

Rhetoric And Human Consciousness A History Fourth

The latest edition of Rhetoric and Human Consciousness remains a well-researched, accessible examination of rhetorical theory in Western civilization. Smiths coverage of the major figures who advanced rhetoric is strengthened by his keen analysis of developments in rhetorical theory that resulted from its interaction with other disciplines and the cultures surrounding it. The dialectic between rhetoric and other disciplines (notably philosophy and psychology) illuminate evolving definitions of rhetoric, from myth and display to persuasion and symbolic inducement. Well-chosen, engaging examples demonstrate how rhetoric can find truths, particularly at times when science and reason fail to solve important human crises. Paramount to this well-wrought survey is Smiths ability to show that rhetorical criticism illustrates, verifies, and refines rhetor-ical theory. Thus, the synergistic relationship between theory and criticism in rhetoric is no different than in other arts. Chief among the Fourth Editions enhancements are expanded discussions of the historical context for the creation of rhetorical theory and its use in public address; additional coverage of Isocrates, Cicero, Machiavelli, Kenneth Burke, and Michel Foucault; new material on the rhetoric of civil religion, ideological criticism, constitutive discourse, and feminist rhetorical theory; and many fresh examples. Each chapter ends with questions that sharpen readers retention of concepts and the ability to apply those to everyday life.

The Book of Ecclesiastes, like many ancient and modern first-person discourses, generates ambivalent responses in its readers. The book’s rhetorical strategy produces both acceptance of, and suspicion towards, the major positions argued by the author. ‘Vain rhetoric’ aptly describes the persuasive and dissuasive properties of the narrator’s peculiar characterization. It also describes how the Book of Ecclesiastes, with its abundant use of rhetorical questions, constant gapping techniques, and other strategies from the arsenal of ambiguity, is a stunning testimony to the power of the various strategies of indirection to communicate to the reader something of his or her own rhetorical liabilities and limitations, as well as those of the religious community in general.

Contains a collection of transcripts of contemporary American speeches, providing brief biographical information on the author of each speech, as well as critical and historical context. Includes CD-ROM with forty-two significant speeches.

This important volume explores alternative ways in which those involved in the field of speech communication have attempted to find a philosophical grounding for rhetoric. Recognizing that rhetoric can be supported in a wide variety of ways, this text examines eight different philosophies of rhetoric: realism, relativism, rationalism, idealism, materialism, existentialism, deconstructionism, and pragmatism. The value of this book lies in its pluralistic and comparative approach to rhetorical theory. Although rhetoric may be the more difficult road to philosophy, the fact that it is being traversed by a group of authors largely from speech communication demonstrates important growth in this field. Ultimately, there is recognition that if different thinkers can have solid reasons to adhere to disparate philosophies, serious communication problems can be eliminated.

Rhetoric and Philosophy will assist scholars in choosing from among the many philosophical starting places for rhetoric.

Human Enhancement and the Rhetoric of the Future
 Contest, Sexuality, and Consciousness
 Modern Rhetoric in Culture, Arts, and Media
 Perspectives in Action
 The Transhuman Condition
 Inviting Understanding
 Rhetoric’s Earthly Realm

Now in its second edition, Rhetorical Criticism: Perspectives in Action presents a thorough, accessible, and well-grounded introduction to contemporary rhetorical criticism. 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 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.

The future of writing studies is fundamentally tied to advancing technological development—writing cannot be done without a technology and different technologies mediate writing differently. In Rhetorical Speculations, contributors engage with emerging technologies of composition through “speculative modeling” as a strategy for anticipatory, futural thinking for rhetoric and writing studies. Rhetoric and writing studies often engages technological shifts reactively, after the production and reception of rhetoric and writing has changed. This collection allows rhetoric and writing scholars to explore modes of critical speculation into the transformative effect of emerging technologies, particularly as a means to speculate on future shifts in the intellectual, pedagogical, and institutional frameworks of the field. In doing so, the project repositions rhetoric and writing scholars as proprietors of our technological future to come rather than as secondary receivers, critics, and adjusters of the technological present. Major and emerging voices in the field offer a range of styles that include pragmatic, technical, and philosophical approaches to the issue of speculative rhetoric, exploring what new media/writing studies could be—theoretically, pedagogically, and institutionally—as future technologies begin to impinge on the work of writing. Rhetorical Speculations is at the cutting edge of the subject of futures thinking and will have broad appeal to scholars of rhetoric, literacy, futures studies, and material and popular culture. Contributors: Bahareh Brittany Alaei, Sarah J. Arroyo, Kristine L. Blair, Geoffrey V. Carter, Sid Dobrin, Kristie S. Fleckenstein, Steve Holmes, Kyle Jensen, Halcyon Lawrence, Alexander Monea, Sean Morey, Alex Reid, Jeff Rice, Gregory L. Ulmer, Anna Worm

This book examines the entirety of Giambattista Vico's oeuvre and demonstrates his significance as a theorist who adapted the discipline of rhetoric to modern conditions.

