

Understanding Rhetoric

In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

A Book of Student Writing from Rhetoric and Composition People avoid writing because of the fear and anxiety they have about writing. Prior to attending Penn State and taking a Rhetoric and Composition class, I was one of those people. Depending on the style and the way the material is presented, you will find yourself creating essays, outlining speeches, etc., without giving it a second thought. After my very first English course at Penn State, I was over the fear and was able to not only pass the course with an A but was approached by my Effective Speech and Communications professor requesting my papers be used as samples in her upcoming courses. You will find essays in this book on subject matter that will motivate and improve the writers skills in the following areas: rhetorical analysis, position arguments, proposals, understanding the rhetorical situation, and many more. Also included are a couple of speeches that I thoroughly enjoyed preparing.

Rhetoric, Through Everyday Things is the first book-length collection of essays that explore the vibrant materiality of everyday objects in rhetorical theory, practice, and writing. It examines how things such as food, bicycles, and typewriters can influence history and sociality.

After shaking up writing classrooms at more than 550 colleges, universities, and high schools, *Understanding Rhetoric*, the comic-style guide to writing, has returned for a third edition! *Understanding Rhetoric* encourages deep engagement with core concepts of writing and rhetoric. With brand-new coverage of fake news, sourcing the source, podcasting as publishing, and support for common writing assignments, the new edition of the one and only composition comic covers what students need to know--and does so with fun and flair.

Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric In Situ offers a programmatic theoretical and methodological exploration of the increasing use of field methods in rhetorical studies.

The question of how students transfer knowledge is an important one, as it addresses the larger issue of the educational experience. In *Agents of Integration: Understanding Transfer as a Rhetorical Act*, Rebecca S. Nowacek explores, through a series of case studies, the issue of transfer by asking what in an educational setting engages students to become “agents of integration”— individuals actively working to perceive, as well as to convey effectively to others, the connections they make. While many studies of transfer are longitudinal, with data collected over several years, Nowacek's is synchronous, a rich cross-section of the writing and classroom discussions produced by a team-taught learning community—three professors and eighteen students enrolled in a one-semester general education interdisciplinary humanities seminar that consisted of three linked courses in history, literature, and religious studies. With extensive field notes, carefully selected student and teacher self-reports in the form of interviews and focus groups, and thorough examinations of recorded classroom discussions, student papers with professor comments, and student notebooks, Nowacek presents a nuanced and engaging analysis that outlines how transfer is not simply a cognitive act but a rhetorical one that involves both seeing connections and presenting them to the instructors who are institutionally positioned to recognize and value them. Considering the challenges facing instructors teaching for transfer and the transfer of writing-related knowledge, Nowacek develops and outlines a new theoretical framework and methodological model of transfer and illustrates the practical implications through case studies and other classroom examples. She proposes transfer is best understood as an act of recontextualization, and she builds on this premise throughout the book by drawing from previous work in cognitive psychology, activity theory, and rhetorical genre theory, as well as her own analyses of student work. This focused examination complements existing longitudinal studies and will help readers better understand not only the opportunities and challenges confronting students as they work to become agents of integration but also the challenges facing instructors as they seek to support that student work.

What is “digital rhetoric”? This book aims to answer that question by looking at a number of interrelated histories, as well as evaluating a wide range of methods and practices from fields in the humanities, social sciences, and information sciences to determine what might constitute the work and the world of digital rhetoric. The advent of digital and networked communication technologies prompts renewed interest in basic questions such as What counts as a text? and Can traditional rhetoric operate in digital spheres or will it need to be revised? Or will we need to invent new rhetorical practices altogether? Through examples and consideration of digital rhetoric theories, methods for both researching and making in digital rhetoric fields, and examples of digital rhetoric pedagogy, scholarship, and public performance, this book delivers a broad overview of digital rhetoric. In addition, Douglas Eyman provides historical context by investigating the histories and boundaries that arise from mapping this emerging field and by focusing on the theories that have been taken up and revised by digital rhetoric scholars and practitioners. Both traditional and new methods are examined for the tools they provide that can be used to both study digital rhetoric and to potentially make new forms that draw on digital rhetoric for their persuasive power.

