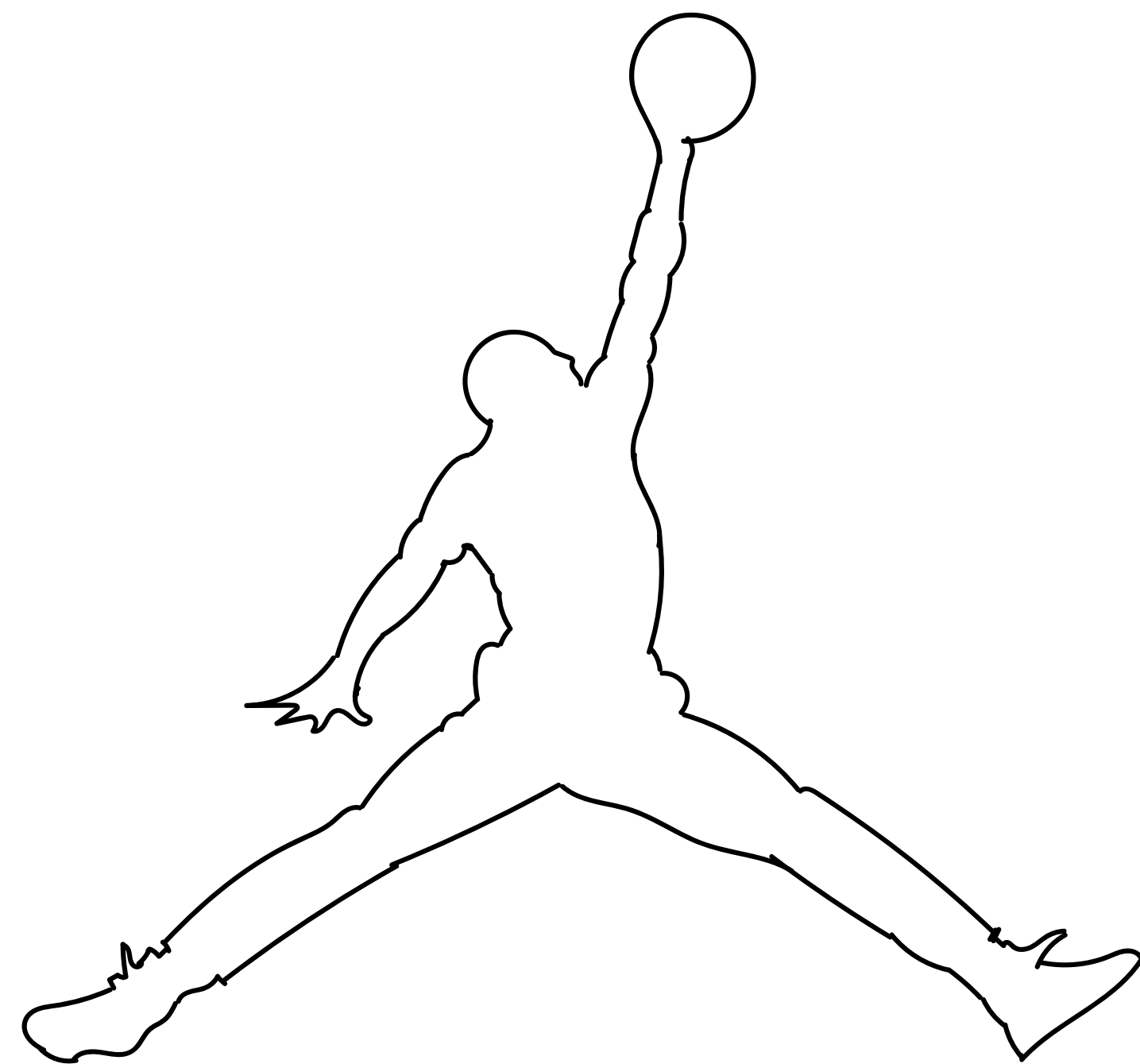
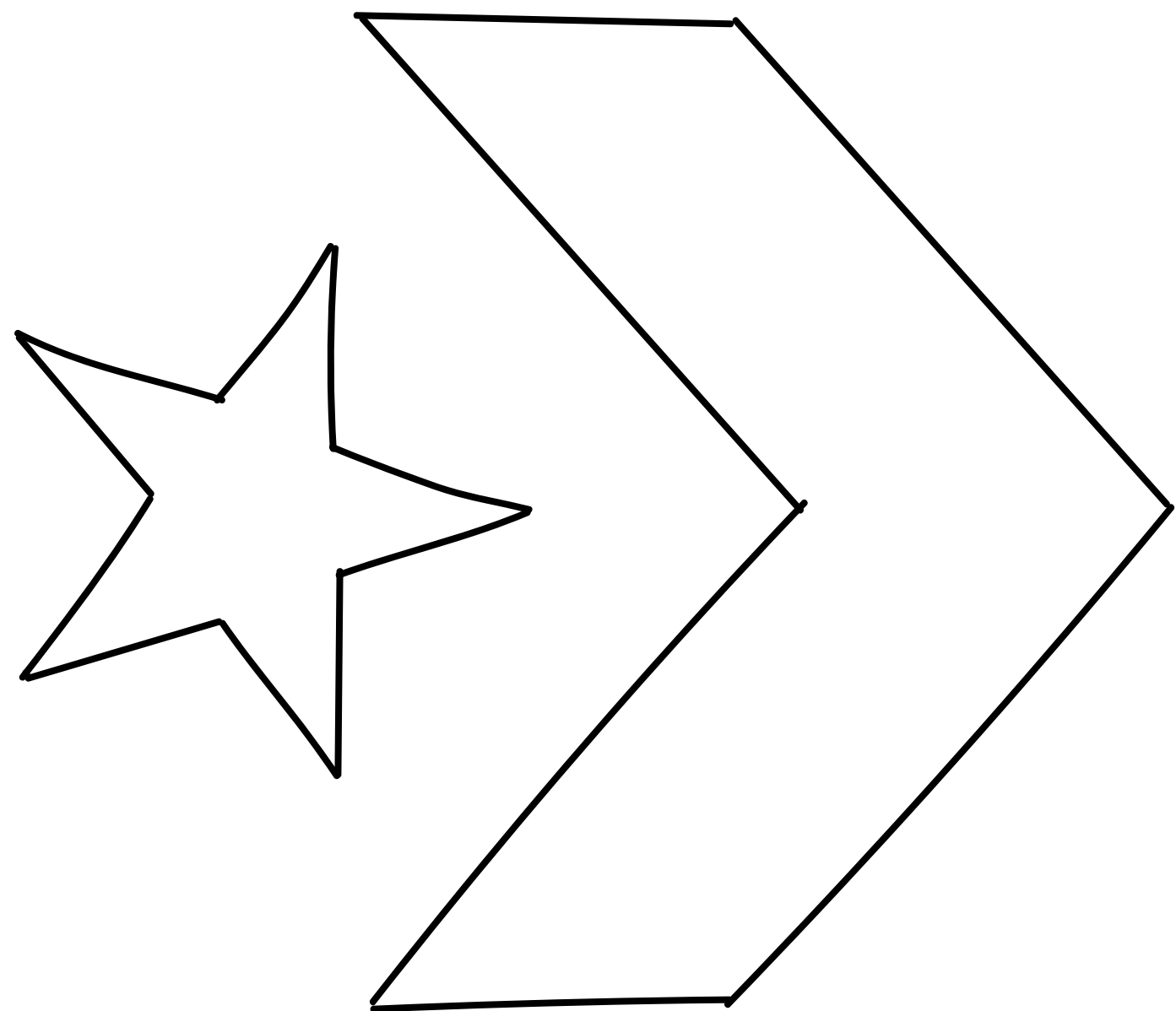




