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The History of Rhetoric and the Rhetoric of History THE RHETORIC The History and Theory of Rhetoric The Effects of Rhetoric and the Rhetoric of Effects The Rhetoric of Interpretation and the Interpretation of Rhetoric Argumentation Theory and the Rhetoric of Assent Barack Obama and the Rhetoric of Hope The Rhetoric of the Right The Rhetoric of Reaction The Rhetoric of Reason The Rhetoric of Western Thought Health and the Rhetoric of Medicine The Rhetoric of Economics The Rhetoric of Expertise The Rhetoric of Intention in Human Affairs Simplifying Complexity Roman Rhetoric The Rhetoric of Eugenics in Anglo-American Thought The Promise of Reason Humanism and the Rhetoric of Toleration Rhetoric in Popular Culture The Rhetoric of Western Thought Conflict, Co-operation and the Rhetoric of Coalition Government Save Lives Or Save the Rhetoric? Vernacular Voices Clarendon and the Rhetoric of Historical Form The Rhetoric of Agitation and Control Culture, Rhetoric and the Vicissitudes of Life Rhetoric: A Very Short Introduction The Rhetoric of Political Leadership Emerson and the History of Rhetoric The Rhetoric of Cool Johann Peter Hebel and the Rhetoric of Orality The Rhetoric of Leviathan Theodore Roosevelt and the Rhetoric of Militant Decency Reinventing Rhetoric Scholarship Christianity and the Rhetoric of Empire Paradise Lost and the Rhetoric of Literary Forms The Rhetoric of Sincerity The Rhetoric of Science

The Rhetoric of Interpretation and the Interpretation of Rhetoric

1989

the themes of the essays in argumentation theory and the rhetoric of assent all coalesce around the general question when if ever is assent justified the question immediate triggers complex and multifaceted considerations of argument and ultimately power in parsing out the nature of assent the essays take diverse approaches aesthetic and symbolist rationalistic and formalistic field theory various conceptualizations of a public sphere etc together they offer an insightful exploration of an exciting new terrain argumentation studies

Argumentation Theory and the Rhetoric of Assent

2006-02-05

the historical and literary antecedents of the president's campaign rhetoric can be traced to the utopian traditions of the western world the rhetoric of hope is a form of political discourse characterized by a forward looking vision of social progress brought about by collective effort and adherence to shared values including discipline temperance a strong work ethic self reliance and service to the community by combining his own personal story as the biracial son of a white mother from kansas and a black father from kenya with national mythologies like the american dream obama creates a persona that embodies the moral values and cultural mythos of his implied audience in doing so he draws upon the classical world judeo christianity the european enlightenment the u s constitution and bill of rights the presidencies of jefferson lincoln and fdr slave narratives the black church the civil rights movement and even popular culture

Barack Obama and the Rhetoric of Hope

2013-07-16

this study seeks to demonstrate the subtle ways in which changes in the language associated with economic issues are reflective of a gradual but quantifiable conservative ideological shift in this rigorous analysis david george uses as his data a century of word usage within the new york times starting in 1900 it is not always obvious how the changes identified necessarily reflect a stronger prejudice toward laissez faire free market capitalism and so much of the book seeks to demonstrate the subtle ways in which the changing language indeed carries with it a political message this analysis is made through exploration of five major areas of focus economics rhetoric scholarship and the growing behavioral economics school of thought the discourse of government and taxation the changing meaning of competition and competitive changing attitudes toward labor and the celebration of growth relative to the decline in attention to economic justice and social equality

The Rhetoric of the Right

2013

with engaging wit and subtle irony albert hirschman maps the diffuse and treacherous world of reactionary rhetoric in which conservative public figures thinkers and polemicists have been arguing against progressive agendas and reforms for the past two hundred years hirschman draws his examples from three successive waves of reactive thought that arose in response to the liberal ideas of the french revolution and the declaration of the rights of man to democratization and the drive toward universal suffrage in the nineteenth century and to the welfare state in our own century in each case he identifies three principal arguments invariably used 1 the perversity thesis whereby any action to improve some feature of the political social or economic order is alleged to result in the exact opposite of what was intended 2 the futility thesis which predicts that attempts at social transformation will produce no effects whatever will simply be incapable of making a dent in the status quo 3 the jeopardy thesis holding that the cost of the proposed reform is unacceptable because it will endanger previous hard won accomplishments he illustrates these propositions by citing writers across the centuries

