

Rhetorical Criticism Exploration And Practice

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Modern Rhetorical Criticism

Roderick P Hart 2015-09-25 A comprehensive and up-to-date introduction to the analysis of public rhetoric, *Modern Rhetorical Criticism* teaches readers how to examine and interpret rhetorical situations, ideas, arguments, structure, and style. The text covers a wide range of critical techniques, from cultural and dramatic analysis to feminist and Marxist approaches. A wealth of original criticism demonstrates how to analyze such diverse forms as junk mail, congressional debates, and traffic regulations, as well as literature. This long-awaited revision contains new coverage of mass media, feminist criticism, and European criticism.

Rhetorical Criticism Sonja K. Foss 2017-07 Over multiple editions, this transformative text has taught the lively art of rhetorical criticism to thousands of students at more than 300 colleges and universities. Insights from classroom use enrich each new edition. With an unparalleled talent for distilling sophisticated rhetorical concepts and processes, Sonja Foss highlights ten methods of doing rhetorical criticism; the systematic investigation and explanation of symbolic acts and artifacts. Each chapter focuses on one method, its foundational theories, and the steps necessary to perform an analysis using that method. Foss provides instructions on how to write coherent, well-argued reports of analytical findings, which are then illustrated by sample essays. A chapter on feminist criticism features the disruption of conventional ideologies and practices. Storytelling in the

digital world is a timely addition to the chapter on narrative criticism. Student essays now include analyses of the same artifact using multiple methods. A deep understanding of rhetorical criticism equips readers to become engaged and active participants in shaping the nature of the worlds in which we live.

Towards Gender Equity in Development Siwan Anderson 2018 As a result of widespread mistreatment and overt discrimination, women in the developing world often lack autonomy. This book explores key sources of female empowerment and discusses the current challenges and opportunities for the future.

Contemporary Perspectives on Rhetoric Sonja K. Foss 2014-04-04 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.

Rhetoric in Popular Culture Barry Brummett 2017-09-20 Rhetoric in Popular Culture, Fifth Edition, shows readers how to apply growing and cutting-edge methods of critical studies to a full spectrum of contemporary issues seen in daily life. Exploring a wide range of mass media including current movies, magazines, advertisements, social networking sites, music videos, and television shows, Barry Brummett uses critical analysis to apply key rhetorical concepts to a variety of exciting examples drawn from popular culture. Readers are guided from theory to practice in an easy-to-understand manner, providing them with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition. Ideal for courses in rhetorical criticism, the highly anticipated Fifth Edition includes new critical essays and case studies that demonstrate for readers how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

Rhetorical Criticism Sonja K. Foss 2004

The Routledge Reader in Rhetorical Criticism Brian L. Ott 2012-10-18 Bringing together 50 key readings on rhetorical criticism in a single accessible format, The Rhetorical Criticism Reader furnishes instructors with an ideal resource for

teaching and practicing the art of rhetorical criticism. Unlike existing readers and textbooks, which rely on cookie-cutter approaches to rhetorical criticism, *The Rhetorical Criticism Reader* organizes the field conceptually, allowing teachers and students to grapple with the enduring issues and debates surrounding criticism over the past 50 years. The readings are organized into four sections, each representing key conceptual issues and debates in rhetorical criticism: critic/purpose, object/method, theory/practice, and audience/consequentiality. Each section is preceded by an introductory essay that puts the readings into context. For added flexibility, an alternative table of contents is also included for instructors and students to customize their teaching and reading. Intended for upper-division undergraduate and graduate courses in rhetorical criticism, *The Rhetorical Criticism Reader* uniquely lends itself to thoughtful discussion of the role of the critic in the critical process. It assists readers not only in learning the tools of criticism, but also in reflecting on the values that underlie the critical endeavor.

