

Teaching The Rhetoric Of Resistance The Popular Holocaust And Social Change In A Post 911 World Education Psychoanalysis And Social Transformation

The Rhetoric of the Book of Judges **The Rhetoric of Risk** The Rhetoric of Political Leadership The Rhetoric of Food **The Rhetoric of Reaction** *The Rhetoric of Science* *The Rhetoric of Pregnancy* **Unspoken** **The Rhetoric of Immediacy** **The Rhetoric of Emotions** *The Rhetoric of the Right Unruly Examples* **Seeing Things John's Way** *The Rhetoric of Economics* **The Rhetoric of Imitation** **The Rhetoric of Official Apologies** *Rhetoric of Failure, The Teresa of Avila and the Rhetoric of Femininity* *The Rhetoric of Cool Mouse* *Morality Framing the Rhetoric of a Leader* The Rhetoric of Social Intervention **The Rhetoric and Pragmatics of Literary Communication from Classical English Novels to Contemporary Print and Digital Fiction** **The Rhetoric of RHETORIC Places of Public Memory** The Rhetoric of Inquiry in International Relations *A Prophet in Debate* **The Rhetoric of Ciceros "In Verrem"** *Methodologies for the Rhetoric of Health & Medicine* **The Rhetoric of Eugenics in Anglo-American Thought** The Rhetoric of Agitation and Control **The Rhetoric of Soft Power** **The Rhetoric of Oil in the Twenty-First Century** Arguing over Texts **Oriana Fallaci** **The Rhetoric of Perspective** *The Rhetoric of the Page* *The Rhetoric of Remembrance* **Reading Empirical Research Studies** *Dickens and the Rhetoric of Laughter*

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Teresa of Avila and the Rhetoric of Femininity May 18 2021 Celebrated as a visionary chronicler of spirituality, Teresa of Avila (1515-1582) suffered persecution by the Counter-Reformation clergy in Spain, who denounced her for her "diabolical illusions" and "dangerous propaganda."

Confronting the historical irony of Teresa's transformation from a figure of questionable orthodoxy to a national saint, Alison Weber shows how this teacher and reformer used exceptional rhetorical skills to defend her ideas at a time when women were denied participation in theological discourse. In a close

examination of Teresa's major writings, Weber correlates the stylistic techniques of humility, irony, obfuscation, and humor with social variables such as the marginalized status of pietistic groups and demonstrates how Teresa strategically adopted linguistic features associated with women--affectivity,

spontaneity, colloquialism--in order to gain access to the realm of power associated with men.

The Rhetoric of Ciceros "In Verrem" Jul 08 2020 Cicero im Prozess gegen Verres Während die Reden Ciceros meist im Blick auf die rhetorische Theorie (vor allem Aristoteles; Cicero, De inuentione) analysiert werden, wählt Thomas D. Frazel einen neuen Weg. Während die Reden Ciceros meist im Blick auf die rhetorische Theorie (vor allem Aristoteles; Cicero, De inuentione) analysiert werden, untersucht Thomas D. Frazel, welche Bedeutung die rednerischen Übungen, die Cicero sein Leben lang vorgenommen hat, für die Formung der In Verrem haben. Diese Übungen beruhen auf den griechischen Progymnasmata. Zwar gehört der früheste Autor, von dem sich Progymnasmata erhalten haben, Theon, erst dem ersten Jahrhundert nach Christi Geburt an, er greift aber nach eigenem Bekunden auf eine alte Tradition zurück. Frazels Analyse der In Verrem selbst wird vor allem geleitet von der Frage nach dem Verfahren, mit dem Cicero versucht, sein Publikum von Verres' Schuld zu überzeugen, und dem Interesse daran, in welchem Maße Ciceros rhetorische Ausbildung und seine Übungen die Wahl seiner rhetorischen Strategien beeinflusst haben. Schließlich geht Frazel der Frage nach, was sich aus Ciceros Vorgehen über das Verhältnis römischer Eliten gegenüber den Provinzialen erschließen lässt. Dr. Thomas D. Frazel ist

Associate Professor für Classical Studies an der Universität Tulane, New Orleans.