from alexis de tocqueville to george stigler herbert spencer to jay forrester edmund burke to charles murray finally in a lightning turnabout he shows that progressives are frequently apt to employ closely related rhetorical postures which are as biased as their reactionary counterparts for those who aspire to the genuine dialogue that characterizes a truly democratic society hirschman points out that both types of rhetoric function in effect as contraptions designed to make debate impossible in the process his book makes an original contribution to democratic thought the rhetoric of reaction is a delightful handbook for all discussions of public affairs the welfare state and the history of social economic and political thought whether conducted by ordinary citizens or academics

The Rhetoric of Reaction

1991-03-01

responding to skeptics within higher education and critics without james crosswhite argues powerfully that the core of a college education should be learning to write a reasoned argument a trained philosopher and director of a university wide composition program crosswhite challenges his readers teachers of writing and communication philosophers critical theorists and educational administrators to reestablish the traditional role of rhetoric in education to those who have lost faith in the abilities of people to reach reasoned mutual agreements and to others who have attacked the right or wrong model of formal logic this book offers the reminder that the rhetorical tradition has always viewed argumentation as a dialogue a response to changing situations an exchange of persuading listening and understanding crosswhite s aim is to give new purpose to writing instruction and to students writing to reinvest both with the deep ethical interests of the rhetorical tradition in laying out the elements of argumentation for example he shows that claiming questioning and giving reasons are not simple elements of formal logic but communicative acts with complicated ethical features students must learn not only how to construct an argument but the purposes responsibilities and consequences of engaging in one crosswhite supports his aims through a rhetorical reconstruction of reason offering new interpretations of plato and aristotle and of the concepts of reflection and dialogue from early modernity through hegel to gadamer and in his conclusion he ties these theoretical and historical underpinnings to current problems of higher education the definition of the liberal arts and especially the teaching of written communication

The Rhetoric of Reason

2012-11

this survey of western rhetorical thought begins with greek and roman rhetoric through british and continental theory to contemporary theory each section examines the major figures and the key concepts of the time modern topics new in the sixth edition include protest rhetoric and social movements women s role in rhetorical traditions african american rhetoric and japanese versus american rhetoric annotation copyrighted by book news inc portland or

The Rhetoric of Western Thought

1992

assessing rhetorical principles of contemporary health issues hypochondriacs are vulnerable to media hype anorexics are susceptible to public scrutiny and migraine sufferers are tainted with the history of the migraine personality maintains rhetorical theorist judy z segal all are influenced by the power of persuasion health and the rhetoric of medicine explores persistent health conditions that resist conventional medical solutions using a range of rhetorical principles segal analyzes how patients and their illnesses are formed within the physician patient relationship the intractable problem of a patient s rejection of a doctor s advice says segal can be considered a rhetorical failure a failure of persuasion examining the discourse of medicine through case studies applications and analyses segal illustrates how illnesses are described in ways that limit patients choices and satisfaction she also illuminates psychiatric conditions infectious diseases genetic testing and cosmetic surgeries through the lens of rhetorical theory health and the rhetoric of medicine bridges critical analysis for scholarly professional and lay audiences segal highlights the persuasive element in diagnosis health policy illness experience and illness narratives she also addresses questions of direct to consumer advertising of prescription drugs the role of health information in creating the worried well and problems of trust and expertise in physician patient relationships a useful resource for critical common sense in everyday life the text provides an effective examination of a society increasingly influenced by the rhetoric of

health and medicine

Health and the Rhetoric of Medicine

2008-06-30

a classic in its field this pathbreaking book humanized the scientific rhetoric of economics to reveal its literary soul economics needs to admit that it like other sciences works with metaphors and stories its most mathematical and statistical moments are properly dominated by comparison and narration that is to say human persuasion the book was mccloskey s opening move in the development of a humanomics and unification of the sciences and the humanities on the field of ordinary business life

