

Understanding Rhetoric

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Rhetoric and Human Understanding

Although sometimes decried by pundits, George W. Bush's use of moral and religious rhetoric is far from unique in the American presidency. Throughout history and across party boundaries, presidents have used such appeals, with varying degrees of political success. The Moral Rhetoric of American Presidents astutely analyzes the president's role as the nation's moral spokesman. Armed with quantitative methods from political science and the qualitative case study approach prevalent in rhetorical studies, Colleen J. Shogan demonstrates that moral and religious rhetoric is not simply a reflection of individual character or an expression of American "civil religion" but a strategic tool presidents can use to enhance their constitutional authority. To determine how the use of moral rhetoric has changed over time, Shogan employs content analysis of the inaugural and annual addresses of all the presidents from George Washington through George W. Bush. This quantitative evidence shows that while presidents of both parties have used moral and religious arguments, the frequency has fluctuated considerably and the language has become increasingly detached from relevant policy arguments. Shogan explores the political effects of the rhetorical choices presidents make through nine historical cases (Presidents Washington, Jefferson, Madison, Buchanan, Lincoln, Theodore Roosevelt, Kennedy, Lyndon Johnson, and Carter). She shows that presidents who adapt their rhetoric to the political conditions at hand enhance their constitutional authority, while presidents who ignore political constraints suffer adverse political consequences. The case studies allow Shogan to highlight the specific political circumstances that encourage or discourage the use of moral rhetoric. Shogan concludes with an analysis of several dilemmas of governance instigated by George W. Bush's persistent devotion to moral and religious

argumentation.

Talking the Walk & Walking the Talk

First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

Rhetoric before and beyond the Greeks

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

The Trivium

Citizens, political theorists, and politicians alike insist that political or partisan motives get in the way of real democracy. Real democracy, we are convinced, is embodied by an ability to form collective judgments in the interest of the whole. The Rhetorical Surface of Democracy: How Deliberative Ideals Undermine Democratic Politics, by Scott Welsh, argues instead that it is our easy rejection of political motives, individual interests, and the rhetorical pursuit of power that poses the greatest danger to democracy. Our rejection of politics understood as a rhetorical contest for power is dangerous because democracy ultimately rests upon the perceived public legitimacy of public, political challenges to authority and the subsequent reconstitution of authority amid the impossibility of collective judgment. Hence, rather than searching for allegedly more authentic democracy, rooted in the pursuit of ever-illusory collective judgments, we must find ways to come to terms with the persistence of rhetorical, political contests for power as the essence of democracy itself. Welsh argues that the impossibility of any kind of public judgment is the fact that democracy must face. Given the impossibility of public judgment, rhetorical competitions for political power are not merely poor substitutes for an allegedly more authentic democratic practice, but constitute the essence of democracy itself. The Rhetorical Surface of Democracy is an iconoclastic investigation of the democratic process and public discourse.

Understanding Rhetoric

Rhetoric and Composition

First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

Understanding Rhetoric

Witherington provides a much-needed introduction to the ancient art of persuasion and its use within the various New Testament documents. More than just an exploration of the use of the ancient rhetorical tools and devices, this guide introduces the reader to all that went into convincing an audience about some subject. Witherington makes the case that rhetorical criticism is a more fruitful approach to the NT epistles than the oft-employed approaches of literary and discourse criticism. Familiarity with the art of rhetoric also helps the reader explore non-epistolary genres. In addition to the general introduction to rhetorical criticism, the book guides readers through the many and varied uses of rhetoric in most NT documents-not only telling readers about rhetoric in the NT, but showing them the way it was employed. This brief guide book is intended to provide the reader with an entrance into understanding the rhetorical analysis of various parts of the NT, the value such studies bring for understanding what is being proclaimed and defended in the NT, and how Christ is presented in ways that would be considered persuasive in antiquity. - from the introduction