Kathleen E. Welch explores the profound changes in writing and discourse brought about by electronic forms of communication.

13 Essays
Essays in Honor of Sharon Crowley
A History, Fourth Edition
Classical Rhetoric, Oralism, and a New Literacy
Toward a Phenomenological Rhetoric
Rhetoric and Human Consciousness
Language, Culture, and Pedagogy

It has become increasingly difficult to ignore the ways that the centrality of new media and technologies — from the global networking of information systems and social media to new possibilities for altering human genetics — seem to make obsolete our traditional ways of thinking about ethics and persuasive communication inherited from earlier humanist paradigms. This book argues that rather than devoting our critical energies towards critiquing humanist touchstones, we should instead examine the ways in which media and technologies have always worked as crucial cultural forces in shaping ethics and rhetoric. Pruchnic combines this historical itinerary with critical interrogations of diverse cultural and technological sites — the logic of video games and artificial intelligence, the ethics of life extension in contemporary medicine, the transition to computer-automated trading in world stock markets, the state of critical theory in the contemporary humanities — along with innovative analyses of the works of such figures as the Greek Sophists, Kenneth Burke, Martin Heidegger, Michel Foucault, Friedrich Nietzsche, and Gilles Deleuze. This book argues that our best strategies for crafting persuasive communication and producing ethical relations between individuals will be those that creatively replicate and appropriate, rather than resist, the logics of dominant forms of media and technology.

Rhetorical Unconsciousness and Political Psychoanalysis investigates unintentional forms of persuasion, their political consequences, and our ethical relation to the same. M. Lane Bruner argues that the unintentional ways we are persuaded are far more important than intentional persuasion; in fact all intentional persuasion is built on the foundations of rhetorical unconsciousness, whether we are persuaded through ignorance (the unsayable), unconscious symbolic processes (the unspoken), or productive repression (the unspeakable). Bruner brings together a wide range of theoretical approaches to unintentional persuasion, establishing the locations of such persuasion and providing examples taken from the Western European transition from feudalism to capitalism. To be more specific, phenomena related to artificial personhood and the commodity self have led to transformations in material culture from architecture to theater, showing how rhetorical unconsciousness works to create symptoms. Bruner then examines ethical considerations, the relationships among language in use, unconsciousness, and the seemingly irrational aspects of cultural and political history. Relying on the author’s established expertise in rhetorical theory and political communication, this book re-contextualizes Romantic rhetorical theory in the late 18th and early 19th centuries to provide a foundation for a Neo-Romantic rhetorical theory for our own time. In the process, it uses a unique methodology to correct misconceptions about many Romantic writers. The methodology of the early chapters uses a dialectical approach to trace Romanticism and its opposition, the Enlightenment, back through Humanism and its opposition, Scholasticism, to St. Augustine. These chapters include a revisionist analysis of the church’s treatment of Galileo in the course of showing how difficult it was for scientific study to be accepted in the academic world. The study also re-conceptualizes Jean-Jacques Rousseau, David Hume, and Edmund Burke as bridge figures to the Romantic Era instead of as Enlightenment figures. This move throws new light on the major artists of the Romantic Era, who are examined in chapters seven and eight. Chapter nine focuses on Percy Bysshe Shelley and his development of the rhetorical poem, and thereby provides a new genre in the Romantic catalogue. Chapter ten uses the foregoing to analyse and reconceptualize the rhetorical theories of Hugh Blair and Thomas De Quincey. The concluding chapter then synthesizes their theories with relevant contemporary rhetorical theories thereby constructing a Neo-Romantic theory for our own time. In the process, this book links the Romantics’ love of nature to the current environmental crisis. Current rhetorical and critical theory for the most part separates writing from consciousness and presumes relative truth to be the only possible expressive goal for rhetoric. These presumptions are reflected in our tradition of persuasive rhetoric, which values writing that successfully argues one person’s belief at the expense of another’s. Barbara Couture presents a case for a phenomenological rhetoric, one that values and respects consciousness and selfhood and that restores to rhetoric the possibility of seeking an all-embracing truth through pacific and cooperative interaction. Couture discusses the premises on which current interpretive theory has supported relative truth as “the “philosophical grounding for rhetoric, premises, she argues, that have led to constraints on our notion of truth that divorce it from human experience. She then shows how phenomenological philosophy might guide the theory and practice of rhetoric, reanimating its role in the human enterprise of seeking a shared truth. She proposes “profession “and “altruism “as two guiding metaphors for the phenomenological activity of “truth-seeking through interaction.” Among the contemporary rhetoricians and philosophers who influence Couture are Pierre Teilhard de Chardin, Martin Buber, Charles Altieri, Charles Taylor, Alasdair MacIntyre, and Jurgen Habermas.”