The Rhetoric of RHETORIC Nov 11 2020 In this manifesto, distinguished critic Wayne Booth claims that communication in every corner of life can be improved if we study rhetoric closely. Written by Wayne Booth, author of the seminal book, *The Rhetoric of Fiction* (1961). Explores the consequences of bad rhetoric in education, in politics, and in the media. Investigates the possibility of reducing harmful conflict by practising a rhetoric that depends on deep listening by both sides. *Framing the Rhetoric of a Leader* Feb 12 2021 Framing the Rhetoric of a Leader investigates Barack Obama's much celebrated rhetoric from a cognitive semantics point of view. Based on a selection of 30 election campaign speeches during Obama's first run for the American presidency in 2008, the book provides an application of Lakoff's (1996) Strict Father and Nurturant Parent models of political morality. Degani explores the question of whether the Democratic presidential candidate presented himself as a 'nurturant parent' at this crucial phase in his career, as predicted in Lakoff's models. The empirical approach taken in this book combines the identification of moral values, conceptual metaphors and key terms contained in the speeches to provide a comprehensive analysis of Obama's language and political discourse in the USA. This book

will be of great interest to researchers of political discourse, rhetoric and American politics, as well as to speech writers.

Methodologies for the Rhetoric of Health & Medicine Jun 06 2020 Cover -- Title -- Copyright -- Dedication -- Contents -- Acknowledgments -- List of Figures and Tables -- Contributors -- 1 Manifesting Methodologies for the Rhetoric of Health & Medicine -- 2 Historical Work in the Discourses of Health and Medicine -- 3 Ecological Investments and the Circulation of Rhetoric: Studying the "Saving Knowledge" of Dr. Emma Walker's Social Hygiene Lectures -- 4 Infrastructural Methodology: A Case in Protein as Public Health -- 5 Health Communication Methodology and Race -- 6 Bringing the Body Back Through Performative Phenomenology -- 7 "No Single Path": Desire Lines and Divergent Pathographies in Health and Medicine -- 8 Rhetorically Listening for Microwithdrawals of Consent in Research Practice -- 9 Medical Interiors: Materiality and Spatiality in Medical Rhetoric Research Methods -- 10 Ethical Research in "Health 2.0": Considerations for Scholars of Medical Rhetoric -- 11 Negotiating Informed Consent: Bueno aconsejar, mejor remediar (it is good to give advice, but it is better to solve the problem) -- 12 Translingual Rhetorical Engagement in Transcultural Health Spaces -- 13 Assemblage Mapping: A Research Methodology for

Rhetoricians of Health and Medicine -- 14 Medicalized Mosquitoes: Rhetorical Invention in Genetic Engineering for Disease Control -- 15 Experiments in Rhetoric: Invention and Neurorhetorical Play -- Index
A Prophet in Debate Aug 09 2020 An investigation of the literary structure and rhetorical challenge that prompted the book's production. Moller argues that the book of Amos captures and presents the debate between Amos and his eighth-century audience. When read in the light of Israel's fall, the presentation of Amos struggling (and failing) to convince his contemporaries of the imminent divine punishment functions as a powerful warning to subsequent Judaeans readers.
Mouse Morality Mar 16 2021 Kids around the world love Disney animated films, and many of their parents trust the Disney corporation to provide wholesome, moral entertainment for their children. Yet frequent protests and even boycotts of Disney products and practices reveal a widespread unease with the sometimes mixed and inconsistent moral values espoused in Disney films as the company attempts to appeal to the largest possible audience. In this book, Annalee R. Ward uses a variety of analytical tools based in rhetorical criticism to examine the moral messages taught in five recent Disney animated films—*The Lion King*, *Pocahontas*, *The Hunchback of Notre Dame*, *Hercules*, and *Mulan*. Taking

the films on their own terms, she uncovers the many mixed messages they purvey: for example, females can be leaders—but male leadership ought to be the norm; stereotyping is wrong—but black means evil; historical truth is valued—but only tell what one can sell, etc. Adding these messages together, Ward raises important questions about the moral ambiguity of Disney's overall worldview and demonstrates the need for parents to be discerning in letting their children learn moral values and life lessons from Disney films.

