

The Essential Guide To Rhetoric

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The Rhetorician's Guide
Heuristic Rhetoric
Methods of Rhetorical Criticism
Rhetoric
A Rhetoric of Style
Navigating the Rhetorical Tides: A Comprehensive Guide to Communication in the American Context
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ISIS's Ideological Project (Examining ISIS's perception of religious texts through rhetorical discourse analysis)
Rhetoric in Popular Culture
The History and Theory of Rhetoric
A Guide to Composition Pedagogies
Teaching Science Students to Communicate: A Practical Guide
A Brief Text-book of Logic and Mental Philosophy
The Oxford Handbook of Rhetorical Studies
Rhetoric and Hermeneutics in Our Time
The Essential Guide to Rhetoric
The Realms of Rhetoric
Rhetoric, Materiality, & Politics
William M. Keith Brainerd Kellogg Pasquale De Marco Gábor Tahin Bernard L. Brock Michael Hawcroft Barry Brummett Pasquale De Marco Mary Alice Caller Dr. Sabah Harahsheh Barry Brummett James A. Herrick Gary Tate Susan Rowland Charles Coppens Michael John MacDonald Walter Jost William M. Keith Joseph Petraglia Barbara A. Biesecker

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gaining an understanding of rhetorical theory and its practical applications is a critical component to effective and competent communication the essential guide to rhetoric provides an accessible and balanced overview of the core historical and contemporary theories it uses concrete relevant examples and jargon free language to bring these concepts to life the guide helps students move from concept to action with discussions of invention the traditions of trope argument and speech among others this handy guide is an excellent addition to the public speaking class extending and deepening crucial concepts and an indispensable supplement to the rhetorical theory class

step into the world of rhetoric the art of persuasion that has shaped history and continues to influence our lives today this comprehensive guide takes you on a journey through the ages exploring the theories techniques and applications of rhetoric across various domains from the ancient orators of greece and rome to modern day leaders and communicators rhetoric has played a pivotal role in shaping public opinion influencing decisions and driving action this book delves into the intricacies of rhetoric providing a deep understanding of its vielfältige anwendungen and the skills needed to wield it effectively discover the secrets of persuasion as you explore the classical theories of aristotle cicero and quintilian who laid the foundation for effective communication trace the evolution of rhetoric through the renaissance and enlightenment periods witnessing the rise of new rhetorical styles and techniques that continue to shape modern discourse explore the impact of rhetoric in various aspects of contemporary life from politics and law to business religion education and the media rhetoric is an essential tool for informing persuading and motivating audiences learn how to harness the power of rhetoric to achieve your goals and make a positive impact in your field gain insights into the ethical dimensions of rhetoric and the potential for its misuse understand the importance of responsible rhetorical practice and how to avoid falling into the traps of manipulation and deception navigate the complexities of rhetoric in the digital age where new technologies and social media platforms have transformed the landscape of communication this book is an indispensable resource for anyone seeking to master the art of persuasion whether you are a student professional or simply someone curious about the power of words this comprehensive guide will equip you with the knowledge and skills to communicate effectively and persuasively in any situation if you like this book write a review on google books

this book introduces a novel approach to the analysis and practice of persuasive speaking and writing heuristic rhetoric the

new method has evolved to fulfil the need at universities government departments political organisations business enterprises and other public institutions for a modern practical alternative to classical rhetoric which is in the author's view no longer capable of giving a complete description of contemporary predominantly mediatised forms of public persuasive discourse whilst other competing disciplines such as critical discourse analysis or strategic manoeuvring have not yet produced a set of tools which have the comprehensive nature and practical orientation of classical greek and roman rhetorical system the book expounds heuristic rhetoric as an inter disciplinary method to develop advanced skills of critical and strategic reasoning applying a novel set of principles for the strategic analysis of persuasive reasoning in complex rhetorical situations the method emphasizes preparing and continuously adjusting argumentation according to the demands of unpredictable circumstances

setting out the principles of rhetoric with a wide range of illustrative examples in the first chapter the author then explores rhetoric at work in different genres via a close reading of texts

