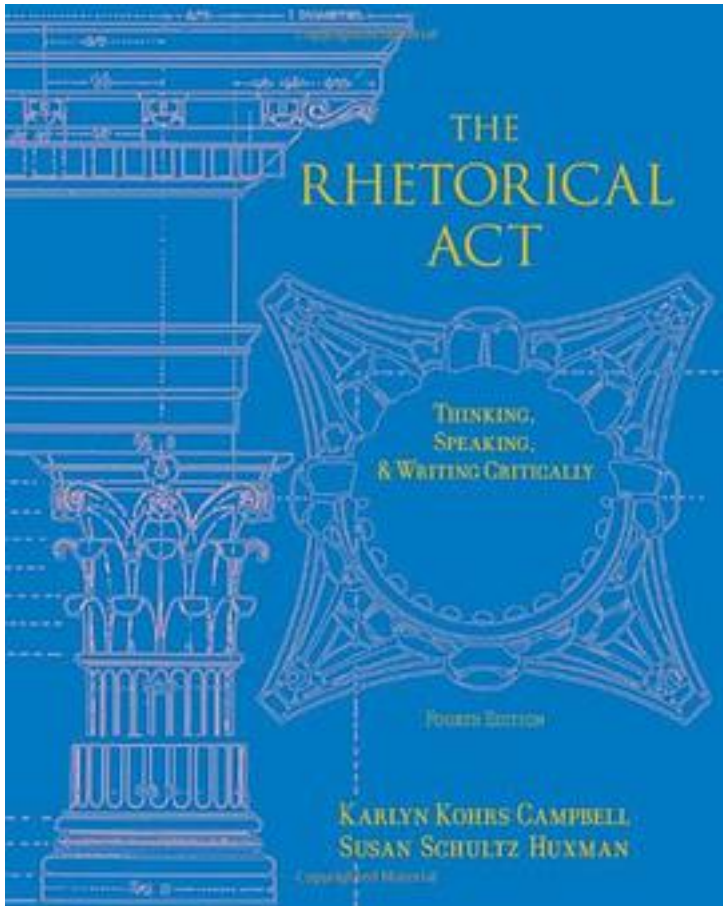


The Rhetorical Act



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THE RHETORICAL ACT: THINKING, SPEAKING AND WRITING CRITICALLY, Fourth Edition, teaches you how to craft and critique rhetorical messages that influence, inviting and enabling you to become an articulate rhetor and critic of the symbolic universe. The text combines thorough coverage of rhetorical criticism, media literacy, and strategic

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