Arguing over Texts Jan 02 2020 From the Constitution to the Bible, from literary classics to political sound bites, our modern lives are filled with numerous texts that govern and influence our behavior and beliefs. Whether in the courtrooms of our judiciaries or over our dining room tables, we argue over what these texts mean as we apply them to our lives. Various schools of hermeneutics offer theories of how we generally understand the world around us or how to read certain types of texts to arrive at the correct or best interpretation, but most neglect the argumentative and persuasive nature of every act of interpretation. In *Arguing over Texts*, Martin Camper presents a rhetorical method for understanding the types of disagreement people have over the meaning of texts and the lines of argument they use to resolve those disagreements. Camper's fresh approach has its roots in the long forgotten interpretive stases, originally

devised by ancient Greek and Roman teachers of rhetoric for inventing courtroom arguments concerning the meaning of legal documents such as wills, laws, and contracts. The interpretive stases identify general, recurring debates over textual meaning and catalogue the lines of reasoning arguers may employ to support their preferred interpretations. Drawing on contemporary research in language, persuasion, and cognition, Camper expands the scope of the interpretive stases to cover textual controversies in virtually any context. To illustrate the interpretive stases' wide range of applicability, *Arguing over Texts* contains examples of interpretive debates from law, politics, religion, history, and literary criticism. *Arguing over Texts* will appeal to anyone who is interested in analyzing and constructing interpretive arguments.

The Rhetoric of Oil in the Twenty-First Century Feb 01 2020 This book examines the rhetorical and discursive ways that governments and corporations shape public opinion and public policy and activists attempt to reframe public debates in order to resist corporate framing regarding oil in the twenty-first century.

The Rhetoric of Science May 30 2022 Alan Gross applies the principles of rhetoric to the interpretation of classical and contemporary scientific texts to show how they persuade both author and audience. This invigorating consideration of the ways in which scientists--

from Copernicus to Darwin to Newton to James Watson-- establish authority and convince one another and us of the truth they describe may very well lead to a remodeling of our understanding of science and its place in society.

The Rhetoric of Cool Apr 16 2021 *The Rhetoric of Cool: Composition Studies and New Media* offers a historical critique of composition studies' rebirth narrative, using that critique to propose a new rhetoric for new media work. Author Jeff Rice returns to critical moments during the rebirth of composition studies when the discipline chose not to emphasize technology, cultural studies, and visual writing, which are now fundamental to composition studies. Rice redefines these moments in order to invent a new electronic practice. *The Rhetoric of Cool* addresses the disciplinary claim that composition studies underwent a rebirth in 1963. At that time, three writers reviewed technology, cultural studies, and visual writing outside composition studies and independently used the word cool to describe each position. Starting from these three positions, Rice focuses on chora, appropriation, commutation, juxtaposition, nonlinearity, and imagery—rhetorical gestures conducive to new media work--to construct the rhetoric of cool. An innovative work that approaches computers and writing issues from historical, critical, theoretical, and practical perspectives, *The Rhetoric of Cool* challenges

current understandings of writing and new media and proposes a rhetorical rather than an instrumental response for teaching writing in new media contexts.

The Rhetoric of the Book of Judges Nov 04 2022 This volume describes how Judges' rhetorical devices (e.g., narrative analogy, entrapment, foreshadowing) inspire its readers to support a divinely appointed Judahite king who endorses the deuteronomic agenda, and illustrates a new method for understanding how plot-layered stories work. *The Rhetoric of Inquiry in International Relations* Sep 09 2020 This book argues that our current lack of recognising and understanding the different forms meta-theorising takes hampers the ways in which fruitful engagement between meta-theories can be conducted. It proposes a radical break with the ways in which meta-theorising in International Relations (IR) has so far been understood, and instead suggests a dyadic approach: a rhetoric of inquiry that investigates the diverging forms of argumentation currently present in IR meta-theorising and a conversational ethic that can help steer meta-theoretical engagements across existing divides in more productive ways. The central questions are as follows: where meta-theorising should go from here in order to contribute to the analysis of an ever more complex world? Can we develop ways that allow the practice of meta-theorising to channel and consolidate the multiplicity of its debates and

contentions to strengthen our understanding of world politics, and if so, how? It will be of general interest in all theory and methodology courses offered at undergraduate and postgraduate levels as well as to academics working in the area of meta-theory, international political thought, normative theory as well as IR theory in its various manifestations.