Genre

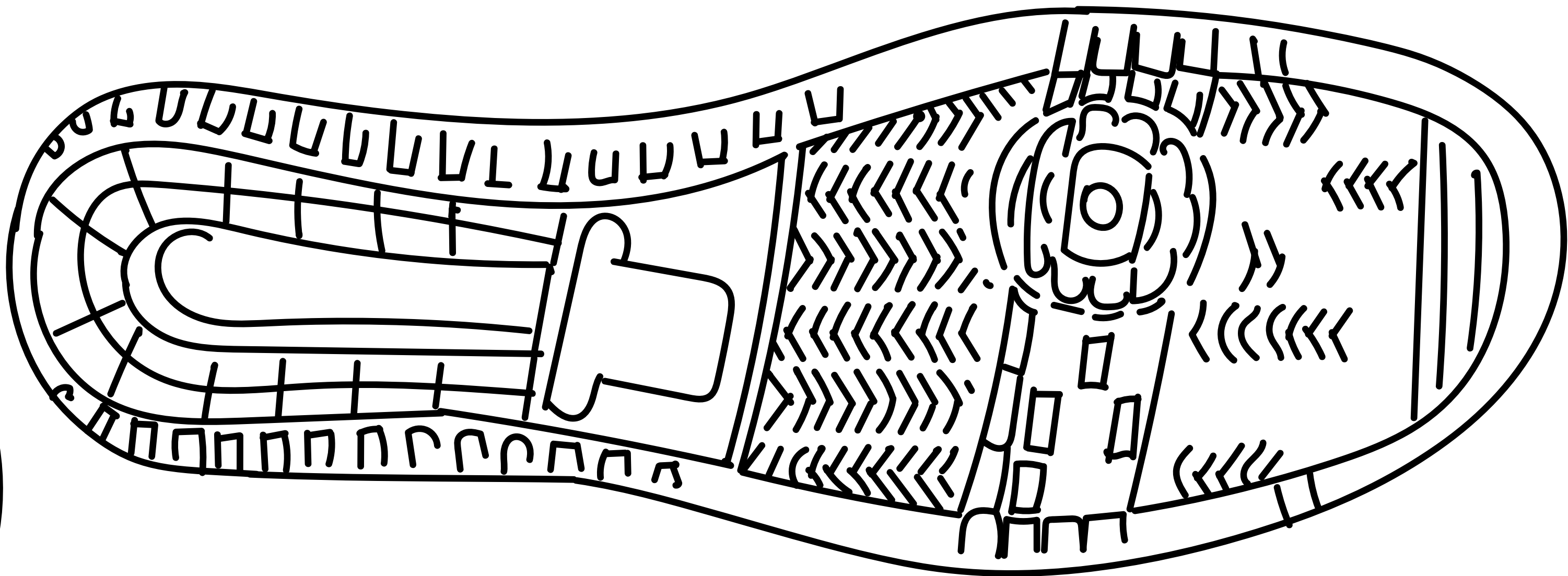