King's Dream Eric J. Sundquist 2009-01-06 "Sundquist's careful, thoughtful study unearths new and fascinating evidence of the rhetorical traditions in King's speech."—Drew D. Hansen, author of *The Dream: Martin Luther King, Jr., and the Speech That Inspired a Nation* "I have a dream"—no words are more widely recognized, or more often repeated, than those called out from the steps of the

Lincoln Memorial by Martin Luther King, Jr., in 1963. King's speech, elegantly structured and commanding in tone, has become shorthand not only for his own life but for the entire civil rights movement. In this new exploration of the "I Have a Dream" speech, Eric J. Sundquist places it in the history of American debates about racial justice—debates as old as the nation itself—and demonstrates how the speech, an exultant blend of grand poetry and powerful elocution, perfectly expressed the story of African American freedom. This book is the first to set King's speech within the cultural and rhetorical traditions on which the civil rights leader drew in crafting his oratory, as well as its essential historical contexts, from the early days of the republic through present-day Supreme Court rulings. At a time when the meaning of the speech has been obscured by its appropriation for every conceivable cause, Sundquist clarifies the transformative power of King's "Second Emancipation Proclamation" and its continuing relevance for contemporary arguments about equality. "The ['I Have a Dream'] speech and all that surrounds it—background and consequences—are brought magnificently to life . . . In this book he gives us drama and emotion, a powerful sense of history combined with illuminating scholarship."—The New York Times Book Review (Editor's Choice)

Rhetorical Criticism Sonja K. Foss 2017-07-18 Over multiple editions, this

transformative text has taught the lively art of rhetorical criticism to thousands of students at more than 300 colleges and universities. Insights from classroom use enrich each new edition. With an unparalleled talent for distilling sophisticated rhetorical concepts and processes, Sonja Foss highlights ten methods of doing rhetorical criticism—the systematic investigation and explanation of symbolic acts and artifacts. Each chapter focuses on one method, its foundational theories, and the steps necessary to perform an analysis using that method. Foss provides instructions on how to write coherent, well-argued reports of analytical findings, which are then illustrated by sample essays. A chapter on feminist criticism features the disruption of conventional ideologies and practices. Storytelling in the digital world is a timely addition to the chapter on narrative criticism. Student essays now include analyses of the same artifact using multiple methods. A deep understanding of rhetorical criticism equips readers to become engaged and active participants in shaping the nature of the worlds in which we live.

The SAGE Handbook of Rhetorical Studies Andrea A. Lunsford 2009 The SAGE Handbook of Rhetorical Studies surveys the latest advances in rhetorical scholarship, synthesizing theories and practices across major areas of study in the field and pointing the way for future studies. Edited by Andrea A. Lunsford and Associate Editors Kirt H. Wilson and Rosa A. Eberly, the Handbook aims to

introduce a new generation of students to rhetorical study and provide a deeply informed and ready resource for scholars currently working in the field.

The American Jeremiad Sacvan Bercovitch 2012-04-19 When Sacvan Bercovitch's *The American Jeremiad* first appeared in 1978, it was hailed as a landmark study of dissent and cultural formation in America, from the Puritans' writings through the major literary works of the antebellum era. For this long-awaited anniversary edition, Bercovitch has written a deeply thoughtful and challenging new preface that reflects on his classic study of the role of the political sermon, or jeremiad, in America from a contemporary perspective, while assessing developments in the field of American studies and the culture at large.

Rhetorical Theory Timothy Borchers 2018-03-30 From the moment we begin to understand the meanings of words and symbols, we have used rhetoric. It is how we determine perceptions of who we are, those around us, and the social structure in which we operate. *Rhetorical Theory, Second Edition* introduces a broad selection of classical and contemporary theoretical approaches to understanding and using rhetoric. Historical context reveals why rhetorical theories were created, while present-day examples demonstrate how they relate to the world in which we live. Borchers and Hundley present conceptual topics in a succinct and approachable manner. The text is organized topically rather than chronologically,

so similarities and differences are easily detected in central ideas. Each chapter is enhanced by the inclusion of theorist biographies, applications of theory to practice, and Internet exercises. The Second Edition expands coverage on mediated rhetoric, feminist rhetoric, alternative rhetorical theories including Afrocentricity and intersectionality, cultural and critical rhetoric, and postmodern implications of rhetoric.

The SAGE Encyclopedia of Communication Research Methods Mike Allen 2017-04-11 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.

