Marketing, Rhetoric and Control

Chase's readings show that, far from implying a privileged status, the work's self-reflexive structure entails its opacity, its inability to read itself, and the necessity of its decomposition.

Chinese Rhetoric and Writing By going back to the Italian humanist
tradition and aspects of earlier Greek and Latin thought, Ernesto Grassi develops a conception of rhetoric as the basis of philosophy. Grassi explores the sense in which the first principles of rational thought come from the metaphorical power of the word. He finds the basis for his conception in the last great thinker of the Italian humanist tradition, Giambattista Vico (1668-1744). He concentrates on Vico's understanding of imagination and the sense of human ingenuity contained in metaphor. For Grassi, rhetorical activity is the essence and inner life of thought when connected to the metaphorical power of the word. Originally published in English in 1980, Rhetoric as Philosophy has been out of print for some time. In his foreword to this reprint edition, Burke scholar Timothy W. Crusius rues the lack of concentrated attention to Grassi because "what he had to say about rhetoric is at least as significant as, for example, what Kenneth Burke taught us".

Available Means Presents a comprehensive comprehensive treatment of the art of persuasion with 150 entries, written by leading scholars, who bring together expertise in classical studies, philosophy, literature, literary theory, cultural studies, speech, and communications. Combines theory, history, and practice, with a special emphasis on public speaking, performance, and communication.

Rhetoric as Philosophy

The Rhetorical Tradition In "rereading" the sophists of fifth-century Greece, Susan C. Jarratt reinterprets classical rhetoric, with implications for current theory in rhetoric and composition. -- Provided by publisher.

The State of Speech The carefully curated readings in Black Rhetorical Traditions in the Civil Rights Movement: Voices of Struggle and Strength guide students through troubled times and show how the Black rhetorical tradition both informed and empowered African
Americans. The collected works highlight voices that spoke out, even when confronting great danger. As they engage with the selections, students become familiar with the power, purpose, and passion that are part of this rhetorical tradition, and how it has long been manifested in song and sermon, speech, dance, and poetry. The experiences of African Americans come to life in works on the roots of lynching, African American religion, school desegregation, African emigration, the Jim Crow era, and more. The material is further enhanced by the inclusion of personal experiences of the author-editor and his family. Sensitive and powerful, Black Rhetorical Traditions in the Civil Rights Movement is the story of voices that would not be silenced in the face of slavery, racism, and discrimination. The anthology is an excellent choice for courses in African American studies, African American religious traditions, and history.

The Rhetorical Power of Popular Culture The Essential Guide to Rhetoric is a useful tool for students who need a brief, topical introduction to the field of rhetoric. This concise book covers both classic and modern rhetorical theory for students and professors who want to gain a further understanding of rhetoric and its practical applications. This guide provides an easy-to-read, jargon-free look at rhetorical theory and how it can be used to supplement an education in communication and public speaking. This guide and other guides in the Essential Guide series were developed to complement a wide variety of communication texts and course needs, offering instructors flexible options to add additional content or emphasis areas to their courses. The Essential Guides can be purchased on their own, packaged at a discount with other Bedford/St.Martin's texts, or used as part of a custom option.

Decomposing Figures Examines rhetorical practices in cultures and time periods that have received little attention to date.

Speak Up Interrogates the story of rhetoric promoted in standard
historical accounts and reconsiders the relationship between rhetorical theory, practice, and pedagogy. The Viability of the Rhetorical Tradition reconsiders the relationship between rhetorical theory, practice, and pedagogy. Continuing the line of questioning begun in the 1980s, contributors examine the duality of a rhetorical canon in determining if past practice can make us more (or less) able to address contemporary concerns. Also examined is the role of tradition as a limiting or inspiring force, rhetoric as a discipline, rhetoric’s contribution to interest in civic education and citizenship, and the possibilities digital media offer to scholars of rhetoric. Richard Graff is Assistant Professor of Rhetoric at the University of Minnesota, Twin Cities. Arthur E. Walzer is Professor of Rhetoric at the University of Minnesota, Twin Cities and the author of George Campbell: Rhetoric in the Age of Enlightenment, also published by SUNY Press. Janet M. Atwill is Associate Professor of English at The University of Tennessee at Knoxville and coeditor (with Janice M. Lauer) of Perspectives on Rhetorical Invention.

