

Logic And Contemporary Rhetoric 11th Edition

Logic and Contemporary Rhetoric Writing Arguments **Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life Strategies for Successful Writing Writing & Rhetoric Book 1 Rhetoric and Composition Writing Arguments Rhetoric: A Very Short Introduction Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life** **Revel for Writing Arguments A Theory of Contemporary Rhetoric Readings in Contemporary Rhetoric Writing & Rhetoric - Narrative II Rhetoric: A Very Short Introduction A Rhetoric of Literate Action Strategies for Successful Writing, Concise Edition Rebirth of Rhetoric The History and Theory of Rhetoric Critiques of Contemporary Rhetoric Writing & Rhetoric Book 2 Rhetoric Alive! Book 1 Writing & Rhetoric Contemporary Perspectives on Rhetoric Writing with a Thesis The Art of Public Speaking Rhetoric in Popular Culture Contemporary Argumentation and Rhetoric Let's Talk Writing & Rhetoric Book 1 Understanding Rhetoric The History and Theory of Rhetoric A Writer's Reference A Writer's Reference with Exercises with 2016 MLA Update Patterns for College Writing with 2009 MLA Update Roman Eloquence Understanding Rhetoric Shifting Borders Making Sense of Messages Aristotle's "Art of Rhetoric"**

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Aristotle's "Art of Rhetoric" Jun 16 2019 For more than two thousand years. Aristotle's "Art of Rhetoric" has shaped thought on the theory and practice of rhetoric, the art of persuasive speech. In three sections, Aristotle discusses what rhetoric is, as well as the three kinds of rhetoric (deliberative, judicial, and epideictic), the three rhetorical modes of persuasion, and the diction, style, and necessary parts of a successful speech. Throughout, Aristotle defends rhetoric as an art and a crucial tool for deliberative politics while also recognizing its capacity to be misused by unscrupulous politicians to mislead or illegitimately persuade others. Here Robert C. Bartlett offers a literal, yet easily readable, new translation of Aristotle's "Art of Rhetoric," one that takes into account important alternatives in the manuscript and is fully annotated to explain historical, literary, and other allusions. Bartlett's translation is also accompanied by an outline of the argument of each book; copious indexes, including subjects, proper names, and literary citations; a glossary of key terms; and a substantial interpretive essay.

Rebirth of Rhetoric May 08 2021 Rebirth of Rhetoric brings together contributions

from several fields to provide a forum in which a unifying theory for language and literature studies can be debated. The book does not aim to resurrect classical Renaissance rhetoric, but to remake it within a contemporary context. The context of texts (both spoken and written) is one of the main emphases of this collection, whether it is the ideology informing the text, or the way in which a text is transformed by its audience. The book also aims to present a range of practical approaches to the study of texts of all kinds: literary; televisual; film and photography. It also argues the case for developments in the Arts and Humanities which will bring together people working in Education, Linguistics, Composition, Literature and Cultural Studies.

Writing & Rhetoric Book 2 Feb 05 2021 The Writing & Rhetoric series method employs fluent reading, careful listening, models for imitation, and progressive steps. It assumes that students learn the best when reading excellent, whole-story examples of literature and by growing their skills through imitation. Each exercise is intended to impart a skill (or tool) that can be employed in all kinds of writing and speaking. The exercises are arranged from simple to more complex. What's more, the exercises are cumulative, meaning that later exercises incorporate the skills acquired in preceding exercises. This series is a step-by-step apprenticeship in the art of writing and rhetoric. Narrative 1, the second book of twelve in the Writing & Rhetoric series, uses parable, myth, and other tales to continue the recovery of the proven method of teaching writing, using various forms of narrative to teach beginning writers the craft of writing well.

Understanding Rhetoric Mar 26 2020 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.

Let's Talk May 28 2020 "Let's Talk is a small rhetoric that covers genres of writing students are most often assigned to do. It also provides everything they need for doing research, including explicit guidelines to help them decide which sources to trust - and how to fact-check any that they question. And it includes assignable chapters on listening with an open mind and engaging respectfully with others. Students are encouraged to seek out, engage, and listen to people with viewpoints that differ from their own"--

Critiques of Contemporary Rhetoric Mar 06 2021 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.

