

Rhetorical Dimensions In Media A Critical Casebook

Rhetorical Dimensions In Media A Critical Casebook Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Rhetorical Dimensions In Media A Critical Casebook**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

The Mass Comm Murders Arthur Asa Berger
2002 *The Mass Comm Murders* is a novel way (both literally and figuratively) to introduce students to mass communication theory.

Berger's latest comic murder mystery again features Inspector Solomon Hunter and his sidekick, Sergeant Talcott Weams, in the search for who is snuffing out a group of media theorists--though only after each, in turn,

explains his or her theory of mass communications. Highlighting theories from semiotics to the spiral of silence, Berger combines theoretical discussion with a satire of academia and a parody of the mystery genre, complete with eccentric professors and international intrigue. This fun and accessible text is an ideal supplement for courses in mass communication and communication theory.

Mouse Morality Annalee R. Ward 2010-01-01 Kids around the world love Disney animated films, and many of their parents trust the Disney corporation to provide wholesome, moral entertainment for their children. Yet frequent protests and even boycotts of Disney products and practices reveal a widespread unease with the sometimes mixed and inconsistent moral values espoused in Disney films as the company attempts to appeal to the largest possible audience. In this book, Annalee R. Ward uses a variety of analytical tools based in rhetorical criticism to examine the moral messages taught

in five recent Disney animated films—The Lion King, Pocahontas, The Hunchback of Notre Dame, Hercules, and Mulan. Taking the films on their own terms, she uncovers the many mixed messages they purvey: for example, females can be leaders—but male leadership ought to be the norm; stereotyping is wrong—but black means evil; historical truth is valued—but only tell what one can sell, etc. Adding these messages together, Ward raises important questions about the moral ambiguity of Disney's overall worldview and demonstrates the need for parents to be discerning in letting their children learn moral values and life lessons from Disney films.

American Rhetoric Thomas W. Benson 1989 Nine fresh views of the interconnections of historical, critical, and theoretical scholarship in the field of American rhetoric. Stephen T. Olsen addresses the question of how to determine the disputed authorship of Patrick Henry's "Liberty or Death" speech of March 23, 1775. Stephen E.

Lucas analyzes the Declaration of Independence as a rhetorical action, designed for its own time, and drawing on a long tradition of English rhetoric. Carroll C. Arnold examines the "communicative qualities of constitutional discourse" as revealed in a series of constitutional debates in Pennsylvania between 1776 and 1790. James R. Andrews traces the early days of political pamphleteering in the new American nation. Martin J. Medhurst discusses the generic and political exigencies that shaped the official prayer at Lyndon B. Johnson's inauguration. In "Rhetoric as a Way of Being," Benson acknowledges the importance of everyday and transient rhetoric as an enactment of being and becoming. Gerard A. Hauser traces the Carter Administration's attempt to manage public opinion during the Iranian hostage crisis. Richard B. Gregg ends the book by looking for "conceptual-metaphorical" patterns that may be emerging in political rhetoric in the 1980s.

Television Dramas and the Global Village

Diana I. Ríos 2021-10-18 This book analyzes the ways in which television dramas allow audiences to vicariously experience fantasy-indulging, escapism-satisfying, and reality-reckoning stories. Contributors discuss how our innate desire to tell human stories both binds us together and motivates us to persevere as a community on a global scale.

Landmark Essays on Rhetorical Criticism

Thomas W. Benson 2020-08-19 This book is an anthology of landmark essays in rhetorical criticism. In historical usage, a landmark marks a path or a boundary; as a metaphor in social and intellectual history, landmark signifies some act or event that marks a significant achievement or turning point in the progress or decline of human effort. In the history of an academic discipline, the historically established senses of landmark are mixed together, jostling to set out and protect the turfmarkers of academic specialization; aligning footnotes to signify the beacons that have guided thought

and, against these "conservative" tendencies, attempting to contribute fresh insights that tempt others along new trails. The editor has chosen essays for this collection that give some sense of the history of rhetorical criticism in this century, especially as it has been practiced in the discipline of speech communication. He also emphasizes materials that may illustrate where the discipline conceives itself to be going -- how it has marked its boundaries; how it has established beacons to invite safety or warn us from the rocks; and how it has sought to preserve a tradition by subjecting it to constant revision and struggle. In the hope of providing some coherence, the scope of this collection is limited to rhetorical criticism as it has been practiced and understood within the discipline of speech communication in North America in this century.

