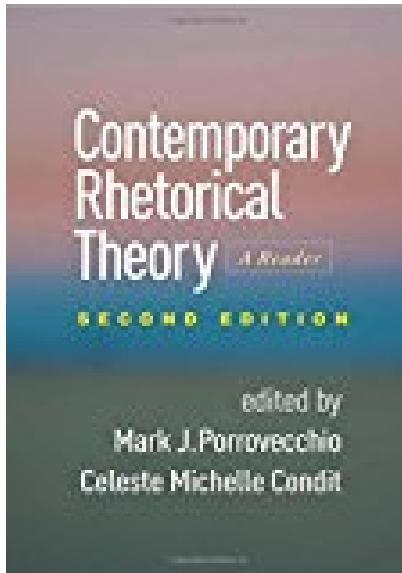


Contemporary Rhetorical Theory Second Edition A Reader



BOOK DETAILS

- Author :
- Pages : 627 Pages
- Publisher : The Guilford Press
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BOOK SYNOPSIS

This indispensable text brings together important essays on the themes, issues, and controversies that have shaped the development of rhetorical theory since the late 1960s. An extensive introduction and epilogue by the editors thoughtfully examine the current state of the field and its future directions, focusing in particular on how theorists are negotiating the tensions between modernist and postmodernist considerations. Each of the volumes eight main sections comprises a brief explanatory introduction, four to six essays selected for their enduring significance, and suggestions for further reading. Topics addressed include problems of defining rhetoric, the relationship between rhetoric and epistemology, the rhetorical situation, reason and public morality, the nature of the audience, the role of discourse in social change, rhetoric in the mass media, and challenges to rhetorical theory from the margins. An extensive subject index facilitates comparison of key concepts and principles across all of the essays featured.

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