

Ethos Pathos Or Logos

Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their greens. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon, and pays tribute to the rhetorical brilliance of AC/DC's "Back In Black". Before you know it, you'll be confident in chiasmus and proud of your panegyrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of.

Through the use of timely case studies and fascinating stories, *Six Pixels of Separation* offers a complete set of the latest tactics, insights, and tools that will empower you to reach a global audience and consumer base—which, best yet, you can do pretty much for free. Is it important to be connected? Well, consider this: If Facebook were a country, it would have the sixth largest population in the world. The truth is, we no longer live in a world of six degrees of separation. In fact, we're now down to only six pixels of separation, which changes everything we know about doing business. This is the first book to integrate digital marketing, social media, personal branding, and entrepreneurship in a clear, entertaining, and instructive manner that everyone can understand and apply. Digital marketing expert Mitch Joel unravels this fascinating world of new media—but does so with a brand-new perspective that is driven by compelling results. The smarter entrepreneurs and top executives are leveraging these digital channels to get their voice "out there"—connecting with others, becoming better community citizens, and, ultimately, making strategic business moves that are increasing revenue, awareness, and overall success in the marketplace—without the support of traditional mass media. Everyone is connected. Isn't it time for you and your company to connect to everyone?

The Poetics of Aristotle is the earliest surviving work of dramatic theory and first extant philosophical treatise to focus on literary theory. In it, Aristotle offers an account of what he calls "poetry". In this reflections Aristotle includes verse drama – comedy, tragedy, and the satyr play – as well as lyric poetry and epic poetry. The similarities and differences are being described in this work.

Provides unique reflections on the capability approach and its relevance to new human development policies and political liberalism.

Everyone Is Connected. Connect Your Business to Everyone.

An Introduction to Rhetoric

How to Present with Power in Any Situation

Redefining the Architect's Role in the Digital Enterprise

A Rhetoric with Readings

Persuasive Legal Writing

NEW YORK TIMES BESTSELLER □ Our ability to pay attention is collapsing. From the New York Times bestselling author of *Chasing the Scream* and *Lost Connections* comes a

groundbreaking examination of why this is happening—and how to get our attention back. “The book the world needs in order to win the war on distraction.”—Adam Grant, author of *Think Again* “Read this book to save your mind.”—Susan Cain, author of *Quiet In the United States*, teenagers can focus on one task for only sixty-five seconds at a time, and office workers average only three minutes. Like so many of us, Johann Hari was finding that constantly switching from device to device and tab to tab was a diminishing and depressing way to live. He tried all sorts of self-help solutions—even abandoning his phone for three months—but nothing seemed to work. So Hari went on an epic journey across the world to interview the leading experts on human attention—and he discovered that everything we think we know about this crisis is wrong. We think our inability to focus is a personal failure to exert enough willpower over our devices. The truth is even more disturbing: our focus has been stolen by powerful external forces that have left us uniquely vulnerable to corporations determined to raid our attention for profit. Hari found that there are twelve deep causes of this crisis, from the decline of mind-wandering to rising pollution, all of which have robbed some of our attention. In *Stolen Focus*, he introduces readers to Silicon Valley dissidents who learned to hack human attention, and veterinarians who diagnose dogs with ADHD. He explores a favela in Rio de Janeiro where everyone lost their attention in a particularly surreal way, and an office in New Zealand that discovered a remarkable technique to restore workers’ productivity. Crucially, Hari learned how we can reclaim our focus—as individuals, and as a society—if we are determined to fight for it. *Stolen Focus* will transform the debate about attention and finally show us how to get it back.

The ability to speak with confidence and deliver winning presentations can accelerate your career, earn people's respect, and enable you to achieve your greatest goals. Anyone can learn to be a great speaker, just as easily as they can learn to drive a car or ride a bike. As one of the world's premier speakers and personal success experts, Brian Tracy reveals time-tested tricks of the trade that you can use to present powerfully and speak persuasively, whether in an informal meeting or in front of a large audience. In *Speak To Win*, you will learn how to: become confident, positive, and relaxed in front of any audience grab people's attention from the start use body language, props, and vocal techniques to keep listeners engaged transition smoothly from one point to the next use humor, stories, quotes, and questions skillfully deal with skepticism when presenting new ideas wrap up strongly and persuasively This no nonsense handbook is perfect for delivering talks that inform, impress, persuade and motivate. Brimming with unbeatable strategies for winning people over every time, *Speak To Win* lets you in on his most powerful presentation secrets in this indispensable, life-changing guide. Unlike most document-centric first-year legal writing texts, *Your Client's Story: Persuasive Legal Writing* centers on the client, with a focus on ways to persuade the reader to grant the relief each client seeks. Organized to reflect the process, the text begins with meeting the client, moves to investigating the facts, and then provides guidance on analyzing and choosing the appropriate persuasive strategy. The material is rooted in concepts of brain science and cognitive psychology—in an easy-to-read, conversational style—and shows how classical rhetoric and modern persuasion theory provide the foundation for memorable legal writing. Persuasion and argument presentation cover both the trial and appellate levels. By focusing on the process of persuasion, *Your Client's Story: Persuasive Legal Writing* creates strong connections between the first year objectives and the upper level skills and clinic courses. Editable versions of the sample briefs appear in the appendices, so that professors can tailor to individual needs. The authors, are all distinguished former Presidents of The Legal Writing Institute and have published significant articles about persuasive techniques in legal writing. Robbins and Johansen co-organize the Applied Legal Storytelling conferences, and Robbins is Co-Editor-in-Chief of *Legal Communications and Rhetoric: JALWD*. Features: client-centered—rather than document-centric—focusing on ways to persuade the reader to grant the