Landmark Essays on Contemporary Rhetoric

The essays in this volume constitute a portion of the research program being carried out by the International Society for Phenomenology and the Human Sciences. Established as an affiliate society of the World Institute for Advanced Phenomenological Research and Learning in 1976, in Arezzo, Italy, by the president of the Institute, Dr Anna-Teresa Tymieniecka, this particular society is devoted to an exploration of the relevance of phenomenological methods and insights for an understanding of the origins and goals of the specialised human sciences. The essays printed in the first part of the book were originally presented at the Second Congress of this society held at Purdue University, West Lafayette, Indiana, 12-14 July 1979. The second part of the volume consists of selected essays from the third convention (the Eleventh International Congress of Phenomenology of the World Phenomenology Institute) held in Cambridge, Massachusetts in 1981. With the third part of this book we pass into the "Human Rights" issue as treated by the World Phenomenology Institute at the Interamerican Philosophy Congress held in Tallahassee, Florida, also in 1981. The volume opens with a monograph by Anna-Teresa Tymieniecka on the foundations of ethics in the moral practice within the life-world and the social world shown as clearly distinct. The main ideas of this work had been presented by Tymieniecka as lead lectures to the three conferences giving them a tight research-project consistency.

Rhetoric: A Very Short Introduction

What is "digital rhetoric"? This book aims to answer that question by looking at a number of interrelated histories, as well as evaluating a wide range of methods and practices from fields in the humanities, social sciences, and information sciences to

determine what might constitute the work and the world of digital rhetoric. The advent of digital and networked communication technologies prompts renewed interest in basic questions such as What counts as a text? and Can traditional rhetoric operate in digital spheres or will it need to be revised? Or will we need to invent new rhetorical practices altogether? Through examples and consideration of digital rhetoric theories, methods for both researching and making in digital rhetoric fields, and examples of digital rhetoric pedagogy, scholarship, and public performance, this book delivers a broad overview of digital rhetoric. In addition, Douglas Eyman provides historical context by investigating the histories and boundaries that arise from mapping this emerging field and by focusing on the theories that have been taken up and revised by digital rhetoric scholars and practitioners. Both traditional and new methods are examined for the tools they provide that can be used to both study digital rhetoric and to potentially make new forms that draw on digital rhetoric for their persuasive power.

Preaching the New Testament as Rhetoric

This comics-style collaboration between rhetoricians Elizabeth Losh and Jonathan Alexander and illustrator team Big Time Attic presents the content of the composition course in a form designed to draw students in. *Understanding Rhetoric: A Graphic Guide to Writing* covers what first-year college writers need to know — the writing process, critical analysis, argument, research, revision, and presentation — in a visual format that brings rhetorical concepts to life through examples ranging from Aristotle to YouTube.

Rhetoric and the Global Turn in Higher Education

Political discourse in contemporary China is intimately linked to the patriotic reverie of restoring China as a great civilisation, a dream of reformers since the beginning of the twentieth century. The concept and use of *suzhi* – a term that denotes the idea of cultivating a ‘quality’ citizenship – is central to this programme of rejuvenation, and is enjoying a revival. This book therefore offers an accessible and comprehensive analysis of *suzhi*, investigating the underlying cultural, philosophical and psychological foundations that propel the *suzhi* discourse. Using a new method to analyse Chinese governance – one that is both historical and discursive in approach – the book demonstrates how *suzhi* has been made into a political resource by the Chinese Communist Party-State, journeying from Confucianism to socialism. Ultimately, it asks the question: if we cannot rely on Western models of governance to explain how China is governed, what method of analysis can we use? Making use of over 200 Chinese-language primary sources, the book highlights the link between *suzhi* and similar discourses in post-Mao China, including those centring on notions of ‘civilisation’, ‘harmonious society’ and the ‘China dream’. As the first book to provide an in-depth study of *suzhi* and its relevance in Chinese society, *Civilising Citizens in Post-Mao China* will be useful for students and scholars of Chinese studies, Chinese politics and sociology.

Inviting Understanding

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 visibility and rhetoric, locates the study of visual rhetoric within the disciplinary framework of communication, and explores the role of the visual in the cultural space of the United States. Enhanced with these 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 become 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; Anne 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. Sloop; 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

Rhetorical Audience Studies and Reception of Rhetoric

A Book of Student Writing from Rhetoric and Composition People avoid writing because of the fear and anxiety they have about writing. Prior to attending Penn State and taking a Rhetoric and Composition class, I was one of those people. Depending on the style and the way the material is presented, you will find yourself creating essays, outlining speeches, etc., without giving it a second thought. After my very first English course at Penn State, I was over the fear and was able to not only pass the course with an A but was approached by my Effective Speech and Communications professor requesting my papers be used as samples in her upcoming courses. You will find essays in this book on subject matter that will motivate and improve the writers skills in the following areas: rhetorical analysis, position arguments, proposals,

understanding the rhetorical situation, and many more. Also included are a couple of speeches that I thoroughly enjoyed preparing.

