and rhetorical studies

address specific and parallel questions about culture, critical practice, and interpretation, and that opening up a dialogue between them can enhance both and provide a more complete understanding of society. Noted scholars across a variety of disciplines examine overlaps and contradictions between these approaches as well as critical and pedagogical issues that surface with their linkage.

Culture and Political Psychology - Thalia Magioglou 2014-03-01

This book is perhaps the first systematic treatment of politics from the perspective of cultural psychology. Politics is a complex that psychology usually fails to understand— as it assumes a position in society that attempts to be free of politics itself. Politics is associated both with an everyday practice, and the dynamics of globalization; with the way group conflicts, ideologies, social representations and identities, are lived and co-constructed by social actors. The authors of the book address these issues through their research grounded in different parts of the world, on democracy and political order, the social representation of power, gender studies, the use of metaphors and symbolic power in political discourse, social identities and methodological questions. The book will be used by social and political psychologists but is also of interest to the other social sciences: political scientists, sociologists, anthropologists, educationalists, and it is at a level where sophisticated lay public would be able to appreciate its coverage. Its use in upperlevel college teaching is possible, and expected at graduate/postgraduate levels.

Coming Attractions - Lisa Kernan 2009-07-21

Movie trailers—those previews of coming attractions before the start of a feature film—are routinely praised and reviled by moviegoers and film critics alike: "They give away too much of the movie." "They're better than the films." "They only show the spectacular parts." "They lie." "They're the best part of going to the movies." But whether you love them or hate them, trailers always serve their purpose of offering free samples of a film to influence moviegoing decision-making. Indeed, with their inclusion on videotapes, DVDs, and on the Internet, trailers are more widely seen and influential now than at any time in their history. Starting from the premise that movie trailers can be considered a film genre, this pioneering book explores the genre's conventions and offers a primer for reading the rhetoric of movie trailers. Lisa Kernan identifies three principal rhetorical strategies that structure trailers: appeals to audience interest in film genres, stories, and/or stars. She also analyzes the trailers for twenty-seven popular Hollywood films from the classical, transitional, and contemporary eras, exploring what the rhetorical appeals within these trailers reveal about Hollywood's changing conceptions of the moviegoing audience. Kernan argues that movie trailers constitute a long-standing hybrid of advertising and cinema and, as such, are precursors to today's heavily commercialized cultural forms in which art and marketing become increasingly indistinguishable.

The Figures of Edgar Allan Poe - Gero Guttzeit 2017-05-08

The Anglia Book Series (ANGB) offers a selection of high quality work on all areas and aspects of English philology. It publishes book-length studies and essay collections on English language and linguistics, on English and American literature and culture from the Middle Ages to the present, on the new English literatures, as well as on general and comparative literary studies, including aspects of cultural and literary theory.

New Meanings for Ancient Texts - Steven L. McKenzie 2013

"As . . . newer approaches [to biblical criticism] become more established and influential, it is essential that students and other serious readers of the Bible be exposed to them and become familiar with them. That is the main impetus behind the present volume, which is offered as a textbook for those who wish to go further than the approaches covered in *To Each Its Own Meaning* by exploring more recent or experimental ways of reading." [from the introduction] This book is a supplement and sequel to *To Each Its Own Meaning*, edited by Steven L. McKenzie and Stephen R. Haynes, which introduced the reader to the most important methods of biblical criticism and remains a widely used classroom textbook. This new volume explores recent developments in, and approaches to, biblical criticism since 1999. Leading contributors define

and describe their approach for non-specialist readers, using examples from the Old and New Testament to help illustrate their discussion. Topics include cultural criticism, disability studies, queer criticism, postmodernism, ecological criticism, new historicism, popular culture, postcolonial criticism, and psychological criticism. Each section includes a list of key terms and definitions and suggestions for further reading.

Rhetoric and Human Consciousness - Craig R. Smith 2012-12-04

The latest edition of *Rhetoric and Human Consciousness* remains a well-researched, accessible examination of rhetorical theory in Western civilization. Smith's coverage of the major figures who advanced rhetoric is strengthened by his keen analysis of developments in rhetorical theory that resulted from its interaction with other disciplines and the cultures surrounding it. The dialectic between rhetoric and other disciplines (notably philosophy and psychology) illuminate evolving definitions of rhetoric, from myth and display to persuasion and symbolic inducement. Well-chosen, engaging examples demonstrate how rhetoric can find truths, particularly at times when science and reason fail to solve important human crises. Paramount to this well-wrought survey is Smith's ability to show that rhetorical criticism illustrates, verifies, and refines rhetorical theory. Thus, the synergistic relationship between theory and criticism in rhetoric is no different than in other arts. Chief among the Fourth Edition's enhancements are expanded discussions of the historical context for the creation of rhetorical theory and its use in public address; additional coverage of Isocrates, Cicero, Machiavelli, Kenneth Burke, and Michel Foucault; new material on the rhetoric of civil religion, ideological criticism, constitutive discourse, and feminist rhetorical theory; and many fresh examples. Each chapter ends with questions that sharpen readers' retention of concepts and the ability to apply those to everyday life.