Writer/Designer Cheryl E. Ball 2018-01-05 Grounded in multimodal theory and supported by practice in the classroom, *Writer/Designer* streamlines the process of composing multimodally by helping students make decisions about content across a range of modes, genres, and media from words to images to movement. Students learn by doing as they write for authentic audiences and purposes. The second edition of *Writer/Designer* is reimagined to clarify the multimodal process and give students the tools they need to make conscious rhetorical choices in new modes and media. Key concepts in design, rhetoric, and multimodality are illustrated with vivid, timely examples, and new Touchpoint activities for each section give students opportunities to put new skills into practice. Based on feedback from instructors and administrators who incorporate multimodality into their classroom--or want to--this brief, accessible text is designed to be flexible, supporting core writing assignments and aligning with course goals in introductory composition or any course where multimodality matters.

Rhetorical Criticism Jim A. Kuypers 2016-04-21 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.

Analysing Political Discourse Paul Chilton 2004-08-02 This is an essential read for anyone interested in the way language is used in the world of politics. Based on Aristotle's premise that we are all political animals, able to use language to pursue our own ends, the book uses the theoretical framework of linguistics to explore the ways in which we think and behave politically. Contemporary and high profile case studies of politicians and other speakers are used, including an examination of the dangerous influence of a politician's words on the defendants in the Stephen Lawrence murder trial. International in its perspective, *Analysing Political Discourse* also considers the changing landscape of political language post-September 11, including the increasing use of religious imagery in the political discourse of, amongst others, George Bush. Written in a lively and engaging style,

this book provides an essential introduction to political discourse analysis.

The Rhetorical Tradition Patricia Bizzell 2020-03-27

Sourcebook on Rhetoric James Jasinski 2001-07-19 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.

Show Sold Separately Jonathan Gray 2010-01-01 It is virtually impossible to watch a movie or TV show without preconceived notions because of the hype that precedes them, while a host of media extensions guarantees them a life long past their air dates. An onslaught of information from print media, trailers, internet discussion, merchandising, podcasts, and guerilla marketing, we generally know something about upcoming movies and TV shows well before they are even

released or aired. The extras, or “paratexts,” that surround viewing experiences are far from peripheral, shaping our understanding of them and informing our decisions about what to watch or not watch and even how to watch before we even sit down for a show. *Show Sold Separately* gives critical attention to this ubiquitous but often overlooked phenomenon, examining paratexts like DVD bonus materials for *The Lord of the Rings*, spoilers for *Lost*, the opening credits of *The Simpsons*, *Star Wars* action figures, press reviews for *Friday Night Lights*, the framing of *Batman Begins*, the videogame of *The Thing*, and the trailers for *The Sweet Hereafter*. Plucking these extra materials from the wings and giving them the spotlight they deserve, Jonathan Gray examines the world of film and television that exists before and after the show.

Readings in Contemporary Rhetoric Karen A. Foss 2002

Case Studies in Organizational Communication: Ethical Perspectives and Practices Steve Kent May 2012-01-20 The Second Edition of *Case Studies in Organizational Communication: Ethical Perspectives and Practices*, by Dr. Steve May, integrates ethical theory and practice to help strengthen readers' awareness, judgment, and action in organizations by exploring ethical dilemmas in a diverse range of well-known business cases.

New Testament Rhetoric Ben Witherington 2009-01-01 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

Destination Dissertation Sonja K. Foss 2015-10-23 Your dissertation is not a hurdle to jump or a battle to fight; as this handbook makes clear, your dissertation is the first of many destinations on the path of your professional career. Destination Dissertation guides you to the successful completion of your dissertation by

framing the process as a stimulating and exciting trip—one that can be completed in fewer than nine months and by following twenty-nine specific steps. Sonja Foss and William Waters—your guides on this trip—explain concrete and efficient processes for completing the parts of the dissertation that tend to cause the most delays: conceptualizing a topic, developing a pre-proposal, writing a literature review, writing a proposal, collecting and analyzing data, and writing the last chapter. This guidebook is crafted for use by students in all disciplines and for both quantitative and qualitative dissertations, and incorporates a wealth of real-life examples from every step of the journey.

Making Sense of Messages Mark Stoner 2015-10-16 Using a developmental approach to the process of criticism, Making Sense of Messages serves as an introduction to rhetorical criticism for communication majors. The text employs models of criticism to offer pointed and reflective commentary on the thinking process used to apply theory to a message. This developmental/apprenticeship approach helps students understand the thinking process behind critical analysis and aids in critical writing.

