

Encyclopedia Of Rhetoric

Using both personal anecdotes and statistics, this book provides data on gender and disciplinary bias in English departments and academia in general. The author asserts that rhetoric and composition studies as a whole are undervalued because the field is considered feminized.

The book addresses contemporary views of rhetoric, of its history, and of its impoverished protocol. But its major focus is on reconstructing the past through centering on three documents in particular: Cicero's De oratore (55 BC), Erasmus' De copia (1534), and Thomas Wilson's Discourse on Usury (1572). These often misread works, among others, reveal the contrarianism at the heart of traditional rhetorical invention, in which both, or all, sides of a question must be given a fair hearing. Students of the history of rhetoric, antiquity, the English Renaissance, Cicero, Erasmus, or Thomas Wilson, as well as teachers of composition and even undergraduate debaters will find something of interest in this book.

Shows how a person's first language and culture influence writing in a second language.

Featuring roughly sixty specially commissioned essays by an international cast of leading rhetoric experts from North America, Europe, and Great Britain, the Handbook will offer readers a comprehensive topical and historical survey of the theory and practice of rhetoric from ancient Greece and Rome through the Middle Ages and Enlightenment up to the present day.

The Protocol of Traditional Rhetoric

A Historical Encyclopedia, 1500 to the Present

The SAGE Encyclopedia of Communication Research Methods

The Oxford Handbook of Rhetorical Studies

Encyclopedia of Communication Theory

Comprising the Substance of the Article in the Encyclopedia Metropolitana (Classic Reprint)

Visual images, artifacts, and performances play a powerful part in shaping U.S. culture. To understand the dynamics of public persuasion, students must understand this “visual rhetoric.” This rich anthology contains 20 exemplary studies of visual rhetoric, exploring an array of visual communication forms, from photographs, prints, television documentary, and film to stamps, advertisements, and tattoos. In material original to this volume, editors Lester C. Olson, Cara A. Finnegan, and Diane S. Hope present a critical perspective that links visually and rhetoric, locates the study of visual rhetoric within the disciplinary framework of communication, and explores the role of the visual in the cultural life of the United States. Enhanced with the critical editorial perspectives, Visual Rhetoric; A Reader in Communication and American Culture provides a conceptual framework for students to understand and reflect on the role of visual communication in the cultural and public sphere of the United States. Key Features and Benefits Five broad pairs of rhetorical action—performing and seeing; remembering and memorializing; confronting and resisting; commodifying and consuming; governing and authorizing—introduce students to the ways visual images and artifacts became powerful tools of persuasion Each section opens with substantive editorial commentary to provide readers with a clear conceptual framework for understanding the rhetorical action in question, and closes with discussion questions to encourage reflection among the essays The collection includes a range of media, cultures, and time periods; covers a wide range of scholarly approaches and methods of handling primary materials; and attends to issues of gender, race, sexuality and class Contributors include: Thomas Benson; Barbara Biesecker; Carole Blair; Dan Brouwer; Dana Cloud; Kevin Michael DeLuca; Anna Teresa Demo; Janis L. Edwards; Keith V. Erickson; Cara A. Finnegan; Bruce Gronbeck; Robert Hariman; Christine Harold; Ekaterina Haskins; Diane S. Hope; Judith Lancioni; Margaret R. LaWare; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. Parry-Giles; Ronald Shields; John M. Stoops; Nathan Stormer; Reginald Twigg and Carol K. Winkler “This book significantly advances theory and method in the study of visual rhetoric through its comprehensive approach and wise separations of key conceptual components.” —Julianne H. Newton, University of Oregon Presents a comprehensive comprehensive treatment of the art of persuasion with 150 entries, written by leading scholars, who bring together expertise in classical studies, philosophy, literature, literary theory, cultural studies, speech, and communications. Combines theory, history, and practice, with a special emphasis on public speaking, performance, and communication.

Now available in paperback! Until now, there was no theoretical research of character in children's fiction and very few comprehensive theoretical studies of literary characters in general. In her latest intellectual foray, the author of From Mythic to Linear ponders the art of characterization. Through a variety of critical perspectives, she uncovers the essential differences between story ("what we are told") and discourse ("how we are told"), and carefully distinguishes between how these are employed in children's fiction and in general fiction. Yet another masterful work by a leading figure in contemporary criticism.