Places of Public Memory Oct 11 2020 A sustained and rigorous consideration of the intersections of memory, place, and rhetoric Though we live in a time when memory seems to be losing its hold on communities, memory remains central to personal, communal, and national identities. And although popular and public discourses from speeches to films invite a shared sense of the past, official sites of memory such as memorials, museums, and battlefields embody unique rhetorical principles. *Places of Public Memory: The Rhetoric of Museums and Memorials* is a sustained and rigorous consideration of the intersections of memory, place, and rhetoric. From the mnemonic systems inscribed upon ancient architecture to the roadside accident memorials that line America's highways, memory and place have always been deeply interconnected. This book investigates the intersections of memory and place through nine original essays written by leading memory studies scholars from the fields of rhetoric, media studies, organizational communication,

history, performance studies, and English. The essays address, among other subjects, the rhetorical strategies of those vying for competing visions of a 9/11 memorial at New York City's Ground Zero; rhetorics of resistance embedded in the plans for an expansion of the National Civil Rights Museum; representations of nuclear energy—both as power source and weapon—in Cold War and post-Cold War museums; and tours and tourism as acts of performance. By focusing on "official" places of memory, the collection causes readers to reflect on how nations and local communities remember history and on how some voices and views are legitimated and others are minimized or erased.

The Rhetoric of Agitation and Control Apr 04 2020 "This text is a careful examination of the rhetoric of dissent. The *Rhetoric of Agitation and Control* provides a framework for the study of agitation and responses to that agitation. The third edition offers a profile of past and current movements, such as the street theatre of Chicago in 1968 and the innovative and technological rhetorical techniques found in the "Battle in Seattle." "The modus operandi of today's protests continues to evolve from that of the 1960s and 1970s. As BlackBerries and the Internet replace tie-dyed shirts and flower power, contemporary students and scholars alike will find this edition of *The Rhetoric of Agitation and Control* to be a helpful tool in studying the

progression of social and protest movements."--Jacket. *The Rhetoric of Pregnancy* Apr 28 2022 It is a truth widely acknowledged that if you're pregnant and can afford one, you're going to pick up a pregnancy manual. From *What to Expect When You're Expecting to Pregnancy for Dummies*, these guides act as portable mentors for women who want advice on how to navigate each stage of pregnancy. Yet few women consider the effect of these manuals—how they propel their readers into a particular system of care or whether the manual they choose reflects or contradicts current medical thinking. Using a sophisticated rhetorical analysis, Marika Seigel works to deconstruct pregnancy manuals while also identifying ways to improve communication about pregnancy and healthcare. She traces the manuals' evolution from early twentieth-century tomes that instructed readers to unquestioningly turn their pregnancy management over to doctors, to those of the women's health movement that encouraged readers to engage more critically with their care, to modern online sources that sometimes serve commercial interests as much as the mother's. The first book-length study of its kind, *The Rhetoric of Pregnancy* is a must-read for both users and designers of our prenatal systems—doctors and doulas, scholars and activists, and anyone interested in encouraging active, effective engagement.

The Rhetoric of Official Apologies Jul 20 2021 The

Rhetoric of Official Apologies: Critical Essays focuses on the many challenges associated with performing a speech act on behalf of a collective and the concomitant issues of rhetorically tackling the multiple political, social, and philosophical issues at stake when a collective issues an official apology to a group of victims. Contributors address questions of whether collective remorse is possible or credible, how official apologies can be evaluated, who can issue apologies on behalf of whom, and whether there are certain kinds of wrongdoing that simply can't be addressed in the form of an official apology. Collectively, the book speaks to the relevance of conceptualizing official apologies more broadly as serving multiple rhetorical purposes that span ceremonial and political genres and represent a potentially powerful form of collective self-reflection necessary for political and social advancement.

The Rhetoric of the Right Dec 25 2021 This study seeks to demonstrate the subtle ways in which changes in the language associated with economic issues are reflective of a gradual but quantifiable conservative ideological shift. In this rigorous analysis, David George uses as his data a century of word usage within *The New York Times*, starting in 1900. It is not always obvious how the changes identified necessarily reflect a stronger prejudice toward laissez-faire free market capitalism, and so much of the

book seeks to demonstrate the subtle ways in which the changing language indeed carries with it a political message. This analysis is made through exploration of five major areas of focus:

"economics rhetoric" scholarship and the growing "behavioral economics" school of thought; the discourse of government and taxation; the changing meaning of "competition," and "competitive"; changing attitudes toward labor and the celebration of growth relative to the decline in attention to economic justice and social equality.

