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# Rhetoric In Popular Culture 4th Edition

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New Meanings for Ancient Texts  
Cosmos and the Rhetoric of Popular Science  
The Rhetorical Power of Children's Literature  
Digital Fusion  
Rhetoric, Popular Culture, and the Anglophone Caribbean  
An Introduction  
Modern Rhetorical Criticism  
The Rhetorical Power of Popular Culture  
The Rhetorical Power of Popular Culture  
An Introduction to Qualitative and Quantitative Approaches  
The Rhetorics of Popular Culture  
Cultural Theory and Popular Culture  
The World is a Text: Writing About Visual and Popular Culture  
Environmental Communication and the Public Sphere  
Cultural Studies and Rhetorical Studies  
The Elixir of Democracy and Individuality  
Communication Perspectives on Popular Culture  
Participatory Culture in Digital Contexts  
What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion  
Thank You for Arguing  
Strategic Communication Beyond Text  
Rhetoric in Popular Culture  
Advertising, Advocacy, and Entertainment  
Religion: The Basics  
Updated Compact Edition  
Defining Visual Rhetorics  
The SAGE Encyclopedia of Communication Research Methods  
Considering Mediated Texts  
Youth, Place and Theories of Belonging  
Considering Mediated Texts  
The Multimediatic Rhetoric of the Internet  
Visual Public Relations  
Recent Approaches to Biblical Criticisms and Their Applications  
Rhetoric in Popular Culture  
Rhetoric and Social Relations  
Tropic Tendencies  
Dialectics of Bonding and Contestation  
Media and Communication Research Methods

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### **New Meanings for Ancient Texts** Lexington Books

"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.

### Cosmos and the Rhetoric of Popular Science Texas A&M University Press

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.

### **The Rhetorical Power of Children's Literature** Rhetoric in Popular Culture

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.

### Digital Fusion Princeton University Press

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.

### **Rhetoric, Popular Culture, and the Anglophone Caribbean** SAGE

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.

### An Introduction Routledge

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.

#### Modern Rhetorical Criticism Routledge

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.

#### **The Rhetorical Power of Popular Culture** Routledge

Images play an important role in developing consciousness and the relationship of the self to its surroundings. In this distinctive collection, editors Charles A. Hill and Marguerite Helmers examine the connection between visual images and persuasion, or how images act rhetorically upon viewers. Chapters included here highlight the differences and commonalities among a variety of projects identified as "visual rhetoric," leading to a more precise definition of the term and its role in rhetorical studies. Contributions to this volume consider a wide variety of sites of image production--from architecture to paintings, from film to needlepoint--in order to understand how images and texts work upon readers as symbolic forms of representation. Each chapter discusses, analyzes, and explains the visual aspect of a particular subject, and illustrates the ways in which messages and meaning are communicated visually. The contributions include work from rhetoric scholars in the English and communication disciplines, and represent a variety of methodologies--theoretical, textual analysis, psychological research, and cultural studies, among others. The editors seek to

demonstrate that every new turn in the study of rhetorical practices reveals more possibilities for discussion, and that the recent "turn to the visual" has revealed an inexhaustible supply of new questions, problems, and objects for investigation. As a whole, the chapters presented here demonstrate the wide range of scholarship that is possible when a field begins to take seriously the analysis of images as important cultural and rhetorical forces. *Defining Visual Rhetorics* is appropriate for graduate or advanced undergraduate courses in rhetoric, English, mass communication, cultural studies, technical communication, and visual studies. It will also serve as an insightful resource for researchers, scholars, and educators interested in rhetoric, cultural studies, and communication studies.

#### The Rhetorical Power of Popular Culture SAGE Publications

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. The *SAGE Encyclopedia of Communication Research Methods* contains entries that cover every step of the research process, accompanied by engaging examples from the literature of communication studies. Key features include: 652 signed entries spanning four volumes, available in choice of electronic or print formats A Reader's Guide groups 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 electronic version

#### *An Introduction to Qualitative and Quantitative Approaches* Routledge

This book asks an important question often ignored by ancient historians and political scientists alike: Why did Athenian democracy work as well and for as long as it did? Josiah Ober seeks the answer by analyzing the sociology of Athenian politics and the nature of communication between elite and nonelite citizens. After a preliminary survey of the development of the Athenian "constitution," he focuses on the role of political and legal rhetoric. As jurymen and Assemblymen, the citizen masses of Athens retained important powers, and elite Athenian politicians and litigants needed to address these large bodies of ordinary citizens in terms understandable and acceptable to the audience. This book probes the social strategies behind the rhetorical tactics employed by elite speakers. A close reading of the speeches exposes both egalitarian and elitist elements in Athenian popular ideology. Ober demonstrates that the vocabulary of public speech constituted a democratic discourse that allowed the Athenians to resolve contradictions between the ideal of political equality and the reality of social inequality. His radical reevaluation of leadership and political power in classical Athens restores key elements of the social and ideological context of the first western democracy.