The Rhetoric of Economics

1998-05-15

the rhetoric of expertise conceptualizes expertise as a function of persuasion specifically it explores four different contexts politics history medicine and information in which expertise is rhetorically constructed in a tension between two competing alternatives in this book e johanna hartelius provides a rhetorical theory and vocabulary for understanding expertise this enriches such perennial concerns in rhetorical studies as credibility artistic and inartistic means of persuasion the discursive nature of knowledge and the rhetoric of power and authority

The Rhetoric of Expertise

2011

the rhetoric of intention in human affairs is an insightful account of the rhetorical and psychological habits we exhibit when we must explain the reasons others act the assumption that we can know what motivates another person is fed by more hope than certainty and yet it is evidence of a very human impulse beginning with a clear template for defining various tiers of motives talk this innovative and accessible study moves through a series of chapters exploring the unique demands imposed by different circumstances these sections cut a wide swath of analysis across a diverse range of human actors including conspiracy theorists who find the designs of coordinated agents behind random events theater performers creating backstories for their characters journalists grasping to name the motives of newsmakers prosecutors who must establish another s intent in order to prove a criminal act and the devout who grapple with what divine intervention can mean in a cruel world readers will recognize themselves in these pages gaining an appreciation for the rhetorical analysis of human behavior

The Rhetoric of Intention in Human Affairs

2013-09-12

simplifying complexity explores how to eliminate ignorance which in the view of the author is the purpose of the sciences and technologies and their consequent developments more specifically the book deals with the plurality of the sciences and technologies it is about the way in which each of them develops around the prosthetics of printed languages and the models used as visual aids to help us create new modes of communication to understand and solve human problems consequently the task is to simplify the complexity that we find in different sciences both social and physical in his collection of essays george e yoos surveys a number of different models that have evolved from the innate biological forms of grammar logic and modes of orientation he investigates the evolution of socially constructed systems of numeracy and measurement that have evolved and developed in different languages for the use in scientific and technological communication he identifies methods derived from three distinct personal experiences the use of types of prosthetic mnemonic and attention controlling devices in order to yield simpler perspectives of complex states of affairs george e yoos

emeritus professor is a legend in the field of rhetoric founder and editor of the rhetoric society quarterly 1972 1985 author of reframing rhetoric 2007 politics and rhetoric 2009 and fellow of the rhetoric society of america

Simplifying Complexity

2015-01-01

greek and roman traditions dominate classical rhetoric conventional historical accounts characterize roman rhetoric as an appropriation and modification of greek rhetoric particularly the rhetoric that flourished in fifth and fourth centuries bce athens however the origins nature and endurance of this greco roman relationship have not been thoroughly explained roman rhetoric revolution and the greek influence reveals that while romans did benefit from athenian rhetoric their own rhetoric was also influenced by later greek and non hellenic cultures particularly the etruscan civilization that held hegemony over all of italy for hundreds of years before rome came to power

Roman Rhetoric

2008-10-17

ranging in subject from england s poor laws to the human genome project the rhetoric of eugenics in anglo american thought is one of the first books to look at the history and development of the eugenics movement in anglo american culture unlike other works that focus on the movement s historical aberrancies or the claims of its hardline proponents this study highlights the often unnoticed ways in which the language and ideas of eugenics have permeated democratic discourse marouf a hasian jr not only examines the attempts of philosophers scientists and politicians to balance the rights of the individual against the duties of the state but also shows how african americans catholics women and other communities dominant and marginalized have appropriated or confronted the rhetoric of eugenics hasian contends that eugenics is an ambiguous term that has allowed people to voice their concerns on a number of social issues a form of discourse that influences the way ordinary citizens make sense of their material and spiritual world while biological determinism and social necessity are discussed in the works of plato malthus and darwin among others with theories ranging from equality for all to natural superiority it is galton s observations on positive and negative eugenics that have been widely used to justify a variety of social and political projects including the sterilization and segregation of the unfit immigration restrictions marriage regulations substance abuse physical and mental testing and the establishment of health programs that sought to improve hygiene women african americans and other marginalized communities for instance have at times lost reproductive rights in the name of liberty opportunity or necessity eugenical arguments are more than a creation of pseudo science or misapplied genetical analysis hasian determines they are also rhetorical fragments representing the ideologies of multitudes of social actors who across time have reconfigured these ideas to legitimize many agendas

