



The Rhetoric of Pregnancy

Marika Seigel

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It is a truth widely acknowledged that if you're pregnant and can afford one, you're going to pick up a pregnancy manual. From *What to Expect When You're Expecting to Pregnancy for Dummies*, these guides act as portable mentors for women who want advice on how to navigate each stage of pregnancy. Yet few women consider the effect of these manuals—how they propel their readers into a particular system of care or whether the manual they choose reflects or contradicts current medical thinking.

Using a sophisticated rhetorical analysis, Marika Seigel works to deconstruct pregnancy manuals while also identifying ways to improve communication about pregnancy and healthcare. She traces the manuals' evolution from early twentieth-century tomes that instructed readers to unquestioningly turn their pregnancy management over to doctors, to those of the women's health movement that encouraged readers to engage more critically with their care, to modern online sources that sometimes serve commercial interests as much as the mother's.

The first book-length study of its kind, *The Rhetoric of Pregnancy* is a must-read for both users and designers of our prenatal systems—doctors and doulas, scholars and activists, and anyone interested in encouraging active, effective engagement.

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Todd Robinson:

The reason why? Because this *The Rhetoric of Pregnancy* is an unordinary book that the inside of the guide waiting for you to snap that but latter it will jolt you with the secret it inside. Reading this book beside it was fantastic author who have write the book in such incredible way makes the content within easier to understand, entertaining way but still convey the meaning totally. So , it is good for you because of not hesitating having this ever again or you going to regret it. This unique book will give you a lot of benefits than the other book get such as help improving your proficiency and your critical thinking approach. So , still want to hesitate having that book? If I were being you I will go to the publication store hurriedly.

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