
Rhetoric And Culture

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Discourse, Rhetoric, and Social Perspectives

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Rhetoric in Popular Culture

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The SAGE Encyclopedia
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Rhetoric Cult & Soc Crit
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.

Why Study the

Media? 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.

Control and Consolation in American Culture and Politics SAGE

Publications India
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. *Packaging Life* SAGE '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.

Rhetoric in the Human Sciences The Rhetorical Power of Popular Culture Considering Mediated Texts Providing a comprehensive collection of classic and current papers on popular culture, this volume includes key works from Adorno to Williams, as well as a wide range of international perspectives that engage with the dynamic changes that combine to generate popular culture today. *Discourse, Rhetoric, and Social Perspectives* SAGE Publications The Rhetorical Power of Popular Culture Considering Mediated Texts SAGE Publications *Communication and Sport* 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 SAGE Encyclopedia of Communication Research Methods

SAGE

Scholars of every sort inevitably make stylistic choices, name and frame issues, appeal to communal values, adapt arguments to ends, audiences and circumstances. Yet the myth persists that 'good' scholarship consists of hard fact and cold logic, devoid of all rhetoric; that the assent given to scholarly claims is somehow independent of the language used to communicate and defend them. Rhetoric in the Human Sciences demonstrates that the rhetorical dimensions

of scholarly discourse can no longer be ignored. The authors illustrate the usefulness of rhetorical theory, bringing its tools and perspectives to bear on such diverse subjects as language acquisition, television viewing, ethnographic writing, psychotherapy, jur

Representation CQ
Press

"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. *Rhetoric of Therapy* SAGE Publications 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.

History, Theory and Politics SAGE

Publications

Rev. ed. of:

Communication & organizational culture. c2005.

Communicating Terror
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
Information and Rhetoric in a Networked Archival Age 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 Rhetorical Studies

SAGE Publishing India 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.

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.

Rhetoric in Intercultural Contexts SAGE

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field.

Key Themes
Applications and

Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

Rhetoric in Popular

Culture SAGE

Publications

This book demonstrates how an understanding of the fundamental principles of communication will help in evaluating the effects, effectiveness, truthfulness, and ethics of every kind of communication from traditional "soapbox speeches" to reading a magazine, talking to a friend, watching court proceedings, or television news. Jodi R. Cohen's informally written, critical guide introduces classical theories of rhetoric at the beginning of each chapter, then expands the discussion with contemporary postmodern theories, and concerns such as aesthetics and cultural bias. There are question-and-answer sections in each

chapter as well as many examples.

A Key to Understanding Work Experiences

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.

A Reader 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.

A Feeling of Wrongness

Penn State Press

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.

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