Multimodal Argumentation and Rhetoric in Media Genres Assimakis Tseronis 2017-12-15
This collection advances the study of context-

dependent characteristics of argumentative discourse by examining a variety of media genres in which text and image (and other semiotic modes) combine to create meaning. The chapters have been written by an international group of senior and junior scholars researching multimodal argumentation in the last two decades. In each chapter, a specific approach to argumentation and rhetoric is combined with insights from visual studies, metaphor theory, scientific visualization, cognitive science, semiotics, conversation analysis, or (documentary) film theory in order to explain how multimodal genres function argumentatively and rhetorically. Together the chapters present a state-of-the-art in the analysis of multimodal argumentation in such diverse genres as print advertisements, news photographs, scientific illustrations, political cartoons, documentaries, film trailers, political TV advertisements, public debates, and political speeches. The volume will be of interest to

advanced students and scholars in argumentation studies, rhetoric, and multimodal communication.

The Present State of Scholarship in Historical and Contemporary Rhetoric

Walter J. Ong 1990 "In the years since its publication in 1983, *The Present State of Scholarship in Historical and Contemporary Rhetoric* has become a classic in its field, proving to be an invaluable resource for students of rhetoric and composition, as well as for scholars in English, speech, and philosophy. This revised and updated edition defines the field of rhetoric as no other volume has."-- Publishers website.

Critical Media Studies Brian L. Ott 2020-02-11
An engaging and accessible introduction to a broad range of critical approaches to contemporary mass media theory and research A decade after its first publication, *Critical Media Studies* continues to shape and define the field of media studies, offering innovative approaches

that enable readers to explore the modern media landscape from a wide variety of perspectives. Integrating foundational theory and contemporary research, this groundbreaking text offers the most comprehensive set of analytical approaches currently available. Twelve critical perspectives—pragmatic, rhetorical, sociological, erotic, ecological, and others—enable readers to assess and evaluate the social and cultural consequences of contemporary media in their daily lives. The new third edition includes up-to-date content that reflects the current developments and cutting-edge research in the field. New or expanded material includes changing perceptions of race and gender, the impact of fandom on the media, the legacy of the television age, the importance of media literacy in the face of “fake news”, and developments in industry regulations and U.S. copyright law. This textbook: Presents clear, reader-friendly chapters organized by critical perspective Features up-to-date media

references that resonate with modern readers
Incorporates enhanced and updated pedagogical features throughout the text Offers extensively revised content for greater clarity, currency, and relevance Includes fully updated illustrations, examples, statistics, and further readings
Critical Media Studies, 3rd Edition is the ideal resource for undergraduate students in media studies, cultural studies, popular culture, communication, rhetoric, and sociology, graduate students new to critical perspectives on the media, and scholars in the field.

The Media and Terrorism Duncan Mainye Omanga 2016 The editorial cartoon, perhaps one of the most enduring features of the African newspaper, carries perception of a less cerebral form of journalism consigned to laughter and flippancy. However, editorial cartoons' effectiveness goes beyond laughter. This book not only responds to the call for a broader debate on media and terrorism, but also examines how editorial cartoons in Kenya,

between 1998 and 2008, contributed to the discursive construction of terrorism and the so-called war on terror. Drawing from events surrounding major terror attacks at the high noon of 'al-Qaida terrorism', this book highlights how editorial cartoons in Kenya provided insights into the vicissitudes that characterized terrorism and its war. Dissertation. (Series: Contributions to African Research / Beitrage zur Afrikaforschung, Vol. 67) [Subject: Politics, Media Studies, African Studies]
Encyclopedia of Gender in Media Mary Kosut 2012-05-01 The media strongly influences our everyday notions of gender roles and our concepts of gender identity. The Encyclopedia of Gender in Media critically examines the role of the media in enabling, facilitating, or challenging the social construction of gender in our society. The work addresses a variety of entertainment and news content in print and electronic media and explores the social construction of masculinity as well as femininity.