relief each client seeks organized to reflect the process meeting the client investigating the facts analyzing and choosing appropriate persuasive strategies rooted in concepts of brain science and cognitive psychology, made accessible to first-year law students engages classical rhetoric and modern persuasion theory as a foundation conversational tone covers persuasion and argument presentation at both the trial and appellate levels creates strong connections between first year course objective and upper level skill-building curriculum editable versions of sample briefs in the appendices, for professors to tailor as needed stellar authors All are former Presidents of The Legal Writing Institute. All have published significant articles on persuasive techniques in legal writing. Professor Robins is Editor-in-Chief of Legal Communications and Rhetoric: JALWD. Professors Robbins and Johansen co-organize Applied Legal Storytelling conferences. Professor Chestek is Associate Director of the Center for the Study of Written Advocacy at the University of Wyoming College of Law.

WARS CHANGE, WARRIORS DON'T We are all warriors. Each of us struggles every day to define and defend our sense of purpose and integrity, to justify our existence on the planet and to understand, if only within our own hearts, who we are and what we believe in. Do we fight by a code? If so, what is it? What is the Warrior Ethos? Where did it come from? What form does it take today? How do we (and how can we) use it and be true to it in our internal and external lives? The Warrior Ethos is intended not only for men and women in uniform, but artists, entrepreneurs and other warriors in other walks of life. The book examines the evolution of the warrior code of honor and "mental toughness." It goes back to the ancient Spartans and Athenians, to Caesar's Romans, Alexander's Macedonians and the Persians of Cyrus the Great (not excluding the Garden of Eden and the primitive hunting band). Sources include Herodotus, Thucydides, Plutarch, Xenophon, Vegetius, Arrian and Curtius--and on down to Gen. George Patton, Field Marshal Erwin Rommel, and Israeli Minister of Defense, Moshe Dayan.

Thank You for Arguing

An Art of Character

Winning Em' Over

A Theory of Civic Discourse

The Art of Rhetoric

Why You Can't Pay Attention--and How to Think Deeply Again

In the age of Buzzfeeds, hashtags, and Tweets, students are increasingly favoring conversational writing and regarding academic writing as less pertinent in their personal lives, educational future careers. Writing and Literature: Composition as Inquiry, Learning, Thinking and Communication connects students with works and exercises and promotes student learning that is kairotic and constructive. Dr. Tanya Long Bennett, professor of English at the University of North Georgia, poses questions that encourage active rather than passive learning. Further ideas presented in Contribute a Verse: A Guide to First-Year Composition as a complimentary companion, Writing and Literature builds a new conversation covering various genres of literature and writing. Students learn the various writing styles appropriate for analyzing, addressing, and critiquing these genres including poetry, novels, dramas, and research. The text and its pairing of helpful visual aids throughout emphasizes the importance of reading and analysis in producing a successful composition. Writing and Literature is a refreshing textbook that links learning, literature, and life.