The Routledge Handbook of Environment and Communication Anders Hansen 2015-03-05 This Handbook provides a comprehensive statement and reference point for theory, research and practice with regard to environment and

communication, and it does this from a perspective which is both international and multi-disciplinary in scope. Offering comprehensive critical reviews of the history and state of the art of research into the key dimensions of environmental communication, the chapters of this handbook together demonstrate the strengths of multi-disciplinary and cross-disciplinary approaches to understanding the centrality of communication to how the environment is constructed, and indeed contested, socially, politically and culturally. Organised in five thematic sections, The Routledge Handbook of Environment and Communication includes contributions from internationally recognised leaders in the field. The first section looks at the history and development of the discipline from a range of theoretical perspectives. Section two considers the sources, communicators and media professionals involved in producing environmental communication. Section three examines research on news, entertainment media and cultural representations of the environment. The fourth section looks at the social and political implications of environmental communication, with the final section discussing likely future trajectories for the field. The first reference Handbook to offer a state of the art comprehensive overview of the emerging field of environmental communication research, this authoritative text is a must for scholars of environmental communication across a range of disciplines, including environmental studies,

media and communication studies, cultural studies and related disciplines.

Rhetoric & Human Consciousness Craig R. Smith 2003 This text illustrates the evolving definitions of rhetoric from myth & display to persuasion & symbolic inducement. This history of rhetoric includes unique, in-depth investigations of Greco-Roman, medieval, Renaissance, modern, existential & postmodern thinking.

Inviting Understanding Sonja K. Foss 2020 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

Rhetorical Criticism Theodore F. Sheckels 2018-12-07 Rhetorical Criticism: Empowering the Exploration of "Texts" encourages students to analyze texts of various sorts--speeches, advertisements, memory sites, and more--to gain a clear understanding of what the text has to say and how it persuades or otherwise affects its audience. The book clearly and succinctly helps students build the skills required to easily and effectively practice rhetorical criticism. The book begins with a chapter th

Roman Eloquence William J. Dominik 2003-09-02 The present volume is part of a

general renaissance in the study of rhetoric and bears testimony to a discipline undergoing rapid and exciting change. It draws together established and newer scholars in the field to produce a probing and innovative analysis of the role played by rhetoric in Roman culture. Utilizing a variety of critical approaches and methodologies, these scholars examine not only the role of rhetoric in Roman society but also the relationship between rhetoric and Rome's major literary genres. In addition to demonstrating rhetoric's critical significance for Roman culture, the studies reveal the important role played by rhetoric in the formation of the various genres of literature.

Anatomy of Criticism Northrop Frye 1957

Communicating Terror Joseph S. Tuman 2003-05-20 Communicating Terror: The Rhetorical Dimensions of Terrorism argues that the meaning of terrorism is socially constructed and suggests a new definition of terrorism, chiefly as a process of communication between terrorists and multiple target audiences. This unique communication perspective shows how the rhetoric of terrorism is truly a war of words, symbols, and meanings.

Networked Media, Networked Rhetorics Damien Smith Pfister 2015-06-10 In Networked Media, Networked Rhetorics, Damien Pfister explores communicative practices in networked media environments, analyzing, in particular, how the

blogosphere has changed the conduct and coverage of public debate. Pfister shows how the late modern imaginary was susceptible to “deliberation traps” related to invention, emotion, and expertise, and how bloggers have played a role in helping contemporary public deliberation evade these traps. Three case studies at the heart of *Networked Media, Networked Rhetorics* show how new intermediaries, including bloggers, generate publicity, solidarity, and translation in the networked public sphere. Bloggers “flooding the zone” in the wake of Trent Lott’s controversial toast to Strom Thurmond in 2002 demonstrated their ability to invent and circulate novel arguments; the pre-2003 invasion reports from the “Baghdad blogger” illustrated how solidarity is built through affective connections; and the science blog RealClimate continues to serve as a rapid-response site for the translation of expert claims for public audiences. *Networked Media, Networked Rhetorics* concludes with a bold outline for rhetorical studies after the internet.

The Rhetoric of Social Intervention Susan K. Opt 2008-08-22 The first-ever thorough exploration and discussion of the rhetorical model of social invention [RSI] (initially conceived by rhetorical theorist William R. Brown) for today’s students and scholars.