The Rhetoric of Immediacy

Feb 24 2022 Exploring key concepts and metaphors, Bernard Faure guides readers to an appreciation of some of the more elusive aspects of the Chinese traditions of Chan Buddhism and Japanese Zen. Faure focuses on Chan's insistence on "immediacy"--its denial of all traditional meditations, including scripture, ritual, good works--and yet shows how these mediations have always been present in Chan.

The Rhetoric of Risk Oct 03 2022 The crash of an Amtrak train near Baltimore, the collapse of the Hyatt hotel in Kansas City, the incident at Three Mile Island, and other large-scale technological disasters have provided powerful examples of the ways that communication practices influence the events and decisions that precipitate a disaster. These examples have raised ethical questions about the responsibility of writers

within agencies, epistemological questions about the nature of representation in science, and rhetorical questions about the nature of expertise and experience as grounds for judgments about risk. In *The Rhetoric of Risk: Technical Documentation in Hazardous Environments*, author Beverly Sauer examines how the dynamic uncertainty of the material environment affects communication in large regulatory industries. Sauer's analysis focuses specifically on mine safety, which provides a rich technical and historical context where problems of rhetorical agency, narrative, and the negotiation of meaning have visible and tragic outcomes. But the questions Sauer asks have larger implication for risk and safety: How does writing function in large regulatory industries? What can we learn from experience? Why is this experience so difficult to capture in writing? What information is lost when agencies rely on written documentation alone? Given the uncertainties, how can we work to improve communication in hazardous and uncertain environments? By exploring how individuals make sense of the material, technical, and institutional indeterminacies of their work in speech and gesture, *The Rhetoric of Risk* helps communicators rethink their frequently unquestioned assumptions about workplace discourse and the role of writers in hazardous worksites. It is intended for scholars and

students in technical writing and communication, rhetoric, risk analysis and risk communication, as well as a wide range of engineering and technical fields concerned with risk, safety, and uncertainty.

The Rhetoric of Imitation

Aug 21 2021 Gian Biagio Conte here seeks to establish a theoretical basis for explaining the ways in which Latin poets borrow from one another and echo one another.

Unspoken Mar 28 2022 In our talkative Western culture, speech is synonymous with authority and influence while silence is frequently misheard as passive agreement when it often signifies much more. In her groundbreaking exploration of silence as a significant rhetorical art, Cheryl Glenn articulates the ways in which tactical silence can be as expressive and strategic an instrument of human communication as speech itself. Drawing from linguistics, phenomenology, feminist studies, anthropology, ethnic studies, and literary analysis, *Unspoken: A Rhetoric of Silence* theorizes both a cartography and grammar of silence. By mapping the range of spaces silence inhabits, Glenn offers a new interpretation of its complex variations and uses. Glenn contextualizes the rhetoric of silence by focusing on selected contemporary examples. Listening to silence and voice as gendered positions, she analyzes the highly politicized silences and words of a procession of figures she refers to as "all the President's women," including Anita Hill,

Lani Guiner, Gennifer Flowers, and Chelsea Clinton. She also turns an investigative ear to the cultural taciturnity attributed to various Native American groups? Navajo, Apache, Hopi, and Pueblo? and its true meaning. Through these examples, Glenn reinforces the rhetorical contributions of the unspoken, codifying silence as a rhetorical device with the potential to deploy, defer, and defeat power. *Unspoken* concludes by suggesting opportunities for further research into silence and silencing, including music, religion, deaf communities, cross-cultural communication, and the circulation of silence as a creative resource within the college classroom and for college writers.

Seeing Things John's Way

Oct 23 2021 The emotionally evocative power of the book of Revelation has been often noted and experienced by interpreters, but until now it has never been systematically explored. The strange visions of the book of Revelation provide some of the most difficult passages of the New Testament, yet Christians have long been fascinated by its power and provocative pronouncements. David deSilva analyzes how the book argues and persuades us to see the world through the eyes of John, and suggests that the study of ancient rhetoric is particularly valuable in understanding the book of Revelation. deSilva interprets the book of Revelation as a rhetorical and communicative strategy to persuade a particular audience for specific goals. Throughout

this analysis, he pursues John's construction of his own authority, John's use of emotion and logic, and his attempt to shape the formation of the reader. Despite the complexities of Revelation, deSilva has produced a remarkably clear text sure to cause readers to rethink their view of Revelation.

