Analyzing Everyday Texts Discourse Rhetoric And Social Perspectives Discoursal Rhetorical And Social Perspectives Rhetoric And Society Series
Analyzing Everyday Texts-Discourse Rhetoric And Social Perspectives-Rhetoric And Social Perspectives

Analyzing Everyday Texts-Gillian 1998-03-10 Increasingly, scholars in language studies, sociology, media studies, cultural studies, and communication, and other disciplines are turning to the analysis of everyday texts to understand how they are shaped and by what social relations, structures, and systems in various communities. Analyzing Everyday Texts provides a comprehensive and well-illustrated framework for the analysis of everyday texts by outlining and integrating perspectives that come from semiotics, discourse analysis, social and cultural theory, critical theory, and textual analysis. The book offers a comprehensive introduction to the theory and methodology of everyday text analysis, with extensive examples and detailed analyses of numerous everyday texts. Finally, the book reflects on the principles and consequences of conducting theoretically informed critical textual analysis. This book will be a valuable resource for researchers analyzing everyday texts and for those teaching methods of analysis.

Analyzing Everyday Texts-Gillian F. 1998 In Analyzing Everyday Texts, author Gillen F. Stiller provides a comprehensive and well-illustrated framework for the analysis of everyday texts by outlining and integrating perspectives that come from semiotics, discourse analysis, social and cultural theory, critical theory, and textual analysis. The book offers a comprehensive introduction to the theory and methodology of everyday text analysis, with extensive examples and detailed analyses of numerous everyday texts. Finally, the book reflects on the principles and consequences of conducting theoretically informed critical textual analysis. For researchers analyzing everyday texts and for those teaching methods of analysis.

Discourses in Interaction-Sanna-Kaisa Tanskanen 2010 The fourteen contributions in this collection come from different approaches in pragmatics, interactional linguistics, conversation analysis, discourse analysis and dialogue analysis; the name given to what is studied ranges from spoken language and conversation to interaction, dialogue, discourse and communication. What the articles have in common is a similar starting point: they are informed by a form of linguistic perspectives. All have tended to emphasize either the oral language component or phonemic awareness. The major influence of phonemic awareness on learning to read and spell is well-researched, but it is not the only relevant focus for learning to read. In fact, most reading difficulties are the result of problems in language and discourse. Therefore, a more integrated approach is needed. The present work focuses on China and Hong Kong's discourses, which have been marginalized by their Western counterparts. Through culturally eclectic linguistic analysis and local cultural analysis, it identifies and specifies the language ideologies of different social groups, concerns, aspirations and identities, for example, of professionals, students, or grassroots and high profile practitioners.

The Rhetoric of Religious Cults-A. Mooney 2005-08-02 The Rhetoric of Religious Cults takes as its departure point the notion that 'cults' have a distinctive language and way of recruiting members. First outlining a rhetorical framework, which encompasses contemporary discourse analysis, the persuasive texts of three movements - Jehovah's Witnesses, and Children of God - are analysed in detail and their discourse compared with other kinds of recruitment literature. The book's main argument is that religious cults are not a single entity but a loose network of different movements, each with its own specific character and shared rhetoric. This book is important not only for the way it interprets the cults themselves but also for the general principles it outlines about the nature of cult rhetoric. Indeed, no discussion of religious cults seems to rest on the semantic and application of the term 'cult', which has become a catch-all term to describe anything we choose it to describe. Dialogue and Rhetoric-Ellas Whalen 2005-02-01 The book examines social theory, a tendency to oversimplify the distinction between social circuits and rhetorical circuits. Dialogue is not just a case of social interaction but a question of how to represent knowledge and performance and to combine components from both sides of the dialogue, in which a series of roles is the emphasis. The same is true of rhetoric: the guidelines proposed here no longer state that rhetoric and performance are more or less the same thing but that a combination of the two is the way in which we create social outcomes. The allusions that pose the problem of rhetoric have the potential to suggest a combination of several 'hierarchical paradigms' which are applied to real-life performance. Part II on 'rhetoric in the mixed game' contains a selection of papers which illustrate the interaction of various components. The Round Table discussion in Part III puts the emphasis on the interplay between various rhetorical and social circuits - primarily the major trends against rival performance. Critical Discourse Analysis of Chinese Advertisement-Chong Wang 2017-07-04 This book focuses on the chronological changes in Chinese cultural values, social relations, economy and politics by critically analyzing the Chinese advertising discourse. The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s-1990s. The analytical framework covers a variety of methods: critical discourse analysis, cultural studies, gender studies, and political economy analysis. The book is aimed at understanding the shift in the ideological values portrayed in the advertisements over the decade, and at understanding the shift in the discourse of appliance advertisements. The book finds that China and Hong Kong's discourses, which have been marginalized by their Western counterparts. Through culturally eclectic linguistic analysis and local cultural analysis, it identifies and specifies the language ideologies of different social groups, concerns, aspirations and identities, for example, of professionals, students, or grassroots and high profile practitioners.