In addition to representations of gender within the media, we also analyze gender issues related to media ownership and the media workforce. Despite an abundance of textbooks, anthologies, and university press monographs on the topic of gender in media, until now no comprehensive reference work has tackled this topic of perennial interest in student research and papers. Features and benefits: 150 signed entries (each with Cross References and Further Readings) are organized in A-to-Z fashion to give students easy access to the full range of topics within gender in media. A thematic Reader's Guide in the front matter groups related entries by broad topical or thematic areas to make it easy for users to find related entries at a glance, with themes including "Discrimination & Media Effects," "Media Modes," "New Media," "Media Portrayals & Representations," "Biographies," and more. In the electronic version, the Reader's Guide combines with a detailed Index and the Cross References to provide users with robust

search-and browse capacities. A Chronology in the back matter helps students put individual events into broader historical context. A Glossary provides students with concise definitions to key terms in the field. A Resource Guide to classic books, journals, and web sites (along with the Further Readings accompanying each entry) helps guide students to further resources for their research journeys. An Appendix provides users with a number of reports related to gender in media.

Image Politics Kevin Michael DeLuca 2012-11-12
This exceptional volume examines "image events" as a rhetorical tactic utilized by environmental activists. Author Kevin Michael DeLuca analyzes widely televised environmentalist actions in depth to illustrate how the image event fulfills fundamental rhetorical functions in constructing and transforming identities, discourses, communities, cultures, and world views. Image Politics also exhibits how such events create

opportunities for a politics that does not rely on centralized leadership or universal metanarratives. The book presents a rhetoric of the visual for our mediated age as it illuminates new political possibilities currently enacted by radical environmental groups. Chapters in the volume cover key areas of environmental activism such as: *The rhetoric of social movements; *Imaging social movements; *Environmental justice groups; and *Participatory democracy. This book is of interest to scholars and students of rhetorical theory, media and communication theory, visual theory, environmental studies, social change movements, and political theory. It will also appeal to others interested in ecology, radical environmental politics, and activism, and is an excellent supplemental text in advanced undergraduate and graduate level courses in these areas.

Reality Fictions Thomas W. Benson 2002 Rather than write briefly about each of the many

documentary films Wiseman has made over the past 20 years, Benson (rhetoric and communication arts and sciences, Pennsylvania State U.) and Anderson (communication, U. of Massachusetts-Amherst) choose a few representative examples. They interpret the films, look at the rhetorical structures, and explore the people and processes. The first edition was published in 1989. Annotation copyrighted by Book News, Inc., Portland, OR The Oxford Handbook of Critical Management Studies Mats Alvesson 2009-06-18 Critical Management Studies (CMS) has emerged as a movement that questions the authority and relevance of mainstream thinking and practice. Critical of established social practices and institutional arrangements, it challenges prevailing systems of domination and promotes the development of alternatives to them. CMS draws upon diverse critical traditions. Of particular importance for its initial articulation was the thinking of members of the Frankfurt

School of Critical Theory. From these foundations, CMS has grown into a pluralistic and inclusive movement incorporating a diverse range of perspectives - ranging from labour process theory to radical feminism. In recent times, a set of ideas broadly labelled 'poststructuralist' have been developed to complement and challenge the insights of Critical Theory, giving new impetus for scholars seeking to challenge the status quo and articulate a more inclusive and humane future for management practice. The Oxford Handbook of Critical Management Studies provides an overview of theoretical approaches, key topics, issues, and subject specialisms in management studies, as well as a set of reflections on the progress and prospects of CMS. Contributors are all specialists in the respective fields and share a concern to interrogate and challenge received wisdom about management theory and practice. Given the rapid growth of the CMS movement, its ever increasing theoretical and

geographical diversity and its outreach into the public sphere, The Oxford Handbook of Critical Management Studies is a timely publication. In addition to UK contributors, where CMS has developed most rapidly, there is strong representation from North American contributors as well as from areas where CMS has taken hold more recently, such as Australasia.

