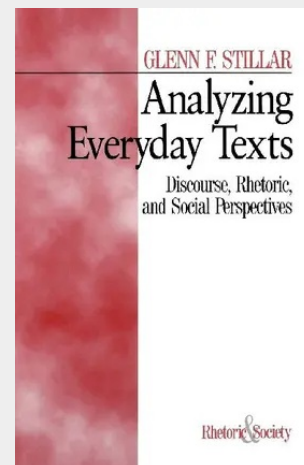


Analyzing Everyday Texts

Discourse, Rhetoric, and Social Perspectives

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: discursual, rhetorical, and social. First, the tools of each perspective are carefully explicated in chapters on the resources of discursual, 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.

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