exploring style in a global culture in a rhetoric of style barry brummett illustrates how style is increasingly a global system of communication as people around the world understand what it means to dress a certain way to dance a certain way to decorate a certain way to speak a certain way he locates style at the heart of popular culture and asserts that it is the basis for social life and politics in the twenty first century brummett sees style as a system of signification grounded largely in image aesthetics and extrarational modes of thinking he discusses three important aspects of this system its social and commercial structuring its political consequences and its role as the chief rhetorical system of the modern world he argues that aesthetics and style are merging into a major engine of the global economy and that style is becoming a way to construct individual identity as well as social and political structures of alliance and opposition it is through style that we stereotype or make assumptions about others political identities their sexuality their culture and their economic standing to facilitate theoretical and critical analysis brummett develops a systematic rhetoric of style and then demonstrates its use through an in depth exploration of gun culture in the united states armed with an understanding of how this rhetoric of style works methodologically students and scholars alike will have the tools to do their own analyses written in clear and engaging prose a rhetoric of style presents a novel discussion of the workings of style and sheds new light on a venerable

and sometimes misunderstood rhetorical concept by illustrating how style is the key to constructing a rhetoric for the twenty first century

communication is a fundamental aspect of human interaction and rhetoric the art of effective communication plays a crucial role in shaping our world in the united states rhetoric has been a powerful force since the nation s founding influencing everything from politics and law to culture and society this book delves into the rich tapestry of american rhetoric exploring its origins evolution and impact on various aspects of american life readers will journey through time examining the rhetorical strategies employed by iconic figures such as abraham lincoln martin luther king jr and ronald reagan they will analyze the role of rhetoric in political campaigns public policy debates and the advertising industry along the way readers will uncover the secrets of effective persuasion learning how to craft compelling arguments and deliver them with confidence and impact they will also explore the challenges and opportunities presented by the digital age where new technologies are transforming the way we communicate whether you are a student of public speaking a professional seeking to enhance your communication skills or simply a curious individual fascinated by the power of language this book promises to inform engage and inspire delve into its pages and discover the enduring power of rhetoric in american life about the author pasquale de marco is a renowned expert in the field of communication and rhetoric with over two decades of experience he has dedicated his career to studying and teaching the art of effective communication he has authored numerous books and articles on the subject and his work has been featured in various media outlets pasquale de marco is passionate about helping individuals and organizations communicate more effectively he believes that rhetoric is a powerful tool that can be used to achieve positive change in the world through his writing and teaching he strives to empower others to use rhetoric effectively and ethically if you like this book write a review on google books

this book deconstructs isis s narrative in order to demonstrate how isis appropriates the past interprets the present and visualises the future for arab muslims this project depends on the rhetorical analysis by taking all speeches written and delivered by abu muhammad al adnani isis s media spokesman from 2011 until 2016 as a case study isis s rhetoric shows that the group has been frozen in time and space it relies on opposite dualities in managing the affairs of life and puts the laws of god against the laws of man as a belief to establish the caliphate to do that it borrows heavily but selectively from

the islamic laws based on the teachings of the qur'an and sunnah and imposes the past on the present to reach the utopia it promises to establish the analysis aims to highlight the congruences if any between the view of some people and the vision of isis in terms of the audience's interpretations of such extremist ideology regarding the other shar'a caliphate and jihad the analysis acknowledges the intricate and complex network that connects extremist ideas and ideologies with existing mainstream ideas such as the anti shi'ite sentiment the analysis demonstrates the need for developing a participatory communicative space for dialogue among people and between people and other actors be it state international organisations or civil society

rhetoric in popular culture fifth edition shows readers how to apply growing and cutting edge methods of critical studies to a full spectrum of contemporary issues seen in daily life exploring a wide range of mass media including current movies magazines advertisements social networking sites music videos and television shows barry brummett uses critical analysis to apply key rhetorical concepts to a variety of exciting examples drawn from popular culture readers are guided from theory to practice in an easy to understand manner providing them with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition ideal for courses in rhetorical criticism the highly anticipated fifth edition includes new critical essays and case studies that demonstrate for readers how the critical methods discussed can be used to study the hidden rhetoric of popular culture

