

Arguing And Thinking A Rhetorical Approach To Social Psychology European Monographs In Social Psychology

*Arguing and Thinking A Rhetorical Approach to Social Psychology*Cambridge University Press

"To become good writers, students must learn more than a writing process: they must develop a writer's mindset-the rhetorical skills to read critically, analyze and synthesize sources, and write with their audiences in mind. How can we help students with the challenges involved in thinking like a writer? By using incremental steps that move from literal thinking to analytical and critical understanding. The Writer's Mindset makes the development of college-level writing capabilities possible for all students, whatever their level of preparedness. Students are guided to use rhetorical thinking, and in so doing, their ability to emulate the strategies of successful writers develops, and their capacity to use intentional, audience-based strategies in their own writing increases. The Writer's Mindset provides students with tools to transform the way they approach reading, writing, and arguing through five key pillars: Rhetorical Focus All successful writing-from an informative report to an argument--depends on the writer's audience awareness and rhetorical skill. The Writer's Mindset helps students understand and develop the rhetorical thinking needed for any writing purpose. Incremental Approach The Writer's Mindset breaks down the thinking required to be an effective writer and offers students multiple levels of a writer's mindset in incremental steps. Embedded Support The Writer's Mindset helps even struggling students develop high-level reading, writing, and arguing skills by offering extra help for the more difficult topics and tasks. Student Appeal The Writer's Mindset meets students' needs for relevance and value. The approachable tone, high-interest readings, and reflective writing prompts help students make personal connections with the content. The breadth of coverage allows the text to be used in both semesters of composition, making it a great value. Instructors Support The Writer's Mindset offers extensive instructor support created by the author, a writing professor with over thirty years' experience, including an annotated instructor's edition; typical PowerPoint; teaching plans for face-to-face courses, online courses, and co-requisite courses; chapter tests; a pre-created Connect course; and much more. The five pillars are supported by McGraw-Hill Connect for Composition. McGraw-Hill Education Connect is a digital assignment and learning platform that strengthens the link between faculty, students, and coursework. With a suite of comprehensive and flexible resources designed to help students meet outcomes in First-Year Composition while reducing instructor workload, Connect Composition includes SmartBook 2.0, Writing Assignment Premium, Power of Process, Adaptive Learning Assignments, and instructor resources. Rhetorical Focus".

This detailed analysis offers new perspectives on rhetoric and law from distinguished scholars.

This book provides a unique perspective, at once scholarly and fully engaged, on the political violence in South Africa during 'The Time of the Comrades' in the mid-1980s. The work of a group of social scientists and professionals, whose own work and thinking have been profoundly affected by the political crisis of that time, it provides an in-depth research and analysis as well as critical reflections on the difficult political and theoretical issues raised by political violence and the struggle in South Africa.

Arguing and Thinking

Critical Thinking

The Intersections of Rhetoric and Mathematics

Rhetorical Argumentation

The Language Of Environment

How Language and Arguments Shape Struggles for Rights and Power

The Science of Reason

New edition of seminal book which provoked the discursive turn in the social sciences.

A much-needed guide to thinking critically for oneself and how to tell a good argument from a bad one. Includes topical examples from politics, sport, medicine, music, chapter summaries, glossary and exercises.

Toward a Civil Discourse examines how, in the current political climate, Americans find it difficult to discuss civic issues frankly and openly with one another. Because America is dominated by two powerful discourses--liberalism and Christian fundamentalism, each of which paints a very different picture of America and its citizens' responsibilities toward their country--there is little common ground, and hence Americans avoid disagreement for fear of giving offence. Sharon Crowley considers the ancient art of rhetoric as a solution to the problems of repetition and condemnation that pervade American public discourse. Crowley recalls the historic rhetorical concept of stasis--where advocates in a debate agree upon the point on which they disagree, thereby recognizing their opponent as a person with a viable position or belief. Most contemporary arguments do not reach stasis, and without it, Crowley states, a nonviolent resolution cannot occur. Toward a Civil Discourse investigates the cultural factors that lead to the formation of beliefs, and how beliefs can develop into densely articulated systems and political activism. Crowley asserts that rhetorical invention (which includes appeals to values and the passions) is superior in some cases to liberal argument (which often limits its appeals to empirical fact and reasoning) in mediating disagreements where participants are primarily motivated by a moral or passionate commitment to beliefs. Sharon Crowley examines numerous current issues and opposing views, and discusses the consequences to society when, more often than not, argumentative exchange does not occur. She underscores the urgency of developing a civil discourse, and through a review of historic rhetoric and its modern application, provides a foundation for such a discourse-whose ultimate goal, in the tradition of the ancients, is democratic discussion of civic issues.

