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Rhetoric in Popular Culture, Second Edition is the only textbook that uniquely joins together two vital scholarly traditions: rhetorical criticism and critical studies. Author Barry Brummett introduces the reader to techniques of rhetorical criticism specifically designed for the analysis of texts in popular culture. The Second Edition of this popular text has been updated and expanded with even more examples from today's popular culture.

About the Author

Barry Brummett is the Charles Sapp Centennial Professor in Communication and Department of Communication Studies Chair at the University of Texas at Austin. He received his Ph.D. from the University of Minnesota. Brummett has authored several articles and books, including Rhetoric in Popular Culture (Sage), A Rhetoric of Style (Southern Illinois University), and Rhetorical Homologies: Form, Culture, Experience (University of Alabama). He studies the rhetoric of popular culture and the theories of Kenneth Burke.