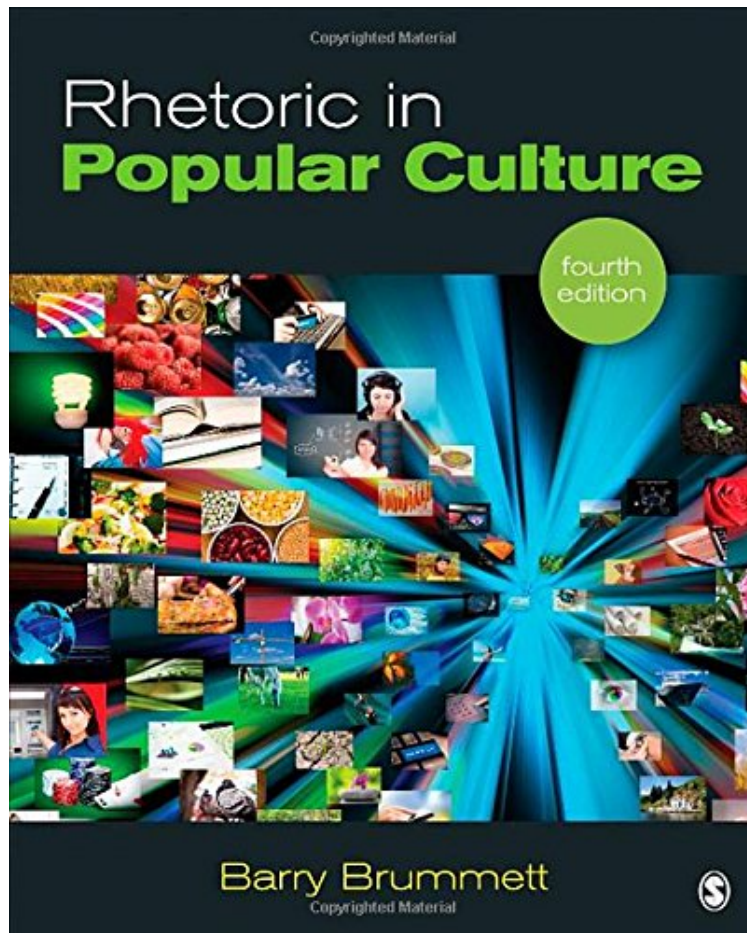


Rhetoric in Popular Culture

Barry S. Brummett

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"If you are teaching a class in rhetoric and popular culture, this is the text you want to use." (Mindy Fenske)
About the Author Barry Brummett is the Charles Sapp Centennial Professor in Communication and chair of the Department of Communication Studies at the University of Texas, Austin. He received his PhD from the University of Minnesota in 1978, and taught at Purdue University and the University of Wisconsin before coming to the University of Texas, Austin in 2001. Brummett has authored, coauthored, or edited numerous articles, scholarly essays, and books, including *Contemporary Apocalyptic Rhetoric*, *Techniques of Close Reading*, *Rhetoric of Machine Aesthetics*, and *The Politics of Style and the Style of Politics*. His research pursuits include the rhetoric of popular culture, epistemology, and the theories of Kenneth Burke.