Thank You for Arguing, Fourth Edition (Revised and Updated) - Jay Heinrichs 2020-04-21

The definitive guide to getting your way, revised and updated with new material on writing, speaking, framing, and other key tools for arguing more powerfully "Cross Cicero with David Letterman and you get Jay Heinrichs."—Joseph Ellis, Pulitzer Prize-winning author of *The Quartet* and *American Sphinx* Now in its fourth edition, Jay Heinrichs's *Thank You for Arguing* is your master class in the art of persuasion, taught by history's greatest professors, ranging from Queen Victoria and Winston Churchill to Homer Simpson and Barack Obama. Filled with time-tested secrets for emerging victorious from any dispute, including Cicero's three-step strategy for inspiring action and Honest Abe's Shameless Trick for lowering an audience's expectations, this fascinating book also includes an assortment of persuasion tips, such as:

- The Chandler Bing Adjustment: Match your argument to your audience (that is, persuasion is not about you).
- The Belushi Paradigm: Before people will follow you, they have to consider you worth following.
- The Yoda Technique: Transform a banal idiom by switching the words around.

Additionally, Heinrichs considers the dark arts of persuasion, such as politicians' use of coded language to appeal to specific groups. His sage guide has been fully updated to address our culture of "fake news" and political polarization. Whether you're a lover of language books or just want to win more anger-free arguments on the page, at the podium, or over a beer, *Thank You for Arguing* is for you. Warm, witty, and truly enlightening, it not only teaches you how to identify a *paraleipsis* when you hear it but also how to wield such persuasive weapons the next time you really, really need to get your way. This expanded edition also includes a new chapter on how to reset your audience's priorities, as well as new and improved ArgueLab games to hone your skills.

Blind Men and Elephants - Arthur Asa Berger 2011-12-31

In *Blind Men and Elephants*, Arthur Asa Berger uses case histories to show how scholars from different disciplines and scholarly domains have tried to describe and understand humor. He reveals not only the many approaches that are available to study humor, but also the many perspectives toward humor that characterize each discipline. Each case history sheds light on a particular aspect of humor, making the combination of approaches of considerable value in the study of social research. Among the various disciplines that Berger discusses in relation to humor are: communication theory, philosophy, semiotics, literary analysis, sociology, political science, and psychology. Berger deals with these particular disciplines and perspectives because they tend to be most commonly found in the scholarly literature about humor as well as being those that have the most to offer. *Blind Men and Elephants* covers a wide range of humor, from simple jokes to the uses of literary devices in films. Berger observes how humor often employs considerable ridicule directed at diverse groups of people: women, men, animals, politicians, African Americans, Jews, Catholics, Protestants, gay people, straight people, and so forth. The book also explains the risk factor in ridicule as a humorous device. *Blind Men and Elephants* depicts how one entity or one situation can be viewed in as many different ways as the number of people studying it. Berger also shows how those multiple perspectives, the Rashomon Effect, can be used together to create a clearer understanding of humor. *Blind Men and Elephants* is a valuable companion to Berger's recent effort about humor, *An Anatomy of Humor*, and will be enjoyed by communication and information studies scholars, sociologists, literary studies specialists, philosophers, and psychologists.

Media and Communication Research Methods - Arthur Asa Berger 2018-12-27

This step-by-step introduction to conducting media and communication research offers practical insights along with Arthur Asa Berger's signature lighthearted style to make discussion of qualitative and quantitative methods easy to comprehend. The Fifth Edition of *Media and Communication Research Methods* includes a new chapter on discourse analysis; expanded discussion of social media, including discussion of the ethics of Facebook experiments; and expanded coverage of the research process with new discussion of search strategies and best practices for analyzing research articles. Ideal for research students at both the graduate and undergraduate level, this proven book is clear, concise, and accompanied by just the right number of detailed examples, useful applications, and valuable exercises to help students to understand, and master, media and communication research.

Handbook of Research on Media Literacy in Higher Education Environments - Cabbage, Jayne 2018-05-11

Media is rapidly evolving, from social media to news channels, individuals are being bombarded with headlines, new technologies, and varying opinions. Teaching the next generation of communication professionals how to interact with varying forms of media is paramount as they will be the future distributors of news and information. The *Handbook of Research on Media Literacy in Higher Education Environments* provides emerging research on the role of journalism and mass communication education in the digital era. While highlighting topics such as community media labs, political cognition, and public engagement, this publication explores the impact of globalization and a changing and diversified world within the realm of higher education. This publication is an important resource for educators, academicians, professionals, and researchers seeking current research on applications and strategies in promoting media and digital studies in higher education.