

Mouse Morality The Rhetoric Of Disney Animated Film

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although sometimes decried by pundits george w bush s use of moral and religious rhetoric is far from unique in the american presidency throughout history and across party boundaries presidents have used such appeals with varying degrees of political success the moral rhetoric of american presidents astutely analyzes the president s role as the nation s moral spokesman armed with quantitative methods from political science and the qualitative case study approach prevalent in rhetorical studies colleen j shogan demonstrates that moral and religious rhetoric is not simply a reflection of individual character or an expression of american civil religion but a strategic tool presidents can use to enhance their constitutional authority to determine how the

use of moral rhetoric has changed over time shogan employs content analysis of the inaugural and annual addresses of all the presidents from george washington through george w bush this quantitative evidence shows that while presidents of both parties have used moral and religious arguments the frequency has fluctuated considerably and the language has become increasingly detached from relevant policy arguments shogan explores the political effects of the rhetorical choices presidents make through nine historical cases presidents washington jefferson madison buchanan lincoln theodore roosevelt kennedy lyndon johnson and carter she shows that presidents who adapt their rhetoric to the political conditions at hand enhance their constitutional authority while presidents who ignore political constraints suffer adverse political consequences the case studies allow shogan to highlight the specific political circumstances that encourage or discourage the use of moral rhetoric shogan concludes with an analysis of several dilemmas of governance instigated by george w bush s persistent devotion to moral and religious argumentation

a sharp urgent call to restore moral thinking to public speech the ethics of rhetoric arrives renewed for our fraught age in this landmark work richard m weaver examines how language shapes character and how persuasive speech carries moral weight moving from classical rhetoric to modern propaganda weaver maps a philosophy of rhetoric that insists words do not merely persuade but form souls readers will find rigorous rhetorical analysis paired with lyrical reflection on language and morality tracing the tension between freedom and responsibility in ethical communication this edition s significance is twofold historically weaver s argument helped revive rhetorical theory after decades of neglect literarily his prose blends philosophical clarity with moral urgency making the book a lasting text in rhetoric theory and communication ethics whether you re a student of classical rhetoric a scholar of rhetorical philosophy or a reader drawn to ethical persuasion this book reframes how persuasion and ethics intersect in public life out of print for decades and now republished by alpha editions this restored volume has been carefully prepared for today s readers and future generations more than a reprint alpha editions presents a collector s item and cultural treasure meticulously restored annotated and designed for preservation essential for anyone exploring rhetorical ethics ethical persuasion or the broader philosophy of language the ethics of rhetoric is a definitive guide to communication ethics and the moral stakes of rhetorical practice

2004 clifford g christians ethics research award the carl couch center for social and internet research kids around the world love disney animated films and many of their parents trust the disney corporation to provide wholesome moral entertainment for their children yet frequent protests and even boycotts of disney products and practices reveal a widespread unease with the sometimes mixed and inconsistent moral values espoused in disney films as the company attempts to appeal to the largest possible audience in this book annalee r ward uses a variety of analytical tools based in rhetorical criticism to examine the moral messages taught in five recent disney animated films the lion king pocahontas the hunchback of notre dame hercules and mulan taking the films on their own terms she uncovers the many mixed messages they purvey for example females can be leaders but male leadership ought to be the norm stereotyping is wrong but black means evil historical truth is valued but only tell what one can sell etc adding these messages together ward raises

important questions about the moral ambiguity of disney s overall worldview and demonstrates the need for parents to be discerning in letting their children learn moral values and life lessons from disney films

for years mainstream feminist ethics focused criticism on male supremacy feminist philosophers in this volume adopt a less male focused stance to look closely at oppression s impact on women s agency and on women s relations with women examining legal social and physical relationships these philosophers confront moral ambiguity moral compromise and complicity in perpetuating oppression combining personal experience with philosophical inquiry they vividly portray their daily engagement with oppression as both victims and perpetrators they explore such issues as how pornography silences women and radical feminist politics complicity in racism among these insightful essays sandra bartky argues that women share guilt for racism when they benefit from it without protest susan brison reflects on uses of narrative in trauma recovery from such experiences as being targeted for rape or murder joan callahan examines fallout of derogatory speech directed at lesbians virginia held proposes carrying care into marketplaces and governments and in her introduction claudia card draws on primo levi s conception of gray zones in exploring dangers of character damage to victims of misogyny a fitting companion to card s highly regarded feminist ethics this volume interweaves observations on character political ethics violence and love into an accessible sourcebook for students it tackles some of feminism s most pressing issues and helps readers to identify and then overcome the real damage caused by oppression

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secular morality is a book that will benefit students and instructors alike students of logic persuasion philosophy and more will find part one to be a helpful guide in understanding the principles of secular morality and the premises that shape moral argument students will also appreciate the way part two provides examples of secular morality put into practice through real and engaging student essays that have been highlighted for their strengths and weaknesses with respect to moral argument argumentation and critical thinking instructors will find that the rhetoric explores the principles and premises of secular morality in an accessible manner that can readily adapt to their individual classroom needs and teaching styles

rhetorical ethics and internetnetworked writing develops rhetoric theory as a heuristic tool for addressing the new ethical and legal complexities cyberwriters and writing teachers face on the internet and world wide porter conceptualizes rhetoric as an ethical operation first by examining the rhetoric ethics relationship in classical and modern rhetoric then by turning to postmodern ethics which revives a casuistic approach to ethics in the second half of the book porter considers special cases involving electronic discourse on the networks that challenge or undermine conventional print based law and ethics

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