Rhetoric in an Antifoundational World
 Fighting for Life
 Vico and the Transformation of Rhetoric in Early Modern Europe
 Post-9/11 American Presidential Rhetoric
 Heidegger, Sophistry, and the Gorgian Kairos
 Reinventing (with) Theory in Rhetoric and Writing Studies
 The Price and Promise of Citizenship

The anniversary edition marks thirty years of offering an indispensable review and analysis of thinkers who have exerted a profound influence on contemporary rhetorical theory: I. A. Richards, Ernesto Grassi, Chaïm Perelman and Lucie Olbrechts-Tyteca, Stephen Toulmin, Richard Weaver, Kenneth Burke, Jürgen Habermas, bell hooks, Jean Baudrillard, and Michel Foucault. The brief biographical sketches locate the theorists in time and place, showing how life experiences influenced perspectives on rhetorical thought. The concise explanations of complex concepts are clear, engaging, insightful, and highly accessible, serving as an excellent primer for reading the major works of these scholars. The critical commentary is carefully chosen to highlight implications and to place the theories within a broader rhetorical context. Each chapter ends with a complete bibliography of works by the theorists.

Examines major challenges to the First Amendment and focuses on the extremely important paradigm shift of freedom of expression in the post-9/11 era.

This book examines key narratives animating the techno-progressive rhetoric of the human enhancement movement, arguing that enhancement and transhumanist discourse performs a variety of distinctly mythic functions. Principal among these is to cast a vision of a technological future involving enhanced posthumans, immortality, human merger with machines and space colonization.

Kenneth Burke, founder of the critical method of dramatism, believed that motives and attitudes are constantly generated by individuals as they encounter social situations and material objects in the course of their everyday lives. In The Rhetoric of Emotions, Robert Perinbanayagam proposes that by analysing individuals’ experiences, especially through their interaction with creative outlets, we can come to a deeper understanding of how the human mind systematically approaches the emotive process.The author maintains that individuals use spoken language, and all other forms of symbolism, including art and literature, to elicit social cooperation and emotional understanding, both in regard to the world around them and within themselves. Rhetoric and culture are mechanisms for managing values, behaviour, and emotions. In order to ground this philosophical viewpoint, Perinbanayagam strategically discusses famous novels and paintings to show how individuals construct emotional responses to the rhetorical objects at their disposal.In addition to the ideas of Burke and George Herbert Mead, the ideas of Max Weber, Georg Simmel, Charles Sanders Peirce, Edmund Husserl, Alfred Schutz, and Erving Goffman are also reflected in this provocative analysis.

Rhetoric and Human Understanding
 Rhetoric and Philosophy
 Cognitive Neural Mechanism of Semantic Rhetoric
 A Study of Protofascist Discourse
 Contemporary Perspectives on Rhetoric
 Sophistication
 Private Insight and Public Debate in Ecclesiastes

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

Plato privileges the realm of absolute reality and truth above and beyond the world of language, discourse, and rhetoric. For Plato, earth harbors the façade of mere appearances and the evils of the bewitching powers of language. In RHETORIC’S EARTHLY REALM: HEIDEGGER, SOPHISTRY, AND THE GORGIAN KAIROS, Bernard Alan Miller counters this intellectual legacy with an innovative and thoroughly conceived theory of rhetoric, one concerned with “earth” in its Heideggerian aspect, complex and multifaceted, at the root of a phenomenology placing the focus on earth as the power of Being itself, whereby it is manifest purely as language.