#### **The Rhetorics of Popular Culture** Routledge

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.

*Cultural Theory and Popular Culture* University of Pittsburgh Press

A critique of current pedagogies that introduces a psychoanalytical approach in teaching composition and rhetoric. Thomas Rickert builds upon the advances of cultural studies and its focus on societal trends and broadens this view by placing attention on the conscious and subconscious thought of the individual.

**The World is a Text: Writing About Visual and Popular Culture** Edward Elgar Publishing

An introduction to the art of rhetoric explains how persuasion can profoundly influence personal and professional successes and reveals an array of techniques employed by such personalities as Aristotle and Winston Churchill.

**Environmental Communication and the Public Sphere** Lexington Books

In this 6th edition of his successful *Cultural Theory and Popular Culture: An Introduction*, John Storey has extensively revised the text throughout. As before, the book presents a clear and critical survey of competing theories of and various approaches to popular culture. Its breadth and theoretical unity, exemplified through popular culture, means that it can be flexibly and relevantly applied across a number of disciplines. Also retaining the accessible approach of previous editions, and using appropriate examples from the texts and practices of popular culture, this new edition remains a key introduction to the area. New to this edition Extensively revised, rewritten and updated Improved and expanded content throughout new sections on The English Marxism of William Morris, Post-Feminism, and Whiteness The new edition remains essential reading for undergraduate and postgraduate students of cultural studies, media studies, communication studies, the sociology of culture, popular culture and other related subjects.

*Cultural Studies and Rhetorical Studies* Waveland Press

Since its publication in 1990, *Critical Terms for Literary Study* has become a landmark introduction to the work of literary theory—giving tens of thousands of students an unparalleled encounter with what it means to do theory and criticism. Significantly expanded, this new edition features six new chapters that confront, in different ways, the growing understanding of literary works as cultural practices. These six new chapters are "Popular Culture," "Diversity," "Imperialism/Nationalism,"

"Desire," "Ethics," and "Class," by John Fiske, Louis Menand, Seamus Deane, Judith Butler, Geoffrey Galt Harpham, and Daniel T. O'Hara, respectively. Each new essay adopts the approach that has won this book such widespread acclaim: each provides a concise history of a literary term, critically explores the issues and questions the term raises, and then puts theory into practice by showing the reading strategies the term permits. Exploring the concepts that shape the way we read, the essays combine to provide an extraordinary introduction to the work of literature and literary study, as the nation's most distinguished scholars put the tools of critical practice vividly to use.

*The Elixir of Democracy and Individuality* Three Rivers Press (CA)

Drawing on interdisciplinary perspectives, *Youth, Place and Theories of Belonging* showcases cutting-edge empirical research on young people's lifeworlds. The scholars demonstrate that belonging is personal, infused with individual and collective histories as well as interwoven with conceptions of place. In studying how young people adapt to social change the research highlights the plurality of belonging, as well as its temporal and fleeting nature. In the field of youth studies, we have seen a recent emphasis on studying the ways youth live out everyday multiculturalisms in an increasingly globalised world. How young people negotiate belonging in everyday life and how they come to understand their positions in fragmented societies remain emerging areas of scholarship. Composed of twelve chapters, the collection references key sites and institutions in young people's lives such as schools, community/cultural centres, neighbourhoods and spaces of consumption. Drawing from diverse areas such as the rural, the urban as well as displacements and mobilities, this international collection enhances our understanding of the theories employed in the study of youth identity practices. Written in a direct and clear style, this collection of essays will be of interest to researchers working in geography, theories of affect, gender, mobility, performativities, and theories of space/place. Investigating how young people come to belong can open up new spaces and provide critical insights into young people's identities.

*Communication Perspectives on Popular Culture* Springer

*The Rhetorical Power of Children's Literature* is an edited volume with contributions from established and new scholars of rhetoric offering case studies that analyze a full array of genres in children's literature from picture books to young adult novels. Collectively, this volume's contributions interrogate how children's literature is a powerful yet under examined space of rhetorical discourse that influences one of the most vulnerable segments of our population. This book is singularly unique given that it will be the first collection of essays on children's literature from the distinct perspective of the field of Communication. Beyond topical novelty, the contributors utilize a range of scholarly methods to analyze instances of the rhetoric of children's literature. Consequently, essays in this volume may be read for both their specific topical content and as exemplars for multiple methodological approaches to the study of the rhetoric of children's literature. Collectively, the contributors set out to contribute to our knowledge of how instances of children's literature operate as rhetorical discourses. The volume is organized by case studies approached through critical, rhetorical lenses that analyze specific instances of children's literature from two distinct stages of children's developmental reading experiences including pre/early literacy and fluent reading. Structurally, the book includes eight content chapters divided evenly with four chapters analyzing books for young children and four chapters analyzing books targeting audiences from late-childhood

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*Participatory Culture in Digital Contexts* Routledge

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.

*What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion* University of Chicago Press

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.

*Thank You for Arguing* Routledge

*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.