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volume to

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Century" and
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Orators Before
1900" presents
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including
biographical
information,*

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Rhetoric 2nd Ed

*excerpts, and
chronologies of
key speeches.*

*The United
States is home
to some 2000
different
religious
denominations,
a fact which
makes
remarkable the*

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relative calm

that has marked

the nation's

spiritual life.

The authors

discuss the

political and

social contexts

within which

American

religious

congregations

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*manage to get
along so well.*

*This work
brings together
the pivotal,
scholarly essays
responsible for
the present
resurgence in
rhetorical
studies.*

Assembled by

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*one of the most
respected senior
scholars in the
field of rhetoric,
the essays chart
a course from
tradition-based
theory of civic
rhetoric to
ongoing issues
of figuration,
power, and*

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gender.

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essay, these

studies help to

integrate the

still-volatile

questions at the

core of

humanities

scholarship in

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*development of
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*criticism both in
North America
and*

*internationally
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*pioneering New
Testament
scholar Thomas
H. Olbricht.*

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has gathered
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Olbricht's
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criticism for
students, clergy,
and scholars.
The range of
essays from*

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analysis, the
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analysis, and
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by Carl R.
Holladay
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language of
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key terms and
concepts in
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rhetorical
studies. An
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the central
concept of
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itself. The
primary
emphasis is on
the
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rhetorical
studies as it
has emerged in

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the discipline
of speech
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examples are provided to further illustrate the term or concept. Each entry will be accompanied by a list of references and additional readings to

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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

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this rhetoric.

They view

rhetorical

criticism not as

a matter of

being critical

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interpretation,

and evaluation

of persuasive

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to bend our
tastes toward
buying their
products.

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pervades
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the reasons for
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argumentation,
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newspaper
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news writing. In

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freedom, freedom
of assembly, and
much more,
examining how

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presents the research
methods utilized in
exploring how
people see and how
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communication

occurs. With

*chapters contributed
by many of the best-
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scholars in visual
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volume brings
together significant
and influential
work in the visual
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aesthetics, ethics,

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in the area,

demonstrating the

various methods

used in visual

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specific media types.

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defines the current

state of theory and

research in visual

communication, and

serves as a

foundation for

future scholarship

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it is required

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*reading for
scholars,
researchers, and
advanced students in
visual
communication, and
it will be influential
in other disciplines
in which the visual
component is key,
including
advertising,*

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*persuasion, and
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media studies. The*

*volume will also be
useful to*

*practitioners seeking
to understand the
visual aspects of
their media and the
visual processes used
by their audiences.*

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tested classical work*

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research as a way of
knowing, and
provide balanced
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provides in-depth*

*treatment of the role
of reasoning in the
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and how this*

*reasoning process
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planning and*

*writing a research
proposal and report.*

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reconceptualizes
that classic work to
address the
challenges facing
the study of rhetoric*

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today. With contributions from today's leading rhetorical scholars, Reengaging the Prospects of Rhetoric offers "response" essays to each chapter of the original work. Each scholar uses his/her essay as a forum in

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which to address three questions: As a historical document, why is this essay important? In terms of contemporary theory and/or practice, what is the significance of the essay? How can the issues raised therein be profitably

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*addressed in the
future? These*

provocative

engagements suggest

that, while the study

of rhetoric has

gained much ground

in the intervening

decades, there is

more work to be

done to reestablish

the primacy of

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rhetoric in
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contemporary

*society. This volume
provides students
and scholars of
rhetoric with a
strong foundation in
the issues that have
shaped
contemporary
rhetorical theory
and criticism. It*

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*offers them an
accessible*

*introduction to the
challenges facing
future iterations of
rhetorical theory
and criticism. As a
standalone text or a
supplemental
resource for
undergraduate and
graduate courses in*

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*the history, theory,
and criticism of*

rhetoric or

contemporary

rhetorical theory, it

will help to shape

rhetoric's future

role in

communication

studies and will

foster

interdisciplinary

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*dialogues about the
topic.*

*A broadly
interdisciplinary
study of the
pervasive secrecy in
America cultural,
political, and
religious discourse.
The occult has
traditionally been
understood as the*

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*study of secrets of
the practice of*

mysticism or magic.