-- Cynthia Chase, author of Decomposing Figures: Rhetorical Readings in the Romantic Tradition

"Fighting for Life is a book about contest, the agonía of the Greek arena, and its roots in male life, especially academia. Ong describes this work as an 'excavation' which was prompted by his previous explorations of such areas as the characteristics of oral and literate cultures, Peter Ramus and his 16th-century intellectual milieu, and the early dominance and more recent decline of classical rhetoric in education. In Fighting for Life, he weaves the results of a year's study of agonistic structures running through the rhetorical, social, and noetic worlds. Describing his text as an 'essay in noobiology,' the biological roots of human consciousness, Ong claims that 'contest has been a major factor in organic evolution and it turns out to have been a major, and seemingly essential, factor in intellectual development.' . . . The work is a valuable synthesis of a wide body of research and theory."-Rhetoric Society Quarterly

Electric Rhetoric
 A Neo-Romantic Theory for Our Time
 A History
 How the U.S. Government Suppressed Freedom of Expression During Major Crises
 Visions of Technological Transcendence
 Organic Homiletic
 Contemporary American Speeches

For two decades, students and instructors have relied on award-winning author Craig Smith’s detailed description and analysis of rhetorical theories and the historical contexts for major thinkers who advanced them. He employs key themes from important philosophical schools in this well-researched chronicle of rhetoric and human consciousness. One is that rhetoric is a response to uncertainty. The modern philosophers, like the naturalists of ancient Greece and the Scholastics who preceded them, tried to end uncertainty by combining the discoveries of science and psychology with rationalism. Their aim was progress and a consensus among experts as to what truth is. However, where modernism proved ineffective, rhetoric was revived to fill the breach. Another significant theme is that different conceptions of human consciousness lead to different theories of rhetoric, and for every major school of thought, another school of thought forms in reaction. Classic and contemporary examples demonstrate the usefulness of rhetorical theory, especially its ability to inform and guide. By providing probes for rhetorical criticism, discussions also demonstrate that rhetorical criticism illustrates, verifies, and refines rhetorical theory. Thus, the synergistic relationship between theory and criticism in rhetoric is no different than in other arts: Theory informs practice; analysis of successful practice refines theory. Smith’s absorbing study has been expanded to include thorough treatments of rhetoric in the Romantic Era, feminist and queer theory, and historical context for the creation of rhetorical theory and its use in public address.

This book is a necessary supplement to the theoretical exploration into semantic rhetoric, particularly a breakthrough in the study of the relationship between the source domain and target domain involved in the construction of semantic rhetorical discourse. The study focuses on rhetorical expressions constructed by means of semantic variation or deviation of concepts. Based on the holistic cognitive pragmatic model and the framework of impartment and inheritance of connotation and denotation, this book constructs a new framework, the Annotation-Denotation Relevance-Inheritance Model (ADRIIM) to explain the construing of semantic rhetoric. Besides, rooted in the Index Hypothesis Theory and the research paradigm of affordance derivation in language comprehension, three ERP experiments on metaphor, irony, and pun, are conducted to demonstrate the psychological reality that people activate possible feature extraction in the process of understanding semantic rhetoric. With those sample analyses and experiments, the feasibility and operability of ADRIIM are proved. The book unfolds a combined approach of speculative research and empirical research, and can provide a new methodological alternative for semantic rhetorical studies in different languages. This title will be an essential read to students and scholars of Linguistics, East Asian Studies, and social workers who are interested in Language Studies in general.

Explores relationships between classical and contemporary approaches to rhetoric and their connection to the underlying assumptions at work in Zen Buddhism.

Post-9/11 American Presidential Rhetoric examines the communication offensive orchestrated by George W. Bush and the members of his administration between the initial terrorism crisis of September 11, 2001, and the March 20, 2003, invasion of Iraq. Colleen Elizabeth Kelley argues that the president relied on a set of particular strategies that coalesced into protofascist talk in order to discursively manage the post-9/11 situation and justify the president's 2003 war against Iraq. This book suggests a framework for analyzing emergent fascist public discourse and its potential for producing additional substantial antidemocratic speech and action. Kelley further reviews the role of the media in conveying President Bush's rhetorical doctrine to the American public. The rhetoric of democratic discourse is presented as a firewall to guarantee that such speech-based behaviors, which are endorsed by willing publics and developed within democracies, fail to thrive and do not destroy the very systems that enabled them in the first place. Post-9/11 American Presidential Rhetoric is a stimulating text that will strike up discussion among scholars of political communication and those interested in cultural studies. Book jacket.

