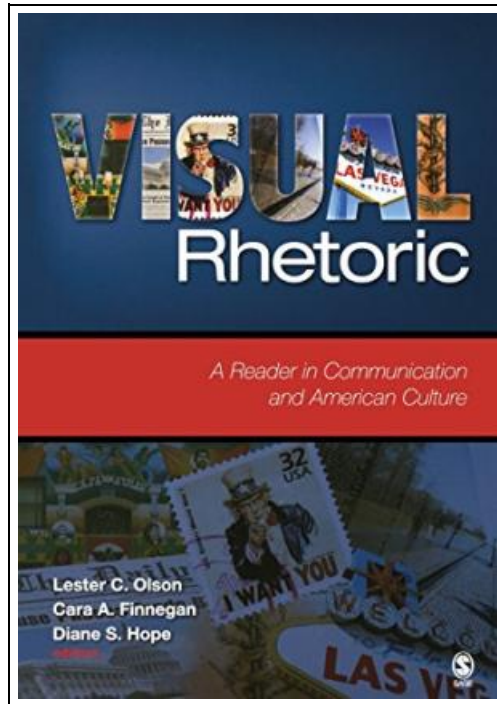


Visual Rhetoric: A Reader in Communication and American Culture



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Reviews

*Extremely helpful to all of group of individuals. It really is loaded with knowledge and wisdom Its been designed in an extremely basic way and is particularly simply after i finished reading through this ebook where actually altered me, affect the way i believe.
(Lily Ryan)*

VISUAL RHETORIC: A READER IN COMMUNICATION AND AMERICAN CULTURE



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SAGE Publications, Inc. Paperback. Condition: New. 464 pages. Dimensions: 9.9in. x 6.9in. x 0.6in. 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 visibility 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;...



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