The Misogynistic Backlash Against Women-Strong Films Dana Schowalter 2021-11-29 This book is an exploration of the political struggle for visibility engendered

by the growing number of women-centered popular films and a critical analysis of the intensifying misogynistic backlash that have accompanied such advances in the depiction of women on screen. The book draws from a variety of theoretical and methodological tools to provide critical cultural analysis and alternative readings of women-strong films and their important role in society. The authors engage with popular culture and the popular press, media studies, and rhetorical criticism examining new modes of communication while providing historical context to help make sense of these oppositional readings. The book includes case studies on Mad Max: Fury Road, Wonder Woman, Atomic Blonde, Star Wars, and Ghostbusters to analyze critical responses, men's-rights activist boycotting campaigns, online harassment, and the political economy that precede and accompany the creation and presentation of these films. This is an accessible and timely analysis of the rise of feminist-friendly and women-led films and the inevitable counterculture of misogyny. It is suitable for students and researchers in Media and Communication Studies, Gender and Media, and Cultural Studies.

Critical Thinking Jennifer Moon 2007-09-12 In this book, Jennifer Moon explores and clarifies critical thinking and provides practical guidance for improving student learning and supporting the teaching process. Key themes covered include: different views of and approaches to critical thinking with an emphasis on a

practical basis that can be translated into use in the classroom. links between learning, thinking and writing the place of critical thinking alongside other academic activities such as reflective learning and argument critical thinking and assessment, class environments, staff knowledge and development, writing tasks and oral tasks. Teachers in all disciplines in post-compulsory education will find this approach to defining and improving students' critical thinking skills invaluable. Inviting Transformation Sonja K. Foss 2019-01-03 The fourth edition of Inviting Transformation continues to offer an innovative approach to presentational speaking at a very reasonable price. The authors introduce readers to invitational rhetoric, teaching speakers to clarify ideas and to work to achieve understanding for all participants in an interaction. A primary goal of presentational speaking is to create an environment in which growth and change can occur for both the audience and the speaker. The text highlights four external conditions affecting transformational environments: safety, openness, freedom, and value (honoring the intrinsic worth of all individuals). To reflect respect for the diversity of the world, Sonja Foss and Karen Foss include options from many speaking traditions and practices to foster creativity. Discussions of all the processes of presenting—selecting a speaking goal, organizing ideas, elaborating on ideas, and delivering the presentation—emphasize inclusive speaking practices. Sample presentations

provide clear and contemporary examples of the best invitational speaking practices. The authors recognize readers as competent communicators and encourage them to think about and systematize their approaches to presentational speaking. The exceptionally accessible writing style is an aid to readers in thinking through strategies for meeting their interactional goals. Readers learn to design and deliver effective presentations for any speaking situation.

Storytelling in the Digital World Anna De Fina 2019-06-15 Storytelling in the Digital World explores new, emerging narrative practices as they are enacted on digital platforms such as Amazon, Facebook, Twitter, and YouTube. Contributors' online ethnographies investigate a wide range of themes including the nature of processes of transformation and recontextualization of offline events into digital narratives; the effects of digital anonymity and pseudonymity on narrative practices; the strategies through which virtual communities discursively work together to solidify and negotiate their sociocultural identities; the tensions between the affordances that characterize different online media and the communicative needs of users; the structures and modes in which virtual users construct and enact participatory practices in these environments; and the significance of different spatiotemporal dimensions in the encoding, sharing and appreciation of stories. More generally, the volume engages with some of the

theoretical and methodological challenges that the growing presence of digital technologies and media poses to narrative analysis. Originally published as special issue of *Narrative Inquiry* 27:2 (2017)

Introduction to Rhetorical Theory Gerard A. Hauser 2002-02-08 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 rhetoric's 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.

Contemporary Rhetorical Criticism Sarah Kornfield 2021-03

Political Rhetoric, Social Media, and American Presidential Campaigns Janet Johnson 2020-12-15 This book explores how social media influenced presidential campaign rhetoric. Janet Johnson discusses media use in American presidential campaigns as well as social media campaigns for Barack Obama, Mitt Romney, Hillary Clinton, and Donald Trump.