Oriana Fallaci Dec 01 2019

An introduction to the writing of one of Italy's most controversial personalities and widely-read writers, whose ideas have antagonized both feminists and anti-feminists. Analyzes texts written between 1958 and 1995, focusing on her strategies of direct engagement with key issues such as women's liberation, Vietnam, Islamic fundamentalism, and the space program. Distributed by New York University press.

Annotation copyrighted by Book News, Inc., Portland, OR *The Rhetoric of the Page* Sep 29 2019

This wide-ranging and entertaining book explores blank space from incunabula to Google books. Blanks are a paradox—simultaneously nothing and something, gesturing to what was once there or might be there. They are also a creative opportunity for readers as well as writers: readers respond to what is not there and writers come to anticipate that response. Thus, blank space develops literary and ludic applications. Each chapter focuses on one typographical form of what is not there on the page: physical gaps (Chapter One), marks of incompleteness such as &c (Chapter Two), and the asterisk

as a stand-in for things that cannot be said (Chapter Three). By looking at the early-modern page as a visual unit as well as a verbal unit, this volume shows how the relationship between textual layout and textual content is as productive for writers as it is for readers. *Mise-en-page* influences readers in the same way that rhetoric influences readers. It is thus possible to speak of 'the rhetoric of the page'.

***The Rhetoric of Remembrance* Aug 28 2019**

To whom is Moses speaking in Deuteronomy? This question is controversial in OT scholarship. Some passages in Deuteronomy indicate that Moses is addressing the first exodus generation that witnessed Horeb (Deut 5:3-4), while other passages point to the second exodus generation that survived the wilderness (Deut 1:35; 2:14-16). Redaction critics such as Thomas Römer and John Van Seters view the chronological problems in Deuteronomy as evidence of multiple tradition layers. Although other scholars have suggested that Deuteronomy's conflation of chronology is a rhetorical move to unify Israel's generations, no analysis has thus far explored in detail how the blending of "you" and the "fathers" functions as a rhetorical device. However, a rhetorical approach to the "fathers" is especially appropriate in light of three features of Deuteronomy. First, a rhetorical approach recognizes that the repetitiveness of the Deuteronomic style is a homiletical strategy designed to inculcate the audience with

memory. The book is shot through with exhortations for Israel to remember the past. Second, a rhetorical approach recognizes that collective memory entails the transformation of the past through actualization for the present. Third, a rhetorical approach to Deuteronomy accords well with the book's self-presentation as "the words that Moses spoke" (1:1). The book of Deuteronomy assumes a canonical posture by embedding the means of its own oral and written propagation, thereby ensuring that the voice of Moses speaking in the book of Deuteronomy resounds in Israel's ears as a perpetually authoritative speech-act. The *Rhetoric of Remembrance* demonstrates that Deuteronomy depicts the corporate solidarity of Israel in the land promised to the "fathers" (part 1), under the sovereignty of the same "God of the fathers" across the nation's history (part 2), as governed by a timeless covenant of the "fathers" between YHWH and his people (part 3). In the narrative world of Deuteronomy, the "fathers" begin as the patriarchs, while frequently scrolling forward in time to include every generation that has received YHWH's promises but nonetheless continues to await their fulfillment. Hwang's study is an insightful, innovative approach that addresses crucial aspects of the Deuteronomistic style with a view to the theological effect of that style. Jerry Hwang (Ph.D., Wheaton College) serves as

Assistant Professor of Old Testament at Singapore Bible College.

Reading Empirical Research Studies

Jul 28 2019 For the most part, those who teach writing and administer writing programs do not conduct research on writing. Perhaps more significantly, they do not often read the research done by others because effective reading of articles on empirical research requires special knowledge and abilities. By and large, those responsible for maintaining and improving writing instruction cannot -- without further training -- access work that could help them carry out their responsibilities more effectively. This book is designed as a text in graduate programs that offer instruction in rhetoric and composition. Its primary educational purposes are: * to provide models and critical methods designed to improve the reading of scientific discourse * to provide models of effective research designs and projects appropriate to those learning to do empirical research in rhetoric. Aiming to cultivate new attitudes toward empirical research, this volume encourages an appreciation of the rhetorical tradition that informs the production and critical reading of empirical studies. The book should also reinforce a slowly growing realization in English studies that empirical methods are not inherently alien to the humanities, rather that methods extend the power of humanist researchers trying to solve the problems of their

discipline.

