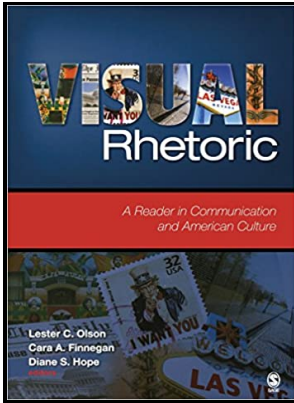


Visual rhetoric - a reader in communication and American culture

Sage - Visual Rhetoric: A Reader in Communication and American Culture — University of Illinois Urbana



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Parry-Giles; Ronald Shields; John M. They sought to frame his choice as evidence of his presumed disloyalty and lack of patriotism. Like verbal rhetoric, visual rhetoric depends on strategies of; advertising's rhetoric is dominated by appeals to gender as the primary marker of consumer identity.

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