The most important poetry reference for more than four decades—now fully updated for the twenty-first century Through three editions over more than four decades, The Princeton Encyclopedia of Poetry and Poetics has built an unrivaled reputation as the most comprehensive and authoritative reference for students, scholars, and poets on all aspects of its subject: history, movements, genres, prosody, rhetorical devices, critical terms, and more. Now this landmark work has been thoroughly revised and updated for the twenty-first century. Compiled by an entirely new team of editors, the fourth edition—the first new edition in almost twenty years—reflects recent changes in literary and cultural studies, providing up-to-date coverage and giving greater attention to the international aspects of poetry, all while preserving the best of the previous volumes. At well over a million words and more than 1,000 entries, the Encyclopedia has unparalleled breadth and depth. Entries range in length from brief paragraphs to major essays of 15,000 words, offering a more thorough treatment—including expert synthesis and indispensable bibliographies—than conventional handbooks or dictionaries. This is a book that no reader or writer of poetry will want to be without. Thoroughly revised and updated by a new editorial team for twenty-first-century students, scholars, and poets More than 250 new entries cover recent terms, movements, and related topics Broader international coverage includes articles on the poetics of more than 110 nations, regions, and languages Expanded coverage of poetics of the non-Western and developing worlds Updated bibliographies and cross-references New, easier-to-use page design Fully indexed for the first time

Lectures on Rhetoric and Belles Lettres

Gender Roles and Faculty Lives in Rhetoric and Composition

Literate Action

Invention in Rhetoric and Composition

Speech and the Coming of Wisdom in Ancient Greece

The Florentine Codex

Entries provide information on the history, key propagandists, and techniques and concepts of propaganda.

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.

This wide-ranging and entertaining book explores blank space from incurabula to Google books. Blanks are a paradox—simultaneously nothing and something, gesturing to what was once there or might be there. They are also a creative opportunity for readers as well as writers: readers respond to what is not there and writers come to anticipate that response. Thus, blank space develops literary and ludic applications. Each chapter focuses on one typographical form of what is not there on the page: physical gaps (Chapter One), marks of incomplection such as &c (Chapter Two), and the asterisk as a stand-in for things that cannot be said (Chapter Three). By looking at the early-modern page as a visual unit as well as a verbal unit, this volume shows how the relationship between textual layout and textual content is as productive for writers as it is for readers. Mise-en-page influences readers in the same way that rhetoric influences readers. It is thus possible to speak of 'the rhetoric of the page'.

Transcending arguments over the definition of fantasy literature, Rhetorics of Fantasy introduces a provocative new system of classification for the genre. Utilizing nearly two hundred examples of modern fantasy, author Farah Mendlesohn uses this system to explore how fiction writers construct their fantastic worlds. Mendlesohn posits four categories of fantasy—portal-quest, immersive, intrusion, and liminal—that arise out of the relationship of the protagonist to the fantasy world. Using these sets, Mendlesohn argues that the author's stylistic decisions are then shaped by the inescapably political demands of the category in which they choose to write. Each chapter covers at least twenty books in detail, ranging from nineteenth-century fantasy and horror to extensive coverage of some of the best books in the contemporary field. Offering a wide-ranging discussion and penetrating comparative analysis, Rhetorics of Fantasy will excite fans and provide a wealth of material for scholarly and classroom discussion. Includes discussion of works by over 100 authors, including Lloyd Alexander, Peter Beagle, Marion Zimmer Bradley, John Crowley, Stephen R. Donaldson, Stephen King, C. S. Lewis, Gregory Maguire, Robin McKinley, China Miéville, Sunni Namjoshi, Philip Pullman, J. K. Rowling, Sheri S. Tepper, J. R. R. Tolkien, Tad Williams

