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By John C. Bean, Virginia A. Chappell, Alice M. Gillam

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Offering concise yet thorough treatment of academic reading and writing in college, *Reading Rhetorically*, 4th.ed., shows students how to analyze texts by recognizing rhetorical strategies and genre conventions, and how to incorporate other writers' texts into their own research-based papers.

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2. Its emphasis on reading as an **interactive process of composing meaning**

3. Its treatment **rhetorical analysis** as both an academic genre that sharpens students' reading acuity and as a tool for academic research

4. Its analytical framework for understanding and critiquing how **visual texts interact with **verbal texts****

This brief rhetoric teaches students how to see texts positioned in a conversation with other texts, how to recognize a text's rhetorical aims and persuasive strategies, and how to analyze texts for both content and method.

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