An introduction to the art of rhetoric explains how persuasion can profoundly influence personal and professional successes and reveals an array of techniques employed by such personalities as Aristotle and Winston Churchill.

Let's Talk

Banal Nationalism

Rhetoric and Fundamentalism

Contrasting Arguments

A Rhetorical Approach to Social Psychology

Information is Beautiful

A Human's Guide to the Art of Persuasion

Citizenship has long been a central topic among educators, philosophers, and political theorists. Using the phrase "rhetorical citizenship" as a unifying perspective, Rhetorical Citizenship and Public Deliberation aims to develop an understanding of citizenship as a discursive phenomenon, arguing that discourse is not prefatory to real action but in many ways constitutive of civic engagement. To accomplish this, the book brings together, in a cross-disciplinary effort, contributions by scholars in fields that rarely intersect. For the most part, discussions of citizenship have focused on aspects that are central to the "liberal" tradition of social thought--that is, questions of the freedoms and rights of citizens and groups. This collection gives voice to a "republican" conception of citizenship. Seeing participation and debate as central to being a citizen, this tradition looks back to the Greek city-states and republican Rome. Citizenship, in this sense of the word, is rhetorical citizenship. Rhetoric is thus at the core of being a citizen. Aside from the editors, the contributors are John Adams, Paula Cossart, Jonas Gabrielsen, Jette Barnholdt Hansen, Kasper Moller Hansen, Sine Norholm Just, Ildiko Kaposs, William Keith, Bart van Klink, Marie Lund Klueff, Manfred Kraus, W. Lembeck, Berit von der Lippe, James McDonald, Niels Moller Nielsen, Tatiana Tatachevskiy, Italo Testa, Georgia Warnke, Kristian Wedberg, and Stephen West.

First published in 1996, Routledge is an imprint of Taylor & Francis, an informa company.

The current study argues that different cultures can coexist better today if we focus not only on what separates them but also on what connects them. To do so, the author discusses how both Aristotle and Confucius see rhetoric as a mode of thinking that is indispensable to the human understanding of the truths of things or dao-the-way, or, how both see the human understanding of the truths of things or dao-the-way as necessarily communal, open-ended, and discursive. Based on this similarity, the author aims to develop a more nuanced understanding of differences to help foster better cross-cultural communication. In making the argument, she critically examines two stereotyped views: that Aristotle's concept of essence or truth is too static to be relevant to the rhetorical focus on the realm of human affairs and that Confucius' concept of dao-the-way is too decentered to be compatible with the inferential/discursive thinking. In addition, the author relies primarily on the interpretations of the Analects by two 20th-century Chinese Confucians to supplement the overreliance on renderings of the Analects in recent comparative rhetorical scholarship. The study shows that we need an in-depth understanding of both the other and the self to comprehend the relation between the two.

In this highly accessible new edition, Hauser systematically provides a humanistic account of what transpires when people communicate for some purpose. His masterful blend of classical and contemporary thinking about the use of language and the value of symbolic inducements for social cooperation illuminates fundamental rhetorical precepts and their implications for shaping human realities. The new chapter on public theory complements the four chapters that introduce the broad themes and issues essential for a rhetorical approach to communication. The new chapter on narrative theory bridges the four chapters devoted to the content of rhetoric and the concluding chapters that emphasize symbolic processes by which humans induce social cooperation and constitute social reality. Throughout the text, Hauser skillfully underscores the power of language to present a particular reality. He explores the fundamental relationship between public discourse and judgment, helping students understand the core of rhetoric's civic function. Through relevant, current examples, he illustrates how knowledge and power shape our social and political practices and how both are formed through discourse.