Propaganda and Mass Persuasion

Encyclopeda of Identity

Sourcebook on Rhetoric

A Reader in Communication and American Culture

Encyclopedia of Rhetoric and Composition

Jewish Rhetorics

In Listening to the Logos, Christopher Lyle Johnstone provides an unprecedented comprehensive account of the relationship between speech and wisdom across almost four centuries of evolving ancient Greek thought and teachings—from the mythopoetic tradition of Homer and Hesiod to Aristotle's treatises. Johnstone grounds his study in the cultural, conceptual, and linguistic milieu of archaic and classical Greece, which nurtured new ways of thinking about and investigating the world. He focuses on accounts of logos and wisdom in the surviving writings and teachings of Homer and Hesiod, the Presocratics, the Sophists and Socrates, Isocrates and Plato, and Aristotle. Specifically Johnstone highlights the importance of language arts in both speculative inquiry and practical judgment, a nexus that presages connections between philosophy and rhetoric that persist still. His study investigates concepts and concerns key to the speaker's art from the outset: wisdom, truth, knowledge, belief, prudence, justice, and reason. From these investigations certain points of coherence emerge about the nature of wisdom—that wisdom includes knowledge of eternal principles, both divine and natural; that it embraces practical, moral knowledge; that it centers on apprehending and applying a cosmic principle of proportion and balance; that it allows its possessor to forecast the future; and that the oral use of language figures centrally in obtaining and practicing it. Johnstone's interdisciplinary account ably demonstrates that in the ancient world it was both the content and form of speech that most directly inspired, awakened, and deepened the insights comprehended under the notion of wisdom.

A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well, there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that have and will continue to use rhetoric. Beginning with an introduction to the topic, The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro-contexts of rhetoric—as well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres—namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric. Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations' rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential, risks, paradoxes, and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

In The Art of Rhetoric, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens.

Read this classic text on the art of persuasion, and discover the timeless principles of rhetoric that have shaped the world of communication for centuries.

Invention in Rhetoric and Composition examines issues that have surrounded historical and contemporary theories and pedagogies of rhetorical invention, citing a wide array of positions on these issues in both primary rhetorical texts and secondary interpretations. It presents theoretical disagreements over the nature, purpose, and epistemology of invention and pedagogical debates over such issues as the relative importance of art, talent, imitation, and practice in teaching discourse. After a discussion of treatments of invention from the Sophists to the nineteenth century, Invention in Rhetoric and Composition introduces a range of early twentieth-century multidisciplinary theories and calls for invention's awakening in the field of English studies. It then showcases inventional theories and pedagogies that have emerged in the field of Rhetoric and Composition over the last four decades, including the ensuing research, critiques, and implementations of this inventional work. As a reference guide, the text offers a glossary of terms, an annotated bibliography of selected texts, and an extensive bibliography. Janice M. Lauer is Professor of English, Emerita at Purdue University, where she was the Reece McGee Distinguished Professor of English. In 1998, she received the College Composition and Communication Conference's Exemplar Award. Her publications include Four Worlds of Writing: Inquiry and Action in Context, Composition Research: Empirical Designs, and New Perspectives on Rhetorical Invention, as well as essays on rhetorical invention, disciplinary, writing as inquiry, composition pedagogy, historical rhetoric, and empirical research.

A Theory of Civic Discourse

On the Contrary

A Dissertation Upon Rhetoric

Rhetorics of Fantasy

Sophistic Education and Oratory in the Talmud and Midrash

Communication from Ancient Times to the Information Age

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

Shows the unique perspective of Talmudic rabbis as they navigate between platonic objective truth and the realm of rhetorical argumentation.

In the sixteenth century, the Franciscan friar Bernardino de Sahagún and a team of indigenous grammarians, scribes, and painters completed decades of work on an extraordinary encyclopedic project titled General History of the Things of New Spain, known as the Florentine Codex (1575–1577). Now housed in the Biblioteca Medicea Laurenziana in Florence and bound in three lavishly illustrated volumes, the codex is a remarkable product of cultural exchange in the early Americas. In this edited volume, experts from multiple disciplines analyze the manuscript's bilingual texts and more than 2,000 painted images and offer fascinating, new insights on its twelve books. The contributors examine the "three texts" of the codex—the original Nahuatl, its translation into Spanish, and its painted images. Together, these constitute complementary, as well as conflicting, voices of an extended dialogue that occurred in and around Mexico City. The volume chapters address a range of subjects, from Nahuá sacred beliefs, moral discourse, and natural history to the Florentine artists' models and the manuscript's reception in Europe. The Florentine Codex ultimately yields new perspectives on the Nahuá world several decades after the fall of the Aztec empire.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field, and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Elements of Rhetoric

Visual Rhetoric

Encyclopedia of Rhetoric

The Rhetoric of Character in Children's Literature

Rabbis and Classical Rhetoric

Rhetoric and Composition

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

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 Encyclopedia of Rhetoric is a comprehensive survey of one of the Western world's oldest disciplines. Its 150 entries, written by leading scholars, bring together expertise in classical studies, philosophy, literature, literary theory, cultural studies, speech, and communications in a comprehensive treatment of the art of persuasion.

