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and, of course, words, and we have adapted principles of rhetoric to under-stand the visual, aural, and verbal elements of messages. Rhetoric and Culture 139 06-0 Donnell.qxd 2/13/2007 10:27 AM Page 139

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may already be aware of, leading you to see how all of popular culture works to influence the public. THERHETORIC OF EVERYDAY LIFE Some well-developed theories are available for studying how messages influence people. These are theories of rhetoric, or persuasion. The word rhetoric has many meanings, and

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Control and Consolation in American Culture and Politics: Rhetorics of Therapy. Author: Dana

L. Cloud. Publisher: SAGE Publications, Inc. Publication year: 1998. Online pub date: December 20, 2013. Discipline: Politics & International Relations. Subject: Rhetoric, American Government & Politics (general) DOI: <http://dx.doi.org/10.4135/9781483327921>.

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Advertising's contribution to the deterioration of meaning in consumer culture has been well established, yet advertising also offers a therapeutic resource to audiences. Early advertisers humanized the modern marketplace with nostalgic appeals to home, hearth and village, yet, against the rising tide of 1960s identity politics, designers ...

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"The New Age of Post-Marxism." In Control and Consolation in American Culture and Politics: Rhetorics of Therapy, 131-156, Rhetoric and Society. Thousand Oaks, CA: SAGE Publications, Inc., 1998. doi: 10.4135/9781483327921.n6. Cloud, Dana L. "The New Age of Post-Marxism." Control and Consolation in American Culture and Politics: Rhetorics of ...

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Publications include Visual Communication: Perception, Rhetoric and Technology (2006) and Earthwork (2001), a special issue of Women's Studies Quarterly devoted to women and the environment. She was general editor of Women's Studies Quarterly (2002-2005).

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.

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.

□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 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.

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.

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 visuality 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

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

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.

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.

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.

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