The Rhetoric of Emotions

Philosophy and Rhetoric in Dialogue

Double-Consciousness and the Rhetoric of Barack Obama

Marketing, Rhetoric and Control

The Rhetoric of the Conscience in Donne, Herbert, and Vaughan

Silencing the Opposition

Zen in the Art of Rhetoric

Organic form theory of Romanticism helps writers, artists, and preachers free themselves from potentially limiting norms and rules of form. Organic Homiletic: Samuel T. Coleridge, Henry G. Davis, and the New Homiletic will inspire preachers to express their individual voices and create their own authentic forms by offering preachers innovative methods to creatively imitate, blend, and mix a wide variety of sermon forms. The book is a motivator for preachers to intuitively discover sermon content in the rhetorical context of a given preaching situation, and to develop that content utilizing organic form in the process of sermon preparation. Organic Homiletic is a must-read for seminarians, experienced preachers, creative writers, and artists - all those who seek to be fresh, authentic, creative, liberated, and organic.

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Inviting Understanding provides a comprehensive, coherent portrait of invitational rhetoric in a way that allows readers to understand the theory, to explore possible extensions, to see the practices of invitational rhetoric at work, and to access a comprehensive bibliography of works on the subject. --Stacey Sowards, University of Texas at Austin

"This incisive work" examining Obama's speeches and the theories of W.E.B. DuBois "illuminates the influences of words and ideas" (Choice). The racial history of US citizenship is vital to our understanding of both citizenship and race. Robert E. Terrill argues that, to invent a robust manner of addressing one another as citizens, Americans must draw on the indignities of racial exclusion that have stained citizenship since its inception. In Double-Consciousness and the Rhetoric of Barack Obama, Terrill demonstrates how President Barack Obama's public address models such a discourse. Terrill contends that Obama's most effective oratory invites his audiences to experience a form of "double-consciousness," famously described by W. E. B. Du Bois as a feeling of "two-ness" resulting from the African American experience of "always looking at one's self through the eyes of others." An effect of cruel alienation, this double-consciousness can also offer valuable perspectives on society. When addressing fellow citizens, Obama asks each to share in the "peculiar sensation" that Du Bois described. Through close analyses of selected speeches from Obama's 2008 campaign and first presidential term, this book argues that Obama does not present double-consciousness merely as a point of view but as an idiom with which we might speak to one another. Of course, as Du Bois's work reminds us, double-consciousness results from imposition and encumbrance, so that Obama's oratory presents a mode of address that emphasizes the burdens of citizenship together with the benefits, the price as well as the promise.

Rhetorical Speculations

A Portrait of Invitational Rhetoric

30th Anniversary Edition

Samuel T. Coleridge, Henry G. Davis, and the New Homiletic

An Inquiry into Coherence

Sourcebook on Rhetoric

Rhetoric & the Rise of Self-consciousness

This concise volume presents key concepts and entries from the twelve-volume ICA International Encyclopedia of Communication (2008), condensing leading scholarship into a practical and valuable single volume. Based on the definitive twelve-volume IEC, this new concise edition presents key concepts and the most relevant headwords of communication science in an A-Z format in an up-to-date manner Jointly published with the International Communication Association (ICA), the leading academic association of the discipline in the world Represents the best and most up-to-date international research in this dynamic and interdisciplinary field Contributions come from hundreds of authors who represent excellence in their respective fields An affordable volume available in print or online First Published in 1996. Routledge is an imprint of Taylor & Francis, an informa company.

The essays in this book broaden and enrich the scope, at once, of both rhetoric and Barad's theorizing through entangled reworkings of topics ranging from politics to breast cancer, genealogy, the trope of academic turns, Marx's notion of exchange, and the emergence of human consciousness.

In the first book for over a decade to deal with the issue of conscience in metaphysical poetry, Ceri Sullivan draws on theology, poetics, and rhetoric in detailed readings of the works of Donne, Herbert, and Vaughan. She shows that these poets see the conscience as part theirs, part God's, and respond uncomfortably to failures in its workings.