A Theory of Contemporary Rhetoric Nov 14 2021 *A Theory of Contemporary Rhetoric* describes, explains, and argues the overarching theory of contemporary rhetoric. This current view of rhetoric brings together themes in the communication arts, including political literary criticism; bi- and multi-lingualism; multimodality; framing as an artistic and sociological device for composition and interpretation; literacy in the digital age; and the division between fiction and 'non-fiction' in language/literature studies. Chapters explore the implications of rhetoric for particular aspects of the field. Discussions throughout the book provide illustrations that ground the material in practice. As an overarching theory in the communication arts, rhetoric is elegant as a theoretical solution and simple as a practical one. It asks such questions as who is speaking/writing/composing? to whom? why? what is being conveyed? and how is it being conveyed? Acknowledging the dearth of recent works addressing the theory of rhetoric, this book aims to fill the existing theoretical gap and at the same time move the field of language/literature studies forward into new territory. It provides the keynote theoretical guide for a generation of teachers, teacher educators and researchers in the fields of English as a subject; English as a second, foreign or additional language; and language study in general.

Strategies for Successful Writing, Concise Edition Jun 09 2021 For first-year courses in Composition/Rhetoric. At every step of the writing process, *Strategies for Successful Writing, Concise Edition* supports students as they learn to compose in the rhetorical modes. Over 100 short examples demonstrate writing concepts and strategies, so that they can recognize them more easily in the longer reading selections and apply them in their own compositions. Instruction is kept brief and to the point, so that students spend more time writing and less time reading about writing. Also available with MyWritingLab™ MyWritingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. In addition to the full eText, all writing activities included in the text are available within MyWritingLab, making managing and grading lower-stakes work easier for instructors. NOTE: You are purchasing a standalone product; MyWritingLab does not come packaged with this content. If you would like to purchase both the physical text and MyWritingLab, search for: 0134150856 / 9780134150857 *Strategies for Successful Writing, Concise Edition Plus MyWritingLab with Pearson eText — Access Card Package*, 11/e Package consists of: 0133944131 / 9780133944136 MyWritingLab with Pearson eText — Access Card 013394414X / 9780133944143 MyWritingLab with Pearson eText — Inside Star Sticker 0134119517 / 9780134119519 *Strategies for Successful Writing, Concise Edition*

The History and Theory of Rhetoric Apr 07 2021 *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.

[Readings in Contemporary Rhetoric](#) Oct 13 2021

[The History and Theory of Rhetoric](#) Feb 23 2020 By tracing the traditional progression of rhetoric from the Greek Sophists to contemporary theorists, this textbook gives students a conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. The book's expansive historical purview illustrates how persuasive public discourse performs essential social functions and shapes our daily worlds, drawing on the ideas of some of history's greatest thinkers and theorists. The seventh edition includes greater attention to non-Western rhetorics, feminist rhetorics, the rhetoric of science, and European and American critical theory. 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. This revised edition serves as a core textbook for rhetoric courses in both English and communication programs covering both the historical tradition of rhetoric and contemporary rhetoric studies. This edition includes an instructor's manual and practice quizzes for students at www.routledge.com/cw/herrick

Rhetoric and Composition May 20 2022 Rhetoric and composition is an academic discipline that informs all other fields in teaching students how to communicate their ideas and construct their arguments. It has grown dramatically to become a cornerstone of many undergraduate courses and curricula, and it is a particularly dynamic field for scholarly research. This book offers an accessible introduction to teaching and studying rhetoric and composition. By combining the history of rhetoric, explorations of its underlying theories, and a survey of current research (with practical examples and advice), Steven Lynn offers a solid foundation for further study in the field. Readers will find useful information on how students have been taught to invent and organize materials, to express themselves correctly and effectively, and how the ancient study of memory and delivery illuminates discourse and pedagogy today. This concise book thus provides a starting point for learning about the discipline that engages writing, thinking, and argument.

Contemporary Argumentation and Rhetoric Jun 28 2020

Strategies for Successful Writing Jul 22 2022 For first-year courses in Composition/Rhetoric. This version of *Strategies for Successful Writing: A Rhetoric, Research Guide, Reader and Handbook* has been updated to reflect the 8th Edition of the *MLA Handbook* (April 2016)* A four-in-one guide for writing in the modes -- a rhetoric, research guide, reader, and handbook At every step of the writing process, *Strategies for Successful Writing* supports students as they learn to compose in the rhetorical modes. Over 100 short examples demonstrate writing concepts and strategies, so that they can recognize them more easily in the longer reading selections and apply them in their own compositions. Instruction is kept brief and to the point, so that students spend more time writing and less time reading about writing. Perfect for those seeking support for participating in academic discourse for the first time, this four-in-one guide may be the only text students will need for the composition course. * The 8th Edition introduces sweeping changes to the philosophy and details of MLA works cited entries. Responding to the -increasing mobility of texts, - MLA now encourages writers to focus on the process of crafting the citation, beginning with the same questions for any source. These changes, then, align with current best practices in the teaching of writing which privilege inquiry and critical thinking over rote recall and rule-following.