Rhetorical Bodies

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.

Understanding Rhetoric

Since the rise of the "New Homiletic" a generation ago, it has been recognized that sermons not only say something to listeners, they also do something. A truly expository sermon will seek not merely to say what the biblical text said, but also to do what the biblical text did in the lives of its original audience. In *Preaching the New Testament as Rhetoric*, MacBride looks how at the discipline of rhetorical criticism can help preachers discern the function of a New Testament text in its original setting as a means of crafting a sermon that can function similarly in contemporary contexts. Focusing on the letters of Paul, he shows how understanding them in light of Greco-Roman speech conventions can suggest ways by which preachers can communicate not just the content of the letters, but also their function. In this way, the power of the text itself can be harnessed, leading to sermons that inform and, most importantly, transform.

Exercises in Rhetoric & English Composition

After shaking up writing classrooms at more than 550 colleges, universities, and high schools, *Understanding Rhetoric*, the comic-style guide to writing, has returned for a third edition! *Understanding Rhetoric* encourages deep engagement with core concepts of writing and rhetoric. With brand-new coverage of fake news, sourcing the source, podcasting as publishing, and support for common writing assignments, the new edition of the one and only composition comic covers what students need to know--and does so with fun and flair.

The Moral Rhetoric of American Presidents

This book examines the reception of rhetoric and the rhetoric of reception. By considering salient rhetorical traits of rhetorical utterances and texts seen in context, and relating this to different kinds of reception and/or audience use and negotiation, the authors explore the connections between rhetoric and reception. In our time, new media and new forms of communication make it harder to distinguish between speaker and audience. The active involvement of users and audiences is more important than ever before. This project is based on the premise that rhetorical research should reconsider the understanding, conceptualization and examination of the rhetorical audience. From mostly understanding audiences as theoretical constructions that are examined textually and speculatively, the contributors give more attention to empirical explorations of actual audiences and users. The book will provide readers with new knowledge on the workings of rhetoric as well as illustrative and guiding examples of new methods of rhetorical studies.

Digital Rhetoric

This book studies the role of rhetoric in the expansive movement for global higher education in U.S. colleges and universities. Drawing on an analysis of how discourses of security, economy, and ethics shape the rhetoric of global higher education, as well as that of its populist and nationalist critics, the author argues for an understanding of global higher education as a site of rhetorical conflict over visions of students as citizens. In doing so, the work advances the project of transnational rhetorical education, a theoretical and pedagogical project that can foster forms of rhetorical inquiry, performance, and ethics that equip students to pursue transnational forms of civic engagement, belonging, and resistance. This book will be of interest to scholars and students in the fields of rhetoric and composition studies, communication, and education, as well as to faculty and administrators working in global higher education or internationalization programs.

Civilising Citizens in Post-Mao China

Argues for a more theoretically-informed and cogent curricular space for rhetoric in the academy. In *The Realms of Rhetoric*, contributors from a wide range of disciplines explore the challenges and opportunities faced in building a curricular space in the academy for rhetoric. Although rhetoric education has its roots in ancient times, the modern era has seen it fragmented into composition and public speaking, obscuring concepts, theories, and skills. Petraglia and Bahri consider the prospects for rhetoric education outside of narrow disciplinary constraints and, together with leading scholars, examine opportunities that can propel and revitalize rhetoric education at the beginning of the millennium. "The teaching of rhetoric—of how to think together and talk together and read and write together—is the most important of all vocations, and this book is a step toward uniting those of us who, under whatever disciplinary label, see it that way." □ from the Foreword

