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bringing together expert rhetorical theorists and technologists this book explores our current understanding of and attitudes toward ethos credibility and trust in today's changing technological landscape recent advancements in technology including the development of digital technologies the growth of algorithmic machine learning and artificial intelligence and the circulation of disinformation in social media necessitate a reevaluation of ethos to explore the rhetorical concept of ethos which is the perceived character of a speaker contributors theorize how ethos is enabled constrained and

constituted through new communication technologies in this edited collection chapters address key philosophical questions concerning the rhetorical capacities of modern communicating machines such as chatgpt midjourney or other digital platforms through case studies new theorizing and critical inquiry contributors contemplate the changing relationship between humans and technology in rhetoric and ethos revealing contemporary tensions and insecurities regarding issues including authenticity and authorship this book will be of interest to students and scholars in the fields of rhetoric communication studies technology studies digital humanities and cultural studies

tiivistelmä puoli vuosisataa metsäteollisuuden retoriikkaa vakuuttamisen strategiat myyntiargumentaatiossa

in the sweet spot michael chiles explores the art of teacher explanation and modelling in teaching students what they need to know delving into the research michael sets out the reasons why the art of telling and showing students underpin effective teaching and learning armed with research based evidence michael looks at a range of efficient and effective strategies teachers can use in their own classrooms to expertly explain and model their subject in the final part of the book michael is joined by teachers across the broad range of subjects in the primary and secondary phases to share how they teach one difficult concept within their own subject

within reach offers research based instructional practices for diverse learners and common core aimed at improving classroom effectiveness it targets teacher leaders administrators and higher education programs focusing on professional development bridging achievement gaps and instructional accountability measures

this book focuses on how firms should engage ethical choices in developing and deploying digital technologies digital technologies are devices that rely on rapidly accelerating digital sensing storage and transmission capabilities to intervene in human processes while the ethics of technology is analyzed across disciplines from science and technology studies sts engineering computer science critical management studies and law less attention is paid to the role that firms and managers play in the design development and dissemination of technology across communities and within their firm this book covers the topic from three angles first it illuminates diverse facets of the intersection of technology and business ethics second it uses themes to explore what business ethics offers to the study of technology and third what technology studies offers to the field of business ethics each field brings expertise that together improves our understanding of the ethical implications of technology chapter a micro ethnographic study of big data based innovation in the financial services sector governance ethics and organisational practices chapter the challenges of algorithm based hr decision making for personal integrity and chapter female ceos and core earnings quality new evidence on the ethics versus risk aversion puzzle are available open access under a creative commons attribution 4 0 international license via link springer com

seminar paper from the year 2011 in the subject didactics for the subject english literature works grade sehr gut university of graz institut für anglistik course linguistics

proseminar textlinguistics language english abstract the analysis focuses on the written script of loving your enemies by martin luther king and examines the validity of the personal hypothesis that rhetorical devices have a significant influence on cohesion and coherence in king s speech and that the latter textual notions cohesion and coherence can lead to an emotional and positive response by the audience due to the great length of loving your enemies the paper includes some charts to support a more compact and focused analysis

when it comes down to a pivotal business or sales presentation if it doesn t move you forward you have got to figure out why and change it how do you sell persuade or move people to action a vital element in creating influence in today s market is the ability to build and deliver a thought provoking presentation from elevator speeches to formal sales presentations you can craft a more compelling message most people want to improve their presentations but don t know where to start and that can be costly that is where this book can help terri sjodin has done the heavy lifting and eliminated the guesswork by providing specific solutions to guide you through the process of crafting an improved presentation to use at your very next meeting in person virtually or in a hybrid environment she shares the results of her multi year research project which identified twelve common sales presentation mistakes that may cost an individual the win the deal or the opportunity and shows how to avoid them why focus on mistakes because you can t improve what you don t recognize as a problem presentation ready is divided into three sections building your case leveraging creativity and honing your delivery each chapter explores a specific presentation mistake why it happens why it s damaging and includes practical tips on how to correct it you may laugh or cringe at some of these confessions stories and observations but they are all true the solutions will ultimately help you course correct to save yourself time increase your earning potential reduce stress and gain greater confidence for future presentations you will learn vicariously through the experiences of others and use that edge to transform your presentations almost overnight

automatically packaged with every new copy of the book and not available separately four types of annotations appear in the annotated instructor s edition discussion tips suggest topics for classroom discussion which relate to the material presented in the text teaching tips include a wide range of suggested activities showing videos group activities writing exercises etc background tips draw attention to outside research sources from which additional lecture information may be obtained technology tips refer instructors to specific sites that will enhance lectures and provide ideas for activities

for courses in english composition argumentative writing and introduction to literature strategies for reading and arguing about literature brings together the often divergent studies of argumentation and literature this textbook teaches the art of academic argumentation through a focus on classic and contemporary literature using this book students will learn practice and master critical reading strategies critical writing and research strategies the essentials of academic argumentation and basic literary theory as it relates to the development of an argument concurrently students will explore and appreciate a variety of literature ranging from the classical to the contemporary in a variety of genres and critical analyses of literary works

this exciting new rhetoric reader presents six scenarios rooted in contemporary controversies that dramatize rhetorical issues and engage students in conversations informed by competing points of view

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concise flexible practical and innovative envision is the first brief argument rhetoric designed for students learning to write in today s visual world flexible three part organization instructors who want to focus on argument and rhetorical analysis can emphasize part 1 those who want more intensive work in research and source based writing will focus on part 2 for innovative courses that include visual design oral presentation and multimedia writing projects part 3 offers the most fully developed textbook coverage available in a brief rhetoric

this manual offers a wealth of suggestions for setting up the course including syllabi and daily schedules the manual is filled with speech assignments activities extended chapter outlines and sample lesson plans that include activities for all learning styles the test bank offers numerous test questions of various types including recall conceptual and application

a study of how religious congregations can encourage new leadership and creative thinking

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