Rhetorical Dimensions in Media Martín J. Medhurst 1984

The Multimodal Rhetoric of Humour in Saudi Media Cartoons Wejdan Alsadi 2021-02-22
Cartoons, as a form of humour and entertainment, are a social product which are revealing of different social and political practices that prevail in a society, humourised and satirised by the cartoonist. This book advances research on cartoons and humour in the Saudi context. It contributes to the growing multimodal research on non-interactional humour in the media that benefits from

traditional theories of verbal humour. The study analyses the interaction between visual and verbal modes, highlighting the multimodal manifestations of the rhetorical devices frequently employed to create humour in English-language cartoons collected from the Saudi media. The multimodal analysis shows that the frequent rhetorical devices such as allusions, parody, metaphor, metonymy, juxtaposition, and exaggeration take a form which is woven between the visual and verbal modes, and which makes the production of humorous and satirical effect more unique and interesting. The analysis of the cartoons across various thematic categories further offers a window into contemporary Saudi society.

Rhetorical Bodies Jack Selzer 1999 What significance does the physical, material body still have in a world of virtual reality and genetic cloning? How do technology and postmodern rhetoric influence our understanding of the body? And how can our discussion of the body

affect the way we handle crises in public policy--the politics of race and ethnicity; issues of "family values" that revolve around sexual and gender identities; the choices revolving around reproduction and genome projects, and the spread of disease? Leading scholars in rhetoric and communication, as well as literary and cultural studies, address some of the most important topics currently being discussed in the human sciences. The essays collected here suggest the wide range of public arenas in which rhetoric is operative--from abortion clinics and the World Wide Web to the media's depiction of illiteracy and the Donner Party. These studies demonstrate how the discourse of AIDS prevention or Demi Moore's "beautiful pregnancy" call to mind the physical nature of being human and the ways in which language and other symbols reflect and create the physical world.

Cold War Rhetoric Martin J. Medhurst
1997-11-30 Cold War Rhetoric is the first book in

over twenty years to bring a sustained rhetorical critique to bear on central texts of the Cold War. The rhetorical texts that are the subject of this book include speeches by Presidents Eisenhower and Kennedy, the Murrow- McCarthy confrontation on CBS, the speeches and writings of peace advocates, and the recurring theme of unAmericanism as it has been expressed in various media throughout the Cold War years. Each of the authors brings to his texts a particular approach to rhetorical criticism—strategic, metaphorical, or ideological. Each provides an introductory chapter on methodology that explains the assumptions and strengths of their particular approach.

Visual Rhetoric Lester C. Olson 2008-03-20
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 visuality 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; Ekaterina Haskins; Diane S. Hope; Judith Lancioni; Margaret R. LaWare; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. Parry-Giles; Ronald

Shields; John M. Sloop; Nathan Stormer; Reginald Twigg and Carol K. Winkler "This book significantly advances theory and method in the study of visual rhetoric through its comprehensive approach and wise separations of key conceptual components." —Julianne H. Newton, University of Oregon

Appeals in Modern Rhetoric M. Jimmie Killingsworth 2005-09-26 Shunning the standard Aristotelian approach that treats ethos, pathos, and logos as modes of appeal, M. Jimmie Killingsworth uses common, accessible language to explain the concept of the rhetorical appeal—meaning the use of language to plead and to please. The result is a practical and innovative guide to understanding how persuasion works that is suitable for graduate and undergraduate courses yet still addresses topics of current interest to specialists.

Landmark Essays on American Public Address Martin J. Medhurst 2020-08-26 This volume traces the historical evolution of

American academic thought concerning public address -- what it is, how it ought to be studied, and what can be learned by engaging rhetorical texts in an analytical fashion. To begin, one must distinguish among three separate but interrelated uses of the term "public address" -- as practice, theory, and criticism. The essays in this volume represent landmarks in the literal sense of that term -- they are marks on the intellectual landscape that indicate where scholars and ideas have passed, and in that passing left a mark for future generations. It is appropriate to revisit the landmarks that have set public address off as a field of study and it allows readers to remember the struggles that have led to the current situation. Most of the authors of the following chapters are deceased, but their ideas live on -- transformed, adapted, modified, rejected, and reborn. The scholarly dialectic continues. What constitutes a study in public address, how best to approach rhetorical texts, which analytical tools are required for the

job, how best to balance text with context and what role ought theory to play in the conduct or outcome of critical inquiry -- these questions live on. To answer them at all is to engender debate and that is how it should be if the intellectual vitality of public address is to be maintained. The papers are a prolegomenon to such studies, for they mark where scholars have been and point the way to where they still must go.