Essays in honour of Michael Billig

Arguing, Reasoning, and Thinking Well

What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion

A Rhetorical Perspective on Stanley Milgram's Obedience Experiments

A Handbook of Historical Backgrounds and Contemporary Developments

The Form and the Way

A New Materialist Approach for Visual Rhetorics

Michael Billig presents a major challenge to orthodox conceptions of nationalism in this elegantly written book. While traditional theorizing has tended to the focus on extreme expressions of nationalism, the author turns his attention to the everyday, less visible forms which are neither exotic or remote, he describes as 'banal nationalism'. The author asks why people do not forget their national identity. He suggests that in daily life nationalism is constantly flagged in the media through routine symbols and habits of language.

Banal Nationalism is critical of orthodox theories in sociology, politics and social psychology for ignoring this core feature of national identity. Michael Billig argues forcefully that w

Professor Michael Billig is one of the most significant living figures in social psychology. His work spans thirty-five years, and has at times challenged conventional social scientific thinking on a range of key topics. Billig has influenced a wide range of fields including intergroup conflict, social attitudes and ideology, rhetoric, racism, nationalism, humour, psychoanalysis, and popular culture, but most significantly, his writing has not only influenced social psychologists, but is widely recognised by linguistics, sociologists, historians and cultural theorists. This book brings together expert accounts of Billig's ideas on a wide range of issues in a single text. Each of the contributors explains the importance of Billig's work for a specific area detailing its application to a particular social psychological problematic. In doing so, the authors also demonstrate the relevance of Billig's work to emerging concerns in twenty-first century social science, including conspiracy accounting, moral exclusion, discursive psychology and European identity. Rhetoric, Ideology and Social Psychology will be key reading for academics and researchers working in sociology, cultural studies, social psychology, communication and media studies and linguistics.

Christian Kock's essays show the essential interconnectedness of practical reasoning, rhetoric and deliberative democracy. They constitute a unique contribution to argumentation theory that draws on it and criticizes it the work of philosophers, rhetoricians, political scientists and other argumentation theorists. It puts rhetoric in the service of modern democracies by drawing attention to the obligations of politicians to articulate arguments and objections that citizens can weigh against each other in their deliberations about possible courses of action.

THE RHETORICAL ACT: THINKING, SPEAKING, AND WRITING CRITICALLY, Fifth Edition, teaches liberal arts students how to craft and critique rhetorical messages that influence, inviting and enabling them to become articulate rhetors and critics of the world around them. The new edition maintains a traditional humanistic approach to rhetoric, while extending the scope and relevance of the text. THE RHETORICAL ACT reaffirms the ancient Aristotelian and Ciceronian relationships between art and practice-one cannot master rhetorical skills without an understanding of the theory on which such skills are based. The text combines thorough coverage of rhetorical criticism, media literacy, and strategic public speaking, providing a solid grounding in essential concepts while helping students hone their skills in each area. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Studies in Rhetorical Psychology

Arguing

A Pocket Rhetoric

Aristotle and Confucius on Rhetoric and Truth

Arguing, Obeying and Defying

Rhetorical Citizenship and Public Deliberation

The Rhetorical Act: Thinking, Speaking and Writing Critically

"Let's Talk is a small rhetoric that covers genres of writing studies 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--

We have only recently started to challenge the notion that "serious" inquiry can be free of rhetoric, that it can rely exclusively on "hard" fact and "cold" logic in support of its claims. Increasingly, scholars are shifting their attention from methods of proof to the heuristic methods of debate and discussion--the art of rhetoric--to examine how scholarly discourse is shaped by tropes and figures, by the naming and framing of issues, and by the need to adapt arguments to ends, audiences, and circumstances. Herbert W. Simons and the contributors to this important collection of essays provide impressive evidence that this new movement referred to as the rhetorical turn offers a rigorous way to look within and across the disciplines. The Rhetorical Turn moves from biology to politics via excursions into the rhetorics of psychoanalysis, decision science, and conversational analysis. Topics explored include how rhetorical invention guides scientific invention, how rhetoric assists political judgment, and how it integrates varying approaches to meta-theory. Concluding with four philosophical essays, this volume of case studies demonstrates how the inventive and persuasive dimensions of scholarly discourse point the way to forms of argument appropriate to our postmodern age.