by tracing the traditional progression of rhetoric from the greek sophists to contemporary theorists this textbook gives students a conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media the book's expansive historical purview illustrates how persuasive public discourse performs essential social functions and shapes our daily worlds drawing on the ideas of some of history's greatest thinkers and theorists the seventh edition includes greater attention to non western rhetorics feminist rhetorics the rhetoric of science and european and american critical theory known for its clear writing style and contemporary examples throughout the history and theory of rhetoric emphasizes the relevance of rhetoric to today's students this revised edition serves as a core textbook for rhetoric courses in both english and communication programs covering both the historical tradition of rhetoric and contemporary rhetoric studies this edition includes an instructor's manual and practice quizzes for students at routledge

com cw herrick

this is a bibliographic guide written for newcomers to the field the book familiarizes writing instructors with the current topography of composition studies and directs them to the best books and articles for further exploration

this highly readable book addresses how to teach effective communication in science the first part of the book provides accessible context and theory about communicating science well and is written by experts the second part focuses on the practice of teaching communication in science with nuts and bolts lesson plans direct from the pens of practitioners the book includes over 50 practice chapters each focusing on one or more short teaching activities to target a specific aspect of communication such as writing speaking and listening implementing the activities is made easy with class run sheets tips and tricks for instructors signposts to related exercises and theory chapters and further resources theory chapters help build instructor confidence and knowledge on the topic of communicating science the teaching exercises can be used with science students at all levels of education in any discipline and curriculum the only limitation is a wish to learn to communicate better targeted at science faculty members this book aims to improve and enrich communication teaching within the science curriculum so that science graduates can communicate better as professionals in their discipline and future workplace

featuring roughly sixty specially commissioned essays by an international cast of leading rhetoric experts from north america europe and great britain the handbook will offer readers a comprehensive topical and historical survey of the theory and practice of rhetoric from ancient greece and rome through the middle ages and enlightenment up to the present day

this thought provoking book initiates a dialogue among scholars in rhetoric and hermeneutics in many areas of the humanities twenty leading thinkers explore the ways these two powerful disciplines inform each other and influence a wide variety of intellectual fields walter jost and michael j hyde organize pivotal topics in rhetoric and hermeneutics with originality and coherence dividing their book into four sections locating the disciplines inventions and applications arguments and narratives and civic discourse and critical theory contributors to this volume include hans georg gadamer one of whose pieces is here translated into english for the first time paul ricoeur gerald l bruns charles altieri richard e palmer

calvin o schrag victoria kahn eugene garver michael leff nancy s streuver wendy olmsted david tracy donald g marshall allen scult rita copeland william rehg and steven mailloux for readers across the humanities the book demonstrates the usefulness of rhetorical and hermeneutic approaches in literary philosophical legal religious and political thinking with its stimulating new perspectives on the revival and interrelation of both rhetoric and hermeneutics this collection is sure to serve as a benchmark for years to come

as both professors and scholars christian lundberg and william keith believe that an understanding of rhetorical theory and its practical applications is a critical component of effective and competent communication most importantly the authors are convinced that an understanding of rhetoric and of how persuasive strategies can advance or detract from public life is crucial for the future of our democracy

in the realms of rhetoric contributors from a wide range of disciplines explore the challenges and opportunities faced in building a curricular space in the academy for rhetoric although rhetoric education has its roots in ancient times the modern era has seen it fragmented into composition and public speaking obscuring concepts theories and skills petraglia and bahri consider the prospects for rhetoric education outside of narrow disciplinary constraints and together with leading scholars examine opportunities that can propel and revitalize rhetoric education at the beginning of the millennium

rhetoric materiality and politics explores the relationship between rhetoric s materiality and the social world in the late modern political context taking as their point of departure a reprint of michael calvin mcgee s 1982 call to reconceptualize rhetoric as the palpable experience of sociality the authors in this volume grapple anew with the role of communication practices in contemporary collective life drawing upon the work of michel foucault jacques lacan and jacques derrida these twelve original essays supplement extend and challenge mcgee s position collectively advocating on behalf of a shift in theoretical and critical attention from rhetorical materialism to rhetoric s materiality book jacket

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