Christianity and the Mass Media in America

Quentin J. Schultze 2005-11-09 The mass media and religious groups in America regularly argue about news bias, sex and violence on television, movie censorship, advertiser boycotts, broadcast and film content rating systems, government regulation of the media, the role of mass evangelism in a democracy, and many other issues. In the United States the major disputes between religion and the media usually have involved Christian churches or parachurch ministries, on the one hand, and the so-called secular media, on the other. Often the Christian

Right locks horns with supposedly liberal Eastern media elite and Hollywood entertainment companies. When a major Protestant denomination calls for an economic boycott of Disney, the resulting news reports suggest business as usual in the tensions between faith groups and media empires. Schultze demonstrates how religion and the media in America have borrowed each other's rhetoric. In the process, they have also helped to keep each other honest, pointing out respective foibles and pretensions. Christian media have offered the public as well as religious tribes some of the best media criticism— better than most of the media criticism produced by mainstream media themselves. Meanwhile, mainstream media have rightly taken particular churches to task for misdeeds as well as offered some surprisingly good depictions of religious life. The tension between Christian groups and the media in America ultimately is a good thing that can serve the interest of democratic life. As

Alexis de Tocqueville discovered in the 1830s, American Christianity can foster the “habits of the heart” that ward off the antisocial acids of radical individualism. And, as John Dewey argued a century later, the media offer some of our best hopes for maintaining a public life in the face of the religious tribalism that can erode democracy from within. Mainstream media and Christianity will always be at odds in a democracy. That is exactly the way it should be for the good of each one.

Supplement to Rhetorical Dimensions in

Media Martin J. Medhurst 1995-11

Rhetorical Dimensions in Media Martin J. Medhurst 1984-01-01

Resisting Rape Culture through Pop Culture

Kelly Wilz 2019-12-15 *Resisting Rape Culture through Pop Culture: Sex After #MeToo*

provides audiences with constructive models of affirmative consent, tender masculinity, and pleasure in popular culture that work to challenge toxic dominant and hegemonic

constructions. While numerous scholars have illustrated the many ways mediated culture shape social understandings of sexual violence, this book analyzes texts that might serve to resist rape culture. This project locates how these texts manufacture cinematic or televisual narratives and in turn work to create new realities that encourage cultural and social change. Kelly Wilz analyzes the ways in which we, as a culture, tend to understand sex through visual media and dominant cultural myths, while highlighting productive texts which might serve as a possible corrective to the ways in which sex is ritualized by rules that legitimize violence. Through the lens of productive criticism, Wilz examines how language and dominant ideologies around rape culture and rape myths reinforce systemic violence, and how visual texts might work to reimagine how we might disrupt those ideologies and create new ways to engage in conversations around intimacy and violence. By centering the voices within the #MeToo

movement, who actively work to de-normalize sexual assault and abuse, these models provide a useful counter to the deluge of dehumanizing narratives about survivors and sexualized violence. Scholars of pop culture, women's studies, media studies, and social justice will find this book particularly useful.

World War II and the Cold War Martin J. Medhurst 2018-09-01 This volume examines crucial moments in the rhetoric of the Cold War, beginning with an exploration of American neutrality and the debate over entering World War II. Other topics include the long-distance debate carried on over international radio between Hitler and Franklin D. Roosevelt; understanding and interpreting World War II propaganda; domestic radio following the war and the use of Abraham Lincoln narratives as vehicles for American propaganda; the influence of foreign policy agents Dean Acheson, Paul Nitze, and George Kennan; and the rhetoric of former presidents John F. Kennedy and Ronald

Reagan. Ultimately, this volume offers a broad-based look at the rhetoric framing the Cold War and in doing so offers insight into the political climate of today.

