



Signs of Life in the USA: Readings on Popular Culture for Writers

Sonia Maasik, Jack Solomon

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Signs of Life is written by a prominent semiotician and an experienced writing instructor, and it has been extensively updated to account for the rapid evolution of contemporary trends and student interests. It features insightful themes with provocative and current reading selections that ask students to think analytically about America's popular culture: How has niche advertising been used to develop a highly detailed profile of your consumer habits? Why are Americans so transfixed by "bad guys"? *Signs of Life* bridges the transition to college writing by providing students with academic language to talk about the significance of our shared cultural experiences.

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