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Titolo	Arguing the Apocalypse [[electronic resource] ] : A Theory of Millennial Rhetoric
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Sommario/riassunto	Apocalyptic predictions of Armageddon and a New Age have been part of the American cultural landscape for centuries. With the approach of the year 2000, millennial visions seem again to be increasing in popularity. The author of this text explores the phenomenon,

proposing a rhetorical explanation.

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