Narrative of the Life of Frederick Douglass First published in 1845, Narrative of the Life of Frederick Douglass is an eye-opening depiction of American slavery. Part autobiography, part human-rights treatise, it describes the everyday horrors inflicted on captive laborers, and the strength and courage needed to survive. Narrative of the Life of Frederick Douglass

into slavery on a Maryland plantation in 1818, Frederick Douglass spent years secretly teaching himself to read and write—a crime for which he risked life and limb. After two escapes, Douglass finally, blessedly boarded a train in 1838 that would eventually lead to New York City and freedom. *Narrative of the Life of Frederick Douglass* Few books have more to change America's notion of African Americans than this seminal work. Beyond its historical and social relevancy, it is admired today for its gripping stories, the intensity, and heartfelt humanity. *Narrative of the Life of Frederick Douglass* This ebook has been professionally proofread to ensure accuracy and readability on all devices. *Narrative of the Life of Frederick Douglass* Born into a life of bondage, Frederick Douglass secretly taught himself to read and write. It was a crime punishable by death, but it resulted in one of the most famous indictments of slavery ever recorded. His gripping narrative takes us into the fields, cabins, and manors of pre-Civil War plantations in the South and reveals the daily terrors he suffered. *Narrative of the Life of Frederick Douglass* Written more than a century and a half ago by a Black man who went on to become a famous orator, U.S. minister to Haiti, and leader of his people, this timeless classic still speaks directly to our age. It is a record of savagery and inhumanity that goes far to explain why America still suffers from the great injustices of the past. *Narrative of the Life of Frederick Douglass*

Nearly all the works Aristotle (384-322 BCE) prepared for publication are lost; the few that are extant are lecture-materials, notes, and memoranda (some are spurious). They can be categorized as practical; logical; physical; metaphysical; on art; other; fragments.

HarperCollins is proud to present its incredible range of best-loved, essential classics.

Writing and Literature

Rhetoric from Aristotle to Obama

The Story Grid

What Good Editors Know

Touching Others with Your Words

Composition as Inquiry, Learning, Thinking, and Communication

After shaking up writing classrooms at more than 550 colleges, universities, and high schools, *Understanding Rhetoric*, the comic-style guide to writing, has returned for a third edition! *Understanding Rhetoric* encourages deep engagement with core concepts of writing and rhetoric. With brand-new coverage of fake news, sourcing the source, podcasting as publishing, and support for common writing assignments, the new edition of the one and only composition comic covers what students need to know--and does so with fun and flair.

A historic shift is occurring in the nature of management. Until recently, bosses could simply use the power of their positions to direct and order their subordinates. However, in today's workplace, which is significantly different from the remarkably homogenous and traditional business environment of just two decades ago, the approach of command authority no longer works effectively. *Winning 'em Over* chronicles a revolution. We are witnessing an ancient model of managing built around command and hierarchy give way to a new model built around persuasion and teamwork. Jay Conger demonstrates to managers on all levels how to thrive in the wake of this momentous transformation. Today we work in an environment where people don't just ask "What should I do?" but "Why should I do it?" To successfully answer this "why" question is to persuade.

Yet many businesspeople misunderstand and still more make little use of persuasion. The problem? Persuasion is widely perceived as a skill reserved for selling products and closing deals. But in reality, good managers are persuading all day long. As Conger explains with insight and conviction, today's most effective managers are influencing others through constructive forms of persuasion -- and their employees give them levels of commitment and motivation that the managers of the last generation could only dream of. Conger illustrates how three important forces -- new generations of managers and executives, cross-functional teams, and unprecedented access to information that was once the privilege of the most senior levels of management -- are undermining the old Age of Command and ushering in the new Age of Persuasion. He exposes the most commonly held myths about the art of persuasion and shows how to influence others productively, without manipulation. Most important, he outlines the four crucial components of effective managing by persuasion: building one's credibility, finding common ground so that others have a stake in one's ideas, finding compelling positions and evidence, and emotionally connecting with coworkers so that solutions resonate with them on a personal level. In *Winning 'em Over*, Conger explains how to implement a management style that will succeed in what is becoming a fundamentally and radically different business environment, and he provides readers with all of the new tools they will need to become effective, constructive persuaders.

"In this major contribution to philosophy and rhetoric, Eugene Garver shows how Aristotle integrates logic and virtue in the Rhetoric. Garver raises and answers a central question: can there be a civic art of rhetoric, an art that forms the character of citizens? By demonstrating the importance of the Rhetoric for understanding current philosophical problems of practical reason, virtue, and character, Garver has written the first work to treat the Rhetoric as philosophy and to connect its themes with parallel problems in Aristotle's *Ethics* and *Politics*. This groundbreaking study will help put rhetoric at the center of investigations of practice and practical reason."--Page 4 of cover.

Bestselling author and master communicator Charles Swindoll has been effectively speaking to others for over fifty years. In *SAYING IT WELL: Touching Others With Your Words* he shares his secrets on how to talk so people will listen. Filled with techniques, stories, and models that clearly explain the formulas for successful speaking, Swindoll teaches readers the foundational principles for how to communicate, from preparing for a speech, organizing thoughts, and filtering out the superfluous to overcoming fears, grabbing the listener's attention, and knowing how and when to stop. With humorous stories and inventive, practical tips, one of America's premier communicators shares decades of experience on how to speak with authority in every situation, persuade others to consider the reader's perspective, overcome the reader's fears of public speaking, and love others more effectively with the reader's words. He also

shares his personal story and the journey to becoming a world-famous speaker.

