



# Sonic Persuasion: Reading Sound in the Recorded Age (Studies in Sensory History)

*Greg Goodale*

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**Sonic Persuasion: Reading Sound in the Recorded Age (Studies in Sensory History)** Greg Goodale  
Sonic Persuasion: Reading Sound in the Recorded Age critically analyzes a range of sounds on vocal and musical recordings, on the radio, in film, and in cartoons to show how sounds are used to persuade in subtle ways. Greg Goodale explains how and to what effect sounds can be "read" like an aural text, demonstrating this method by examining important audio cues such as dialect, pausing, and accent in presidential recordings at the turn of the twentieth century. Goodale also shows how clocks, locomotives, and machinery are utilized in film and literature to represent frustration and anxiety about modernity, how race and other forms of identity came to be represented by sound during the interwar period, and how programming producers and governmental agencies employed sound to evoke a sense of fear in listeners. Goodale provides important links to other senses, especially the visual, to give fuller meaning to interpretations of identity, culture, and history in sound.

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