

Logic And Contemporary Rhetoric

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Essays on Classical Rhetoric and Modern Discourse
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a theory of contemporary rhetoric describes explains and argues the overarching theory of contemporary rhetoric this current view of rhetoric brings together themes in the communication arts including political literary criticism bi and multi lingualism multimodality framing as an artistic and sociological device for composition and interpretation literacy in the digital

age and the division between fiction and non fiction in language literature studies chapters explore the implications of rhetoric for particular aspects of the field discussions throughout the book provide illustrations that ground the material in practice as an overarching theory in the communication arts rhetoric is elegant as a theoretical solution and simple as a practical one it asks such questions as who is speaking writing composing to whom why what is being conveyed and how is it being conveyed acknowledging the dearth of recent works addressing the theory of rhetoric this book aims to fill the existing theoretical gap and at the same time move the field of language literature studies forward into new territory it provides the keynote theoretical guide for a generation of teachers teacher educators and researchers in the fields of english as a subject english as a second foreign or additional language and language study in general

in the years since its publication in 1983 the present state of scholarship in historical and contemporary rhetoric has become a classic in its field proving to be an invaluable resource for students of rhetoric and composition as well as for scholars in english speech and philosophy this revised and updated edition defines the field of rhetoric as no other volume has publishers website

this textbook introduces students to logic and contemporary rhetoric particularly as applied to problems encountered in everyday life as well as social and political issues using examples drawn from sources such as television newspapers advertisements and political speeches kahane u of maryland and cavender college of marin encourage students to think critically about issues such as abortion diets drugs and astrology a sampling of topics includes deduction and induction fallacious reasoning the manipulation of language evaluating and writing cogent essays and sources of information c book news inc

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this indispensable text brings together important essays on the themes issues and controversies that have shaped the development of rhetorical theory since the late 1960s an extensive introduction and epilogue by the editors thoughtfully examine the current state of the field and its future directions focusing in particular on how theorists are negotiating the tensions between modernist and postmodernist considerations each of the

volume's eight main sections comprises a brief explanatory introduction four to six essays selected for their enduring significance and suggestions for further reading topics addressed include problems of defining rhetoric the relationship between rhetoric and epistemology the rhetorical situation reason and public morality the nature of the audience the role of discourse in social change rhetoric in the mass media and challenges to rhetorical theory from the margins an extensive subject index facilitates comparison of key concepts and principles across all of the essays featured

eighteen essays by leading scholars in english speech communication education and philosophy explore the vitality of the classical rhetorical tradition and its influence on both contemporary discourse studies and the teaching of writing some of the essays investigate the rhetorical and historical issues others show the bearing of classical rhetoric on contemporary problems in composition thus blending theory and practice common to the varied approaches and view points expressed in this volume is one central theme the 20th century revival of rhetoric entails a recovery of the classical tradition with its marriage of a rich and fully articulated theory with an equally efficacious practice a preface demonstrates the contribution of edward p j corbett to the 20th century revival and a last chapter includes a bibliography of his works

barbara johnson investigates the significant and illuminating ways in which both literature and criticism are critically different from what they purport to be her subtle and provocative studies of balzac mallarme baudelaire apollinaire melville poe bathes lacan austin and derrida take a refreshing new approach to the fundamental questions of meaning interpretation and the relationship between literature and criticism in each of seven essays a clear precise and detailed reading of the rhetoric of one of more literary or critical works reveals the text's fundamental discrepancies ambiguities and contradictions if rhetoric is seen as language's capacity to differ from literal statement and if to differ can also mean to disagree then the reading of the rhetoric of literature and theory here is an attempt to capture the logic of a text's own disagreement with itself

this book covers criticism of the persuasion that surrounds us in daily life speeches at political conventions editorials in newspapers essays in magazines of opinion debates in congress state legislatures and political campaigns and all of the efforts by which protesters and reformers justify their views the authors focus attention on responding intelligently to this rhetoric they view rhetorical criticism not as a matter of being critical or of attacking rhetoric but rather as the process of analysis interpretation and evaluation of persuasive uses of language

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

the evolutionary nature of what is called the new rhetorics both sustains and hinders rhetoric as a discipline this original collection aims to locate and extend the various perceptions of the new rhetorics in order to fully apply their richness and utility to composition studies and related disciplines the contributors have provided a wide ranging overview of contemporary rhetoric including perceptions of rhetoric as they pertain to argument metaphor ethics philosophy science technology linguistics gender cognitive studies culture and literary theory

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