Philosophy and rhetoric are both old enemies and old friends. In The Rhetorical Science of Philosophy, Donald Phillip Verene sets out to shift our understanding of the relationship between philosophy and rhetoric from that of separation to one of close association. He outlines how ancient rhetors focused on the impact of language regardless of truth, ancient philosophers utilized language to test truth; and ultimately, this separation of right reasoning from rhetoric has remained intact throughout history. It is time, Verene argues, to reassess this ancient and misunderstood relationship. Verene traces his argument utilizing the writing of ancient and modern authors from Plato and Aristotle to Descartes and Kant; he also explores the quarrel between philosophy and poetry, as well as the nature of speculative philosophy. Verene's argument culminates in a unique analysis of the frontispiece as a rhetorical device in the works of Hobbes, Vico, and Rousseau. Verene bridges the stubborn gap between these two fields, arguing that rhetorical speech both brings philosophical speech into existence and allows it to endure and be understood. The Rhetorical Sense of Philosophy depicts the inevitable intersection between philosophy and rhetoric, powerfully illuminating how a rhetorical sense of philosophy is an attitude of mind that does not separate philosophy from its own use of language.

As discrete fields of inquiry, rhetoric and mathematics have long been considered antithetical to each other. That is, if mathematics explains or describes the phenomena it studies with certainty, persuasion is not needed. This volume calls into question the view that mathematics is free of rhetoric. Through nine studies of the intersections between these two disciplines, Arguing with Numbers shows that mathematics is in fact deeply rhetorical. Using rhetoric as a lens to analyze mathematically based arguments in public policy, political and economic theory, and even literature, the essays in this volume are a state-of-the-art survey of the psychology of reasoning, based around, and in tribute to, one of the field's most eminent figures: Jonathan St. B.T. Evans. In this collection of cutting edge research, Evans' collaborators and colleagues review a wide range of important and developing areas of inquiry. These include biases in thinking, probabilistic and causal reasoning, people's use of 'if' sentences in arguments, the dual-process theory of thought, and the nature of human rationality. These foundational issues are examined from various angles and finally integrated in a concluding panoramic chapter written by Evans himself. The eighteen chapters, all written by leading international researchers, combine state-of-the-art research with investigation into the most fundamental questions surrounding human mental life, such as: What is the architecture of the human mind? Are humans rational, and what is the nature of this rationality? How do we think hypothetically? The Science of Reason offers a unique combination of breadth, depth and integrative vision, making it an indispensable resource for researchers and students of human reason.

Organizational Rhetoric introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apoloia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter. Features and Benefits: - The first unit in the text will introduce the details of analyzing situations and identifying strategies - The second unit will examine six specific recurring rhetorical situations for organizations - Organizational schema centered on situations and strategies - Use of real-life case studies - Focus on thinking

critically about organizations in society

Deliberative Rhetoric

Political Violence and the Struggle in South Africa

Principles of Theory and Practice

Skill Life with Rhetoric

Exchanging Reasons Face to Face

The Rhetorical Turn

*Arguing: Exchanging Reasons Face to Face describes the process and products of face-to-face argument. Author Dale Hample presents arguing as a type of interpersonal interaction, rather than as a kind of text or a feature of a public speech. He focuses primarily on argument production, and explores the rhetorical and philosophical traditions of arguing, keeping as the volume's main focus the integration of arguing into the literatures on message production, conflict management, and interpersonal communication. Distinctive in its approach, this volume offers: *a synthesis of empirical research on situational and individual differences in arguing; *an exploration of argument frames--perceptions and expectations about arguing; *an examination of the conversational and rational natures of argument products; *a psychological description of inventional processes; and *a full chapter on the emotional experience of arguing. This unique work is appropriate for scholars and graduate students in argumentation, discourse, persuasion, conflict management, interpersonal communication, organizational communication, and message production.*