This book broadens

our understanding

of the occult by

treating it as a

rhetorical

phenomenon tied to

language and

symbols and more

central to American

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*culture than is
commonly assumed.*

Joshua Gunn

*approaches the
occult as an idiom,
examining the ways
in which acts of
textual criticism and
interpretation are
occultic in nature,
as evident in
practices as diverse*

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*as academic
scholarship,*

*Freemasonry, and
television*

*production. Gunn
probes, for instance,
the ways in which
jargon employed by
various social and
professional groups
creates barriers and
fosters secrecy.*

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*From the theory
wars of cultural
studies to the
Satanic Panic that
swept the national
mass media in the
late 1980s and early
1990s, Gunn shows
how the paradox of
a hidden, buried, or
secret meaning that
cannot be expressed*

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Contemporary

*in language appears
time and time again
in Western culture.*

*These recurrent
patterns, Gunn
argues, arise from a
generalized, popular
anxiety about
language and its
limitations.*

*Ultimately, Modern
Occult Rhetoric*

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*demonstrates the
indissoluble*

*relationship between
language, secrecy,
and publicity, and
the centrality of
suspicion in our
daily lives.*

*The Basics of
Communication
Research*

Reinventing

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*Rhetoric
Scholarship
Organizational
Rhetoric
Theory, Methods,
and Media
Persuasive
Discourse and
Disciplinarity in the
Human Sciences
Modern Occult
Rhetoric*

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Rhetorical Criticism***

***This timely and
engaging book
examines the rise
of populism
across the globe.***

***Combining
insights from
linguistics,
argumentation***

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***theory, rhetoric,
legal theory and
political theory it
offers a fully
integrated
characterization
of the form and
content of
populist
discourse.***

**The SAGE
International**

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Society***

***discusses media
around the world
in their varied for
ms—newspapers,
magazines, radio,
television, film,
books, music,
websites, social
media, mobile***

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media—and describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and

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cultural contexts,

exploring the

development of

the mediated

communication

industry,

mediated

communication

regulations, and

societal

interactions and

effects. This

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***reference work
will look at
issues such as
free expression
and government
regulation of
media; how
people choose
what media to
watch, listen to,
and read; and
how the influence***

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***of those who
control media
organizations
may be changing
as new media
empower
previously
unheard voices.
The role of media
in society will be
explored from
international,***

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***multidisciplinary
perspectives via***

approximately

700 articles

drawing on

research from

communication

and media

studies,

sociology,

anthropology,

social

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***psychology,
politics, and
business.***

***Reinventing
Rhetoric***

***Scholarship: Fifty
Years of the
Rhetoric Society
of America***

***collects essays
reflecting on the
history of the***

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***Rhetoric Society
of America and
the***

organization's

18th Biennial

Conference

theme,

“Reinventing

Rhetoric:

Celebrating the

Past, Building the

Future,” on the

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***occasion of the
Society's 50th
anniversary. The
opening section,
"Looking Back:
RSA at Fifty"
describes the
establishment of
the organization
and includes
remembrances
from some of the***

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founders. These historical essays consider the transdisciplinary nature of RSA scholarship and pedagogy and offer critical reviews of trends in some of its subfields. The essays in the

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***second section,
“Reinventing the
Field: Looking
Forward,” focus
on the future of
scholarship and
pedagogy in the
field, from
reinventing
scholarship on
major figures
such as Vico,***

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***Burke, and
Toulmin, to
reconsidering
future work on
rhetoric and
democracy,
rhetoric and
religion, and
rhetoric from
both sides of the
Atlantic. The
authors in the***

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***last section,
“Rhetorical
Interventions,”
offer critical
interventions on
contemporary
issues, including
food justice, fat
studies,
indigenous
protest,
biopolitics,***