The Prospect of Presidential Rhetoric James Arnt Aune 2008 Culminating a decade of conferences that have explored presidential speech, *The Prospect of Presidential Rhetoric* assesses progress and suggests directions for both the practice of presidential speech and its study. In Part One, following an analytic review of the field by Martin Medhurst, contributors address the state of the art in their own areas of expertise. Roderick P. Hart then summarizes their work in the course of his rebuttal of an argument made by political scientist George Edwards: that presidential rhetoric lacks political impact. Part Two of the volume consists of the forward-looking reports of six task forces, comprising more than forty scholars, charged with outlining the likely future course of presidential rhetoric, as well as the major

questions scholars should ask about it and the tools at their disposal. *The Prospect of Presidential Rhetoric* will serve as a pivotal work for students and scholars of public discourse and the presidency who seek to understand the shifting landscape of American political leadership.

Analyzing Media James W. Chesebro 1998-10-01 For the past 25 years, critics of communication have focused on the content and form of verbal and nonverbal communication, while for the most part neglecting what traditionally has been considered a technical rather than a critical issue - the impact of how messages are produced or formatted in the various media. Topics such as the sexual and violent content of television and films, the meaning of pornography, and the persuasive efforts of advertisers largely have been examined with the use of social science methodologies that ignore the behavioral and message-generating implications of specific

media systems themselves. Filling a significant void in the literature, this volume eschews the notion of communication technologies as neutral conduits, and instead depicts them as active and creative determinants of meaning. In doing so, it offers an illuminating examination of the dynamic relationships among communication, cognition, and social organization. Providing a framework for the chapters that follow, the first section of the book presents a history of human communication from a technological perspective, explores the integral role of communication technologies in everyday life, and isolates the ways in which criticism can function as an assessment system. Three specific technological cultures that define human communication are identified: the oral, the literate, and the electronic. The authors identify structural features and discuss the social implications of each. They also provide descriptions, interpretations, and evaluations of these technological cultures, and show how

criticism changes when the media of transmission is taken into account. The book concludes with a cogent discussion of a range of topics surrounding media criticism, such as its pedagogical implications, how multiple selves can exist in a world of varied communication technologies, the integration of communication technologies, and how media studies should be incorporated into the disc

The Hero and the Perennial Journey Home in American Film Susan Mackey-Kallis 2010-08-03

In contemporary America, myths find expression primarily in film. What's more, many of the highest-grossing American movies of the past several decades have been rooted in one of the most fundamental mythic narratives, the hero quest. Why is the hero quest so persistently renewed and retold? In what ways does this universal myth manifest itself in American cinema? And what is the significance of the popularity of these modern myths? *The Hero and the Perennial Journey Home in American Film* by

Susan Mackey-Kallis is an exploration of the appeal of films that recreate and reinterpret this mythic structure. She closely analyzes such films as E.T., the Star Wars trilogy, It's a Wonderful Life, The Wizard of Oz, The Lion King, Field of Dreams, The Piano, Thelma and Louise, and 2001: A Space Odyssey. Elements of the quest mythology made popular by Joseph Campbell, Homer's Odyssey, the perennial philosophy of Aldous Huxley, and Jungian psychology all contribute to the compelling interpretive framework in which Mackey-Kallis crafts her study. She argues that the purpose of the hero quest is not limited to the discovery of some boon or Holy Grail, but also involves finding oneself and finding a home in the universe. The home that is sought is simultaneously the literal home from which the hero sets out and the terminus of the personal growth he or she undergoes during the journey back. Thus the quest, Mackey-Kallis asserts, is an outward journey into the world of action and events

which eventually requires a journey inward if the hero is to grow, and ultimately necessitates a journey homeward if the hero is to understand the grail and share it with the culture at large. Finally, she examines the value of mythic criticism and addresses questions about myth currently being debated in the field of communication studies.

Media Matters John Fiske 2016-02-05 Now, more than 20 years since its initial release, John Fiske's classic text *Media Matters* remains both timely and insightful as an empirically rich examination of how the fierce battle over cultural meaning is negotiated in American popular culture. *Media Matters* takes us to the heart of social inequality and the call for social justice by interrogating some of the most important issues of its time. Fiske offers a practical guide to learning how to interpret the ways that media events shape the social landscape, to contest official and taken-for-granted accounts of how events are

presented/conveyed through media, and to affect social change by putting intellectual labor to public use. A new introductory essay by former Fiske student Black Hawk Hancock entitled 'Learning How to Fiske: Theorizing Cultural Literacy, Counter-History, and the Politics of Media Events in the 21st Century' explains the theoretical and methodological tools with which Fiske approaches cultural analysis, highlighting the lessons today's students can continue to draw upon in order to understand society today.

