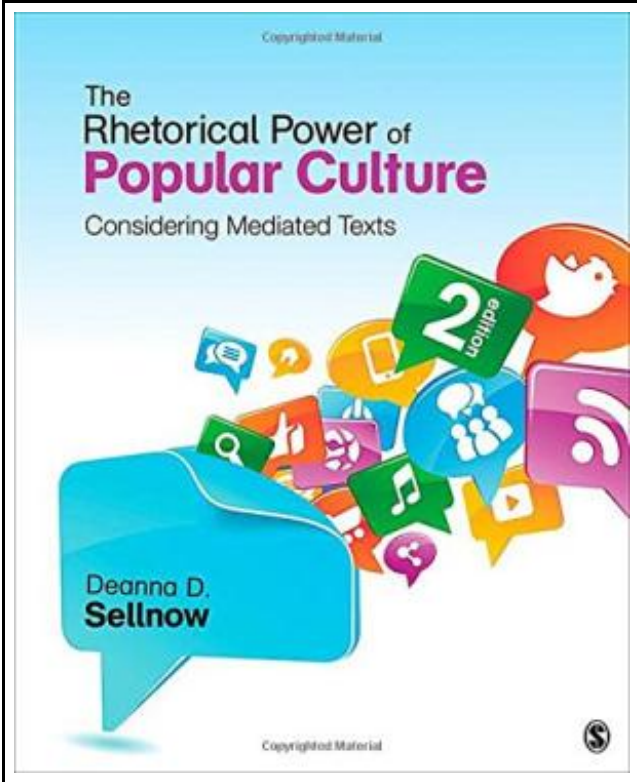


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SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, The Rhetorical Power of Popular Culture: Considering Mediated Texts (2nd Revised edition), Deanna D. Sellnow, This introductory textbook introduces students to rhetorical theory and criticism through studying the persuasive potential of today's "texts" in popular culture. Each chapter introduces students to a particular rhetorical theory (e.g., narrative, dramatistic, Marxist, feminist), explores examples from popular culture that relate to the theory, and demonstrates how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Sample student essays in every chapter apply the critical approach of each chapter to a popular culture text to demonstrate rhetorical criticism in practice. Deanna Sellnow offers a step-by-step introduction that makes rhetorical theory and criticism accessible, relevant, and meaningful to students by focusing on the powerful roles that TV programs, advertisements, music, comics, and movies play in influencing our behaviors and beliefs.



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