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Chinese

feminism, and anti-

establishment

ethos. Together,

the essays in

Reinventing

Rhetoric

Scholarship offer

a Janus-faced

portrait of a

discipline on the

occasion of its

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golden anniversary: a loving and critical remembrance as well as a robust exploration of possible futures. Contributors include Kristian Bjørkdahl, David Blakesley, Leah Ceccarelli,

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Catherine

Chaput, Rachel

Chapman

Daugherty,

Richard Leo

Enos, Joseph

Good, Heidi

Hamilton,

Michelle Iten,

Jacob W. Justice,

Zornitsa

Keremidchieva,

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**Jens E. Kjeldsen,
Abby Knoblauch,
Laura Leavitt,
Andrea A.**

**Lunsford, Paul
Lynch, Carolyn R.
Miller, James J.
Murphy, Shelley
Sizemore, Ryan
Skinnell, David
Stock, Joonna
Smitherman**

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**Trapp, Victor J.
Vitanza, Ron Von
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Welsh, Ben
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Elizabethada A.
Wright, Hui Wu,
Richard E.
Young, and David
Zarefsky.**

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Conversations

and

Contemporary

Challenges

Knowledge

Reigns Supreme

Rhetoric in Detail

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Seven Studies***

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collection of
transcripts of
contemporary
American
speeches,
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describes,
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explains, and

argues the

overarching

theory of

contemporary

rhetoric. This

current view of

rhetoric brings

together themes

in the

communication

arts, including

political

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*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*

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*between fiction
and 'non-
fiction' in lang
uage/literature
studies.*

*Chapters explore
the implications
of rhetoric for
particular
aspects of the
field.*

*Discussions
throughout the
book provide*

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*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*

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*questions as who
is speaking/writ
ing/composing?
to whom? why?
what is being
conveyed? and
how is it being
conveyed?*

*Acknowledging
the dirt of
recent works
addressing the
theory of
rhetoric, this*

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*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*

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*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*

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in general.

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This volume

traces the

historical

evolution of

American

academic thought

concerning

public address

-- what it is,

how it ought to

be studied, and

what can be

learned by

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engaging rhetorical texts in an analytical fashion. To begin, one must distinguish among three separate but interrelated uses of the term "public address" -- as practice, theory, and criticism. The

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essays in this volume represent landmarks in the literal sense of that term -- they are marks on the intellectual landscape that indicate where scholars and ideas have passed, and in that passing

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*left a mark for
future*

*generations. It
is appropriate
to revisit the
landmarks that
have set public
address off as a
field of study
and it allows
readers to
remember the
struggles that
have led to the*

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*current
situation. Most
of the authors
of the following
chapters are
deceased, but
their ideas live
on --
transformed,
adapted,
modified,
rejected, and
reborn. The
scholarly*

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dialectic continues. What constitutes a study in public address, how best to approach rhetorical texts, which analytical tools are required for the job, how best to balance text with context and what

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*role ought
theory to play
in the conduct
or outcome of
critical inquiry
-- these
questions live
on. To answer
them at all is
to engender
debate and that
is how it should
be if the
intellectual*

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*vitality of
public address
is to be
maintained. The
papers are a
prolegomenon to
such studies,
for they mark
where scholars
have been and
point the way to
where they still
must go.*

Knowledge Reigns

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Critical**

Pedagogy of Hip-hop Artist KRS-ONE argues for the inclusionary practice of studying and interpreting postmodern texts in today's school curriculum using a (Hip-hop)

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*cultural studies
and critical
theory approach,
thus creating a
transformative
curriculum.*

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on American
Public Address
The Recovery of
Rhetoric
Situations and
Strategies
The SAGE*

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*Handbook of
Rhetorical*

Studies

The Critical

Pedagogy of Hip-

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together important
essays on the
themes, issues,
and controversies
that have shaped
the development
of rhetorical theory
since the late
1960s. An
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introduction and

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epilogue by the
editors thoughtfully

examine the

current state of the

field and its future

directions,

focusing in

particular on how

theorists are

negotiating the

tensions between

modernist and

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considerations.

