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What is Rhetoric? *Introduction to "Rhetoric" [COMM 10] Rhetorical*

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research, writing, and rhetorical practices employed in academic and ...

Communication Literacy Course Sequence

CSS 3302 Introduction to Rhetorical Theory and Criticism CSS 3395 Theories and Methods of Visual Communication CSS 4395 Visual Rhetoric CSS 5V36 Rhetoric & Cultural Studies I teach a number of ...

Leslie A. Hahner

In this Pathway, students will learn to think critically about media, rhetoric, communication, information and visual ... Simon Feldman regularly teaches Introduction to Philosophy, Ethics, Feminist ...

Media, Rhetoric and Communication

The course considers the composing process in light of rhetorical theory, current research in writing, and technological advancements. This course is an introduction to communication theory and ...

Course Information

Introduction to Communication (CSS 1305) Introduction to Rhetorical Theory and Criticism (CSS 3302) Communication Theory (CSS 3310) The Bachelor of Arts in Communication Specialist combines coursework ...

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Communication Majors

EDITORS' INTRODUCTION ... the Conference on College Composition and Communication (CCCC). They have written foundational studies and pedagogical resources about writing, and they are just a few of the ...

Composition, Rhetoric, and Disciplinarity

In his introduction ... communication, or alternatively, to ensure the continuation of an already on-going exchange. In this chapter, I loosely classify filmic procedures (representational techniques, ...

Watch and Learn: Rhetorical Devices in Classroom Films after 1940

An introduction to research ... This course introduces students to the rhetorical practices of technical and professional communication in the health sciences, including technical reporting, ...

Course Descriptions

For tips regarding introductions, we recommend the Oral Communication Center, Hamilton College. The tips are short, helpful, and if applied, will improve your introductions. Finally, it's also ...

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Writing Speeches

Singapore is now considered as a one of the world's largest gaming destination. There is a noticeable disparity in between land based operations and online gambling that exists today. Previously, ...

BLR2004 Introduction To Gaming Operations

During her Ph.D. studies at BGSU, she worked as a teaching assistant and taught Speech Communication and Introduction to Women's Studies ... Her doctoral dissertation is titled "The Rhetorical Uses of ...

Faculty Profile - Linda Ziberi Ph.D

Specific research methods, writing technologies, and topics vary by section. A study of written and oral communication in technical and scientific environments; emphasizes audience, writing processes, ...

Spring 2021 Courses

ENGL 1100.03 Writing for University is an introduction to rhetoric and writing that focuses on developing ... scholarly argumentation, and written communication. The course's particular focus, however ...

How to choose 1000-level English courses

She is a member of the Canadian Society for Discourse and Writing and

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the (North American) Council for Programs in Technical and Scientific Communication ... Introduction to Professional Writing, ...

Professional Writing Faculty

Introduction to business and business strategy within the ... thinking and decision-making skills needed for success in business. Examines principles of communication in the workplace. Introduces ...

Associate of Science

Introduction to descriptive ... An examination of the fundamentals of the human communication process. Emphasis on communication in these areas: interpersonal, small group, public speaking and ...

Associate of Arts

Editor's note: This is an extract from the introduction to Cian T ... among Irish nationalists only in the early 1880s as a rhetorical weapon with which to combat landlords and British ...

Exploring the truth and reality on Irish Famine coffin ships

They worked in concert to create the world's biggest exchange of ideas and communication ... Mr. Zuckerberg's introduction to Mr. Trump's White House had come through Mr. Kaplan and Peter ...

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Mark Zuckerberg and Sheryl Sandberg's Partnership Did Not Survive Trump

"A person familiar with Flournoy's handling of incoming communication with these associates ... vice president about policy and will make an introduction to one of her policy advisors." ...

POLITICO Playbook: Nutso in New York

As of June 1, all of the course offerings for undergraduate students at Western have been released, and communication around ... online – including an introduction to psychology class ...

An Introduction to Rhetorical Communication offers a true integration of rhetorical theory and social science approaches to public communication. This highly successful book guides readers through message planning and presentation in an easy step-by-step process. An Introduction to Rhetorical Communication provides a solid grounding in the rhetorical tradition and the basis for developing effective messages. For anyone interested in Public Speaking, Persuasion, or Introductory Rhetorical Theory.

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An Introduction to Rhetorical Communication offers a true integration of rhetorical theory and social science approaches to public communication. This highly successful text guides students through message planning and presentation in an easy step-by-step process. An Introduction to Rhetorical Communication provides students with a solid grounding in the rhetorical tradition and the basis for developing effective messages.

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

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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.

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

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implications of rhetoric.

The History and Theory of Rhetoric offers discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists that is easily accessible to students. By tracing the historical progression of rhetoric from the Greek Sophists of the 5th Century B.C. all the way to contemporary studies—such as the rhetoric of science and feminist rhetoric—this comprehensive text helps students understand how persuasive public discourse performs essential social functions and shapes our daily worlds. Students gain conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. Known for its clear writing style and contemporary examples throughout, The History and Theory of Rhetoric emphasizes the relevance of rhetoric to today's students.

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

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'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.

A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well,

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there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that have and will continue to use rhetoric. Beginning with an introduction to the topic, *The Handbook of Organizational Rhetoric and Communication* offers coverage of the foundations and macro-contexts of rhetoric—as well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres—namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric. Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters

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working in the tradition of rhetorical criticism that ask whether organizations' rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential, risks, paradoxes, and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

Veterinary medicine has long been recognized as one of the more neglected areas of medical history. One of the main stumbling blocks to research is the lack of comprehensive information regarding the survival and availability of primary source material. *Veterinary Medicine: A Guide to Historical Sources* redresses these issues for the first time, offering researchers an unparalleled tool with which to approach the subject. The book opens with a brief history of veterinary medicine and the veterinary profession from the fourteenth

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to the beginning of the twenty first centuries, identifying the key dates and events that shaped their development. There then follows a chapter on the nature and uses of the records covered by the book, outlining the types of records found, the type of information they contain and their likely uses by different types of researcher. A brief user's guide then explains how to use the book. After these preliminary sections, comes the main body of the book, the lists of records. It is here that the various practices and institutions covered by the book are listed, together with the types of records they hold, the dates they cover and where they are kept. A short biographical history is also included with each entry where appropriate. Taken as a whole this volume will prove to be an invaluable aid for any scholar, researching the history of veterinary medicine in Britain.

Digital technologies and social media have changed the processes, products, and interactions of professional communication, reshaping how, when, with whom, and where business professionals communicate. This book examines these changes by asking: How does rhetorical theory need to adapt and develop to address the changing practices of professional communication? Drawing from classical and contemporary rhetorical theory and from in-depth interviews with business

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professionals, the authors present a case-based approach for exploring the changing landscape of professional communication. The book develops a rhetorical theory based on networked interaction and rhetorical ethics: seeing professional communication as involving new kinds of networked interactions that require an integrated view of rhetoric and ethics. The book applies this frame to a variety of communication cases involving, for example, employee missteps on social media, corporate-consumer interactions, and the developing use of artificial intelligence agents (AI bots) to handle online communication.

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 dramatisitic 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.

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