Andy Kirkpatrick and Zhichang Xu offer a response to the argument that Chinese students' academic writing in English is influenced by “culturally nuanced rhetorical baggage that is uniquely Chinese and hard to eradicate.” Noting that this argument draws from “an essentially monolingual and Anglo-centric view of writing,” they point out that the rapid growth in the use of English worldwide calls for “a radical reassessment of what English is in today's world.” The result is a book that provides teachers of writing, and in particular those involved in the teaching of English academic writing to Chinese students, an introduction to key stages in the development of Chinese rhetoric, a wide-ranging field with a history of several thousand years.

Understanding this important rhetorical tradition provides a strong foundation for assessing and responding to the writing of this growing group of students.

Common topics and commonplaces help develop arguments and shape understanding. When used in argumentation, they may help interested parties more effectively communicate valuable information. The purpose of this edited collection on topics of environmental rhetoric is to fill gaps in scholarship related to specific, targeted, topical communication tactics. The chapters in this collection address four overarching areas of common topics in technical communication and environmental rhetoric: framing, place, risk and uncertainty, and sustainability. In addressing these issues, this collection offers insights for students and scholars of rhetoric, as well as for environmental communication practitioners looking for a more nuanced understanding of how topic-

driven rhetoric shapes attitudes, beliefs, and decision-making.

Understanding Rhetoric: A Guide to Critical Reading and Argumentation is a composition textbook that outlines three essential skills – rhetoric, argument, and source-based writing – geared towards newcomers and advanced students alike. Though comprehensive in its coverage, the book's focus is a simple one: how to move beyond a "gut reaction" while reading to an articulation of what is effective and what is not, while explicitly answering the most important question of "Why?" This text gets at this central concern in two fundamental ways. First, the text teaches composition as a cumulative process, coaching you how to question, challenge, and expand on not just the readings you hold in your hands, but also how to interrogate the internal processes of writing and thinking. The book's blend of composition methods detail the cross-point of product and process to turn reading and writing from a matter of coming up with answers to questions to learning what type of questions need to be asked in the first place. The "right" questions, the text argues, are fundamentally rhetorical in nature. Second, the content of the practice-based chapters is framed into a larger mesh of intellectual history to show how the writing and thinking you are doing today is continuous with a long history of writing instruction that goes back to the ancient world. This book provides equal representation from classical and contemporary theory with the recognition that theory cannot be fully grasped without practice, and practice cannot be fully understood without its theoretical antecedent. After all, you can't write "outside the box" until you know where the box is and what it looks like.

This comics-style collaboration between rhetoricians Elizabeth Losh and Jonathan Alexander and illustrator team Big Time Attic presents the content of the composition course in a form designed to draw students in. Understanding Rhetoric: A Graphic Guide to Writing covers what first-year college writers need to know — the writing process, critical analysis, argument, research, revision, and presentation — in a visual format that brings rhetorical concepts to life through examples ranging from Aristotle to YouTube.

There's a crisis of trust in politics across the western world. Public anger is rising and faith in conventional political leaders and parties is falling. Anti-politics, and the anti-politicians, have arrived. In *Enough Said*, President and CEO of The New York Times Company Mark Thompson argues that one of the most significant causes of the crisis is the way our public language has changed. *Enough Said* tells the story of how we got from the language of FDR and Churchill to that of Donald Trump. It forensically examines the public language we've been left with: compressed, immediate, sometimes brilliantly impactful, but robbed of most of its explanatory power. It studies the rhetoric of western leaders from Reagan and Thatcher to Berlusconi, Blair, and today's political elites on both sides of the Atlantic. And it charts how a changing public language has interacted with real world events – Iraq, the financial crash, the UK's surprising Brexit from the EU, immigration – and led to a mutual breakdown of trust between politicians and journalists, to leave ordinary citizens suspicious, bitter, and increasingly unwilling to believe anybody. Drawing from classical as well as contemporary examples and ranging across politics, business, science, technology, and the arts, *Enough Said* is a smart and shrewd look at the erosion of language by an author uniquely placed to measure its consequences.

Rhetoric is often seen as a synonym for shallow, deceptive language, and therefore as something negative. But if we view rhetoric in more neutral terms, as the 'art of persuasion', it is clear that we are all forced to engage with it at some level, if only because we are constantly exposed to the rhetoric of others. In this *Very Short Introduction*, Richard Toye explores the purpose of rhetoric. Rather than presenting a defence of it, he considers it as the foundation-stone of civil society, and an essential part of any democratic process. Using wide-ranging examples from Ancient Greece, medieval Islamic preaching, and modern cinema, Toye considers why we should all have an appreciation of the art of rhetoric. ABOUT THE SERIES: The *Very Short Introductions* series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Undertaken by one of the most learned and visionary scholars in the field, this work has a comprehensive and culminating quality to it, tracking major lines of insight into writing as a human practice and articulating the author's intellectual progress as a theorist and researcher across a career.