An Introduction to Rhetorical Communication Marketing, Rhetoric and Control investigates the tensions that surround the place of persuasion (and, more broadly, control) in marketing. Persuasion has variously been seen as an embarrassment to the discipline, a target for anti-marketing sentiment, the source of marketing’s value in the modern organisation, a mysterious black box inside the otherwise rational and logical endeavour of enterprise, and a rather insignificant part of the marketing programme. This book argues that this multifarious reputation for persuasion within marketing stems from the influence of two quite oppositional paradigms – the scientific and the magico-rhetorical – that ebb and flow across the discourses of its discipline and practice. Constructing an interface between original, challenging close readings of texts from the beginnings of the Western rhetorical tradition and an examination of the ways in which marketing has set about describing itself, this text argues for a Sophistic interpretation of marketing. From this perspective, marketing is understood as providing
intermediary services to facilitate the continuing exchange of attention and regard between firm/client and stakeholders. It seeks to manage and direct this exchange through an appreciation of the changing rational and irrational motivations of the firm and stakeholders, using these as resources for the construction of both planned and improvised persuasive interactions in agonistic (or competitive) environments. This book is aimed primarily at researchers and academics working in the fields of marketing, marketing communications, and the related disciplines of marketing theory, critical marketing, and digital marketing. It will also be of value to marketing academics in business schools, including those working in the areas of media and communication studies who have an interest in commercial and corporate communication, brand use of interactive media, and communication theory.

Fifty Years of Rhetoric Society Quarterly An introduction to a conceptual framework for understanding how rhetoric affects public opinion. It maintains that the interaction between everyday and official discourse discloses how members of a complex society discover and clarify their shared interests and shape each other's opinions.

The Rhetorical Tradition A streamlined argument guide plus provocative thematic reader, Everything's an Argument with Readings helps students understand and analyze the arguments around them as well as create their own. Lucid explanations cover the classical rhetoric of the ancient Greeks through the multimodal rhetoric of today, with professional and student models of every type. New attention to rhetorical listening skills teaches students to communicate effectively and ethically as they work through potentially contentious discussions in and outside the classroom. Thoroughly updated with fresh new selections in both the guide and the reader, this edition of Everything's an Argument captures the issues and images that matter to students today. LaunchPad for Everything's an Argument provides
unique, book-specific materials for your course, such as brief quizzes to test students' comprehension of chapter content and of each reading selection. LearningCurve--adaptive, game-like practice--helps students master important argument concepts, including fallacies, claims, and evidence. Also available in a brief version without the reader.

Rereading the Sophists This new edition of George A. Kennedy's highly acclaimed translation and commentary offers the most faithful English version ever published of On Rhetoric. Based on careful study of the Greek text and informed by the best modern scholarship, the second edition has been fully revised and updated. As in the first edition, Kennedy makes the work readily accessible to modern students by providing an insightful general introduction, helpful section introductions, a detailed outline, extensive explanatory notes, and a glossary of Aristotle's rhetorical terms. Striving to convey a sense of Aristotle's

Anglo-American Feminist Challenges to the Rhetorical Traditions The History and Theory of Rhetoric offers discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists that is easily accessible to students. By tracing the historical progression of rhetoric from the Greek Sophists of the 5th Century B.C. all the way to contemporary studies--such as the rhetoric of science and feminist rhetoric--this comprehensive text helps students understand how persuasive public discourse performs essential social functions and shapes our daily worlds. Students gain conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. 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.

Sourcebook on Rhetoric In the first part of the book, George Kennedy
explores analogies to human rhetoric in animal communication, possible rhetorical factors in the origin of human speech, and rhetorical conventions in traditionally oral societies in Australia, the South Pacific, Africa, and the Americas. Topics discussed include forms of reasoning, the function of metaphor, and the forms and uses of formal language. The second part of the book provides an account of rhetoric as understood and practiced in early literate societies in the Near East, China, India, Greece, and Rome, identifying unique or unusual features of Western discourse in comparison to uses elsewhere.

Comparative Rhetoric Argues to reestablish the traditional role of rhetoric in education and discusses the importance of a student's ability to write a reasoned argument.

Everything's An Argument with Readings The Rhetorical Tradition — the first comprehensive anthology of primary texts covering the history of rhetoric — examines rhetorical theory from classical antiquity through the modern period. Extensive editorial material makes it an essential text for the beginning student as well as the professional scholar.