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volume's eight
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explanatory
introduction, four
to six essays
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enduring
significance, and

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suggestions for
further reading.

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include problems
of defining rhetoric,
the relationship
between rhetoric
and epistemology,
the rhetorical
situation, reason
and public
morality, the

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comparison of key
concepts and

principles across
all of the essays
featured.

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been said about
peace in the Bible,
and about God
and violence, war,
and retribution in
the Old Testament,

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"Making Sense of Messages, now in its second edition, retains the apprenticeship approach which facilitates

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effectively learning
the complex

content and skills
of rhetorical theory
and criticism. A

new chapter on

"The Rhetoric of
Ignorance"

provides needed
theory and

examples that help
students deal with

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the new rhetorical
landscape marked
by such discursive
complexities as
"fake news,"
"whataboutism,"
and denial of
science that
creates rather than
reduces
uncertainty in
public argument. A

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new chapter,
"Curating and
Analyzing
Multimodal
Mediated
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with problems of
media criticism in
the digital age. It
provides theory,
models of
application, and

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help novice critics

understand and

mindfully practice

criticism that leads

to insight, not mere

opinion.

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commentaries are

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pointing the way for

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future studies. Edited by
Andrea A. Lunsford and
Associate Editors Kirt
H. Wilson and Rosa A.
Eberly, the Handbook
aims to introduce a new
generation of students to
rhetorical study and
provide a deeply
informed and ready
resource for scholars
currently working in the
field.

Organizational Rhetoric

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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

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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

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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

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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 apologia, and internal message management. Each

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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

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examine six specific
recurring rhetorical
situations for

organizations -

Organizational schema

centered on situations

and strategies - Use of

real-life case studies -

Focus on careers in

organizational rhetoric -

Focus on thinking

critically about

organizations in society

This collection of essays

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by distinguished
international scholars
from various disciplines
addresses the
widespread and growing
interest in the nature and
function of rhetoric, and
in the rhetorical analysis
of such human sciences
as psychology, political
science, economics,
medicine, and
philosophy. The book
may be situated with the

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new studies that show how disciplines have been constructed, legitimated, and institutionalised and, in particular, with those focusing on the material, social and rhetorical practices that have produced disciplinary knowledges and disciplines themselves. While the disciplines often present their

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knowledge as purely objective, their knowledges are, as the book shows, only available in rhetorical form. Rhetoric is thus not merely a medium through which knowledge is communicated but rather that which is constitutive of knowledge itself. --

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Post-Soviet Russia in the 1990s saw a surge in civic participation. The traditional power structure officially relinquished control of political rhetoric and a nascent civil society had begun to emerge. Free elections and political partisanship between reformist and conservative elements of Russian society, spurred

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on by Russia's economic troubles, gave a "Wild

West" tenor to public rhetoric that was

reflected in the election campaigns of 1993,

1995, and 1996. In this volume, the authors

examine, through a series of

contemporaneously

written essays, the arc of government rhetoric

during the height of

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media freedom, the quest for a new national identity, and the struggle for self-government.

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Perspectives in
Action presents a
thorough,
accessible, and well-
grounded
introduction to
contemporary
rhetorical criticism.

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Systematic chapters
contributed by noted

experts introduce

the fundamental

aspects of a

perspective, provide

students with an

example to model

when writing their

own criticism, and

address the

potentials and

pitfalls of the

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approach. In addition to covering traditional modes of rhetorical criticism, the volume presents less commonly discussed rhetorical perspectives, exposing students to a wide cross-section of techniques.

Via 100 entries or

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highlight the most
important topics,
issues, questions,
and debates any
student obtaining a
degree in the field of
communication
ought to have

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mastered for effectiveness in the 21st Century. The purpose is to provide undergraduate majors with an authoritative reference source that will serve their research needs with more detailed information than

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but not as much
jargon, detail or
density as a journal
article or a research
handbook chapter.