Vain Rhetoric

Redrawing Their Intellectual Landscape

The Magical Foundations of Marketing Theory

A Dramatistic Exploration

Communication from Ancient Times to the Information Age

Writing, Profession, and Altruism

A History, Flfth Edition

In this brilliant collection, literary scholars, philosophers, and teachers inquire into the connections between antifoundational philosophy and the rhetorical tradition. What happens to literary studies and theory when traditional philosophical foundations are disavowed? What happens to the study of teaching and writing when antifoundationalism is accepted? What strategies for human understanding are possible when the weaknesses of antifoundationalism are identified? This volume offers answers in classic essays by such thinkers as Richard Rorty, Terry Eagleton, and Stanley Fish, and in many new essays never published before. The contributors to this book explore the nexus of antifoundationalism and rhetoric, critique that nexus, and suggest a number of pedagogical and theoretical alternatives. The editors place these statements into a context that is both critical and evaluative, and they provide for voices that dissent from the antifoundational perspective and that connect specific, practical pedagogies to the broader philosophical statements. For those with an interest in rhetoric, philosophy, comparative literature, or the teaching of composition, this book sets forth a wealth of thought-provoking ideas. "I have nothing but praise for this work -- a masterful treatment of the question, What positive intellectual projects are possible within a world that radically questions the existence of philosophical foundations?" -- Steven Mailloux, University of California, Irvine

The goal of this book is to formulate a modern theoretical approach for rhetorical studies in a variety of disciplines in the humanities, media research, and other cultural studies. The discipline of rhetoric originally concerned itself with linguistic forms of communication, and its basic theory was developed with such cases in mind. With respect to this ancient tradition, there are numerous books that provide a historical overview of the field. There is also a wide array of introductory works and research contributions that deal with the practice of political rhetoric. On the other hand, only a few 20th century academics have attempted to theoretically rehabilitate rhetoric (after its decline as an academic discipline in Europe in the 18th and 19th centuries) and to give rhetorical theory a modern, new, and further reaching perspective. Two notable examples have been Kenneth Burke and Brian Vickers. The book begins with the assumption that rhetoric is not merely limited to linguistic action, but rather is present everywhere in the communicative world. Against this background, this work develops a modern theory of rhetoric, and demonstrates in twelve chapters how methodical rhetorical analysis can be done in selected practical fields of application (Literature, Music, Images, and Film).

Reinventing (with) Theory in Rhetoric and Writing Studies collects original scholarship that takes up and extends the practices of inventive theorizing that characterize Sharon Crowley's body of work. Including sixteen chapters by established and emerging scholars and an interview with Crowley, the book shows that doing theory is a contingent and continual rhetorical process that is indispensable for understanding situations and their potential significance—and for discovering the available means of persuasion. For Crowley, theory is a basic building block of rhetoric “produced by and within specific times and locations as a means of opening other ways of believing or acting.” Doing theory, in this sense, is the practice of surveying the common sense of the community (doxa) and discovering the available means of persuasion (invention). The ultimate goal of doing theory is not to prescribe certain actions but to ascertain what options exist for rhetors to see the world differently, to discover new possibilities for thought and action, and thereby to effect change in the world. The scholarship collected in Reinventing (with) Theory in Rhetoric and Writing Studies takes Crowley's notion of theory as an invitation to develop new avenues for believing and acting. By reinventing the understanding of theory and its role in the field, this collection makes an important contribution to scholarship in rhetorical studies and writing studies. It will be valuable to scholars, teachers, and students interested in diverse theoretical directions in rhetoric and writing studies as well as in race, gender, and disability theories, religious rhetorics, digital rhetoric, and the history of rhetoric. Publication supported in part by the Texas Tech University Humanities Center. Contributors: Jason Barrett-Fox, Geoffrey Clegg, Kirsti Cole, Joshua Daniel-Wariya, Diane Davis, Rebecca Disrud, Bre Garrett, Catherine C. Gouge, Debra Hawhee, Matthew Heard, Joshua C. Hilst, David G. Holmes, Bruce Horner, William B. Lalicker, Jennifer Lin LeMesurier, James C. McDonald, Timothy Oleksiak, Dawn Penich-Thacker, J. Blake Scott, Victor J. Vitanza, Susan Wyche

This book introduces basic concepts of human signification, explains both primal & contemporary rhetoric experience, & offers challenges to common-sense understandings.

The Concise Encyclopedia of Communication

Rhetoric and Ethics in the Cybernetic Age

Figures of Entanglement

The Future of Rhetoric, Writing, and Technology

Romanticism, Rhetoric and the Search for the Sublime

Rhetorical Criticism

Diffractional Readings of Barad, New Materialism, and Rhetorical Theory and Criticism