The Art Of Rhetoric The Third Edition of The Rhetorical Power of Popular Culture offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and
criticism to their own lives and assigned work.

The Rhetorical Tradition This book covers criticism of the persuasion that surrounds us in daily life; speeches at political conventions, editorials in newspapers, essays in magazines of opinion, debates in Congress, state legislatures, and political campaigns, and all of the efforts by which protesters and reformers justify their views. The authors focus attention on responding intelligently to this rhetoric. They view rhetorical criticism not as a matter of being critical or of attacking rhetoric but rather, as the process of analysis, interpretation, and evaluation of persuasive uses of language.

Critiques of Contemporary Rhetoric Andy Kirkpatrick and 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.

Rhetoric in the European Tradition Richard M. Weaver believed that “rhetoric at its truest seeks to perfect men by showing them better versions of themselves.” Language is Sermonic offers eight of Weaver’s best essays on the nature of traditional rhetoric and its role in shaping society. Arguing throughout the book against society’s reverence for relativism—and the consequential disregard for real values—this philosophical idealist uses his southern background and

Page 8/19
classical education as a backdrop for his scrutiny of our misuse of language. Weaver argues that rhetoric in its highest form involves making and persuasively presenting choice among goods. He condemns such supposedly value-free stances as cultural relativism, semantic positivism, scientism, and radical egalitarianism. Eschewing such peripheral aspects of rhetoric as memorization and delivery, aspects too often now presented as the whole, Weaver deals instead with the substance of rhetoric. Ideas and the words used to express them—these are Weaver’s subjects. Anyone concerned about language—its use and abuse in contemporary society—will find Language is Sermonic provocative and rewarding. The editors’ critical interpretation of all of Weaver’s writing, as well as Ralph Eubanks’ brief appreciation of Weaver, make this a book no student of language and ideas should be without. Richard M. Weaver was one of the most stimulating and controversial rhetorical theorists of our time. He taught for many years at the University of Chicago and was the author of several books, including Visions of Order, Ideas Have Consequences, The Ethics of Rhetoric, and Life Without Prejudice and Other Essays.

The Bedford Bibliography for Teachers of Writing Although women and men have different relationships to language and to each other, traditional theories of rhetoric do not foreground such gender differences. Krista Ratcliffe argues that because feminists generally have not conceptualized their language theories from the perspective of rhetoric and composition studies, rhetoric and composition scholars must construct feminist theories of rhetoric by employing a variety of interwoven strategies: recovering lost or marginalized texts; rereading traditional rhetoric texts; extrapolating rhetorical theories from such nonrhetoric texts as letters, diaries, essays, cookbooks, and other sources; and constructing their own theories of rhetoric. Focusing on the third option, Ratcliffe explores ways in which the rhetorical theories of Virginia Woolf, Mary Daly, and Adrienne Rich may be extrapolated from their Anglo-American feminist texts through
examination of the interrelationship between what these authors write and how they write. In other words, she extrapolates feminist theories of rhetoric from interwoven claims and textual strategies. By inviting Woolf, Daly, and Rich into the rhetorical traditions and by modeling the extrapolation strategy/methodology on their writings, Ratcliffe shows how feminist texts about women, language, and culture may be reread from the vantage point of rhetoric to construct feminist theories of rhetoric. She also outlines the pedagogical implications of these three feminist theories of rhetoric, thus contributing to ongoing discussions of feminist pedagogies. Traditional rhetorical theories are gender-blind, ignoring the reality that women and men occupy different cultural spaces and that these spaces are further complicated by race and class, Ratcliffe explains. Arguing that issues such as who can talk, where one can talk, and how one can talk emerge in daily life but are often disregarded in rhetorical theories, Ratcliffe rereads Roland Barthes’ "The Old Rhetoric" to show the limitations of classical rhetorical theories for women and feminists. Discovering spaces for feminist theories of rhetoric in the rhetorical traditions, Ratcliffe invites readers not only to question how women have been located as a part of—and apart from—these traditions but also to explore the implications for rhetorical history, theory, and pedagogy.