The Rhetoric of Soft Power

Mar 04 2020 The book explores the notion of soft power as set of theoretical arguments about power, and as a reflection of how each country perceives what is an increasingly necessary perspective on international relations in an age of ubiquitous global communication flows and encroaching networks of non-state actors. Soft power is discussed a means by which public diplomacy is justified and in the process, reflects arguments for how each state sees what is possible through soft power.

The Rhetoric of Food Aug 01 2022 This book focuses on the rhetoric of food and the power dimensions that intersect this most fundamental but increasingly popular area of ideology and practice, including politics, culture, lifestyle, identity, advertising, environment, and economy. The essays visit a rich variety of dominant discourses and material practices through a range of media, channels, and settings including the White House, social movement rhetoric, televisual programming, urban gardens, farmers markets, domestic and international agriculture institutions, and popular culture. Rhetoricians address the cultural, political, and ecological motives and consequences of humans' strategic symbolizing and attendant choice-making, visiting discourses and practices that have impact on our species in their producing, distributing, regulating,

marketing, packaging, consuming, and talking about food. The essays in this book are representative of dominant and marginal discourses as well as perennial issues surrounding the rhetoric of food and include macro-, meso-, and micro-level analyses and case studies, from international neoliberal trade policies to media and social movement discourse to small group and interactional dynamics. This volume provides an excellent range and critical illumination of rhetoric's role as both instrumental and constitutive force in food representations, and its symbolic and material effects.

The Rhetoric of Emotions

Jan 26 2022 Kenneth Burke, founder of the critical method of dramatism, believed that motives and attitudes are constantly generated by individuals as they encounter social situations and material objects in the course of their everyday lives. In *The Rhetoric of Emotions*, Robert Perinbanayagam proposes that by analyzing individuals' experiences, especially through their interaction with creative outlets, we can come to a deeper understanding of how the human mind systematically approaches the emotive process. The author maintains that individuals use spoken language, and all other forms of symbolism, including art and literature, to elicit social cooperation and emotional understanding, both in regard to the world around them and within themselves. Rhetoric and culture are mechanisms for managing values, behavior, and

emotions. In order to ground this philosophical viewpoint, Perinbanayagam strategically discusses famous novels and paintings to show how individuals construct emotional responses to the rhetorical objects at their disposal. In addition to the ideas of Burke and George Herbert Mead, the ideas of Max Weber, Georg Simmel, Charles Sanders Peirce, Edmund Husserl, Alfred Schutz, and Erving Goffman are also reflected in this provocative analysis.

The Rhetoric of Economics Sep 21 2021 A classic in its field, this pathbreaking book humanized the scientific rhetoric of economics to reveal its literary soul. Economics needs to admit that it, like other sciences, works with metaphors and stories. Its most mathematical and statistical moments are properly dominated by comparison and narration, that is to say, human persuasion. The book was McCloskey's opening move in the development of a "humanomics," and unification of the sciences and the humanities on the field of ordinary business life.

The Rhetoric of Eugenics in Anglo-American Thought

May 06 2020 Ranging in subject from England's poor laws to the Human Genome Project, *The Rhetoric of Eugenics in Anglo-American Thought* is one of the first books to look at the history and development of the eugenics movement in Anglo-American culture. Unlike other works that focus on the movement's historical aberrancies or the claims of its hardline

proponents, this study highlights the often unnoticed ways in which the language and ideas of eugenics have permeated democratic discourse. Marouf A. Hasian, Jr. not only examines the attempts of philosophers, scientists, and politicians to balance the rights of the individual against the duties of the state, but also shows how African Americans, Catholics, women, and other communities--dominant and marginalized--have appropriated or confronted the rhetoric of eugenics. Hasian contends that "eugenics" is an ambiguous term that has allowed people to voice their concerns on a number of social issues--a form of discourse that influences the way ordinary citizens make sense of their material and spiritual world. While biological determinism and social necessity are discussed in the works of Plato, Malthus, and Darwin, among others, with theories ranging from equality for all to natural superiority, it is Galton's observations on "positive" and "negative" eugenics that have been widely used to justify a variety of social and political projects--including the sterilization and segregation of the unfit, immigration restrictions, marriage regulations, substance abuse, physical and mental testing, and the establishment of health programs that sought to improve "hygiene." Women, African Americans, and other marginalized communities, for instance, have at times lost reproductive rights in the name of "liberty," "opportunity," or

"necessity." Eugenic arguments are more than a creation of pseudo-science or misapplied genetical analysis, Hasian determines; they are also rhetorical fragments, representing the ideologies of multitudes of social actors who, across time, have reconfigured these ideas to legitimize many agendas.

