


[DOWNLOAD](#)


## Visual Rhetoric: A Reader in Communication and American Culture

By -

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...



[READ ONLINE](#)  
[ 2.32 MB ]

### Reviews

*Completely essential read through ebook. This can be for all who statte there was not a well worth reading. You wont really feel monotony at at any time of your own time (that's what catalogs are for relating to if you request me).*

-- **Maud Mitchell**

*Certainly, this is actually the greatest job by any author. It is definitely simplified but excitement inside the 50 percent of the book. I am just easily will get a delight of studying a composed pdf.*

-- **Lelia Heidenreich**

## You May Also Like



### **50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills**

Scholastic Teaching Resources. Paperback / softback. Book Condition: new. BRAND NEW, 50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and Sharpen Their Math Skills, Bob Krech, Joan Novelli, These ""mad lib""-style worksheets are instant math...



### **Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the...



### **Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.



### **Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.



### **Growing Up: From Baby to Adult High Beginning Book with Online Access**

Cambridge University Press, 2014. UNK. Book Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.



### **Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School**

Book Condition: Brand New. Book Condition: Brand New.