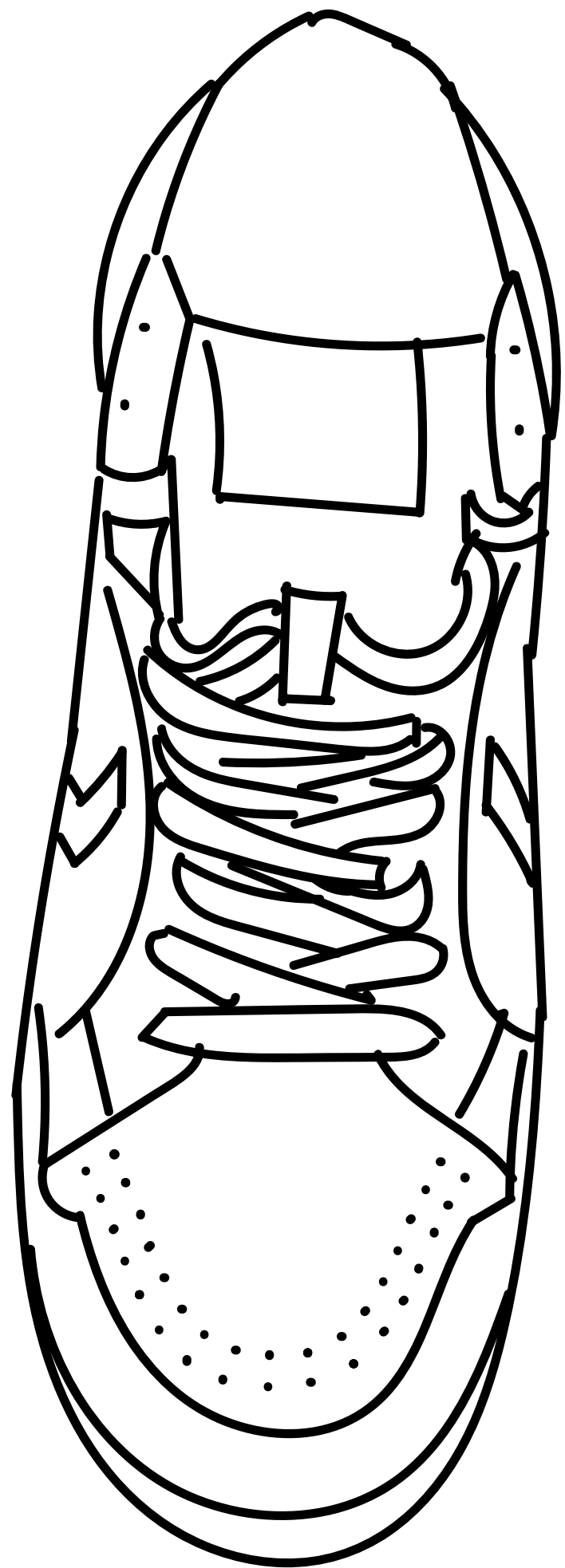
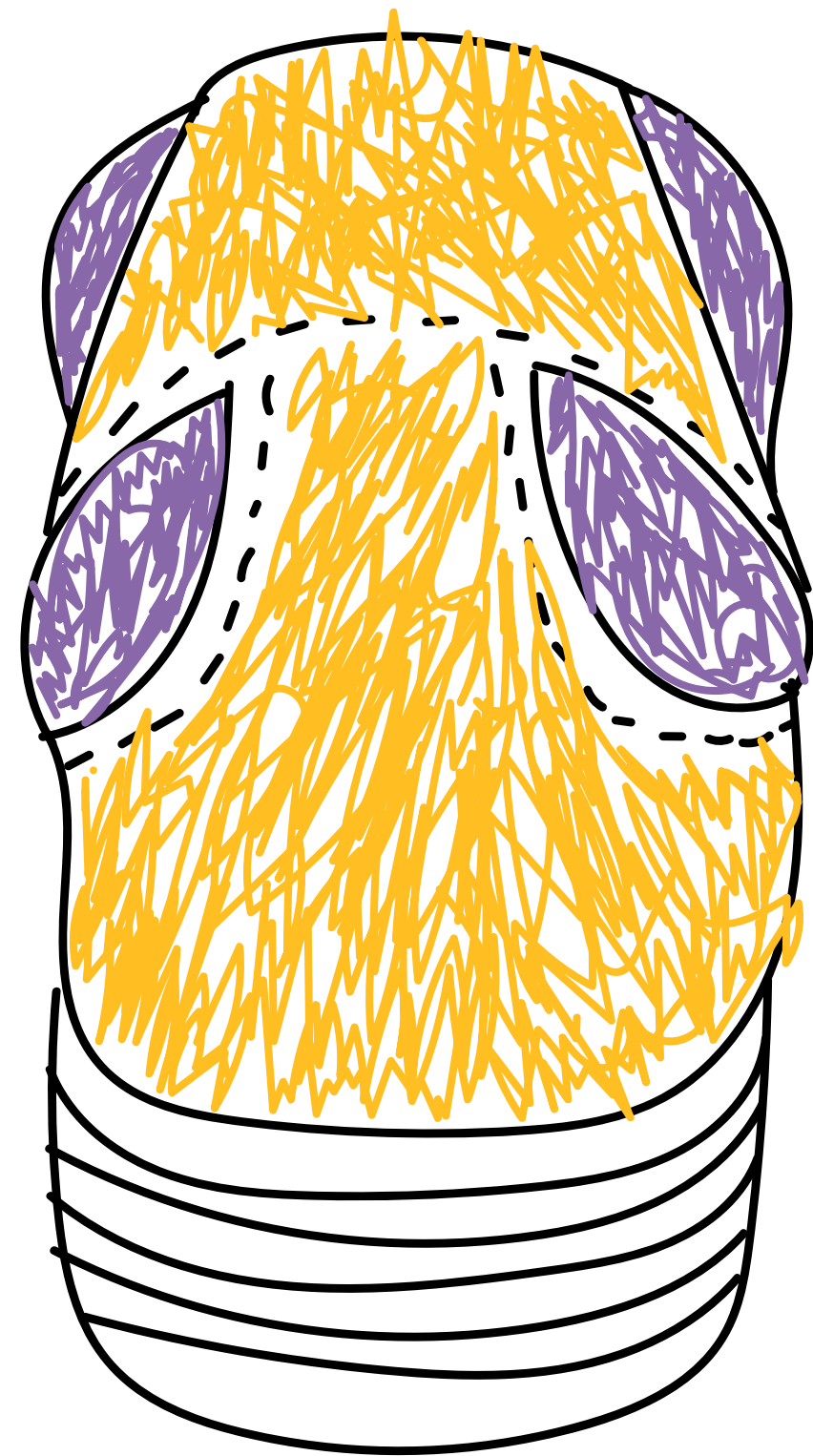
