

The Essential Guide To Rhetoric

The first edition of *The Rhetoric of Fiction* transformed the criticism of fiction and soon became a classic in the field. One of the most widely used texts in fiction courses, it is a standard reference point in advanced discussions of how fictional form works, how authors make novels accessible, and how readers recreate texts, and its concepts and terms—such as "the implied author," "the postulated reader," and "the unreliable narrator"—have become part of the standard critical lexicon. For this new edition, Wayne C. Booth has written an extensive Afterword in which he clarifies misunderstandings, corrects what he now views as errors, and sets forth his own recent thinking about the rhetoric of fiction. The other new feature is a Supplementary Bibliography, prepared by James Phelan in consultation with the author, which lists the important critical works of the past twenty years—two decades that Booth describes as "the richest in the history of the subject."

If you can persuade a cat ... you can persuade anyone. This is the essential guide to getting your way. Jay Heinrichs, award-winning author of *Thank You for Arguing* and advisor to the Pentagon, NASA and Fortune 500 companies, distils a lifetime of negotiating and rhetoric to show you how to win over anyone - from colleagues and bosses, to friends and partners at home (and even the most stubborn of feline adversaries). You'll learn to: Perfect your timing - learn exactly when to pounce Get your body language, tone and gesture just right Think about what your opponent wants - always offer a comfy lap Lure them in by making them think they have the power The result? A happy, hopefully scratch-free, resolution. 'Jay Heinrichs knows a thing or two about arguing' *The Times* 'A master rhetorician and persuasion guru' *Salon* 'You got a bunch of logical engineers to inject pathos into their arguments ... it works!' NASA engineer

This is a book about thinking. Engaging and down-to-earth, it captures the habits and practices that are fundamental to clear thinking and effective study. In his warm and friendly style, Tom Chatfield shows you how to: Identify and examine your biases Engage in lively, curious skepticism See the value in emotion and use rhetoric persuasively Know when to say ?I don't know? Construct reasoned arguments and explanations Think critically about how you engage with technology. Short and punchy, the book views critical thinking as a skill to be continually practiced and developed. It equips you with a toolkit for clearer thinking, describing ten key concepts that help you to apply what you have learned. Including regular reflective exercises, key concepts, further readings, each chapter also offers recommendations for how to put the ideas it discusses into practice. This book is for undergraduate students and anyone looking to understand the core ideas behind critical thinking. Celebrating both self-reflection and collaboration, this book empowers you to pause, think twice and, above all, think well. Offering practical and constructive advice for students giving presentations, this book presents a detailed explanation of how to conduct a successful presentation and how to feel at ease with public speaking. The book includes: Real-life examples illustrating how to achieve an effective presentation Explains the importance of body language, voice control and the relationship with your audience Demonstrates an awareness of cross-cultural communication a thoroughly up-to-date analysis of new technologies as a medium through which to communicate. Written from a practical perspective, this text will be essential reading for both undergraduate and postgraduate students and researchers, together with students on professional and vocational courses. SAGE Study Skills are essential study guides for students of all levels. From how to write great essays and succeeding at university, to writing your undergraduate dissertation and doing postgraduate research, SAGE Study Skills help you get the best from your time at university. Visit the SAGE Study Skills hub for tips, resources and videos on study success!

Whether you're composing a letter, writing a school thesis, or starting a novel, *The Oxford*

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Essential Guide to Writing offers expert advice on how to think more creatively, how to conjure up ideas from scratch, and how to express those ideas clearly and elegantly. No matter where you find yourself in the writing process - from the daunting blank page to the rough draft that needs shaping to the small but important questions of punctuation - you'll find what you need in this one handy, all-inclusive volume.

