The Essential Guide To Rhetoric

Speakers Guidebook 3rd Ed + Essential Guide to Rhetoric
Mastering Logical Fallacies
A Speaker's Guidebook with The Essential Guide to Rhetoric
The Art Of Rhetoric
The Little Blue Book
Speak Up 2nd Ed + the Essential Guide to Rhetoric
Real Communication 2nd Ed + Essential Guide to Rhetoric
Words That Work
A Speaker's Guidebook with The Essential Guide to Rhetoric 5e & Speechcentral
Understanding Rhetoric
New Testament Rhetoric

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 Guides can be purchased on their own, packaged at a discount with other Bedford/St. Martin's texts, or used as part of a custom option.

The Art Of Rhetoric
The Little Blue Book
Speak Up 2nd Ed + the Essential Guide to Rhetoric
Real Communication 2nd Ed + Essential Guide to Rhetoric
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.

Words That Work
After shaking up writing classrooms at more than 450 colleges and universities, Understanding Rhetoric, the comic-style guide to writing that instructors have told us gets "nothing but positive responses from students," has returned for a second edition! Combining the composition know-how of Liz Losh and Jonathan Alexander with the comic-art credibility of Kevin Cannon (Far Arden, Crater XV) and Zander Cannon (Heck, Kaijumax), Understanding Rhetoric encourages deep engagement with core concepts of writing and rhetoric, as teachers and students alike have told us. With a new chapter on collaboration, unique coverage of writerly identity, and extensive discussions of rhetoric, reading, argument, research, revision, and presenting work to audiences, the one and only composition comic covers what students need to know—and does so with fun and flair. A new "Walk the Talk" feature in each chapter helps students see how to put concepts to use in their own reading and writing. And the detailed instructor's manual will help both novice and experienced instructors plan a course around Understanding Rhetoric.

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A Speaker's Guidebook with the Essential Guide to Rhetoric 5e & Speechclass 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 Toye 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, Toye 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.

Understanding Rhetoric

Rhetoric, Logic, and Argumentation: A Guide for Student Writers "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 Pocket Guide to Public Speaking / The Essential Guide to Rhetoric 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.

The Essential Guide to Rhetoric 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.

Real Communication + Essential Guide to Rhetoric

The Elements of Rhetoric 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.

A Speaker's Guidebook / The Essential Guide to Rhetoric "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 The Rhetorical Tradition, the first comprehensive anthology of primary texts covering the history of rhetoric, examines rhetorical theory from classical antiquity through today. Extensive editorial support makes it an essential text for the beginning student as well as the professional scholar.


An Essential Guide to Public Speaking "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.

Speaker's Guidebook with the Essential Guide to Rhetoric 5e & Videocentral for a Student's Guidebook 5e (Access Card) The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country In Words That Work, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. Hell tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

The Essential Guide to Rhetoric 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.

The Rhetorical Tradition

Speaker's Guidebook With the Essential Guide to Rhetoric + E-book

A Speaker's Guidebook with The Essential Guide to Rhetoric 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 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 summation 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. Gilloran, 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.

Rhetoric Alive! Book 1 "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.

You've Got a Book in You

Arlington Reader 2e & Essential Guide to Rhetoric 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 anyone who wishes to improve his or her public speaking skills.


The Art of Rhetoric Witherington provides a much-needed introduction to the ancient art of persuasion and its use within the various New Testament documents. More than just an exploration of the use of the ancient rhetorical tools and devices, this guide introduces the reader to all that went into convincing an audience about some subject. Witherington makes the case that rhetorical criticism is a more fruitful approach to the NT epistles than the oft-employed approaches of literary and discourse criticism. Familiarity with the art of rhetoric also helps the reader explore non-epistolary genres. In addition to the general introduction to rhetorical criticism, the book guides readers through the many and varied uses of rhetoric in most NT documents--not only telling readers about rhetoric in the NT, but showing them the way it was employed. This brief guide book is intended to provide the reader with an entrance into understanding the rhetorical analysis of various parts of the NT, the value such studies bring for understanding what is being proclaimed and defended in the NT, and how Christ is presented in ways that would be considered persuasive in antiquity. - from the introduction

A Speaker's Guidebook with the Essential Guide to Rhetoric & Launchpad Six Month Access Provides guidelines for United States Democrats to connect moral values to important policies, using practical tactics to guide political discourse away from extreme positions.

