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## Rhetorical theory an introduction pdf

From the moment we begin to understand the meanings of words and symbols, we use rhetoric. It is how we determine the perceptions of who we are, those around us and the social structure in which we operate. Rhetorical Theory, Second Edition introduces a wide selection of classical and contemporary theoretical approaches to understanding and using rhetoric. The historical context reveals why rhetorical theories were created, while current examples demonstrate how they relate to the world in which we live. Borchers and Hundley present conceptual topics in a succinct and accessible way. The text is organized topically and not chronologically, so that similarities and differences are easily detected in central ideas. Each chapter is enhanced by the inclusion of theorist biographies, applications from theory to practice and exercises on the Internet. The Second Edition expands coverage of mediated rhetoric, feminist rhetoric, alternative rhetorical theories, including Afrocentricity and intersectionality, cultural and critical rhetoric, and postmodernist implications of rhetoric. An excellent compilation of topics — updated, complete and written in an accessible tone for undergraduate readers. - Maegan Parker Brooks, Willamette University I found rhetorical theory the most complete and comprehensive text on this topic and the best value for cost. I used the text for several years in my Rhetorical Theory class with nothing but positive compliments and criticism from students in my course assessments. — Kevin Jones, George Fox University An excellent textbook! It makes complex and sophisticated rhetorical theory accessible and exciting for undergraduate students. Highly recommended! — Mark Bernard, Siena Heights University Comprehensive and written in a style conducive to student learning. — Rich Rice, Texas Tech University Of course, concise and updated, the Second Edition is an introductory text ideal for rhetorical students, for writing-tutoring, or for students of advanced composition. — Brian Johnson, University of Oklahoma RHETORICAL THEORY: AN INTRODUCTION presents undergraduate students with a research of classical and contemporary approaches to rhetorical theory. An engaging and accessible narrative accompanied by numerous relevant examples brings the theory and practice of rhetoric to the lives of students. Readers are encouraged to reflect on their own uses of rhetoric as they encounter the leading rhetorical theorists of the past and today. Chapters on Media and Cultural Studies make this book unique among its competitors. In addition, RHETORICAL THEORY: An INTRODUCTION offers a topical, not chronological, view of rhetoric, helping students see similarities, differences, and relationships between various rhetorical theories. BRIEF AND ACCESSIBLE RHETORICAL THEORY: An INTRODUCTION offers students an exciting introduction to rhetorical theory and practice. In this highly accessible new edition, Hauser systematically a humanistic account of what happens when people communicate for some purpose. Its masterful blend of classical and contemporary thinking about the use of language and the value of symbolic incentives for social cooperation illuminates fundamental rhetorical precepts and their implications for the formation of human realities. The new chapter on public theory complements the four chapters that introduce the broad themes and issues essential to a rhetorical approach to communication. The new chapter on narrative theory connects the four chapters dedicated to the content of rhetoric and to the final chapters that emphasize symbolic processes by which human beings induce social cooperation and constitute social reality. Throughout the text, Hauser skillfully highlights the power of language to present a particular reality. It explores the fundamental relationship between public discourse and judgment, helping students understand the core of the civic function of rhetoric. Through relevant and current examples, it illustrates how knowledge and power shape our social and political practices and how both are formed through discourse. Speech.

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