by Wayne C. Booth "The great strength of this book is that Petraglia and Bahri were able to collect essays that all pursue a common goal—the articulation of a common, trans-disciplinary rhetoric education—without sacrificing coherence." — Bruce McComiskey, author of *Gorgias and the New Sophistic Rhetoric* "Unlike many books and articles that purport to address issues of the teaching of rhetoric or rhetorical skills, this collection manages to keep its focus on pedagogy and curriculum in a way that illuminates both the problems facing rhetoric education today and the prospects for revitalizing it in the near future." — Robert Yagelski, coeditor of *The Relevance of English: Teaching that Matters in Students' Lives* Contributors include Deepika Bahri, Anne Beaufort, David Bleich, Wayne C. Booth, M. Lane Bruner, Michael Carter, Grant C. Cos, Ellen Cushman, Thomas J. Darwin, David Fleming, William D. Fusfield, Victoria Gallagher, Hildegard Hoeller, Walter Jost, Carolyn R. Miller, Thomas P. Miller, Rolf Norgaard, Joseph Petraglia, and John T. Scencers-Zapico.

Understanding 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, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

Foundations of Morality, Human Rights, and the Human Sciences

This work brings together the pivotal, scholarly essays responsible for the present resurgence in rhetorical studies. Assembled by 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 gender. Together with a lucid introductory essay, these studies help to integrate the still-volatile questions at the core of humanities scholarship in rhetoric. The introductory student as well as the seasoned scholar will gain familiarity and footing in this oldest--and still new--liberal art.

Understanding Rhetoric

Politics and Rhetoric

This book analyzes the rhetoric of speeches by major British or American politicians and shows how metaphor is used systematically to create political myths of monsters, villains and heroes. Metaphors are shown to interact with other figures of speech to communicate subliminal meanings by drawing on the unconscious emotional association of words.

Exercises in Rhetoric and English Composition

The Art Of Rhetoric

Rhetoric is the art of speech and persuasion, the study of argument and, in Classical times, an essential component in the education of the citizen. For rhetoricians, politics is a skill to be performed and not merely observed. Yet in modern democracies we often suspect political speech of malign intent and remain uncertain how properly to interpret and evaluate it. Public arguments are easily dismissed as 'mere rhetoric' rather than engaged critically, with citizens encouraged to be passive consumers of a media spectacle rather than active participants in a political dialogue. This volume provides a clear and instructive introduction to the skills of the rhetorical arts. It surveys critically the place of rhetoric in contemporary public life and assesses its virtues as a tool of political theory. Questions about power and identity in the practices of political communication remain central to the rhetorical tradition: how do we know that we are not being manipulated by those who seek to persuade us? Only a grasp of the techniques of rhetoric and an understanding of how they manifest themselves in contemporary politics, argues the author, can guide us in answering these perennial questions. Politics and Rhetoric draws together in a comprehensive and highly accessible way relevant ideas from discourse analysis, classical rhetoric updated to a modern setting, relevant issues in contemporary political theory, and numerous carefully chosen examples and issues from current politics. It will be essential reading for all students of politics and political communications.

The Realms of Rhetoric

Winner of the 2018 CCCC Technical and Scientific Communication Award in the category of Best Book in Technical or Scientific Communication Responding to the effects of human mobility and crises such as depleting oil supplies, Ehren Helmut Pflugfelder turns specifically to automobility, a term used to describe the kinds of mobility afforded by autonomous, automobile-based movement technologies and their ramifications. Thus far, few studies in technical communication have explored the development of mobility technologies, the immense power that highly structured, environmentally significant systems have in the world, or the human-machine interactions that take place in such activities. Applying kinaesthetic rhetoric, a rhetoric that is sensitive to and developed from the mobile, material context of these technologies, Pflugfelder

looks at transportation projects such as electric taxi cabs from the turn of the century to modern day, open-source vehicle projects, and a large case study of an autonomous, electric pod car network that ultimately failed. Kinaesthetic rhetoric illuminates how mobility technologies have always been persuasive wherever and whenever linguistic symbol systems and material interactions enroll us, often unconsciously, into regimes of movement and ways of experiencing the world. As Pflugfelder shows, mobility technologies involve networks of sustained arguments that are as durable as the bonds between the actors in their networks.

Topic-Driven Environmental Rhetoric

Examines rhetorical practices in cultures and time periods that have received little attention to date.