The Rhetoric of Eugenics in Anglo-American Thought

1996

no single work is more responsible for the heightened interest in argumentation and informal reasoning and their relation to ethics and jurisprudence in the late twentieth century than chaïm perelman and lucie olbrechts tyteca s monumental study of argumentation la nouvelle rhétorique traité de l argumentation published in 1958 and translated into english as the new rhetoric in 1969 this influential volume returned the study of reason to classical concepts of rhetoric in the promise of reason studies in the new rhetoric leading scholars of rhetoric barbara warnick jeanne fahnestock alan g gross ray d dearin and james crosswhite are joined by prominent and emerging european and american scholars from different disciplines to demonstrate the broad scope and continued relevance of the new rhetoric more than fifty years after its initial publication divided into four sections conceptual understandings of the new rhetoric extensions of the new rhetoric the ethical turn in perelman and the new rhetoric and uses of the new rhetoric this insightful volume covers a wide variety of topics it includes general assessments of the new rhetoric and its central concepts as well as applications of those concepts to innovative areas in which argumentation is being studied such as scientific reasoning visual media and literary texts additional essays compare perelman s ideas with those of other

significant thinkers like kenneth burke and richard mckeon explore his career as a philosopher and activist and shed new light on perelman and olbrechts tyteca s collaboration two contributions present new scholarship based on recent access to letters interviews and archival materials housed in the université libre de bruxelles among the volume s unique gifts is a personal memoir from perelman s daughter noémi perelman mattis published here for the first time the promise of reason expertly compiled and edited by john t gage is the first to investigate the pedagogical implications of perelman and olbrechts tyteca s groundbreaking work and will lead the way to the next generation of argumentation studies

The Promise of Reason

2011-11-11

remer offers the surprising conclusion that humanist thinking on toleration was actually founded on the classical tradition of rhetoric it was the rhetorician s commitment to decorum the ability to argue both sides of an issue and the search for an acceptable epistemological standard in probability and consensus that grounded humanist arguments for toleration

Humanism and the Rhetoric of Toleration

1996

an accessible introduction to contemporary rhetorical theory and its applications in everyday life cory brewster eastern oregon university rhetoric in popular culture fifth edition shows you 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 you are guided from theory to practice in an easy to understand manner providing you with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition the highly anticipated fifth edition includes new critical essays and case studies that demonstrate for you how the critical methods discussed can be used to study the hidden rhetoric of popular culture

Rhetoric in Popular Culture

2017-09-20

through a rhetorical analysis this book explores how the parties in a coalition government create a united public front while preserving their distinct identities after proposing an original framework based on the new rhetoric of kenneth burke the author charts the path from the inconclusive outcome of the 2010 uk general election and the formation of the conservative liberal democrat coalition to the dissolution of the partnership in the run up to may 2015 in doing so she sheds valuable light on the parties use of rhetoric to manage the competing dynamics of unity and distinctiveness in the areas of higher education constitutional reform the european union and foreign policy this unique and highly accessible analysis will be of interest to a wide audience including scholars and students of rhetoric british politics and coalition studies

The Rhetoric of Western Thought

2020-05-04

this book is about logic and evidence and its antithesis fallacies and powerful rhetoric this book provides a tool box of knowledge about decision making and evaluating public policy that citizens need to know in order to make informed decisions about policy proposals

Conflict, Co-operation and the Rhetoric of Coalition Government

2018-01-25

an introduction to a conceptual framework for understanding how rhetoric affects public opinion it maintains that the interaction between everyday and official discourse discloses how members of a complex society discover and clarify their shared interests and shape each other's opinions

Save Lives Or Save the Rhetoric?