This volume is a state-of-the-art survey of the psychology of reasoning, based around, and in tribute to, one of the field's most eminent figures: Jonathan St. B.T. Evans. In this collection of cutting edge research, Evans' collaborators and colleagues review a wide range of important and developing areas of inquiry. These include biases in thinking, probabilistic and causal reasoning, people's use of 'if' sentences in arguments, the dual-process theory of thought, and the nature of human rationality. These foundational issues are examined from various angles and finally integrated in a concluding panoramic chapter written by Evans himself. The eighteen chapters, all written by leading international researchers, combine state-of-the-art research with investigation into the most fundamental questions surrounding human mental life, such as: What is the architecture of the human mind? Are humans rational, and what is the nature of this rationality? How do we think hypothetically? The Science of Reason offers a unique combination of breadth, depth and integrative vision, making it an indispensable resource for researchers and students of human reason.

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Rhetoric, Ideology and Social Psychology

Organizational Rhetoric

A New Rhetoric

An Edition of the Dissoi Logoi

Introduction to Rhetorical Theory

How to Argue with a Cat

Perspectives on Argument

The study of argumentation has primarily focused on logical and dialectical approaches, with minimal attention given to the rhetorical facets of argument. Rhetorical Argumentation: Principles of Theory and Practice approaches argumentation from a rhetorical point of view and demonstrates how logical and dialectical considerations depend on the rhetorical features of the argumentative situation. Throughout this text, author Christopher W. Tindale identifies how argumentation as a communicative practice can best be understood by its rhetorical features.

Approaches recent innovations in argumentation theory from a primarily rhetorical perspective.

This combination rhetoric/reader helps readers develop strategies for critical reading, critical thinking, research, and writing that will help them argue clearly and convincingly. It teaches them to identify and develop arguments, to read and form reactions and opinions of their own, to analyze an audience, to seek common ground, and to use a wide, realistic range of techniques to write argument papers that express their individual views and original perspectives on modern issues. The "Rhetoric" portion includes clear explanations and examples of argument theory and reading and writing processes, research and documentation skills, and offers engaging, class-tested writing assignments and activities. The "Reader" portion includes 75 reading selections covering seven broad issue areas and 18 more focused areas, all of contemporary concern. Unique chapters discuss argument styles, Rogerian argument, and argument and literature. Material covered includes engaging with argument for reading and writing, understanding the nature of argument for reading and writing, writing a research paper that presents an argument and visual and oral argument. Readings cover a range of issues including those concerning families and relationships, education, crime and the treatment of criminals, race, culture and identity, freedom, war and issues concerning the future. For anyone interested in a clear presentation of argument theory applied to written, visual and oral forms.

A visual guide to the way the world really works Every day, every hour, every minute we are bombarded by information - from television, from newspapers, from the internet, we're stepped in it, maybe even lost in it. We need a new way to relate to it, to discover the beauty and the fun of information for information's sake. No dry facts, theories or statistics. Instead, Information is Beautiful contains visually stunning displays of information that blend the facts with their connections, their context and their relationships - making information meaningful, entertaining and beautiful. This is information like you have never seen it before - keeping text to a minimum and using unique visuals that offer a blispaper of modern life - a map of beautiful colour illustrations that are tactile to hold and easy to flick through but intriguing and engaging enough to study for hours.

The Ability to Mourn

A Festschrift for Jonathan St.B.T. Evans

Teaching Arguments

Rhetoric in Ancient China, Fifth to Third Century B.C.E

Arguing with Numbers

Acts of Arguing

Xing Lu examines language, art, persuasion, and argumentation in ancient China and offers a detailed and authentic account of ancient Chinese rhetorical theories and practices within the society's philosophical, political, cultural, and linguistic contexts. She focuses on the works of five schools of thought and ten well-known Chinese thinkers from Confucius to Han Feizi to the Later Mohists. Lu identifies seven key Chinese terms pertaining to speech, language, persuasion, and argumentation as they appeared in these original texts, selecting ming bian as the linchpin for the Chinese conceptual term of rhetorical studies. Lu compares Chinese rhetorical perspectives with those of the ancient Greeks, illustrating that the Greeks and the Chinese shared a view of rhetoric as an ethical enterprise and of speech as a rational and psychological activity. The two traditions differed, however, in their rhetorical education, sense of rationality, perceptions of the role of language, approach to the treatment and study of rhetoric, and expression of emotions. Lu also links ancient Chinese rhetorical perspectives with contemporary Chinese interpersonal and political communication behavior and offers suggestions for a multicultural rhetoric that recognizes both culturally specific and transcultural elements of human communication.