Semantic Unit



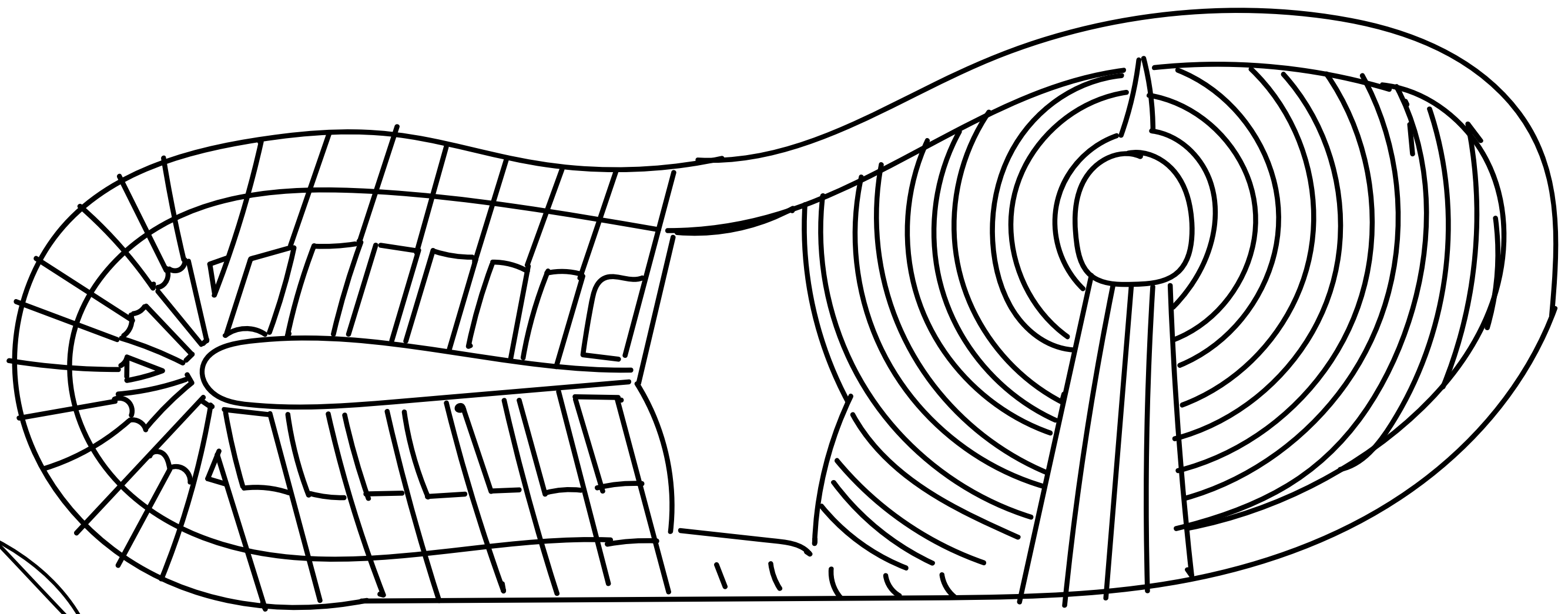