"If I have learned anything in ten years of formal debating, it is that arguments are no different: without a good understanding of the rules and tactics, you are likely to do poorly and be beaten."--HENRY ZHANG, President of the Yale Debate Association Your argument is valid and you know it; yet once again you find yourself leaving a debate feeling defeated and embarrassed. The matter is only made worse when you realize that your defeat came at the hands of someone's abuse of logic--and that with the right skills you could have won the argument. The ability to recognize logical fallacies when they occur is an essential life skill. Mastering Logical Fallacies is the clearest, boldest, and most systematic guide to dominating the rules and tactics of successful arguments. This book offers methodical breakdowns of the logical fallacies behind exceedingly common, yet detrimental, argumentative mistakes, and explores them through real life examples of logic-gone-wrong. Designed for those who are ready to gain the upper hand over their opponents, this master class teaches the necessary skills to identify your opponents' misuse of logic and construct effective, arguments that win. With the empowering strategies offered in Mastering Logical Fallacies you'll be able to reveal the slight-of-hand flaws in your challengers' rhetoric, and seize control of the argument with bulletproof logic.

A Speaker's Guidebook with The Essential Guide to Rhetoric is the best resource for public speaking in the classroom, on the job, and in the community. Praised for connecting with students who use it (and keep it!) year after year, this tabbed, comb-bound text covers all the topics typically taught in the introductory course and is the easiest-to-use public speaking text available. In every edition, including this one, hundreds of instructors have helped with the book focus on overcoming the fundamental challenges of the public speaking classroom. Print and digital tools converge in this edition to help students with every aspect of the speech building process A new, gorgeous collection of speech videos, accompanied by questions, model speech techniques while the adaptive quizzing program, LearningCurve, creates a personalized learning experience adjusted to each individual. A Speaker's Guidebook with The Essential Guide to Rhetoric is also available in a variety of digital formats, including the brand-new, time-saving LaunchPad edition that combines an interactive e-book, integrated videos and tools, and ready-made assessment options curated into easy-to-assign units inside one , convenient learning program.

The Essential Guide to Rhetoric Bedford Books

"A Speaker's Guidebook with The Essential Guide to Rhetoric" includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory -- from the classical to the contemporary -- and its practical applications.

Provides guidelines for United States Democrats to connect moral values to important policies, using practical tactics to guide political discourse away from extreme positions.

Understanding Rhetoric: A Guide to Critical Reading and Argumentation is a composition textbook that outlines three essential skills – rhetoric, argument, and source-based writing – geared towards newcomers and advanced students alike. Though comprehensive in its coverage, the book's focus is a simple one: how to move beyond a "gut reaction" while reading to an articulation of what is effective and what is not, while explicitly answering the most important question of "Why?" This text gets at this central concern in two fundamental ways. First, the text teaches composition as a cumulative process, coaching you how to question, challenge, and expand on not just the readings you hold in your hands, but also how to interrogate the internal processes of writing and thinking. The book's blend of composition methods detail the cross-point of product and process to turn reading and writing from a matter of coming up with answers to questions to learning what type of questions need to be asked in the first place. The "right" questions, the text argues, are fundamentally rhetorical in nature. Second, the content of the practice-based chapters is framed into a larger mesh of intellectual history to show how the writing and thinking you are doing today is continuous with a long history of writing instruction that goes back to the ancient world. This book provides equal representation from classical and contemporary theory with the recognition that theory cannot be fully grasped without practice, and practice cannot be fully understood without its theoretical antecedent. After all, you can't write "outside the box" until you know where the box is and what it looks like.

"*Media Essentials*" is a new kind of introductory text. It's built to help students focus on the fundamentals, so that no matter how the media evolves, students can understand what's really going on. Brought to you by best-selling authors Richard Campbell, Christopher R. Martin, and Bettina Fabos, the book distills the essential information on media industries and major concepts, incorporates the authors' accessible critical approach, and gives students all the study tools they need to succeed in the course and to be savvy consumers. And all of this in a brief, attractive format -- for a very attractive price.