2020-11-15

clarendon and the rhetoric of historical form is the first major evaluation from a literary point of view of the writings of edward hyde the first earl of clarendon and the most important english historiographer of the seventeenth century as an early reformer in the long parliament as an adviser to charles i and charles ii as the major architect of the restoration on the royalist side and as lord chancellor of england from 1660 to 1667 clarendon played a crucial role in determining the course of english history during and after the tumultuous years of the civil wars as a historian and a literary stylist he produced the history of the rebellion generally regarded as the greatest historical work written in england during the seventeenth century martine watson brownley evaluates clarendon's literary abilities and achievements focusing on his prose style narrative form and thematic structure on biographical influences on his writing and on his literary background and associations she also places clarendon in the context of the development of english literary historiography during the seventeenth century various political and literary changes for example the antiquarian movement the civil wars and alterations in english prose and narrative styles made the seventeenth century a particularly crucial era in the evolution of an english historiography that would lead to historical works which were also classics of literature brownley demonstrates that through his experiments in style and structure in the history of the rebellion and particularly through the imaginative overview which he evolved for and in his work clarendon made the most significant advances in english literary historiography before the late eighteenth century triumvirate of gibbon robertson and hume clarendon and the rhetoric of historical form will be valuable to scholars interested in historiography prose and narrative style and seventeenth century literature and history

Vernacular Voices

1999

this compelling text is a careful examination of the rhetoric of dissent the rhetoric of agitation and control provides a framework for the study of agitation and responses to that agitation the third edition offers a profile of past and current movements such as the street theatre of chicago in 1968 and the innovative and technological rhetorical techniques found in the battle in seattle the modus operandi of today's protests continues to evolve from that of the 1960s and 1970s as smartphones and the internet replace tie dyed shirts and flower power contemporary students and scholars alike will find this edition of the rhetoric of agitation and control to be a helpful tool in studying the progression of social and protest movements

Clarendon and the Rhetoric of Historical Form

2016-11-11

inspired by the rhetoric culture project this volume focuses on the use of imagery narrative and cultural schemes to deal with predicaments that arise during the course of life the contributors explore how people muster their resources to understand and deal with emergencies such as illness displacement or genocide in dealing with such circumstances people can develop new rhetorical forms and in the process establish new cultural resources for succeeding generations several of the contributions show how rhetorical cultural forms can themselves create emergencies the contributors bring expertise

from a variety of disciplines including anthropology and communications studies underlining the volume's wider relevance as a reflection on the human condition

The Rhetoric of Agitation and Control

2009-06-30

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 toyne 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 toyne 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

Culture, Rhetoric and the Vicissitudes of Life

2009-06-01

this timely book details the theoretical and practical elements of political rhetoric and their effects on the interactions between politicians and the public expert contributors explore the issues associated with political rhetoric from a range of disciplinary perspectives including political science linguistics social psychology and communication studies investigating critical emerging topics such as invited behavior political public relations artificial intelligence and chatbots this book offers a comprehensive overview of the current state of the field empirical data gathered from around the globe facilitates comparison of the different structures practices and effects of political rhetoric employed across various cultural contexts chapters examine what makes a speech effective politicians use of moral appeals in political advertising political attacks on social media and gender and emotion in political discourse the rhetoric of political leadership will be a key resource for scholars and students of political science communication studies and social psychology particularly those focusing on cross cultural perspectives it will also appeal to those working in leadership and politics that are seeking an in depth understanding of the importance and use of discourse in the political arena contributors include m asano c s ben porat i j de sousa o feldman a gayoso m hameleers i joathan c johnson m a krasner s lehman wilzig f p j marques b mendelski m s teer a walter j wang

Rhetoric: A Very Short Introduction

2013-03-28

emerson and the history of rhetoric rewrites our understanding of emerson's work by demonstrating emerson's explicit engagement with rhetorical theory throughout his career emerson's discussions on rhetoric are examined along with central figures such as plato augustine blair and others

The Rhetoric of Political Leadership

2020

the rhetoric of cool composition studies and new media offers a historical critique of composition studies rebirth narrative using that critique to propose a new rhetoric for new media work author jeff rice returns to critical moments during the rebirth of composition studies when the discipline chose not to emphasize technology cultural studies and visual writing which are now fundamental to composition

studies rice redefines these moments in order to invent a new electronic practice the rhetoric of cool addresses the disciplinary claim that composition studies underwent a rebirth in 1963 at that time three writers reviewed technology cultural studies and visual writing outside composition studies and independently used the word cool to describe each position starting from these three positions rice focuses on chora appropriation commutation juxtaposition nonlinearity and imagery rhetorical gestures conducive to new media work to construct the rhetoric of cool an innovative work that approaches computers and writing issues from historical critical theoretical and practical perspectives the rhetoric of cool challenges current understandings of writing and new media and proposes a rhetorical rather than an instrumental response for teaching writing in new media contexts