Becoming rhetorical is a transformation that allows students to identify rhetorical problems and respond to them with arguments, no matter the course or context from which the problems emerge. In *BECOMING RHETORICAL*, author Jodie Nicotra takes students beyond the view of the rhetorical situation as being composed of communicator, audience, and message, encouraging them also to consider important aspects such as exigence, purpose, and the means of communication. Students learn to analyze and compose in textual, visual, and multimodalities -- from evaluating an op-ed piece, to making a video of a consumer product, to creating an entire public awareness campaign -- thereby becoming confident critical thinkers in a 21st century multimedia world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"Understanding Rhetoric is a groundbreaking comic-style guide to writing that is always a hit with both instructors and students. It encourages deep engagement with core concepts of writing and rhetoric with its unique coverage of writerly identity and its extensive discussions of rhetoric, reading, argument, research, revision, and presenting work to audiences"--

The theory of contrastive rhetoric was first put forth by Robert Kaplan in the mid 1960s to explain the differences in writing and discourse between students who were native speakers of English and their international counterparts. Over the past three decades, contrastive rhetoric theory has been used primarily by linguists in language centers and involved in ESL teaching. As the number of international students in American universities has continued to grow, contrastive rhetoric has become increasingly relevant to all disciplines, and to rhetoric and composition in particular. This volume breaks important new ground in its examination of contrastive rhetoric in the exclusive context of composition. The editor has assembled contributors with varying areas of specialty to demonstrate how the traditional definition of contrastive rhetoric theory can be applied to

composition in new and innovative ways and how it can be redefined through the lens of addressing "difference" issues in writing. Thus, the volume as a whole clarifies how the basic principles of contrastive rhetoric theory can help composition instructors to understand writing and rhetorical decisions. With the inclusion of current research on multicultural issues, this collection is appropriate for all instructors in ESL writing, including teachers in rhetoric, composition, and linguistics. It can also be used as an advanced text for students in these areas. Wherever it is employed, it is certain to offer significant new insights into the application of contrastive rhetoric within the composition discipline. This book examines the religious rhetoric of the culture war in America. It offers examples of divisive rhetoric in the first four chapters and a case study in the final chapter of rhetoric that seeks to avoid division and bring a community together.

Understanding Rhetoric: A Graphic Guide to Writing
Macmillan Higher Education

The anniversary edition marks thirty years of offering an indispensable review and analysis of thinkers who have exerted a profound influence on contemporary rhetorical theory: I. A. Richards, Ernesto Grassi, Chaïm Perelman and Lucie Olbrechts-Tyteca, Stephen Toulmin, Richard Weaver, Kenneth Burke, Jürgen Habermas, bell hooks, Jean Baudrillard, and Michel Foucault. The brief biographical sketches locate the theorists in time and place, showing how life experiences influenced perspectives on rhetorical thought. The concise explanations of complex concepts are clear, engaging, insightful, and highly accessible, serving as an excellent primer for reading the major works of these scholars. The critical commentary is carefully chosen to highlight implications and to place the theories within a broader rhetorical context. Each chapter ends with a complete bibliography of works by the theorists.

Organizational Rhetoric introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter. Features and Benefits: - The first unit in the text will introduce the details of analyzing situations and identifying strategies - The second unit will examine six specific recurring rhetorical situations for organizations - Organizational schema centered on situations and strategies - Use of real-life case studies - Focus on careers in organizational rhetoric - Focus on thinking critically about organizations in society

After shaking up writing classrooms at more than 450 colleges and universities, Understanding Rhetoric, the comic-style guide to writing that instructors have told us gets "nothing but positive responses from students," has returned for a second edition. Combining the composition know-how of Liz Losh and Jonathan Alexander with the comic-art credibility of Kevin Cannon (Far Arden, Crater XV) and Zander Cannon (Heck, Kaijumax), Understanding Rhetoric encourages deep engagement with core concepts of writing and rhetoric, as teachers and students alike have told us. With a new chapter on collaboration, unique coverage of writerly identity, and extensive discussions of rhetoric, reading, argument, research, revision, and presenting work to audiences, the one and only composition comic covers what students need to know--and does so with fun and flair. A new "Walk the Talk" feature in each chapter helps students see how to put concepts to use in their own reading and writing. And the detailed instructor's manual will help both novice and experienced instructors plan a course around Understanding Rhetoric.

