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Titolo	Communication criticism [[electronic resource] ] : developing your critical powers // Jodi R. Cohen
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Collana	Rhetoric and society ; ; v. 2
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Series Editor's Introduction; Preface: Author's Notes on the Philosophy and Design of the Book; Unit I - An Introduction to Communication and Criticism; Chapter 1 - The Need to Think Critically about Communication; Chapter 2 - How to Think Critically about Communication; Unit II - Critical Concepts That Focus on Language; Chapter 3 - Language as Style; Chapter 4 - Language as Sign Systems; Chapter 5 - Language as Metaphor; Unit III - Critical Concepts That Focus on Structure; Chapter 6 - Structure as Organization; Chapter 7 - Structure as Editing Images Chapter 8 - Structure as NarrativeChapter 9 - Structure as Drama; Unit IV - Critical Concepts That Focus on Reasoning; Chapter 10 - Reasoning as Rhetorical Argument; Chapter 11 - Reasoning as Field-Dependent Argument; Chapter 12 - Reasoning as Narrative; Unit V - Critical Concepts That Focus on Character; Chapter 13 - Character as Ethos; Chapter 14 - Character as the Second Persona; Chapter 15 - Character as Identification; Unit VI - Critical Concepts That Focus on Emotion; Chapter 16 - Emotion as Pathos; Chapter 17 - Emotion as Desire; Unit VII - Developing Critical Powers Chapter 18 - Critical Powers Over Who We are, What We Know, and What We doGlossary of Key Concepts; Index; About the Author
Sommario/riassunto	This work demonstrates to students how understanding the fundamental principles of communication helps them evaluate the

effects, effectiveness, truthfulness and ethics of every kind of communication.

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