Understanding African American Rhetoric

Understanding Rhetoric: A Guide to Critical Reading and Argumentation is a composition textbook that outlines three essential skills – rhetoric, argument, and source-based writing – geared towards newcomers and advanced students alike. Though comprehensive in its coverage, the book's focus is a simple one: how to move beyond a "gut reaction" while reading to an articulation of what is effective and what is not, while explicitly answering the most important question of "Why?" This text gets at this central concern in two fundamental ways. First, the text teaches composition as a cumulative process, coaching you how to question, challenge, and expand on not just the readings you hold in your hands, but also how to interrogate the internal processes of writing and thinking. The book's blend of composition methods detail the cross-point of product and process to turn reading and writing from a matter of coming up with answers to questions to learning what type of questions need to be asked in the first place. The "right" questions, the text argues, are fundamentally rhetorical in nature. Second, the content of the practice-based chapters is framed into a larger mesh of intellectual history to show how the writing and thinking you are doing today is continuous with a long history of writing instruction that goes back to the ancient world. This book provides equal representation from classical and contemporary theory with the recognition that theory cannot be fully grasped without practice, and practice cannot be fully understood without its theoretical antecedent. After all, you can't write "outside the box" until you know where the box is and what it looks like.

The Routledge Handbook of Digital Writing and Rhetoric

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

Communicating Mobility and Technology

What significance does the physical, material body still have in a world of virtual reality and genetic cloning? How do technology and postmodern rhetoric influence our understanding of the body? And how can our discussion of the body affect the way we handle crises in public policy--the politics of race and ethnicity; issues of "family values" that revolve around sexual and gender identities; the choices revolving around reproduction and genome projects, and the spread of disease? Leading scholars in rhetoric and communication, as well as literary and cultural studies, address some of the most important topics currently being discussed in the human sciences. The essays collected here suggest the wide range of public arenas in which rhetoric is operative--from abortion clinics and the World Wide Web to the media's depiction of illiteracy and the Donner Party. These studies demonstrate how the discourse of AIDS prevention or Demi Moore's "beautiful pregnancy" call to mind the physical nature of being human and the ways in which language and other symbols reflect and create the physical world.

Rhetoric: A Very Short Introduction

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

New Testament Rhetoric

Common topics and commonplaces help develop arguments and shape understanding. When used in argumentation, they may help interested parties more effectively communicate valuable information. The purpose of this edited collection on topics of environmental rhetoric is to fill gaps in scholarship related to specific, targeted, topical communication tactics. The chapters in this collection address four overarching areas of common topics in technical communication and environmental rhetoric: framing, place, risk and uncertainty, and sustainability. In addressing these issues, this collection offers insights for students and scholars of rhetoric, as well as for environmental communication practitioners looking for a more nuanced understanding of how topic-driven rhetoric shapes attitudes, beliefs, and decision-making.

Visual Rhetoric

After shaking up writing classrooms at more than 550 colleges, universities, and high schools, Understanding Rhetoric, the comic-style guide to writing, has returned for a third edition! Understanding Rhetoric encourages deep engagement with

core concepts of writing and rhetoric. With brand-new coverage of fake news, sourcing the source, podcasting as publishing, and support for common writing assignments, the new edition of the one and only composition comic covers what students need to know--and does so with fun and flair.

Understanding Rhetoric

Agents of Integration

This book argues that we should regard walking and talking in a single rhythmic vision. In doing so, it contributes to the theory of prosody, our understanding of respiration and looking, and, in sum, to the particular links, across the board, between the human characteristics of bipedal walking and meaningful talk. The author first introduces the philosophical, neurological, anthropological, and aesthetic aspects of the subject in historical perspective, then focuses on rhetoric and introduces a tension between the small and large issues of rhythm. He thereupon turns his attention to the roles of breathing in poetry—as a life-and-death matter, with attention to beats and walking poems. This opens onto technical concepts from the classical traditions of rhetoric and philology. Turning to the relationship between prosody and motion, he considers both animals and human beings as both ostensibly able-bodied creatures and presumptively disabled ones. Finally, he looks at dancing and writing as aspects of walking and talking, with special attention to motion in Arabic and Chinese calligraphy. The final chapters of the book provide a series of interrelated representative case studies.

