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Nota di contenuto	Advertising rhetoric / Edward F. McQuarrie and Barbara J. Phillips -- Rediscovering theory / Eric D. DeRosia -- Rhetrickery and rhetruth in soap operas / Barbara B. Stern -- What the symbol can't, the icon can / Val Larsen -- A model of the cognitive and emotional processing of rhetorical works in advertising / Bruce A. Huhmann -- The dark side of openness for consumer response / Paul Ketelaar, Marnix S. van Gisbergen, and Johannes W.J. Beentjes -- Inspecting the unexpected / Mark A. Callister and Lesa A. Stern -- The case for a complexity continuum / Tina M. Lowrey -- Pictorial and multimodal metaphor in commercials / Charles Forceville -- Reading pictures / Kai-Yu Wang and Laura A. Peracchio -- Classifying visual rhetoric / Alfons Maes and Joost Schilperoord -- A visit to the rhetorician's workbench / Edward F.

McQuarrie -- Visual analysis of images in brand culture / Jonathan E.
Schroeder -- Expanding rhetoric / Linda M. Scott.

Sommario/riassunto

This cutting-edge work assembles the most current and authoritative new perspectives on the scholarship of advertising rhetoric, under the editorial direction of two respected figures in the field.