A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric. While the disciplinary study of rhetoric is alive and well, there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that have and will continue to use rhetoric. Beginning with an introduction to the topic, The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro-contexts of rhetoric—as well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres—namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric. Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits. Contains chapters working in the tradition of rhetorical criticism that ask whether organizations' rhetorical strategies have fulfilled their organizational and societal value. Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse. Explores the potential, risks, paradoxes, and requirements of engagement. Reflects the views of a team of scholars from across the globe. Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory. The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

This book introduces basic concepts of human signification, explains both primal & contemporary rhetoric experience, & offers challenges to common-sense understandings.

The emotionally evocative power of the book of Revelation has been often noted and experienced by interpreters, but until now it has never been systematically explored. The strange visions of the book of Revelation provide some of the most difficult passages of the New Testament, yet Christians have long been fascinated by its power and provocative pronouncements. David deSilva analyzes how the book argues and persuades us to see the world through the eyes of John, and suggests that the study of ancient rhetoric is particularly valuable in understanding the book of Revelation. deSilva interprets the book of Revelation as a rhetorical and communicative strategy to persuade a particular audience for specific goals. Throughout this analysis, he pursues John's construction of his own authority, John's use of emotion and logic, and his attempt to shape the formation of the reader. Despite the complexities of Revelation, deSilva has produced a remarkably clear text sure to cause readers to rethink their view of Revelation.

After shaking up writing classrooms at more than 450 colleges and universities, Understanding Rhetoric, the comic-style guide to writing that instructors have told us gets "nothing but positive responses from

students," has returned for a second edition! Combining the composition know-how of Liz Losh and Jonathan Alexander with the comic-art credibility of Kevin Cannon (Far Arden, Crater XV) and Zander Cannon (Heck, Kaijumax), *Understanding Rhetoric* encourages deep engagement with core concepts of writing and rhetoric, as teachers and students alike have told us. With a new chapter on collaboration, unique coverage of writerly identity, and extensive discussions of rhetoric, reading, argument, research, revision, and presenting work to audiences, the one and only composition comic covers what students need to know—and does so with fun and flair. A new "Walk the Talk" feature in each chapter helps students see how to put concepts to use in their own reading and writing. And the detailed instructor's manual will help both novice and experienced instructors plan a course around *Understanding Rhetoric*.

First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

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.

Political discourse in contemporary China is intimately linked to the patriotic reverie of restoring China as a great civilisation, a dream of reformers since the beginning of the twentieth century. The concept and use of *suzhi* – a term that denotes the idea of cultivating a 'quality' citizenship – is central to this programme of rejuvenation, and is enjoying a revival. This book therefore offers an accessible and comprehensive analysis of *suzhi*, investigating the underlying cultural, philosophical and psychological foundations that propel the *suzhi* discourse. Using a new method to analyse Chinese governance – one that is both historical and discursive in approach – the book demonstrates how *suzhi* has been made into a political resource by the Chinese Communist Party-State, journeying from Confucianism to socialism. Ultimately, it asks the question: if we cannot rely on Western models of governance to explain how China is governed, what method of analysis can we use? Making use of over 200 Chinese-language primary sources, the book highlights the link between *suzhi* and similar discourses in post-Mao China, including those centring on notions of 'civilisation', 'harmonious society' and the 'China dream'. As the first book to provide an in-depth study of *suzhi* and its relevance in Chinese society, *Civilising Citizens in Post-Mao China* will be useful for students and scholars of Chinese studies, Chinese politics and sociology.

Inviting *Understanding* provides a comprehensive, coherent portrait of invitational rhetoric in a way that allows readers to understand the theory, to explore possible extensions, to see the practices of invitational rhetoric at work, and to access a comprehensive bibliography of works on the subject. --Stacey Sowards, University of Texas at Austin

[Copyright: 4116cbdae6a202ff1c949ae04652e44f](#)