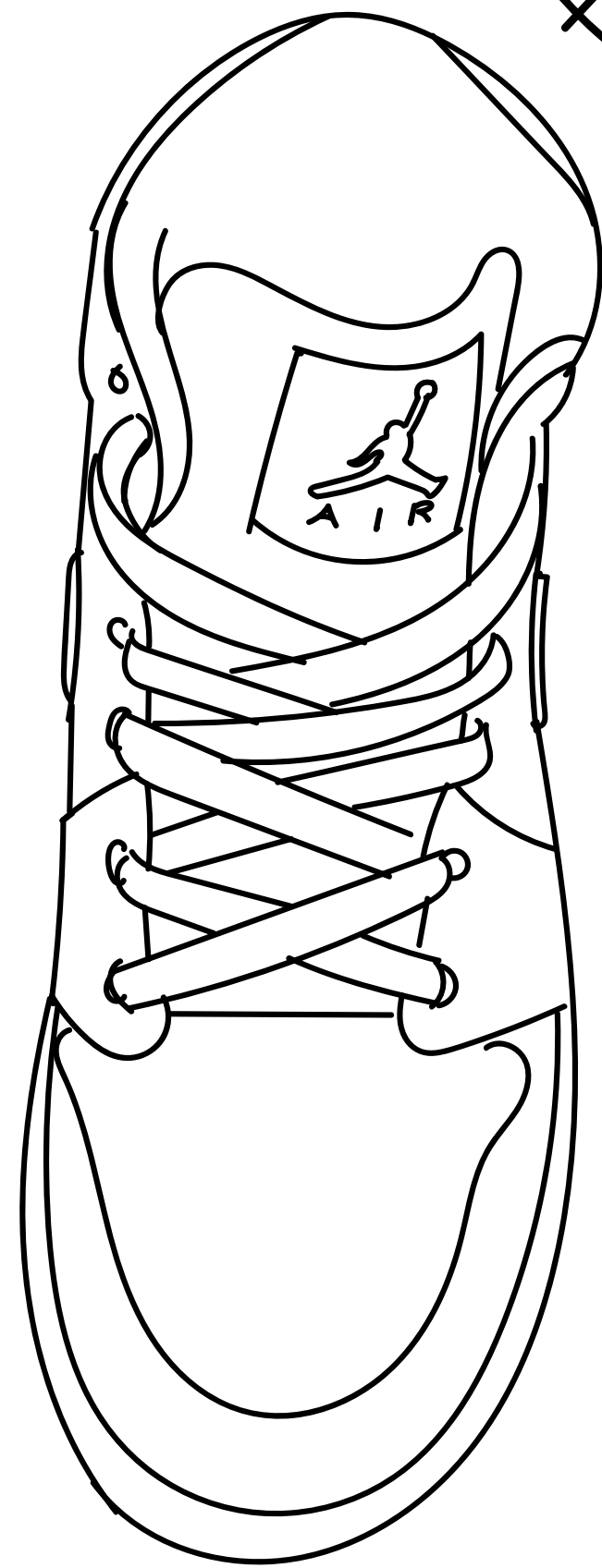
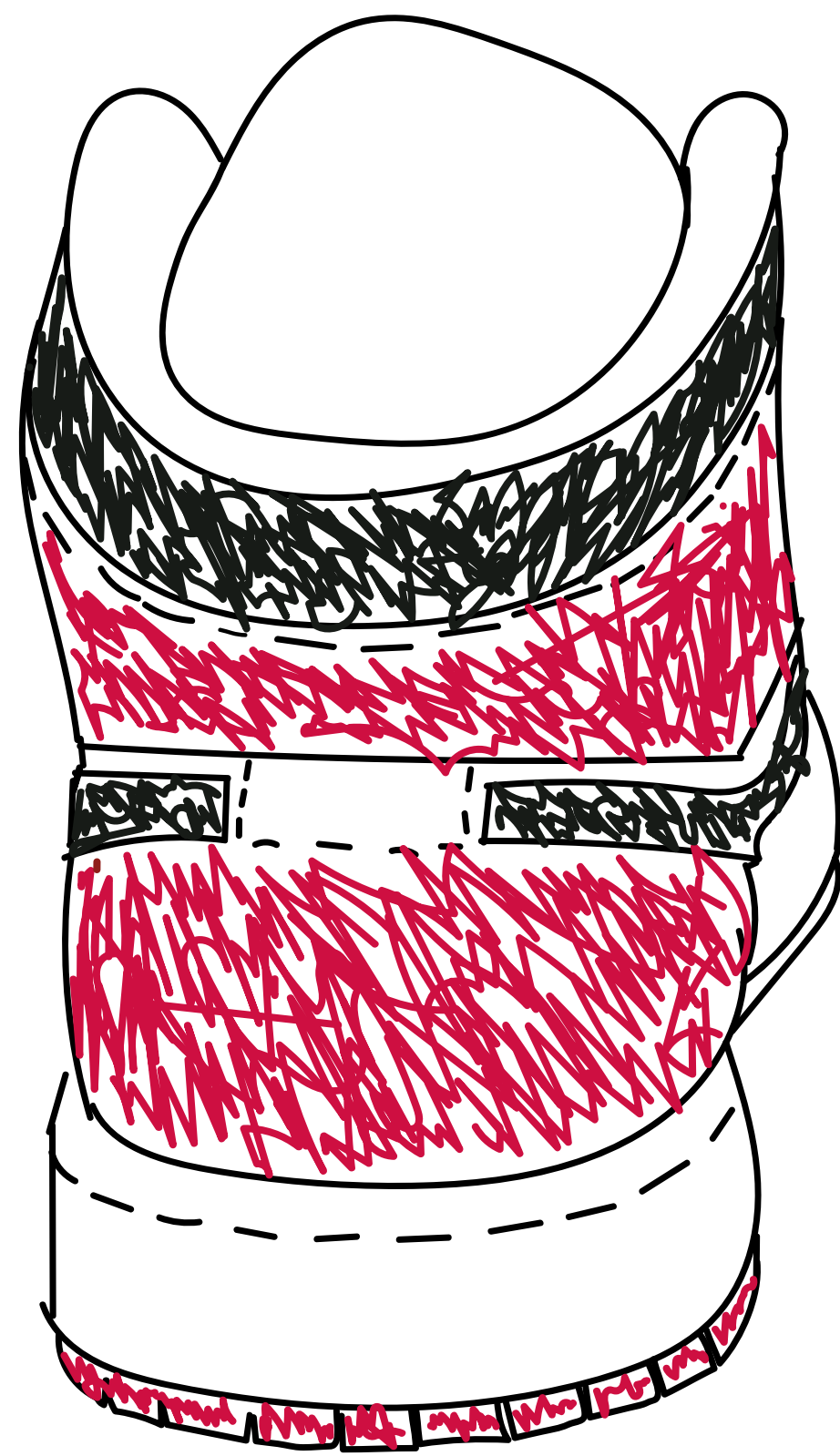
Stereotype







Discourse



discourse





Ideology

Myth

CHOOSE
YOUR
WEAPON

BE
LIKE
MIKE

magic
Johnson



micheal
Jordan

