



ANALYZING RHETORIC

A Handbook for the Informed Citizen in a New Millennium

ROBERT C. ROWLAND

FIFTH EDITION

Analyzing Rhetoric

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Burkholder**



Analyzing Rhetoric:

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Organizational Rhetoric Mary F. Hoffman, Debra J. Ford, 2010 *Organizational Rhetoric* introduces students to a rhetorical approach to understanding, analyzing, and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically grounded understanding of the basic building blocks of organizational rhetoric: the types of rhetorical situations faced by organizational communicators and the specific strategies used to address six common organizational rhetorical situations, such as image management. Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations: image and identity management, issue management, impression management, risk management, crisis management, and organizational apology and internal message management. Each chapter is structured similarly in conjunction with the ideas developed in unit one and each ends with a case study that exemplifies the content presented in that chapter.

Features and Benefits The first unit in the text will introduce the details of analyzing situations and identifying strategies. The second unit will examine six specific recurring rhetorical situations for organizations: Organizational schema centered on situations and strategies; Use of real-life case studies; Focus on careers in organizational rhetoric; Focus on thinking critically about organizations in society.

MCAT Critical Analysis and Reasoning Skills Review Alexander Stone Macnow, 2016-07-05 The most efficient learning for the MCAT results you want

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rhetorical handbooks and speeches on insinuation compares them to what Paul does in 1 Corinthians 15 and finds that this was precisely Paul's rhetorical strategy in 1 Corinthians

Rhetorical Aspects of Discourses in Present-Day Society Lotte Dam, Lise-Lotte Holmgreen, Jeanne Strunck, 2009-05-27 Since antiquity the notion of rhetoric has been associated with Aristotle, Cicero, and Quintilian. Their theories are central to the understanding that on the one hand rhetoric can be used for persuading and convincing an audience and on the other for becoming an eloquent speaker. Based on this understanding the study of rhetoric was for many years regarded by scholars as a meaningless enterprise as it was perceived as a study of linguistic ornamentation. However, in the beginning of the twentieth century, scholars regained an interest in the study of rhetoric in recognition of rhetorical skills being important for communication in modern society. Like speakers in public life, e.g. politicians, who had always acknowledged the role of rhetoric, all sorts of communicators, mediators, and scholars became interested in rhetoric as a practical tool for building up texts meant for the public sphere as well as an analytical tool for the critique of public argumentation. This led to the development of new theories from New Rhetoric over Rhetorical Criticism to theories of genre and discourse reflecting the view that rhetoric must be understood and used against the social and cultural framework in which it is embedded. The contributions of this book reflect this multi-faceted approach to rhetoric, discourse, and genre through their focus upon and analysis of different institutionalised discourses. Thus, within the three sections of political, journalistic, and organisational discourse, the articles discuss various discourse types and their rhetorical features contributing to the understanding of rhetoric and discourse having significant influence on human action and interaction in society.

A Rhetorical Analysis of the Movement Towards an Alternative Theatre in the United States, 1947-1969 Jessie Lou Rousselow, 1980

Rhetoric in Detail Barbara Johnstone, Christopher Eisenhart, 2008. The eleven studies in this volume illustrate and advance the synthesis of discourse analysis with rhetorical studies. *Rhetoric in Detail* shows how a variety of techniques from discourse analysis can be useful in studying such concerns as agency, legitimation, controversy, and style, and how concepts from rhetoric, including genre and figuration, can enrich the work of discourse analysts. The authors' research sites range from government commissions, political speeches, newspaper reports, and letters to interviews and conversations in beauty salons and online. Methodological overviews interspersed throughout survey, critical discourse analysis, interactional sociolinguistics, grounded theory, computer-aided corpus analysis, narrative analysis, and participant observation, and provide suggestions for further reading. *Rhetoric in Detail* is an invaluable source for rhetoricians looking for systematic, grounded ways of approaching new, more vernacular sites for rhetorical discourse and for discourse analysts interested in seeing what they can learn from the tradition and practice of rhetorical analysis.

The Rhetoric of Nineteenth-century Reform Martha S. Watson, Thomas R. Burkholder, 2008. How Social Darwinism permeated the public discourse of America's Gilded Age. *Catalogue of Randolph Macon College for the Collegiate Year ...* Randolph-Macon College, 1898. Includes Catalog, The Alumni news letter, special numbers, etc.

The Rhetoric of Conflict Kenneth R. Johnston, W. T. Lhamon, 1969. *The*

Language of Composition Renee Shea, Lawrence Scanlon, Robin Aufses, Megan M. Harowitz, Katherine Cordes, Carlos Escobar, 2023-02-01 Everything You Need to Succeed in AP Language Give yourself the best foundation to earn a great score The Language of Composition includes all of the skills instruction practice readings and AP tips you need to be successful on the AP Language and Composition Exam **The Psychological Background of Writing** Harry Willard Reninger, Norman Raymond Frederick Maier, 1928 **A Rhetorical Analysis of Communication in Marriage Counseling Sessions** Barbara Freida Sharf, 1976 *An Analysis of Frank Capra's War Rhetoric in the "why We Fight" Films* Charles Burgess Ewing, 1983 Rhetoric: Theories for Application National Council of Teachers of English, 1967 Methods for Elementary and Secondary Schools Ellwood Leitheiser Kemp, 1915 A Cyclopedia of Education Paul Monroe, 1913 *Kalamazoo College Bulletin* Kalamazoo College, 1907

Unveiling the Energy of Verbal Artistry: An Emotional Sojourn through **Analyzing Rhetoric**

In a global inundated with screens and the cacophony of quick transmission, the profound power and psychological resonance of verbal art often disappear in to obscurity, eclipsed by the constant onslaught of sound and distractions. However, set within the musical pages of **Analyzing Rhetoric**, a fascinating function of fictional splendor that impulses with organic feelings, lies an unique trip waiting to be embarked upon. Composed by a virtuoso wordsmith, this magical opus manuals visitors on a psychological odyssey, delicately exposing the latent possible and profound affect stuck within the delicate internet of language. Within the heart-wrenching expanse with this evocative analysis, we will embark upon an introspective exploration of the book is key themes, dissect their interesting writing fashion, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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