A New History of Classical Rhetoric George Kennedy's three volumes on classical rhetoric have long been regarded as authoritative treatments of the subject. This new volume, an extensive revision and abridgment of The Art of Persuasion in Greece, The Art of Rhetoric in the Roman World, and Greek Rhetoric under Christian Emperors, provides a comprehensive history of classical rhetoric, one that is sure to become a standard for its time. Kennedy begins by identifying the rhetorical features of early Greek literature that anticipated the formulation of "metarhetoric," or a theory of rhetoric, in the fifth and fourth centuries B.C.E. and then traces the development of that theory through the Greco-Roman period. He gives an account of the teaching of literary and oral composition in schools, and of Greek and Latin
oratory as the primary rhetorical genre. He also discusses the overlapping disciplines of ancient philosophy and religion and their interaction with rhetoric. The result is a broad and engaging history of classical rhetoric that will prove especially useful for students and for others who want an overview of classical rhetoric in condensed form.

Rhetoric before and beyond the Greeks Rhetoric -- the theory of oral discourse -- affected and indeed pervaded all aspects of classical thought. Bearing the stamp of its impact were the Homeric hymns, the Iliad and the Odyssey, Aeschylus' Eumenides, the great dramatic tragedies, the elegiac and lyric poetry, and the literature of the Romans, often formed in the Greek image. The rhetorical notion of probability had direct implications for the classical philosopher and mathematician as it does today. Departments of speech, English, philosophy and classics provide the key centers of interest in the new and the classical rhetorics. Despite the considerable enthusiasm for the study of rhetoric, no single work provides large selections of primary materials written by the classical rhetoricians themselves. Until now, only secondary sources containing tiny excerpts, or entire and expensive translations of the ancient rhetorical writings were available. This large anthology of primary readings of the classical rhetoricians in translation fills this large gap. The continuity and coherence of ancient rhetorical traditions is emphasized by organizing large excerpts into the topical divisions that later classical writers agreed upon. The first unit of this anthology sets forth major issues in the definition and scope of rhetoric, and its appropriate place among other modes of thought and discourse. Parts 2 through 5 are organized according to the traditional canons of oratory -- invention, disposition, style, memory, and delivery. In organizing the readings this way, the editors represent both the philosophical and theoretical issues in rhetoric and its pragmatic functions as a craft for making effective discourse. Selecting excerpts that illustrate the major conflicts within the unfolding tradition enables a sampling of not only the major points of view, but also the arguments supporting them. This volume includes
selections not only from writings of the standard classical rhetoricians but also from less typical works which have special value. The editors have utilized the best accessible translations while remaining absolutely faithful to their texts.

Language is Sermonic The Rhetorical Tradition, the first comprehensive anthology of primary texts covering the history of rhetoric, examines rhetorical theory from classical antiquity through today. Extensive editorial support makes it an essential text for the beginning student as well as the professional scholar.

Encyclopedia of Rhetoric 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.

Vernacular Voices In The Ethics of Persuasion: Derrida's Rhetorical Legacies, Brooke Rollins argues that some of the most forceful and utilitarian examples of persuasion involve significant ethical dimensions. Using the work of Jacques Derrida, she draws this ethical imperative out from a series of canonical rhetorical texts that have traditionally been understood as insistent or even guileful instances of persuasion. Her reconsideration of highly determined pieces by
Gorgias, Lysias, Isocrates, and Plato encourages readers to inherit the rhetorical tradition differently, and it pinpoints the important rhetorical dimensions of Derrida's own work. Drawing on Derrida's (non)definition of ethics and his pointed accounts of performativity, Rollins argues that this vital ethical component of many ancient theories, practices, and pedagogies of persuasion has been undertheorized for more than two millennia. Through deconstructive readings of some of these texts, she shows us that we are not simply sovereign beings who both wield and guard against linguistic techniques of rule. Our persuasive endeavors, rather, are made possible by an ethics— an always prior encounter with otherness that interrupts self-presence.

Norms of Rhetorical Culture Provides information on the concepts and theories of public speaking along with a variety of real-life examples and visual explanations.

History and Theory of Rhetoric Fifty Years of Rhetoric Society Quarterly: Selected Readings, 1968-2018 celebrates the semicentennial of Rhetoric Society Quarterly, bringing together the most influential essays included in the journal over the past fifty years. Assessed by members of the Rhetoric Society of America, this collection provides advanced undergraduate and graduate students with a balanced perspective on rhetorical theory and practice from scholars in both communication studies and rhetoric and writing studies. The volume covers a range of themes, from the history of rhetorical studies, writing and speaking pedagogy, and feminism, to the work of Kenneth Burke, the rhetoric of science, and rhetorical agency.

