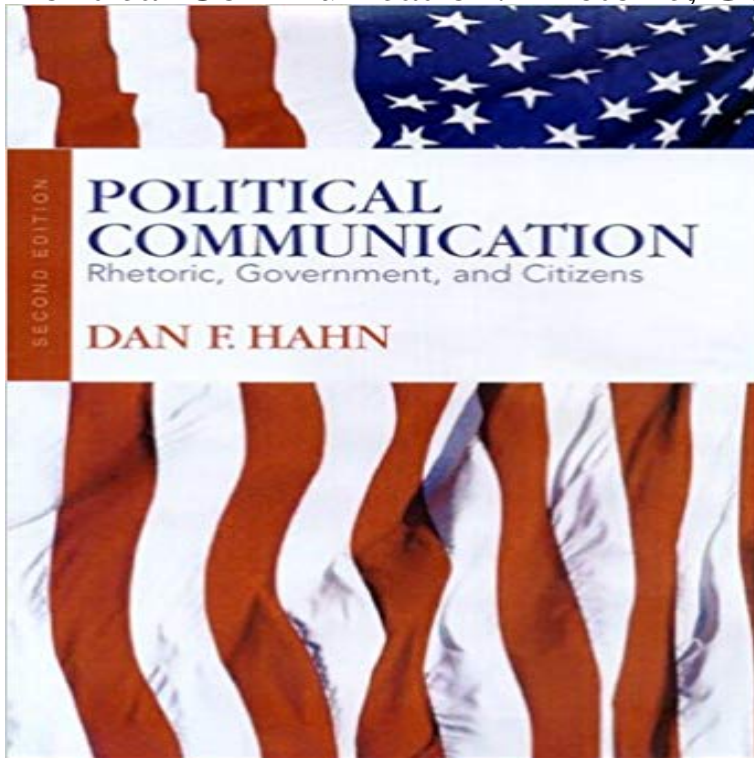


Political Communication: Rhetoric, Government, and Citizens



This award-winning book presents politics as an essentially rhetorical process, a societal conversation that is the essence of democracy. In this ongoing conversation among citizens, and between citizens and their government, issues are shaped, ideology debated, decisions formed, and public policy created. There have been enormous political and technological changes in the world in recent years, the author notes, yet some things remain the same: for democracy to flourish, citizens must be active, critical participants in the societal conversation. Political Communication: Rhetoric, Government, and Citizens shows how students can rise to the challenge. The book presents a basic framework for understanding major ideologies and shows how those ideologies reflect and are reflected in political argument. It draws on contemporary theory and research to explore the language choices, metaphors, and other rhetorical strategies that shape public discourse--and illustrates them with a rich array of historical and contemporary events, issues, and political commentary. FEATURES --presents political communication as an ongoing societal dialogue about public issues such as education, welfare, war, health care, and taxes, as well as election campaigns --describes politics as a fundamentally rhetorical process, emphasizing language choices and their effects on how issues are defined and public policy shaped --explores the effects of euphemisms, social myths, government secrecy and surveillance, and common metaphors on the democratic process --emphasizes the skills and understandings necessary for citizens to take an active role in the democratic process --provides a conceptual framework for understanding major political ideologies and how they influence perspectives and arguments --draws examples from a broad range of historical and contemporary issues, events,

and political commentary --highlights key concepts, societal contexts, and applications by opening each chapter with a pertinent quotation and ending with questions for further consideration

FEATURES OF THE NEW EDITION

--New, up-to-date examples and analyses reflect current political issues and discourse, showing the continuing importance of concepts and principles.

--The rising significance of the Internet in politics, with its potential and limitations, is discussed in a new appendix by Candace Todd and elsewhere in the book. --Some material has been revised to be more accessible to students and more flexible to classroom needs. (See, for example, Chapters 8 and 9, Sexual Language and Politics and The Marriage Metaphor in Politics.)

Hansen Family Farm

Japanese Black Trifele

We are happy to provide quality fresh fruits, vegetables, Grass-fed and Finished Beef, Naturally & Humanely raised Pork, Pastured Chickens, and Cage Free Eggs to Clackamas County sustainably on our small acreage.

We strive to provide vegetables that grow well in our climate ensuring the best tasting local food available. We prefer to grow old-fashioned and rare varieties of vegetables believing that they are the best to offer but do also grow a very select, few varieties of hybrids, but they are counted on one hand! Much of what we grow, we save the seed of every year and re-offer it to members of the Seed Savers Exchange.

We thank all of you, the “locavores”, food enthusiasts, market goers, and home chefs for making our goal of fresh, local, fruits and veggies sustainably a reality.

Latest News....

Phil and Christie Hansen

2015 is off to a great start! We are looking forward to what this year has to offer!

All our efforts are gearing up to get the growing season started...from ordering/starting/transplanting seeds, planning rotation crops for the fields, cleaning the greenhouses and field equipment, and clearing the fields! There is not a dull day here on the farm!

Planning for garden start varieties is in full swing also. This year we will be offering many of our favorite heirlooms, open-pollinated, and hybrid varieties that we have grown for the past 10+ years as well as many new-to-us varieties. We are diligent to not purchase, offer or grow GMO seeds or food.

Our mix of garden starts includes many different varieties of tomatoes, cucumbers, peppers, ground cherries, pumpkins, melons, flowers and other great things for your garden! Most, if not all, varieties are tried and true for our Pacific Northwest valley climate. Check out the Garden Start page for a printable list of varieties available. Or go directly to a specific list at our Tomato, Pepper, and Other garden start pages.

We grew over 100 heirloom/open-pollinated Pepper varieties and 125+ varieties of heirloom/open-pollinated Tomatoes in 2014! Not counting the numerous other garden necessities like heirloom flowers, cucumbers, summer and winter squash, herbs, and melons amongst other rare and hard to find vegetables! In 2015 we will continue with the tradition

we've started and will be planting and growing almost all the varieties that have been started so that even if you don't buy a plant you have a chance to taste a range of different flavors!

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