A broad introduction to the changing roles of intellectual property within society Intellectual property is one of the most confusing--and widely used--dimensions of the law. By granting exclusive rights to publish, manufacture, copy, or distribute information and technology, IP laws shape our cultures, our industries, and our politics in countless ways, with consequences for everyone, including artists, inventors, entrepreneurs, and citizens at large. In this engaging, accessible study, Aram Sinnreich uncovers what's behind current debates and what the future holds for copyrights, patents, and trademarks.

Visual images, artifacts, and performances play a powerful part in shaping U.S. culture. To understand the dynamics of public persuasion, students must understand this "visual rhetoric." This rich anthology contains 20 exemplary studies of visual rhetoric, exploring an array of visual communication forms, from photographs, prints, television documentary, and film to stamps, advertisements, and tattoos. In material original to this volume, editors Lester C. Olson, Cara A. Finnegan, and Diane S. Hope present a critical perspective that links visuality and rhetoric, locates the study of visual rhetoric within the disciplinary framework of communication, and explores the role of the visual in the cultural space of the United States. Enhanced with these critical editorial perspectives, *Visual Rhetoric: A Reader in Communication and American Culture* provides a conceptual framework for students to understand and reflect on the role of visual communication in the cultural and public sphere of the United States. **Key Features and Benefits** Five broad pairs of rhetorical action—performing and seeing; remembering and memorializing; confronting and resisting; commodifying and

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consuming; governing and authorizing—introduce students to the ways visual images and artifacts become powerful tools of persuasion Each section opens with substantive editorial commentary to provide readers with a clear conceptual framework for understanding the rhetorical action in question, and closes with discussion questions to encourage reflection among the essays The collection includes a range of media, cultures, and time periods; covers a wide range of scholarly approaches and methods of handling primary materials; and attends to issues of gender, race, sexuality and class Contributors include: Thomas Benson; Barbara Biesecker; Carole Blair; Dan Brouwer; Dana Cloud; Kevin Michael DeLuca; Anne Teresa Demo; Janis L. Edwards; Keith V. Erickson; Cara A. Finnegan; Bruce Gronbeck; Robert Hariman; Christine Harold; Ekaterina Haskins; Diane S. Hope; Judith Lancioni; Margaret R. LaWare; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. Parry-Giles; Ronald Shields; John M. Sloop; Nathan Stormer; Reginald Twigg and Carol K. Winkler “This book significantly advances theory and method in the study of visual rhetoric through its comprehensive approach and wise separations of key conceptual components.”
—Julianne H. Newton, University of Oregon

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

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 ‘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.

The Elements of Rhetoric offers a concise, comprehensive course in the rules for making your point stick. With copious examples from such masters of language as Cicero, Augustine, Shakespeare, Erasmus, Lincoln, Dickens, Newman, Chesterton, and Lewis, you will discover the 26 rules of persuasion and learn to apply them. Among the Elements you'll find: --The three modes of persuasion --How to structure an academic essay --How to spot and avoid logical fallacies --How to compose with literary figures --Practical tips for improving speed in composition --A Study Guide with exercises This is the essential guide to persuasive writing and speaking, in the tradition of Strunk and White's The Elements of Style. "Ryan Topping has produced a guide accessible and useful to those of all ages and experience levels, in the

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classroom, the political setting, and the pulpit."--Joseph R. Wood, Institute of World Politics
"This is a splendid introduction to what you need to know to communicate wisely and well."--Quentin Schultze, Calvin College, author of *An Essential Guide to Public Speaking* "The Elements of Rhetoric is that rarest of rhetorical treats: a playfully serious and seriously playful summa of the art of communication--classical education at its very best!"--Raymond F. Hain, Providence College
"Leading by example, Topping delivers a handy guide for all of us who rely on the art of persuasion. The Elements of Rhetoric is a gem."--Daniel B. Coupland, Hillsdale College, co-author of *Well-Ordered Language: The Curious Child's Guide to Grammar* "This is the book I have sought for 35 years. For those like me, for whom public speaking and writing is their stock-in-trade, this book is a must-have daily companion."--Michael C. Gilleran, Business & IP Trial Lawyer & Partner, Burns & Levinson, LLP, Boston, MA
"This versatile guide can supplement course material from any discipline in order to help students polish presentations and essays."--ANN MARIE KLEIN, Department of Catholic Studies, University of St. Thomas, MN
Ryan N.S. Topping earned a doctorate in Theology from The University of Oxford and is a Fellow of Thomas More College of the Liberal Arts. He has published several books on education and Christian culture.