Rhetoric in Popular Culture Rhetoric in the European Tradition provides a comprehensive, chronological survey of the basic models of rhetoric as they developed from the early Greeks through the twentieth century. Discussing rhetorical theories and practices in the context of the times of political and intellectual crisis that gave rise to them,
Thomas M. Conley chooses carefully from a vast pool of rhetorical literature to give voice to those authors who exercised the greatest influence in their own and succeeding generations. This book is valuable as both an introduction for students and a reference and resource for scholars in fields including literature, cultural history, philosophy, and speech and communication studies.

Black Rhetorical Traditions in the Civil Rights Movement (First Edition) Rhetoric is widely regarded as a kind of antithesis to reason. Here, Farrell restores rhetoric as an art of practical reason and enlightened civic participation, grounding it in its classical tradition - particularly in the rhetoric of Aristotle.

The Genuine Teachers of This Art Genuine Teachers of This Art examines the technê, or "handbook," tradition—which it controversially suggests began with Isocrates—as the central tradition in ancient rhetoric and a potential model for contemporary rhetoric. From this innovative perspective, Jeffrey Walker offers reconsiderations of rhetorical theories and schoolroom practices from early to late antiquity as the true aim of the philosophical rhetoric of Isocrates and as the distinctive expression of what Cicero called "the genuine teachers of this art." Through a study of the classical rhetorical paideia, or training system, Walker makes a case for considering rhetoric not as an Aristotelian critical-theoretical discipline, but as an Isocratean pedagogical discipline in which the art of rhetoric is neither an art of producing critical theory nor even an art of producing speeches and texts, but an art of producing speakers and writers. Walker grounds his study in pedagogical theses mined from revealing against-the-grain readings of Cicero, Isocrates, and Dionysius of Halicarnassus. Walker also locates supporting examples from a host of other sources, including Aelius Theon, Aphthonius, the Rhetoric to Alexander, the Rhetoric to Herennius, Quintilian, Hermogenes, Hermagoras, Lucian, Libanius, Apsines, the Anonymous Seguerianus, and fragments of ancient student writing preserved in
papyri. Walker's epilogue considers the relevance of the ancient technê tradition for the modern discipline of rhetoric, arguing that rhetoric is defined foremost by its pedagogical enterprise, the project of producing rhetors capable of intelligent, effective, and useful civic engagement through speech and writing. This groundbreaking vision of the technê tradition significantly revises the standard picture of the ancient history of rhetoric with ramifications for the contemporary disciplinary identity of rhetoric itself.

Theorizing Communication This title was first published in 2003: This book offers a bold reading of Protestant tradition from a rhetorical and literary perspective. Arguing that Protestant thought is based in a rhetorical performance of authority, Hobson draws on a wide range of modern and postmodern thought to defend this account of rhetorical authority from various charges of authoritarianism. With close readings of Augustine, Luther, Kierkegaard and Barth, this book develops a new ‘rhetorical theology of the Word’ and also a new critique of secular modernity, with particular reference to modern literature and the thought of Nietzsche. Confronting the related issues of rhetoric and authority, Hobson provides a provocative account of modern theology which offers new perspectives on theology's relationship to literature and postmodern thought.

The Rhetoric of Reason This book is designed to introduce readers to the language of contemporary rhetorical studies. The book format is an alphabetized glossary (with appropriate cross listings) of key terms and concepts in contemporary rhetorical studies. An introductory chapter outlines the definitional ambiguities of the central concept of rhetoric itself. The primary emphasis is on the contemporary tradition of rhetorical studies as it has emerged in the discipline of speech communication. Each entry in the glossary ranges in length from a few paragraphs to a short essay of a few pages. Where appropriate, examples are provided to further illustrate the term or concept. Each entry will be accompanied by a list of references and additional
readings to direct the reader to other materials of possible interest.

