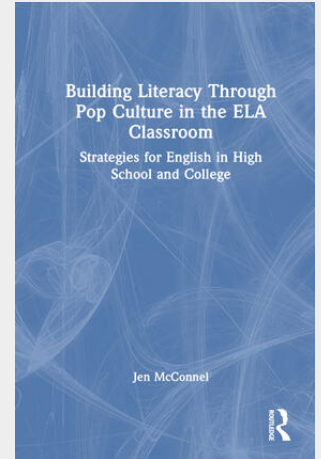


McConnel

Building Literacy Through Pop Culture in the ELA Classroom

Strategies for English in High School and College

Designed to support English-teaching faculty across high schools and universities, this practical guide presents novel ideas for integrating pop culture into ELA classroom instruction. By establishing a theoretical framework rooted in critical and digital literacies, this book provides a solid foundation for preservice and college teachers to tap into the pop culture that inspires and engages students and teachers alike. Enacting as an essential text for courses in literature instruction and ELA methods, McConnell offers strategies and research-based tools to blend film, fan fiction, and other popular multimodal texts in ways that will reenergize the curriculum, meet standards-based goals, and motivate students. Building Literacy Through Pop Culture in the ELA Classroom is an innovative textbook that belongs on the shelves of current and aspiring English instructors.



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