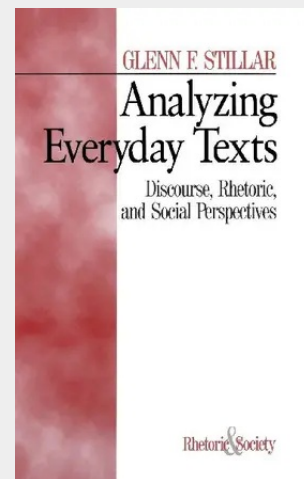


Analyzing Everyday Texts

Increasingly, scholars in language studies, sociology, media studies, cultural studies, communication, and other disciplines are turning to the analysis of everyday texts to understand how they shape and are shaped by social relationships, 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 three different perspectives: discursal, rhetorical, and social. First, the tools of each perspective are carefully explicated in chapters on the resources of discursal, rhetorical, and social theory. These three perspectives are then brought together in extensive analyses of various everyday texts. Finally, the book examines 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 scholars teaching theories and methods of analysis.

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.

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