By documenting the voices of these young adults and how they draw on media in the formation of uniquely hybrid identities, this book interrogates the realities that underpin media portrayals of diaspora, nationalism, and multiculturalism. The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s-1990s. The analytical framework covers a variety of methods: critical discourse analysis, cultural studies, gender studies, and political economy analysis. The book is aimed at understanding the shift in the ideological values portrayed in the advertisements over the decade, and at understanding the shift in the discourse of appliance advertisements. The book finds that China and Hong Kong's discourses, which have been marginalized by their Western counterparts. Through culturally eclectic linguistic analysis and local cultural analysis, it identifies and specifies the language ideologies of different social groups, concerns, aspirations and identities, for example, of professionals, students, or grassroots and high profile practitioners.


Towards a Rhetoric of Everyday Life-P. Martin Nystrand 2003 Rhetoric has traditionally studied acts of persuasion in the affairs of government and men, but this work investigates the language of other, non-traditional rhetors, including the language and persuasion of everyday life. The book begins with an examination of the everyday text as a new form of theoretical perspective: discoursal, rhetorical, and social. These three perspectives are then brought together in extended analyses of various everyday texts. Finally, the book examines the principles and consequences of conducting theoretically informed critical textual analysis. This book will be a valuable resource for researchers analyzing everyday texts and for those teaching methods of analysis.

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contribution Gay B. clair made over the years; and they want it by fostering the further debates in this area.

Wisdom and Management in the Knowledge Economy-David Bosley 2010-04-02 Today there are more technology, technologists, knowledge and experts than at any time in human history; but from a global perspective, it is difficult to argue that this accumulation of knowledge and technology has put the world in an unambiguously better position than it was in the past. Business is not getting any easier to do and major corporate collapses based on poor decisions, poor conduct, and poor judgement continue to occur. In public administration too, basic institutions and services (education, health, transport) seem to be continually undergoing “crises” of inadequate delivery and excessive pressure. Wisdom and Management in the Knowledge Economy explains why unwise managerial practice can happen in a world characterized by an excess of information and knowledge. Drawing on Aristotle’s idea of practical wisdom, the book develops a theory of social practice wisdom that addresses important social psychological and sociological dynamics that underpin wise management and organizations. As well as providing a detailed theory of social practice wisdom, this book considers practical issues in organizational communication, behavior, culture, change and knowledge as well as in HSM, leadership, ethics, strategy, international business, business education, and wisdom research. By introducing the notion of social practice wisdom, aspects of social structure, organizational culture, and organizational communication needed for wisdom to flourish are for the first time rendered visible in a way that opens new possibilities for wiser management, wiser organizations, and wisdom research.

