



BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading

Barry S. Brummett

Download now

[Click here](#) if your download doesn't start automatically

BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading

Barry S. Brummett

BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading

Barry S. Brummett

We offer these texts bundled together at a discount for your students!

Barry Brummett, Rhetoric in Popular Culture, Fourth Edition

The Fourth Edition of Barry Brummett's *Rhetoric in Popular Culture* provides readers with in-depth insight into the techniques of rhetorical criticism to analyze the full spectrum of contemporary issues in popular culture. From movies, magazines and advertisements, to social networking sites, music videos and television shows, Dr. Brummett presents key rhetorical concepts and applies them with critical analysis to a variety of exciting examples drawn from today's popular culture. Moving from theory to practice throughout the text, Brummett links concepts in an easy-to-understand way. *Rhetoric in Popular Culture* covers the concept rhetoric, itself, as well as its place and dynamic change in history, and offers methods to effectively employ rhetorical criticism in daily life. The new edition includes pertinent critical essays and case studies that show readers how the critical methods discussed can be used to study the hidden rhetoric of extended texts, and more.

Barry Brummett, Techniques of Close Reading

In a world in which messages increasingly ask us to believe, accept, buy, and follow, the ability to read texts closely in order to gain a deeper understanding of their meanings is an indispensable survival skill.

Techniques of Close Reading is a brief book that helps students see what texts may be saying, be they written, oral, visual, or mediated. Renowned scholar and professor Barry Brummett explains and explores the various ways to "read" messages (such as speeches, cartoons, or magazine ads), teaching students how to see deeper levels of meaning and to share those insights with others. Students learn techniques for discovering form, rhetorical tropes, argument, and ideologies within texts.

This book differs from other books in rhetorical criticism, textual analysis, or critical thinking by:

- *Focusing on the act and techniques of criticism* rather than on schools of thought, grand theories, and specific methods, thus helping students to engage in the act of critical close reading in ways that are congenial to a wide range of methods - making the book an ideal companion to texts focused on specific methods
- *Explaining the relationships among theory, methods, and techniques* of rhetorical criticism
- *Examining the ethics and risks* of doing and reading rhetorical criticism via plenty of examples, figures, and exercises taken from everyday life
- *Serving as a brief, affordable text*, thus allowing instructors the flexibility to assign other textbooks

Please contact your Sales Representative for more information.

 [Download BUNDLE: Brummett: Rhetoric in Popular Culture 4e + ...pdf](#)

 [Read Online BUNDLE: Brummett: Rhetoric in Popular Culture 4e ...pdf](#)

Download and Read Free Online BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading Barry S. Brummett

From reader reviews:

Dennis Thorpe:

The book BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading can give more knowledge and also the precise product information about everything you want. Why must we leave the good thing like a book BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading? A number of you have a different opinion about book. But one aim which book can give many information for us. It is absolutely right. Right now, try to closer with the book. Knowledge or info that you take for that, you may give for each other; it is possible to share all of these. Book BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading has simple shape but the truth is know: it has great and big function for you. You can look the enormous world by open and read a guide. So it is very wonderful.

Tasha Page:

In this era globalization it is important to someone to get information. The information will make anyone to understand the condition of the world. The condition of the world makes the information better to share. You can find a lot of sources to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher that will print many kinds of book. The actual book that recommended for you is BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading this guide consist a lot of the information from the condition of this world now. This specific book was represented how do the world has grown up. The vocabulary styles that writer use for explain it is easy to understand. The writer made some research when he makes this book. This is why this book acceptable all of you.

Ellen Garcia:

A lot of guide has printed but it is unique. You can get it by net on social media. You can choose the most effective book for you, science, amusing, novel, or whatever by simply searching from it. It is identified as of book BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading. You can contribute your knowledge by it. Without departing the printed book, it could add your knowledge and make anyone happier to read. It is most crucial that, you must aware about publication. It can bring you from one place to other place.

Lily Sawyers:

What is your hobby? Have you heard in which question when you got college students? We believe that that problem was given by teacher to the students. Many kinds of hobby, Every person has different hobby. And you know that little person including reading or as looking at become their hobby. You must know that reading is very important and book as to be the point. Book is important thing to incorporate you knowledge, except your personal teacher or lecturer. You will find good news or update concerning something by book. Numerous books that can you go onto be your object. One of them are these claims BUNDLE: Brummett:

Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading.

Download and Read Online BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading Barry S. Brummett #E47FLOWDSAI

Read BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett for online ebook

BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett books to read online.

Online BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett ebook PDF download

BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett Doc

BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett Mobipocket

BUNDLE: Brummett: Rhetoric in Popular Culture 4e + Brummett: Techniques of Close Reading by Barry S. Brummett EPub