Exercises in Rhetoric and English Composition (advanced Course).

This book involves understanding the nature and function of language.

The Rhetorical Surface of Democracy

This handbook brings together scholars from around the globe who here contribute to our understanding of how digital rhetoric is changing the landscape of writing. Increasingly, all of us must navigate networks of information, compose not just with computers but an array of mobile devices, increase our technological literacy, and understand the changing dynamics of authoring, writing, reading, and publishing in a world of rich and complex texts. Given such changes, and given the diverse ways in which younger generations of college students are writing, communicating, and designing texts in multimediated, electronic environments, we need to consider how the very act of writing itself is undergoing potentially fundamental changes. These changes are being addressed increasingly by the emerging field of digital rhetoric, a field that

attempts to understand the rhetorical possibilities and affordances of writing, broadly defined, in a wide array of digital environments. Of interest to both researchers and students, this volume provides insights about the fields of rhetoric, writing, composition, digital media, literature, and multimodal studies.

Understanding African American Rhetoric

After shaking up writing classrooms at more than 450 colleges and universities, Understanding Rhetoric, the comic-style guide to writing that instructors have told us gets "nothing but positive responses from students," has returned for a second edition! Combining the composition know-how of Liz Losh and Jonathan Alexander with the comic-art credibility of Kevin Cannon (Far Arden, Crater XV) and Zander Cannon (Heck, Kaijumax), Understanding Rhetoric encourages deep engagement with core concepts of writing and rhetoric, as teachers and students alike have told us. With a new chapter on collaboration, unique coverage of writerly identity, and extensive discussions of rhetoric, reading, argument, research, revision, and presenting work to audiences, the one and only composition comic covers what students need to know--and does so with fun and flair. A new "Walk the Talk" feature in each chapter helps students see how to put concepts to use in their own reading and writing. And the detailed instructor's manual will help both novice and experienced instructors plan a course around Understanding Rhetoric.

Understanding Rhetoric

Rhetoric is often seen as a synonym for shallow, deceptive language, and therefore as something negative. But if we view rhetoric in more neutral terms, as the 'art of persuasion', it is clear that we are all forced to engage with it at some level, if only because we are constantly exposed to the rhetoric of others. In this Very Short Introduction, Richard Toye explores the purpose of rhetoric. Rather than presenting a defence of it, he considers it as the foundation-stone of civil society, and an essential part of any democratic process. Using wide-ranging examples from Ancient Greece, medieval Islamic preaching, and modern cinema, Toye considers why we should all have an appreciation of the art of rhetoric. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Politicians and Rhetoric

The question of how students transfer knowledge is an important one, as it addresses the larger issue of the educational experience. In Agents of Integration: Understanding Transfer as a Rhetorical Act, Rebecca S. Nowacek explores, through a

series of case studies, the issue of transfer by asking what in an educational setting engages students to become “agents of integration”— individuals actively working to perceive, as well as to convey effectively to others, the connections they make. While many studies of transfer are longitudinal, with data collected over several years, Nowacek’s is synchronous, a rich cross-section of the writing and classroom discussions produced by a team-taught learning community—three professors and eighteen students enrolled in a one-semester general education interdisciplinary humanities seminar that consisted of three linked courses in history, literature, and religious studies. With extensive field notes, carefully selected student and teacher self-reports in the form of interviews and focus groups, and thorough examinations of recorded classroom discussions, student papers with professor comments, and student notebooks, Nowacek presents a nuanced and engaging analysis that outlines how transfer is not simply a cognitive act but a rhetorical one that involves both seeing connections and presenting them to the instructors who are institutionally positioned to recognize and value them. Considering the challenges facing instructors teaching for transfer and the transfer of writing-related knowledge, Nowacek develops and outlines a new theoretical framework and methodological model of transfer and illustrates the practical implications through case studies and other classroom examples. She proposes transfer is best understood as an act of recontextualization, and she builds on this premise throughout the book by drawing from previous work in cognitive psychology, activity theory, and rhetorical genre theory, as well as her own analyses of student work. This focused examination complements existing longitudinal studies and will help readers better understand not only the opportunities and challenges confronting students as they work to become agents of integration but also the challenges facing instructors as they seek to support that student work.

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