If you can persuade a cat ... you can persuade anyone. This is the essential guide to getting your way. Jay Heinrichs, award-winning author of Thank You for Arguing and advisor to the Pentagon, NASA and Fortune 500 companies, distils a lifetime of negotiating and rhetoric to show you how to win over anyone - from colleagues and bosses, to friends and partners at home (and even the most stubborn of feline adversaries). You'll learn to: Perfect your timing - learn exactly when to pounce Get your body language, tone and gesture just right Think about what your opponent wants - always offer a comfy lap Lure them by making them think they have the power The result? A happy, hopefully scratch-free, resolution. Jay Heinrichs knows a thing or two about arguing' The Times 'A master rhetorician and persuasion guru' Salon 'You got a bunch of logical engineers to inject pothos into their arguments...it works!' NASA engineer

Arguing, Reasoning, and Thinking Well offers an engaging and accessible introduction to argumentation and critical thinking. With a pro-social focus, the volume encourages readers to value civility when engaged in arguing and reasoning. Authors Gass and Setzer, renowned for their friendly writing style, include real-world examples, hypothetical dialogues, and editorial cartoons to invite readers in. The text includes a full chapter devoted to the ethics of argument, as well as content on refutation and formal logic. It is designed for students in argumentation and critical thinking courses in communication, philosophy, and psychology departments, and is suitable for students and general education courses across the curriculum.

"Michael Billig's rhetorical approach has been key to the discursive turn in the social sciences. His witty and original book examines argumentation and its psychological importance in human conduct, and traces the connections between ancient rhetorical ideas and modern social psychology. In a new introduction, he offers further reflections on rhetoric and social psychology, discusses the recent scholarship, and allows some forgotten voices in the history of rhetoric to be heard." http://www.loc.gov/catsid/description/cam027895040694.html.

A Comparison with Classical Greek Rhetoric

A Concise Guide

Second Edition

A Rhetorical Model of Argument

Thank You for Arguing

Situations and Strategies

Rhetorical Comprehension, Critique, and Response

No matter where students' lives lead after graduation, one of the most essential tools we can teach them is how to comprehend, analyze, and respond to arguments. Students need to know how writers' and speakers' choices are shaped by elements of the rhetorical situation, including audience, occasion, and purpose. In Teaching Arguments: Rhetorical Comprehension, Critique, and Response, Jennifer Fletcher provides teachers with engaging classroom activities, writing prompts, graphic organizers, and student samples to help students at all levels read, write, listen, speak, and think rhetorically. Fletcher believes that, with appropriate scaffolding and encouragement, all students can learn a rhetorical approach to argument and gain access to rigorous academic content. Teaching Arguments opens the door and helps them pay closer attention to the acts of meaning around them, to notice persuasive strategies that might not be apparent at first glance. When we analyze and develop arguments, we have to consider more than just the printed words on the page. We have to evaluate multiple perspectives; the tension between belief and doubt; the interplay of reason, character, and emotion; the dynamics of occasion, audience, and purpose; and how our own identities shape what we read and write. Rhetoric teaches us how to do these things. Teaching Argumentswill help students learn to move beyond a superficial response to texts so they can analyze and craft sophisticated, persuasive arguments—a major cornerstone for being not just college- and career-ready but ready for the challenges of the world.

Presents an extensive qualitative analysis of the transcripts of Stanley Milgram's (in)famous obedience experiments.

