



The Rhetorical Power of Popular Culture: Considering Mediated Texts

Deanna D., II Sellnow

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Can TV shows, popular music, advertisements, and films help us understand rhetorical theory and criticism?

The Rhetorical Power of Popular Culture, Second Edition includes examples like these to make rhetorical theory and criticism accessible, relevant, and meaningful. Exploring the powerfully persuasive rhetorical messages that pervade daily life, the book provides an easy-to-understand introduction to rhetorical theory and criticism by focusing on the powerful role that popular culture plays in persuading us what to believe and how to behave. The book's step-by-step approach and range of popular culture examples help students learn to apply rhetorical theory and criticism to their own lives and assigned work.

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