



American Mashup: A Popular Culture Reader

By Aaron Morales

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The American Mashup is a popular culture reader for the Facebook/Twitter generation with cutting-edge themes and reading selections designed to encourage critical thinking and writing by analyzing diverse genres, disciplines and strategies.

In touch with today's generation of students, for whom trends and styles change more rapidly than any other generation, *The American Mashup* teaches to read texts, and then it sets them free to make complex connections on their own. The book builds upon the textual readings students do on a daily basis, unaware of the fact that they are judging, critiquing, and evaluating texts without consciously thinking about the process. Using texts from blogs, videos, magazines, advertisers, journalists, researchers, and pop culture gurus, *The American Mashup* incorporates current trends in music, fashion, advertising, entertainment, and technology.

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