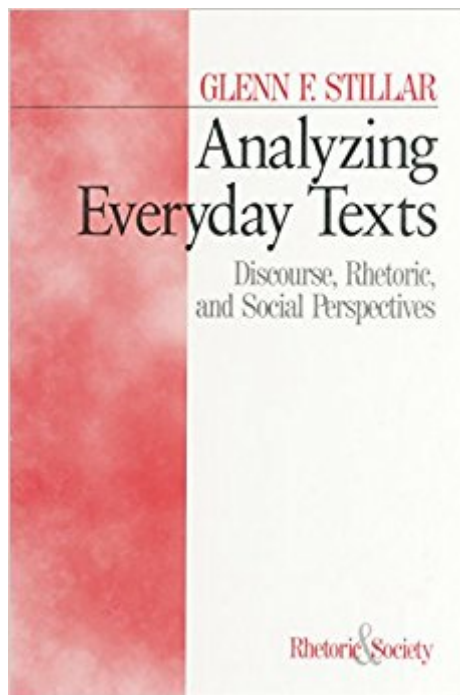




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By outlining and integrating three different perspectives - discourse, rhetoric and social theory - this book provides a comprehensive and well-illustrated framework for the analysis of everyday texts. The first part of the book describes the tools and resources which can be drawn from discourse analysis, rhetorical theory, and social theory. These perspectives are then brought together in an extensive analysis of everyday texts. The last chapter examines the principles and consequences of conducting theoretically informed critical textual analysis.

Book Information

File Size: 12214 KB

Print Length: 216 pages

Publisher: SAGE Publications, Inc; 1 edition (March 10, 1998)

Publication Date: July 5, 2012

Sold by:Â Digital Services LLC

Language: English

ASIN: B00YFQX6S8

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #983,955 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #733

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