[Revel for Writing Arguments](#) Dec 15 2021 For courses in Argument and Research. Argument through problem solving Revel TM *Writing Arguments: A Rhetoric* with

Readings has sustained its reputation as a leader in argumentation through 10 editions, and that's no coincidence. Authors Ramage, Bean, and Johnson present argument as a process of inquiry and a means of persuasion -- not as a pro/con debate with winners and losers. This, in turn, promotes the essential critical-thinking skills needed for writing effective arguments. In the 11th Edition, you'll continue to find all the signature strengths -- major assignment chapters that focus on one or two stases; discussion prompts and end-of-chapter writing assignments that reinforce concepts; comprehensive coverage of research and documentation; and a logical, yet flexible, approach. But now, you'll also find a book that promises to increase understanding of the value of argument and help negotiate the rhetorical divisiveness in today's world. Revel is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, Revel replaces the textbook and gives students everything they need for the course. Informed by extensive research on how people read, think, and learn, Revel is an interactive learning environment that enables students to read, practice, and study in one continuous experience -- for less than the cost of a traditional textbook. NOTE: This Revel Combo Access pack includes a Revel access code plus a loose-leaf print reference (delivered by mail) to complement your Revel experience. In addition to this access code, you will need a course invite link, provided by your instructor, to register for and use Revel.

Rhetoric: A Very Short Introduction Mar 18 2022 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.

Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life Feb 17 2022 LOGIC AND CONTEMPORARY RHETORIC: THE USE OF REASON IN EVERYDAY LIFE, 13th Edition, introduces you to sound reasoning using current, relevant, and stimulating examples in a witty and invigorating writing style. Combining examples from television, newspapers, magazines, advertisements, and our nation's political dialogue, this classic text brings the concepts to life and puts critical-thinking skills into a context that you will retain and use throughout your life. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Writing & Rhetoric Book 1 Jun 21 2022

Rhetoric: A Very Short Introduction Aug 11 2021 Society's attitudes to rhetoric are often very negative. Here, Richard Toye provides an engaging, historically informed introduction to rhetoric, from Ancient Greece to the present day. Wide-ranging in its scope, this Very Short Introduction is the essential starting point for understanding the art of persuasion.

Making Sense of Messages Jul 18 2019 Using a developmental approach to the process of criticism, Making Sense of Messages serves as an introduction to rhetorical criticism for communication majors. The text employs models of criticism to offer pointed and reflective commentary on the thinking process used to apply theory to a message. This developmental/apprenticeship approach helps students understand the thinking

process behind critical analysis and aids in critical writing.

Writing with a Thesis Oct 01 2020 Based on the principle that the ability to develop and support a thesis persuasively is of utmost importance for beginning writers, *WRITING WITH A THESIS: A RHETORIC AND READER*, 11th Edition, dispenses clear and practical writing advice. Sarah Skwire skillfully weaves humor into her advice and in the text's examples of good professional writing--for a uniquely useful text that remains enjoyable to read and to teach from. Best of all, the text's short, easy-to-read essays ensure that your class time will focus not on what the readings mean, but on what they mean for your students' writing.

A Writer's Reference with Exercises with 2016 MLA Update Dec 23 2019 THIS TITLE HAS BEEN UPDATED TO REFLECT THE 2016 MLA UPDATES! Our editorial team has updated this text based on content from *The MLA Handbook*, 8th Edition. Browse our catalog or contact your representative for a full listing of updated titles and packages, or to request a custom ISBN. Our best-selling classic tabbed handbook is available in a version that conveniently includes nearly one hundred integrated exercise sets for plenty of practice with the grammar, style, punctuation, and mechanics topics offered in the handbook. The answers to some items appear in the back of the book.

Logic and Contemporary Rhetoric Oct 25 2022 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 interested, *LOGIC AND CONTEMPORARY RHETORIC: THE USE OF REASON IN EVERYDAY LIFE*, International 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. This is a book you can actually count on students to read.

Writing & Rhetoric Book 1 Apr 26 2020 The *Writing & Rhetoric* series method employs fluent reading, careful listening, models for imitation, and progressive steps. It assumes that students learn the best by reading excellent, whole-story examples of literature and by growing their skills through imitation. Each exercise is intended to impart a skill (or tool) that can be employed in all kinds of writing and speaking. The exercises are arranged from simple to more complex. What's more, the exercises are cumulative, meaning that later exercises incorporate the skills acquired preceding exercises. This series is a step-by-step apprenticeship in the art of writing and rhetoric. *Fable*, the first book in the *Writing & Rhetoric* series, teaches students the practice of close reading and comprehension, summarizing a story aloud and in writing, and amplification of a story through description and dialogue. Students learn how to identify different kinds of stories; determine the beginning, middle, and end of stories; recognize point of view; and see analogous situations, among other essential tools. The *Writing & Rhetoric* series recovers a proven method of teaching writing, using fables to teach beginning writers the craft of writing well.