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

The Princeton Encyclopedia of Poetry and Poetics

The Rhetorics of Thomas Hobbes and Bernard Lamy

Contrastive Rhetoric

The Handbook of Organizational Rhetoric and Communication

An Encyclopedia of the Nahuá World in Sixteenth-Century Mexico

A Rhetoric of Literate Action

Alphabetically arranged entries offer a comprehensive overview of the definitions, politics, manifestations, concepts, and ideas related to identity.

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.

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

Makes accessible to modern readers the 17th-century rhetorics of Thomas Hobbes (1588–1677) and Bernard Lamy (1640–1715) Hobbes’ A Briefe of the Art of Rhetorique, the first English translation of Aristotle’s rhetoric, reflects Hobbes’ sense of rhetoric as a central instrument of self-defense in an increasingly fractious Commonwealth. In its approach to rhetoric, which Hobbes defines as “that Faculty by which wee understand what will serve our turne, concerning any subject, to winne beliefe in the hearer,” the Briefe looks forward to Hobbes’ great political works De Cive and Leviathan. Published anonymously in France as De l’art de parler, Lamy’s rhetoric was translated immediately into English as The Art of Speaking. Lamy’s long association with the Port Royalists made his works especially attractive to English readers because Port Royalists were engaged in a vicious quarrel with the Jesuits during the last half of the 17th century.

The Oxford Encyclopedia of Communication and Critical Cultural Studies

Cross-Cultural Aspects of Second Language Writing

The Art Of Rhetoric

The Rhetoric of Aristotle

An Introduction

History, Theory, Practice

Excerpt from Elements of Rhetoric: Comprising the Substance of the Article in the Encyclopedia Metropolitana A brief outline of the principal part of the following Work was sketched out several years ago for the private use of some young friends; and from that ms. Chiefly, the Article Rhetoric ih. The Encyclopaedia Metropolitana was afterwards drawn Up. I was induced to believe that it might be more useful if published in a separate form; and I have accordingly, with the assistance of some friends, revised the treatise, and made a few additions and other alterations which sug gested themselves; besides dividing it in a manner=more convenient for reference. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

Rapid technological advancement has given rise to new ethical dilemmas and security threats, while the development of appropriate ethical codes and security measures fail to keep pace, which makes the education of computer users and professionals crucial. The Encyclopedia of Information Ethics and Security is an original, comprehensive reference source on ethical and security issues relating to the latest technologies. Covering a wide range of themes, this valuable reference tool includes topics such as computer crime, information warfare, privacy, surveillance, intellectual property and education. This encyclopedia is a useful tool for students, academics, and professionals.

This volume, the first of its kind, establishes and clarifies the significance of Jewish rhetorics as its own field and as a field within rhetoric studies. Diverse essays illuminate and complicate the editors' definition of a Jewish rhetorical stance as allowing speakers to maintain a "resolute sense of engagement" with their fellows and their community, while also remaining aware of the dislocation from the members of those communities. Topics include the historical and theoretical foundations of Jewish rhetorics; cultural variants and modes of cultural expression; and intersections with Greco-Roman, Christian, Islamic, and contemporary rhetorical theory and practice. In addition, the contributors examine gender and Yiddish, and evaluate the actual and potential effect of Jewish rhetorics on contemporary scholarship and on the ways we understand and teach language and writing. The contributors include some of the world's leading scholars of rhetoric, writing, and Jewish studies.

Lincoln's letters have been cited in countless biographical and critical works yet have received little scholarly attention as a whole. This comprehensive study reveals his letters to be fundamental to understanding his development as a writer. Early on, he employed Hugh Blair's popular idea of developing "taste" in written documents, and carefully studied the letters of his contemporaries. He wrote more than 5000 of his own. As he became more proficient, he employed more sophisticated rhetorical strategies to deal with political opponents, imperious generals and critics of his policies.

The Rhetoric of Lincoln's Letters

Listening to the Logos

Fourth Edition

Encyclopedia of Information Ethics and Security

Treatise on Rhetoric

The Rhetoric of the Page