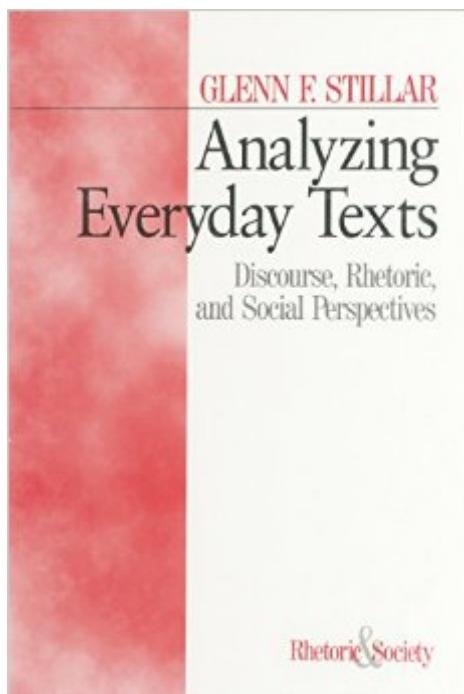


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By outlining and integrating three different perspectives - discourse, rhetoric and social theory - this book provides a comprehensive and well-illustrated framework for the analysis of everyday texts. The first part of the book describes the tools and resources which can be drawn from discourse analysis, rhetorical theory, and social theory. These perspectives are then brought together in an extensive analysis of everyday texts. The last chapter examines the principles and consequences of conducting theoretically informed critical textual analysis.

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