In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like *ethos*, *pathos*, and *logos*, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

With the emergence of democracy in the city-state of Athens in the years around 460 BC, public speaking became an essential skill for politicians in the Assemblies and Councils - and even for ordinary citizens in the courts of law. In response, the technique of rhetoric rapidly developed, bringing virtuoso performances and a host of practical manuals for the layman. While many of these were little more than collections of debaters' tricks, the *Art of Rhetoric* held a far deeper purpose. Here Aristotle (384-322 BC) establishes the methods of informal reasoning, provides the first aesthetic evaluation of prose style and offers detailed observations on character and the emotions. Hugely influential upon later Western culture, the *Art of Rhetoric* is a fascinating consideration of the force of persuasion and sophistry, and a compelling guide to the principles behind oratorical skill.

Society's attitudes to rhetoric are often very negative. Here, Richard Toye provides an engaging, historically informed introduction to rhetoric, from Ancient Greece to the present day. Wide-ranging in its scope, this *Very Short Introduction* is the essential starting point for understanding the art of persuasion.

Whether at a business meeting, church gathering, or social function, most of us will be called upon at some time to speak publicly. As Christians, we are called to speak not only with effectiveness but also in a way that honors God and embodies Christian virtue. In *An Essential Guide to Public Speaking*, communications expert Quentin J. Schultze encourages readers to become servant speakers who faithfully serve their audiences as neighbors. Besides providing a biblical perspective on public speaking, this accessible book also covers such practical topics as overcoming common challenges, the importance of listening, and the art of preparing and delivering well-crafted speeches. Filled with helpful sidebars, checklists, and tips, this is a book for any person who wishes to improve his or her public speaking skills.

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A Speaker's Guidebook is the most successful public speaking book in over a decade and the best resource for students both in and outside the classroom. Praised for connecting with students and addressing their most pressing needs, it is the easiest-to-use public speaking text available and the text that students keep. This tabbed, comb-bound text covers all topics taught in the introduction to public speaking course. In addition, *A Speaker's Guidebook* offers coverage that's useful for a lifetime of public speaking with unparalleled treatment of speaking in other courses and on the job. Now for instructors who teach with a focus on rhetoric and persuasion, we are proud to offer an additional version of the text. *A Speaker's Guidebook* with *The Essential Guide to Rhetoric* includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory — from the classical to the contemporary — and its practical applications.

A Speaker's Guidebook with *The Essential Guide to Rhetoric* is the best resource for public speaking in the classroom, on the job, and in the community. Praised for connecting with students who use it (and keep it!) year after year, this tabbed, comb-bound text covers all the topics typically taught in the introductory course and is the easiest-to-use public speaking text available. In every edition, including this one, hundreds of instructors have helped with the book focus on overcoming the fundamental challenges of the public speaking classroom. *The Essential Guide to Rhetoric* is a useful tool for students who need a brief, topical introduction to the field of rhetoric. This concise book covers both classic and modern rhetorical theory for students and professors who want to gain a further understanding of rhetoric and its practical applications. This guide provides an easy-to-read, jargon-free look at rhetorical theory and how it can be used to supplement an education in communication and public speaking. This guide and other guides in the *Essential Guide* series were developed to complement a wide variety of communication texts and course needs, offering instructors flexible options to add additional content or emphasis areas to their courses. The *Essential*

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