Rhetorical Criticism Jim A. Kuypers 2021-07-19 Helping students learn how to perform rhetorical criticism, this book stresses criticism as an art and as a means to engage in critical thinking. The chapters and sample essays are written by noted experts and geared towards student accessibility. The third edition includes new chapters on visual rhetoric and digital rhetoric.

The Handbook of Rhetoric and Public Address Shawn J. Parry-Giles 2010-05-10 The

Handbook of Rhetoric and Public Address is a state-of-the-art companion to the field that showcases both the historical traditions and the future possibilities for public address scholarship in the twenty-first century. Focuses on public address as both a subject matter and a critical perspective Mindful of the connections between the study of public address and the history of ideas Provides an historical overview of public address research and pedagogy, as well as a reassessment of contemporary public address scholarship by those most engaged in its practice Includes in-depth discussions of basic issues and controversies public address scholarship Explores the relationship between the study of public address and contemporary issues of civic engagement and democratic citizenship Reflects the diversity of views among public address scholars, advancing on-going discussions and debates over the goals and character of rhetorical scholarship

Persuasive Imagery Linda M. Scott 2003-04-02

This volume synthesizes and advances existing knowledge of consumer response to visuals. Representing an interdisciplinary perspective, contributors include scholars from the disciplines of communication, psychology, and marketing. The book begins with an overview section intended to situate the reader in the discourse. The overview describes the state of knowledge in both academic research and actual practice, and provides concrete sources for scholars to pursue. Written in a non-technical language, this volume is divided into four sections: Image and Response - illustrates the difficulty encountered even in investigating the basic influences, processes, and effects of "mere exposure" to imagery. Image and Word - presents instances in which the line between words and pictures is blurred, such as the corporate logo which is often pictorial in nature but communicates on an abstract level usually attributed to words. Image and the Ad - contributes to our appreciation for the exquisite

variations among advertising texts and the resultant variability in response, not only to different ads but among different viewers of the same ad. Image and Object - carries the inquiry of visual response over the bridge toward object interaction. Having traveled a path that has gone from the precise working of the brain in processing visual stimuli all the way to the history of classical architecture, readers of this volume will have a new respect for the complexity of human visual response and the research that is trying to explain it. It will be of interest to those involved in consumer behavior, consumer psychology, advertising, marketing, and visual communication.

Media and Communication Research Arthur Asa Berger 2000-03-21 In this book, Arthur Asa Berger combines a practical focus, the use of numerous examples, a step-by-step approach, and humour to examine both qualitative and quantitative research methods in media and communication research.

Sound Media Lars Nyre 2009-06-02 Sound Media considers how music recording, radio broadcasting and muzak influence people's daily lives and introduces the many and varied creative techniques that have developed in music and journalism throughout the twentieth century. Lars Nyre starts with the contemporary cultures of sound media, and works back to the archaic soundscapes of the 1870s. The first part of the book devotes five chapters to contemporary digital media, and presents the internet, the personal computer, digital radio (news and talk) and various types of loudspeaker media (muzak, DJ-ing, clubbing and PA systems). The second part examines the historical accumulation of techniques and sounds in sound media, and presents multitrack music in the 1960s, the golden age of radio in the 1950s and back to the 1930s, microphone recording of music in the 1930s, the experimental phase of wireless radio in the 1910s and 1900s, and the invention of the gramophone and phonograph in

the late nineteenth century. Sound Media includes a soundtrack on downloadable resources with thirty-six examples from broadcasting and music recording in Europe and the USA, from Edith Piaf to Sarah Cox, and is richly illustrated with figures, timelines and technical drawings.