The Ethics of Persuasion “I say that even later someone will remember us.”—Sappho, Fragment 147, sixth century, BC Sappho’s prediction came true; fragments of work by the earliest woman writer in Western literate history have in fact survived into the twenty-first century. But not without peril. Sappho’s writing remains only in fragments, partly due to the passage of time, but mostly as a result of systematic efforts to silence women’s voices. Sappho’s hopeful boast captures the mission of this anthology: to gather together women engaged in the art of persuasion—across differences of race, class, sexual orientation, historical and physical locations—in order to remember that the rhetorical tradition indeed includes them. Available Means offers seventy women rhetoricians—from ancient Greece to the twenty-first century—a room of their own for the first time. Editors Joy Ritchie and Kate Ronald do so in the feminist tradition of recovering a previously unarticulated canon of women’s rhetoric. Women whose voices are central to such scholarship are included here, such as Aspasia (a contemporary of Plato’s), Margery Kempe, Margaret Fuller, and Ida B. Wells. Added are influential works on what it means to write as a woman—by Virginia Woolf, Adrienne Rich, Nancy Mairs, Alice Walker, and Hélène Cixous. Public “manifestos” on the rights of women by Hortensia, Mary Astell, Maria Stewart, Sarah and Angelina Grimké, Anna Julia Cooper, Margaret Sanger, and Audre Lorde also join the discourse. But Available Means searches for rhetorical tradition in less obvious places, too. Letters, journals, speeches, newspaper columns, diaries, meditations, and a fable (Rachel Carson’s introduction to Silent Spring) also find places in this room. Such unconventional documents challenge traditional notions of invention, arrangement, style, and delivery, and blur the boundaries between public and private discourse. Included, too, are writers whose voices have not been heard in any tradition. Ritchie and Ronald seek to “unsettle” as they expand the women’s rhetorical canon. Arranged chronologically, Available Means is designed as a classroom
text that will allow students to hear women speaking to each other across centuries, and to see how women have added new places from which arguments can be made. Each selection is accompanied by an extensive headnote, which sets the reading in context. The breadth of material will allow students to ask such questions as “How might we define women’s rhetoric? How have women used and subverted traditional rhetoric?” A topical index at the end of the book provides teachers a guide through the rhetorical riches. Available Means will be an invaluable text for rhetoric courses of all levels, as well as for women’s studies courses.

Readings in Classical Rhetoric An Introduction to Rhetorical Communication offers a true integration of rhetorical theory and social science approaches to public communication. This highly successful text guides students through message planning and presentation in an easy step-by-step process. An Introduction to Rhetorical Communication provides students with a solid grounding in the rhetorical tradition and the basis for developing effective messages.

On Rhetoric Since the first edition of The Bedford Bibliography published in 1984, the field of composition has grown and changed in ways no one could have imagined. The seventh edition of this essential, highly praised resource has been updated to reflect current research and expanding specializations in composition and rhetoric – such as digital writing and visual rhetoric and business and technical communication – and includes an annotated list of over 860 articles, periodicals, and online resources. An introductory section also provides a brief historical overview of these fields.

The Viability of the Rhetorical Tradition Rhetorical theory, the core of Roman education, taught rules of public speaking that are still influential today. But Roman rhetoric has long been regarded as having little important to say about political ideas. The State of Speech
presents a forceful challenge to this view. The first book to read Roman rhetorical writing as a mode of political thought, it focuses on Rome's greatest practitioner and theorist of public speech, Cicero. Through new readings of his dialogues and treatises, Joy Connolly shows how Cicero's treatment of the Greek rhetorical tradition's central questions is shaped by his ideal of the republic and the citizen. Rhetoric, Connolly argues, sheds new light on Cicero's deepest political preoccupations: the formation of individual and communal identity, the communicative role of the body, and the "unmanly" aspects of politics, especially civility and compromise. Transcending traditional lines between rhetorical and political theory, The State of Speech is a major contribution to the current debate over the role of public speech in Roman politics. Instead of a conventional, top-down model of power, it sketches a dynamic model of authority and consent enacted through oratorical performance and examines how oratory modeled an ethics of citizenship for the masses as well as the elite. It explains how imperial Roman rhetoricians reshaped Cicero's ideal republican citizen to meet the new political conditions of autocracy, and defends Ciceronian thought as a resource for contemporary democracy.

The Essential Guide to 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.

The Rhetorical Word Presents the collection of primary-source readings built around the idea that communication theory is a field with an identifiable history and has developed within seven main traditions of thought - the rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical traditions.

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