Media Essentials + Essential Guide to Rhetoric

The Essential Guide to Intellectual Property Writing a book is fun and easy--yes, FUN AND EASY--but it may not always feel that way. How do you find the time to write? How do you keep momentum? How do you deal with the horror of showing anyone a single sentence of your work-in-progress? The answers remain fun and easy, and author Elizabeth Sims will take your hand, dispel your worries, and show you how it's done in this stress-free guide to accomplishing your dream of writing your book. In You've Got a Book in You, Elizabeth is that encouraging voice guiding you through the entire process, from finding the right time and place to gathering all of your creative tools to diving right in and getting it done--page by page, step by step. It's easier than you think, and it all starts right here, right now. "This guide is witty, warm, and wise--and wonderfully down-to-earth as well. Elizabeth Sims doesn't just tell you that you've got a book in you, she shows you how to pour it out using your own creative spirit, common sense, and persistence." ~Lori L. Lake, author of The Gun Series and The Public Eye Mystery Series "If you're searching for the spark of inspiration to get started writing a book, and the nourishment to sustain you to THE END, Elizabeth Sims's You've Got a Book in You will show you how to find it in yourself." ~Hallie Ephron, award-winning author of There Was an Old Woman "You won't find an easier-to-follow or more inspirational writing guide." ~L.J. Sellers, author of the bestselling Jackson mysteries "By focusing the high beams of her intelligence (and humor!) on the twisty trail of book-writing, in You've Got a Book in You, Elizabeth Sims proves herself a true writer's friend. As she guides you from the creation of a 'working title' through her (brilliant!) 'Making-It-Better Process,' this well-established pro plays her most impressive cards--stacking the deck in favor of YOU!" ~Jamie Morris, Director, Woodstream Writers "Elizabeth Sims packs a twelve-week writing course into 280 pages. Inspirational and yet extremely hands-on, You've Got a Book In You will give newbies confidence to forge ahead and will remind veteran writers why they began writing in the first place--for the joy of it. I won't be surprised when the brilliant terms 'stormwriting' and 'heartbrain' become part of every writer's lexicon." ~Julie Compton, author of Tell No Lies and Keep No Secrets "The book is encouraging and inspiring, practical and witty. As a seasoned writer, I appreciate the reminders about the importance of putting yourself on a writing schedule. No more excuses. The many 'writing blasts' are very helpful and will get any writer out of the starting blocks. I especially enjoyed the section, 'Writing with the Masters.' What better way to get inspired, get a feel for different styles, and get jump-started on your writing? Excellent advice that I plan to incorporate in my future classes. I concur with Sims that 'writer's block' is greatly exaggerated. Is there any other profession that claims such a phenomenon? 'Excuse, me, but I have 'book-keeping block,' 'playing music block,' or 'painting block' today? I don't think so. Get yourself on a schedule, read some Sims, write with the masters, and you'll be on your way. You'll be glad you met this friend on your journey to becoming a successful writer." ~Gesa Kirsch, Ph.D., Professor of English, Director of Valente Center for the Arts and Sciences, Bentley University
Visual Rhetoric

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 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. LaWarre; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. . Pary-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.” —Jillian H. Newton, University of Oregon

Pocket Guide to Public Speaking 2nd Ed +Essential Guide to Rhetoric

Rhetoric: A Very Short Introduction Writing with Clarity and Style, 2nd Edition, will help you to improve your writing dramatically. The book shows you how to use dozens of classical rhetorical devices to bring power, clarity, and effectiveness to your writing. You will also learn about writing styles, authorial personas, and sentence syntax as tools to make your writing interesting and persuasive. If you want to improve the appeal and persuasion of your speeches, this is also the book for you. From strategic techniques for keeping your readers engaged as you change focus, down to the choice of just the right words and phrases for maximum impact, this book will help you develop a flexible, adaptable style for all the audiences you need to address. Each chapter now includes these sections: Style Check, discussing many elements of style, including some enhanced and revised sections; Define Your Terms, asking students to use their own words and examples in their definitions. It’s in the Cloud, directing students to the Web to locate and respond to various rhetorically focused items, including biographies and speeches. Salt and Pepper, spicing up the study of rhetoric by stretching students’ thinking about how their writing can be improved, sometimes by attending to details such as punctuation, and sometimes by exploring the use of unusual techniques such as stylistic fragments. Review Questions, providing an end-of-chapter quiz to help cement the chapter ideas in long-term memory. Questions for Thought and Discussion, a set of questions designed for either in-class discussion or personal response. New to the Second Edition Additional examples of each device, including from world personalities and the captains of industry. More and longer exercises, with a range of difficulty. Advice from classical rhetoricians including Aristotle, Horace, Longinus, Cicero, and Quintilian.

Understanding Rhetoric Understanding Rhetoric: A Guide to Critical Reading and Argumentation is a composition textbook that outlines three essential skills—rhetoric, argument, and source-based writing—a guide to the logical, connected, and persuasive writing of clear and effective thought. 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 your own 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. New Testament Rhetoric 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.