Understanding Rhetoric Sep 19 2019 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.

Patterns for College Writing with 2009 MLA Update Nov 21 2019 Click here to find out more about the 2009 MLA Updates and the 2010 APA Updates. Laurie Kirsznar and

Stephen Mandell, best-selling authors and experienced teachers, know what works in the classroom. They have a knack for picking just the right readings. In *Patterns for College Writing*, they provide students with exemplary rhetorical models and instructors with class-tested selections. The readings are a balance of classic and contemporary essays by writers such as Sandra Cisneros, Deborah Tannen, E. B. White, and Henry Louis Gates Jr. And with more examples of student writing than any other reader, *Patterns* has always been an exceptional resource for students. *Patterns* also has the most comprehensive coverage of the writing process in a rhetorical reader with a five-chapter mini-rhetoric; the clearest explanations of the patterns of development; and the most thorough support for students of any rhetorical reader. With loads of exciting new readings and updated coverage of working with sources, *Patterns for College Writing* helps students as no other book does. There's a reason it is the best-selling reader in the country.

Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life Jan 16 2022 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 interested, *LOGIC AND CONTEMPORARY RHETORIC: THE USE OF REASON IN EVERYDAY LIFE*, 11E 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.

Writing & Rhetoric Dec 03 2020

Shifting Borders Aug 19 2019 Like articles representing the positions of proponents of the measure, those representing opponents construct the nation as potentially in danger as a result of undocumented immigration. How do we learn to recognize the damning effects of good rhetorical intentions? And where will we find arguments which escape this trap that permeates the liberal social policy world? *Shifting Borders* uses an evaluation of the debate over California Proposition 187 to demonstrate how this quandary is best understood by close interrogation of mainstream reports and debates and by bringing to the fore voices that are often left out of mediated discussions. It is these voices outside the mainstream, so called outlaw discourses, that hold the best possibilities for real social change. To illustrate their claim, the authors present dominant and outlaw discourses around Proposition 187, from television reports, internet chat sites, and religious discourse to coverage of the *Los Angeles Times*. Their critique ably demonstrates how difficult it is to maintain a position outside the mainstream, but also how important it is for the press, citizens, and scholars to actively search out such voices. The find

A Rhetoric of Literate Action Jul 10 2021 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.

[The Art of Public Speaking](#) Aug 31 2020 Lucas' "The Art of Public Speaking" is the leading public speaking textbook in the field. Whether a novice or an experienced speaker when beginning the course, every student will learn how to be a better public speaker through Lucas' clear explanations. Creative activities, vivid examples, annotated speech samples, and foundation of classic and contemporary rhetoric provide students a strong understanding of public speaking. When instructors teach from this textbook, they benefit from Lucas' Integrated Teaching Package. The Annotated Instructor's Edition and Instructor's Manual, both written by Steve Lucas, provide teaching tips and give outlines

on how to use the various supplements. As a result, instructors are able to see various teaching examples, how to integrate technology, and analyses and discussion questions for video clips in class. The Annotated Instructor's Edition, Instructor's Manual, Test Bank, CDs, videos, and other supplements provide instructors the tools needed to create a dynamic classroom. This edition has a supplement to meet the needs of online classes, *Teaching Public Speaking Online with The Art of Public Speaking*.

Rhetoric Alive! Book 1 Jan 04 2021

Writing & Rhetoric - Narrative II Sep 12 2021

Writing Arguments Sep 24 2022

A Writer's Reference Jan 24 2020

Writing Arguments Apr 19 2022 "Based on our continuing research into argumentation theory and pedagogy and on our own experiences as classroom teachers, we have made significant improvements in the eleventh edition that will increase students' understanding of the value of argument and help them negotiate the rhetorical divisiveness in today's world"--

Contemporary Perspectives on Rhetoric Nov 02 2020 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.

Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life Aug 23 2022 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.

Rhetoric in Popular Culture Jul 30 2020 *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.

Roman Eloquence Oct 21 2019 The present volume is part of a general renaissance in the study of rhetoric and bears testimony to a discipline undergoing rapid and exciting change. It draws together established and newer scholars in the field to produce a probing and innovative analysis of the role played by rhetoric in Roman culture. Utilizing a variety of critical approaches and methodologies, these scholars examine not only the role of rhetoric in Roman society but also the relationship between rhetoric and Rome's major literary genres. In addition to demonstrating rhetoric's critical significance for Roman culture, the studies reveal the important role played by rhetoric in the formation of the various genres of literature.