The Social Construction of Management-Nancy Harding 2004-06-01 What is management and how do the people who become managers take on a managerial identity? How does text inform the manager’s identity? From cultural studies we understand that the relationship between text and reader is not passive but that each one works upon the other; and that text is active in forming the identity of the reader. This book is the first to analyze how many management textbooks construct their readers. It analyses management textbooks published since the 1950s and shows how they construct a world in which chaos is kept at bay only by strong management, and in which strong management is based upon the rationality of modernity. This book exposes and analyzes such claims-to-truth, and theorizes their arguments using the work of Butler and Foucault, the sociology of scientific knowledge, critical legal studies, art history and queer theory. By revealing a postmodern turn in management textbooks, The Social Construction of Management is both a critical and empirical study that explores the constitution of managerial identities in the age of mass education in management. An exciting contribution to the growing body of knowledge within critical management studies, this book challenges the way we think about organizations and their management, and about management education as a whole. This is thought-provoking reading for anyone studying management, or working in the managerial organization.

Presenting and Representing Environments-Graham Humphries 2006-11-27 The presentation and representation of the environment occurs throughout academia and across all news media. The strict protocols of science often clash with environmental information available from sources that dwell on subjective aesthetic, emotional and personal sensitivities. This book challenges the reader, as student, teacher, researcher or policy maker, to reflect critically on the ways that environments are studied, interpreted, presented and represented, in education and public policy.

The Routledge Companion to English Language Studies-Janet Maybin 2009-06-30 The Routledge Companion to English Language Studies is an accessible guide to the major topics, debates and issues in English Language Studies. This essential text for both undergraduate and postgraduate students of Arabic-English translation and of translation studies.

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Rhetorical Aspects of Discourses in Present-Day Society-Lotte Dam 2009-05-27 Since antiquity, the notion of rhetoric has been associated with Aristotle, Cicero and Quintilian. Their theories are central to the understanding that, on the one hand, rhetoric can be used for perceiving and convincing an audience; and on the other, for becoming an eloquent speaker. Based on this understanding, the study of rhetoric was for many years regarded by scholars as a meaningless enterprise as it was perceived as a study of linguistic ornamentation. However, in the beginning of the twentieth century, scholars regained an interest in the study of rhetoric in recognition of rhetorical skills being important for communication in modern society. Like speakers in public life, e.g. politicians, who had always acknowledged the role of rhetoric, all sorts of communicators, mediators and scholars became interested in rhetoric as a practical tool for building upon or over the public sphere as well as an analytical tool for the critique of public argumentation. This led to the development of new theories from Neo-Rhetoric over Rhetorical Criticism to theories of genre and discourse, reflecting the view that rhetoric must be understood and used against the social and cultural framework in which it is embedded. The contributions of this book reflect this multi-faceted approach to rhetoric, discourse and genres through their focus upon and analysis of different institutionalized discourses. Thus, within the three sections of political, journalistic and organisational discourse, the articles discuss various discourse types and their rhetorical features, contributing to the understanding of rhetoric and discourse having significant influence on human action and interaction in society.

Encyclopedia of Rhetoric and Composition-Theros Enos 2013-08-08 First Published in 1996, Routledge is an imprint of Taylor & Francis, an informa company.

Rhetoric in Detail-Barbara Johnstone 2008 The eleven studies in this volume illustrate and advance the study of discourse analysis with rhetorical studies. Rhetoric in Detail shows how a variety of techniques from discourse analysis can be useful in studying such concerns as agency, legitimation, controversy, and style, and how concepts from rhetoric including genre and figuration can enrich the work of discourse analysts. The authors’ research sites range from government and political speeches to advertisements, newspaper and magazine articles and conversations in beauty salons and online. Methodological overviews interspersed throughout survey critical discourse analysis, interactional sociolinguistics, grounded theory, computer-aided corpus analysis, narrative analysis, and participant observation and provide suggestions for further reading. Rhetoric in Detail is an invaluable source for rhetoricians looking for systematic, grounded ways of approaching new, more vernacular sites for rhetorical discourse and for discourse analysts interested in seeing what they can learn from the tradition and practice of rhetorical analysis.

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