Emerson and the History of Rhetoric

2017-10-27

basing his findings on his own detailed reading of roosevelt s speeches and supplementing it with his own research in the primary collections of roosevelt s manuscripts friedenberg reveals the depth of roosevelt s fascinating rhetorical career

The Rhetoric of Cool

2007-05-11

reinventing rhetoric scholarship fifty years of the rhetoric society of america collects essays reflecting on the history of the rhetoric society of america and the organization s 18th biennial conference theme reinventing rhetoric celebrating the past building the future on the occasion of the society s 50th anniversary the opening section looking back rsa at fifty describes the establishment of the organization and includes remembrances from some of the founders these historical essays consider the transdisciplinary nature of rsa scholarship and pedagogy and offer critical reviews of trends in some of its subfields the essays in the second section reinventing the field looking forward focus on the future of scholarship and pedagogy in the field from reinventing scholarship on major figures such as vico burke and toulmin to reconsidering future work on rhetoric and democracy rhetoric and religion and rhetoric from both sides of the atlantic the authors in the last section rhetorical interventions offer critical interventions on contemporary issues including food justice fat studies indigenous protest biopolitics chinese feminism and anti establishment ethos together the essays in reinventing rhetoric scholarship offer a janus faced portrait of a discipline on the occasion of its golden anniversary a loving and critical remembrance as well as a robust exploration of possible futures contributors include kristian bjørkdahl david blakesley leah ceccarelli catherine chaput rachel chapman daugherty richard leo enos joseph good heidi hamilton michelle iten jacob w justice zornitsa keremidchieva jens e kjeldsen abby knoblauch laura leavitt andrea a lunsford paul lynch carolyn r miller james j murphy shelley sizemore ryan skinnell david stock joonna smitherman trapp victor j vitanza ron von burg scott welsh ben wetherbee elizabethada a wright hui wu richard e young and david zarefsky

Johann Peter Hebel and the Rhetoric of Orality

1991

many reasons can be given for the rise of christianity in late antiquity and its flourishing in the medieval world in asking how christianity succeeded in becoming the dominant ideology in the unpromising circumstances of the roman empire averil cameron turns to the development of christian discourse over the first to sixth centuries a d investigating the discourse s essential characteristics its effects on existing forms of communication and its eventual preeminence scholars of late antiquity and general readers interested in this crucial historical period will be intrigued by her exploration of these influential changes in modes of communication the emphasis that christians placed on language writing talking and preaching made possible the formation of a powerful and indeed a totalizing discourse argues the author christian discourse was sufficiently flexible to be used as a public and political instrument yet at the same time to be used to express private feelings and emotion embracing the two opposing poles of logic and mystery it contributed powerfully to the gradual acceptance of christianity and the faith s transformation from the enthusiasm of a small sect to an institutionalized world religion

The Rhetoric of Leviathan

1986

this comprehensive study interprets paradise lost as a rhetoric of literary forms by attending to the broad spectrum of literary genres modes and exemplary works milton incorporates within that poem originally published in 1985 the princeton legacy library uses the latest print on demand technology to again make available previously out of print books from the distinguished backlist of princeton university press these editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions the goal of the princeton legacy library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by princeton university press since its founding in 1905

Theodore Roosevelt and the Rhetoric of Militant Decency

1990-09-25

the essays in this volume demonstrate how the performance of sincerity is culturally specific and is enacted in different ways in different media and disciplines including law and the arts

Reinventing Rhetoric Scholarship

2020-06-17

alan gross applies the principles of rhetoric to the interpretation of classical and contemporary scientific texts to show how they persuade both author and audience this invigorating consideration of the ways in which scientists from copernicus to darwin to newton to james watson establish authority and convince one another and us of the truth they describe may very well lead to a remodeling of our understanding of science and its place in society

Christianity and the Rhetoric of Empire

1991

Paradise Lost and the Rhetoric of Literary Forms

2014-07-14

The Rhetoric of Sincerity

2009

The Rhetoric of Science

1990

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