Media and Communication Research Methods Arthur Asa Berger 2014 Employing his signature style--a practical focus, the use of numerous illuminating examples, an easy to follow step-by-step approach, and engaging humor that makes the material approachable--Arthur Asa Berger updates and enhances his best-selling introductory text with the third edition. He combines insightful discussions of qualitative and quantitative media and communication research methods as he covers each topic thoroughly in a fun-to-read style. Ideal for beginning 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 that are sure to get your students to want to understand, and master, media and communication research. *Rhetoric and Philosophy* Richard A. Cherwitz 2014-06-03 This important volume explores alternative ways in which those involved in the field of speech communication have attempted to find a philosophical grounding for rhetoric. Recognizing that rhetoric can be supported in a wide variety of ways, this text examines eight different philosophies of rhetoric: realism, relativism, rationalism, idealism, materialism, existentialism, deconstructionism, and pragmatism. The value of this book lies in its pluralistic and comparative approach to rhetorical theory. Although rhetoric may be the more difficult road to philosophy, the fact that it is being traversed by a group of authors largely from speech communication demonstrates important growth in this field. Ultimately, there is recognition that if different thinkers can have

solid reasons to adhere to disparate philosophies, serious communication problems can be eliminated. Rhetoric and Philosophy will assist scholars in choosing from among the many philosophical starting places for rhetoric. *Rhetorics of Display* Lawrence J. Prelli 2021-12-24 Groundbreaking case studies mapping the rhetoric inherent in acts of presentation and concealment *Rhetorics of Display* is a pathbreaking volume that brings together a distinguished group of scholars to assess an increasingly pervasive form of rhetorical activity. Editor Lawrence J. Prelli notes in his introduction that twenty-first century citizens continually confront displays of information and images, from the verbal images of speeches and literature to visual images of film and photography to exhibits in museums to the arrangement of our homes to the merchandising of consumer goods. The volume provides an integrated, comprehensive study of the processes of selecting what to reveal and

what to conceal that together constitute the rhetorics of display. Surveying major historical transformations in the relationship between rhetoric and display, this book also identifies the leading themes in relevant scholarship of the past three decades. Seventeen case studies canvass a representative and diverse range of displays—from body piercing to a civil rights memorial to a Titanic exhibition to imagery found in gambling casinos—and examine the ways that phenomena, persons, places, events, identities, communities, and cultures are exhibited before audiences. Collectively the contributors shed light on rhetorics that are nearly ubiquitous in contemporary communication and culture.

The SAGE Handbook of Rhetorical Studies

Andrea A. Lunsford 2008-10-29 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.

Prime-Time Feminism Bonnie J. Dow 1996-06

"The author offers surprising connections and comparisons in the book . . . and she provides a solid overview of the women's movement in America to the present. . . . Highly recommended for upper-division and graduate media, cultural, and feminist studies collections."—Choice

Before the Rhetorical Presidency Martin J. Medhurst 2008-11-05 Since its identification in 1981, the rhetorical presidency has drawn both defenders and critics. Chief among those critical of the practice is political theorist Jeffrey K. Tulis, whose 1987 book, *The Rhetorical Presidency*, helped popularize the construct and set forth a sustained analysis of the baleful

effects that have allegedly accompanied the shift from a “constitutional” presidency to a “rhetorical” one. Tulis locates this shift in the presidencies of Theodore Roosevelt and Woodrow Wilson, arguing that the rhetorical presidency is a twentieth-century phenomenon. Yet not all scholars agree with this assessment. *Before the Rhetorical Presidency* is an attempt to investigate how U.S. presidents in the nineteenth century communicated with their publics, both congressional and popular. In part 1, Martin J. Medhurst, Mel Laracey, Jeffrey K. Tulis, and Stephen E. Lucas set forth differing perspectives on how the rhetorical presidency ought to be understood and evaluated. In part 2, eleven scholars of nineteenth-century presidential rhetoric investigate the presidencies of Martin Van Buren, John Tyler, James K. Polk, Franklin Pierce, James Buchanan, Andrew Johnson, Ulysses S. Grant, Rutherford B. Hayes, Benjamin Harrison, Grover Cleveland, and William McKinley. As the first volume ever to

focus on nineteenth-century presidents from a rhetorical perspective, *Before the Rhetorical Presidency* examines administrations, policies, and events that have never before been subjected to rhetorical analysis. The sometimes startling outcomes of these investigations reveal the need for continuing debate over the nature, practices, and effects of the rhetorical presidency. In a brief afterword, Medhurst raises eight challenges to the original formulation of the rhetorical presidency and in so doing sets forth an agenda for future studies.

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