A series of studies which aims to develop a rhetorical approach to social psychology, this book suggests that old insights about the rhetorical nature of argumentation can be used for exploring contemporary issues of ideology and opinion. Propaganda, arguments and prejudice are discussed.

In this thought-provoking book, Billig presents major essays which develop and illustrate his rhetorical approach to social psychology. His position is that everyday thinking, including the holding of opinions, is of its essence both rhetorical and ideological. The very process of thinking is a process of argumentation and debate - with self, with others and with the ideologies inherent in the social stock of commonsense knowledge. Following an elaboration of the theoretical basis and implications of his argument, the author demonstrates how a rhetorical perspective can be applied empirically. He explores the concept of prejudice, argumentation within the family, commonsense opinions about monarchy and the operations of ideology in both the very ordinary lives of the young right-wing and the extra-ordinary rationalities' of fascist propaganda. The final chapter returns to broader themes of rhetoric and ideology. Billig offers a powerful critique of the current modern and postmodern interest in rhetoric and outlines his alternative vision of the argumentative society'.

Arguing about Doing

Essays in Honour of Michael Billig

Invention and Persuasion in the Conduct of Inquiry

The Writer's Mindset

ABOUT WRITING.

The Rhetorical Sense of Philosophy

Toward a Civil Discourse

Argumentation theory is a distinctly multidisciplinary field of inquiry. It draws its data, assumptions, and methods from disciplines as disparate as formal logic and discourse analysis, linguistics and forensic science, philosophy and psychology, political science and education, sociology and law, and rhetoric and artificial intelligence. This presents the growing group of interested scholars and students with a problem of access, since it is even for those active in the field not common to have acquired a familiarity with relevant aspects of each discipline that enters into this multidisciplinary matrix. This book offers its readers a unique comprehensive survey of the various theoretical contributions which have been made to the study of argumentation. It discusses the historical works that provide the background to the field and all major approaches and trends in contemporary research. Argument has been the subject of systematic inquiry for twenty-five hundred years. It has been graced with theories, such as formal logic or the legal theory of evidence, that have acquired a more or less settled provenance with regard to specific issues. But there has been nothing to date that qualifies as a unified general theory of argumentation, in all its richness and complexity. This being so, the argumentation theorist must have access to materials and methods that lie beyond his or her "home" subject. It is precisely on this account that this volume is offered to all the constituent research communities and their students. Apart from the historical sections, each chapter offers an economical introduction to the problems and methods that characterize a given part of the contemporary research program. Because the chapters are self-contained, they can be consulted in the order of a reader's interests or research requirements. But there is value in reading the work in its entirety. Jointly authored by the very people whose research has done much to define the current state of argumentation theory and to point the way toward more general and unified future treatments, this book is an important and authoritative contribution to the field.

Index. Bibliography. p. 369-377.

Winner of the 2016 CCCC Advancement of Knowledge Award and the 2016 CCCC Research Impact Award In Still Life with Rhetoric, Laurie Gries forges connections among new materialism, actor network theory, and rhetoric to explore how images become rhetorically active in a digitally networked, global environment. Rather than study how an already-materialized "visual text" functions within a specific context, Gries investigates how images often circulate and transform across media, genre, and location at viral rates. In a four-part case study of Shepard Fairey's now iconic Obama Hope image elucidates how images reassemble collective life as they actualize in different versions, enter into various relations, and spark a firework of activity across the globe. While intent on tracking the rhetorical life of a single, multiple image, Still Life with Rhetoric is most concerned with studying rhetoric in motion. To account for an image's widespread circulation and emergent activities, Gries introduces iconographic tracking—a digital research method for tracing an image's divergent rhetorical becomings. Yet Gries also articulates a dynamic set of theoretical principles for studying rhetoric as a distributed, generative, and unforeseeable event that is applicable beyond the study of visual rhetoric. With an eye toward futurity—the strands of time beyond a thing's initial moment of production and delivery—Still Life with Rhetoric intends to be taken up by those interested in visual rhetoric, research methods, and theory.

A Rhetorical Guide to Reading, Writing, and Arguing

Fundamentals of Argumentation Theory

Rhetorical Processes and Legal Judgments

Ideology and Opinions