

Logic Contemporary Rhetoric 12th Edition

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this work brings together the pivotal scholarly essays responsible for the present resurgence in rhetorical studies assembled by one of the most respected senior scholars in the field of rhetoric the essays chart a course from tradition based theory of civic rhetoric to ongoing issues of figuration power and gender together with a lucid introductory essay these studies help to integrate the still volatile questions at the core of humanities scholarship in rhetoric the introductory student as well as the seasoned scholar will gain familiarity and footing in this oldest and still new liberal art

this indispensable text brings together important essays on the themes issues and controversies that have shaped the development of rhetorical theory since the late 1960s an extensive introduction and epilogue by the editors thoughtfully examine the current state of the field and its future directions focusing in particular on how theorists are negotiating the tensions between modernist and postmodernist considerations each of the volume's eight main sections comprises a brief explanatory introduction four to six essays selected for their enduring significance and suggestions for further reading topics addressed include problems of defining rhetoric the relationship between rhetoric and epistemology the rhetorical situation reason and public morality the nature of the audience the role of discourse in social change rhetoric in the mass media and challenges to rhetorical theory from the margins an extensive subject index facilitates comparison of key concepts and principles across all of the essays featured

eighteen essays by leading scholars in english speech communication education and philosophy explore the vitality of the classical rhetorical tradition and its influence on both contemporary discourse studies and the teaching of writing some of the essays investigate the rhetorical and historical issues others show the bearing of classical rhetoric on contemporary problems in composition thus blending theory and practice common to the varied approaches and viewpoints expressed in this volume is one central theme the 20th century revival of rhetoric entails a recovery of the classical tradition with its marriage of a rich and fully articulated theory with an equally efficacious practice a preface demonstrates the contribution of edward p j corbett to the 20th century revival and a last chapter includes a bibliography of his works

the goal of this book is to formulate a modern theoretical approach for rhetorical studies in a variety of disciplines in the humanities media research and other cultural studies the discipline of rhetoric originally concerned itself with linguistic forms of communication and its basic theory was developed with such cases in mind with respect to this ancient tradition there are numerous books that provide a historical overview of the field there is also a wide array of introductory works and research contributions that deal with the practice of political rhetoric on the other hand only a few 20th century academics have attempted to theoretically rehabilitate rhetoric after its decline as an academic discipline in europe in the 18th and 19th centuries and to give rhetorical theory a modern new and further reaching perspective two notable examples have been kenneth burke and brian vickers the book begins with the assumption that rhetoric is not merely limited to linguistic action but rather is present everywhere in the communicative world against this background this work develops a modern theory of rhetoric and demonstrates in twelve chapters how methodical rhetorical analysis can be done in selected practical fields of application literature music images and film

in the years since its publication in 1983 the present state of scholarship in historical and contemporary rhetoric has become a classic in its field proving to be an invaluable resource for students of rhetoric and composition as well as for scholars in english speech and philosophy this revised and updated edition defines the field of rhetoric as no other volume has publishers website

in the genres of rhetorical speeches in greek and roman antiquity cristina pepe offers a complete overview of the concept of speech genre within ancient rhetoric by analyzing sources dating from the 5th 4th century bc the author proves that the well known classification in three rhetorical genres deliberative judicial epideictic introduced by aristotle was rooted in the debate concerning the forms and functions of the art of persuasion in classical athens genres play a leading role in aristotle s rhetoric and the analysis of considerable sections of the treatise shows profound links between the characterization of the rhetorical genres and aristotelian philosophy as a whole finally the volume explores the developments of the theory of genres in hellenistic and imperial rhetoric

mass media has become an integral part of the human experience news travels around the world in a split second affecting people in other countries in untold ways although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story the selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes

this classic text has introduced tens of thousands of students to sound reasoning using a wealth of current relevant and stimulating examples all put together and explained in a witty and invigorating writing style long the choice of instructors who want to keep students engaged logic and contemporary rhetoric the use of reason in everyday life twelfth edition combines examples from television newspapers magazines advertisements and our nation s political dialogue the text not only brings the concepts to life for students but also puts critical thinking skills into a context that students will retain and use throughout their lives important notice media content referenced within the product description or the product text may not be available in the ebook version

the history and theory of rhetoric offers an accessible discussion of the history of rhetorical studies in the western tradition from ancient greece to contemporary american and european theorists

a blair press book a collection of key texts in twentieth century rhetoric the first section contains important theoretical readings from the founders of modern rhetoric the second section provides influential commentaries on modern rhetorical theory

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Introduction

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