



Visual Rhetoric: A Reader in Communication and American Culture

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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; 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

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Wanda Crane:

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Nellie Wellborn:

Reading a book tends to be new life style on this era globalization. With reading through you can get a lot of information that could give you benefit in your life. With book everyone in this world can share their idea. Publications can also inspire a lot of people. Many author can inspire all their reader with their story or maybe their experience. Not only the story that share in the publications. But also they write about the ability about something that you need case in point. How to get the good score toefl, or how to teach your kids, there are many kinds of book which exist now. The authors on earth always try to improve their expertise in writing, they also doing some research before they write to the book. One of them is this Visual Rhetoric: A Reader in Communication and American Culture.

Matthew Ibarra:

This Visual Rhetoric: A Reader in Communication and American Culture is great reserve for you because the content and that is full of information for you who all always deal with world and still have to make decision every minute. This kind of book reveal it data accurately using great arrange word or we can point out no rambling sentences inside it. So if you are read that hurriedly you can have whole info in it. Doesn't mean it only provides you with straight forward sentences but hard core information with attractive delivering sentences. Having Visual Rhetoric: A Reader in Communication and American Culture in your hand like keeping the world in your arm, data in it is not ridiculous a single. We can say that no guide that offer you world inside ten or fifteen tiny right but this publication already do that. So , this really is good reading book. Hello Mr. and Mrs. stressful do you still doubt this?

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