

1. Record Nr.	UNINA9910796502903321
Titolo	Multimodal argumentation and rhetoric in media genres // edited by Assimakis Tseronis, Charles Forceville
Pubbl/distr/stampa	Amsterdam, [Netherlands] ; ; Philadelphia, [Pennsylvania] : , : John Benjamins Publishing Company, , 2017 ©2017
Descrizione fisica	1 online resource (313 pages) : illustrations
Collana	Argumentation in Context, , 1877-6884 ; ; Volume 14
Disciplina	808.0082
Soggetti	Rhetoric - Social aspects Persuasion (Rhetoric) in mass media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Introduction -- Argumentation and rhetoric in visual and multimodal communication / Assimakis Tseronis and Charles Forceville -- Rhetoric, argumentation, and persuasion in a multimodal perspective / Georges Roque -- The rhetorical and argumentative potential of press photography / Jens E. Kjeldsen -- Editorial cartoons and art: arguing with Pinocchio / Leo Groarke -- Arguing with illustrations: a visual archaeological debate about the proper place of australopithecus africanus / Ian J. Dove -- Perspective by incongruity: visual argumentative meaning in editorial cartoons / Paul Van Den Hoven and Joost Schilperoord -- The argumentative relevance of visual and multimodal antithesis in Frederick Wiseman's documentaries / Assimakis Tseronis and Charles Forceville -- Seeing the untold: multimodal argumentation in movie trailers / Janina Wildfeuer and Chiara Pollaroli -- Employing film form and style in the argumentative analysis of political advertising / Magnus Hoem Iversen -- Embodied argumentation in public debates: the role of gestures in the segmentation of argumentative moves / Jerome Jacquin -- The "seeds" of charisma: multimodal rhetoric of Mussolini's discourse / Isabella Poggi.