Unruly Examples Nov 23 2021 These 2 essays demonstrate that, beyond example's rich genealogy in the rhetorical tradition, it involves issues that are central to current theories of meaning and ethics in literature and philosophy.

The Rhetoric of Reaction Jun 30 2022 With engaging wit and subtle irony, Albert Hirschman maps the diffuse and treacherous world of reactionary rhetoric in which conservative public figures, thinkers, and polemicists have been arguing against progressive agendas and reforms for the past two hundred years. He draws his examples from three successive waves of reactive thought that arose in response to the liberal ideas of the French Revolution and the Declaration of the Rights of Man, to democratization and the drive toward universal suffrage in the nineteenth century, and to the welfare state in our own century. In each case he identifies three principal arguments invariably used--the theses of perversity, futility, and jeopardy. He illustrates these propositions by citing writers across the centuries from Alexis de Tocqueville to George Stigler, Herbert

Spencer to Jay Forrester, Edmund Burke to Charles Murray. Finally, in a lightning turnabout, he shows that progressives are frequently apt to employ closely related rhetorical postures, which are as biased as their reactionary counterparts.

The Rhetoric of Political Leadership Sep 02 2022 This timely book details the theoretical and practical elements of political rhetoric and their effects on the interactions between politicians and the public. Expert contributors explore the issues associated with political rhetoric from a range of disciplinary perspectives, including political science, linguistics, social psychology and communication studies. Investigating critical emerging topics, such as invited behavior, political public relations, artificial intelligence and 'chatbots', this book offers a comprehensive overview of the current state of the field. Empirical data gathered from around the globe facilitates comparison of the different structures, practices and effects of political rhetoric employed across various cultural contexts. Chapters examine what makes a speech effective, politicians' use of moral appeals in political advertising, political attacks on social media, and gender and emotion in political discourse. *The Rhetoric of Political Leadership* will be a key resource for scholars and students of political science, communication studies and social psychology, particularly

those focusing on cross-cultural perspectives. It will also appeal to those working in leadership and politics that are seeking an in-depth understanding of the importance and use of discourse in the political arena. *Rhetoric of Failure, The* Jun 18 2021

Dickens and the Rhetoric of Laughter Jun 26 2019 Kincaid argues that the funny Dickens and the "dark" Dickens are one, and that our response to his humour is no less important as Little Dorrit than in *Pickwick*.

The Rhetoric and Pragmatics of Literary Communication from Classical English Novels to Contemporary Print and Digital Fiction Dec 13 2020

"Building on the notion of fiction as communicative act, this collection brings together an interdisciplinary range of scholars to examine the evolving relationship between authors and readers in fictional works from 18th century English novels through to contemporary digital fiction"--
The Rhetoric of Social Intervention Jan 14 2021 The first-ever thorough exploration and discussion of the rhetorical model of social invention [RSI] (initially conceived by rhetorical theorist William R. Brown) for today's students and scholars.

The Rhetoric of Perspective Oct 30 2019 Perspective determines how we, as viewers, perceive painting. We can convince ourselves that a painting of a bowl of fruit or a man in a room appears to be real by the way these objects are rendered. Likewise, the trick of perspective can prevent

us from being absorbed in a scene. Connecting contemporary critical theory with close readings of seventeenth-century Dutch visual culture, *The Rhetoric of Perspective* puts forth the claim that painting is a form of thinking and that perspective functions as the language of the image. Aided by a stunning full-color gallery, Hanneke Grootenboer proposes a new

theory of perspective based on the phenomenological aspects of non-narrative still-life, trompe l'oeil, and anamorphic imagery. Drawing on playful and mesmerizing baroque images, Grootenboer characterizes what she calls their "sophisticated deceit," asserting that painting is more about visual representation than about its supposed objects. Offering an original

theory of perspective's impact on pictorial representation, the act of looking, and the understanding of truth in painting, Grootenboer shows how these paintings both question the status of representation and explore the limits and credibility of perception. "An elegant and honourable synthesis."—Keith Miller, *Times Literary Supplement*