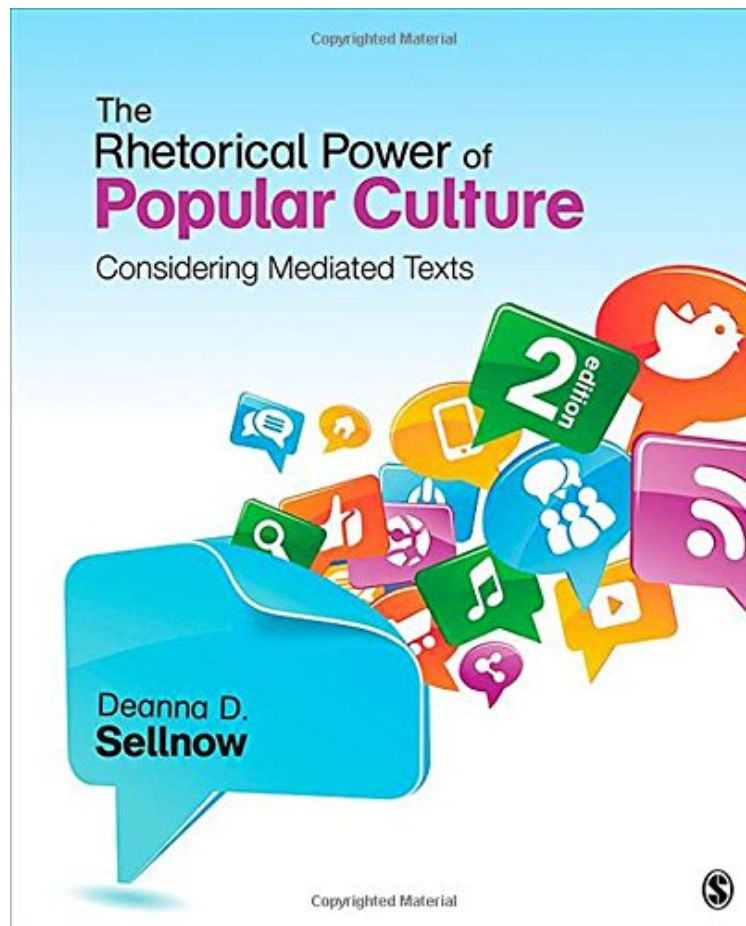


The Rhetorical Power of Popular Culture: Considering Mediated Texts

Deanna D. Sellnow

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Can TV shows, popular music, advertisements, and films help us understand rhetorical theory and criticism? The Rhetorical Power of Popular Culture, Second Edition includes examples like these to make rhetorical theory and criticism accessible, relevant, and meaningful. Exploring the powerfully persuasive rhetorical messages that pervade daily life, the book provides an easy-to-understand introduction to rhetorical theory and criticism by focusing on the powerful role that popular culture plays in persuading us what to believe and how to behave. The books step-by-step approach and range of popular culture examples help students learn to apply rhetorical theory and criticism to their own lives and assigned work.

'Given the variety of analytic perspectives discussed in this book, each with its own definitions and vocabulary, it is helpful that key terms are both highlighted in colour in the text and then summarily defined in the glossary.'--Dr George F Simons "Web " Given the variety of analytic perspectives discussed in this book, each with its own definitions and vocabulary, it is helpful that key terms are both highlighted in colour in the text and then summarily defined in the glossary. (Dr George F Simons Web)About the AuthorDeanna Sellnow is currently a professor of strategic communication in the Nicholson School of Communication at the University of Central Florida. She conducts research in two major areas. The first focuses on strategic instructional communication in a variety of contexts (e.g., classrooms, risk and crisis, health). The second focuses on rhetorical studies of popular culture. She has conducted funded research for the USGS, USDA, Department of Homeland Security, and CDC. Her work is published in refereed national and international journals, as well several books. She has presented her work across the U.S. and in many countries around the world including, Canada, China, Denmark, Egypt, England, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Senegal, Singapore, Spain, Sweden, Turkey, and Vietnam. She and her husband, Tim, have a daughter (Debbie), son (Rick), son-in-law (Scott), and grandson (Lincoln).