

# The Essential To Rhetoric

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and Rhetoric for Secondary SchoolsA Speaker's Guidebook with The Essential Guide to  
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Jocelyn Siler William M. Keith Dan O'Hair William M. Keith Gerard A. Hauser Abraham  
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Joseph Petraglia Roy Wood Sellars

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*Petraglia Roy Wood Sellars*

the essential rhetoric offers readers a brief yet comprehensive guide to writing unlike brief style guides and error correction manuals this text focuses on rhetorical concepts and presents writing as a process with discernible steps it is the first book of its kind to bring both current research on writing and contemporary ideas about writing to a general audience in addition the essential rhetoric pares the writing process down to its essentials and focuses on problem solving throughout

gaining an understanding of rhetorical theory and its practical applications is a critical component to effective and competent communication the essential guide to rhetoric provides an accessible and balanced overview of the core historical and contemporary theories it uses concrete relevant examples and jargon free language to bring these concepts to life the guide helps students move from concept to action with discussions of invention the traditions of trope argument and speech among others this handy guide is an excellent addition to the public speaking class extending and deepening crucial concepts and an indispensable supplement to the rhetorical theory class

a speaker's guidebook with the essential guide to rhetoric is the best resource for public speaking in the classroom on the job and in the community praised for connecting with students who use it and keep it year after year this tabbed comb bound text covers all the topics typically taught in the introductory course and is the easiest to use public speaking text available in every edition including this one hundreds of instructors have helped with the book focus on overcoming the fundamental challenges of the public speaking classroom

as both professors and scholars christian lundberg and william keith believe that an understanding of rhetorical theory and its practical applications is a critical component of effective and competent communication most importantly the authors are convinced that an understanding of rhetoric and of how persuasive strategies can advance or detract from public life is crucial for the future of our democracy

in this highly accessible new edition hauser systematically provides a humanistic account of what transpires when people communicate for some purpose his masterful blend of classical and contemporary thinking about the use of language and the value of symbolic inducements for social cooperation illuminates fundamental rhetorical precepts

and their implications for shaping human realities the new chapter on publics theory complements the four chapters that introduce the broad themes and issues essential for a rhetorical approach to communication the new chapter on narrative theory bridges the four chapters devoted to the content of rhetoric and the concluding chapters that emphasize symbolic processes by which humans induce social cooperation and constitute social reality throughout the text hauser skillfully underscores the power of language to present a particular reality he explores the fundamental relationship between public discourse and judgment helping students understand the core of rhetorics civic function through relevant current examples he illustrates how knowledge and power shape our social and political practices and how both are formed through discourse

a speaker s guidebook with the essential guide to rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory from the classical to the contemporary and its practical applications

a speaker s guidebook is the most successful public speaking book in over a decade and the best resource for students both in and outside the classroom praised for connecting with students and addressing their most pressing needs it is the easiest to use public speaking text available and the text that students keep this tabbed comb bound text covers all topics taught in the introduction to public speaking course in addition a speaker s guidebook offers coverage that s useful for a lifetime of public speaking with unparalleled treatment of speaking in other courses and on the job now for instructors who teach with a focus on rhetoric and persuasion we are proud to offer an additional version of the text a speaker s guidebook with the essential guide to rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory from the classical to the contemporary and its practical applications

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

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

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

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