Philosophy, Reason, Violence, Justice, Wisdom

Ethos, Pathos, Logos in Poetry

Writing Arguments

Ethos, Pathos, and Logos in the Election Campaign of Donald Trump

Aristotle on Emotions in Law and Politics

Understanding 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.

This new edition of George A. Kennedy's highly acclaimed translation and commentary offers the most faithful English version ever published of On Rhetoric. Based on careful study of the Greek text and informed by the best modern scholarship, the second edition has been fully revised and updated. As in the first edition, Kennedy makes the work readily accessible to modern students by providing an insightful general introduction, helpful section introductions, a detailed outline, extensive explanatory notes, and a glossary of Aristotle's rhetorical terms. Striving to convey a sense of Aristotle's

The twenty-four articles that provide a sampling of the wisdom, the insights, the experience, and the humour from the pages of the Advocacy Society's Journal covering all aspects of the art of written and oral advocacy in both criminal and civil trials. As the digital economy changes the rules of the game for enterprises, the role of software and IT architects is also transforming. Rather than focus on technical decisions alone, architects and senior technologists need to combine organizational and technical knowledge to effect change in their company's structure and processes. To accomplish that, they need to connect the IT engine room to the penthouse, where the business strategy is defined. In this guide, author Gregor Hohpe shares real-world advice and hard-learned lessons from actual IT transformations. His anecdotes help architects, senior

developers, and other IT professionals prepare for a more complex but rewarding role in the enterprise. This book is ideal for: Software architects and senior developers looking to shape the company's technology direction or assist in an organizational transformation Enterprise architects and senior technologists searching for practical advice on how to navigate technical and organizational topics CTOs and senior technical architects who are devising an IT strategy that impacts the way the organization works IT managers who want to learn what's worked and what hasn't in large-scale transformation

What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion

Aristotle's "Art of Rhetoric"

A Graphic Guide to Writing

Speak to Win

Paul's Use of Ethos, Pathos, and Logos in 2 Corinthians 10-13

Deep Rhetoric

For more than two thousand years, Aristotle's "Art of Rhetoric" has shaped thought on the theory and practice of rhetoric, the art of persuasive speech. In three sections, Aristotle discusses what rhetoric is, as well as the three kinds of rhetoric (deliberative, judicial, and epideictic), the three rhetorical modes of persuasion, and the diction, style, and necessary parts of a successful speech. Throughout, Aristotle defends rhetoric as an art and a crucial tool for deliberative politics while also recognizing its capacity to be misused by unscrupulous politicians to mislead or illegitimately persuade others. Here Robert C. Bartlett offers a literal, yet easily readable, new translation of Aristotle's "Art of Rhetoric," one that takes into account important alternatives in the manuscript and is fully annotated to explain historical, literary, and other allusions. Bartlett's translation is also accompanied by an outline of the argument of each book; copious indexes, including subjects, proper names, and literary citations; a glossary of key terms; and a substantial interpretive essay.

The Art Of Rhetoric HarperCollins

An introduction to the art of rhetoric explains how persuasion can profoundly influence personal and professional successes and reveals an array of techniques employed by such personalities as Aristotle and Winston Churchill. This fascinating and practical book explores persuasive techniques in the English language, and is the ideal introduction for students and others with a professional interest in persuasion. Using a wide range of lively and accessible illustrative material, Robert Cockcroft and Susan Cockcroft unpick the complexities of persuasive language - both written and spoken - and enable readers to develop and enhance their rhetorical skills. Now thoroughly revised and expanded, the second edition of this successful text includes: - Developed application of cognitive linguistic theory, which sheds new light on the emotional and logical powers of persuasion - Extended and updated examples of rhetoric in action -

Clear pointers for further study to allow readers to continue their exploration into rhetorical theory and practice - A new final chapter which invites readers to practice their skills using updated versions of traditional rhetorical exercises

Aristotle's Rhetoric

How to Develop a Career and Make a Profit

Common Sense

Saying It Well

Rhetoric in Everyday Life

On Rhetoric

In this book, experts from the fields of law and philosophy explore the works of Aristotle to illuminate the much-debated and fascinating relationship between emotions and justice. Emotions matter in connection with democracy and equity - they are relevant to the judicial enforcement of rights, legal argumentation, and decision-making processes in legislative bodies and courts. The decisive role that emotions, feelings and passions play in these processes cannot be ignored - not even by those who believe that emotions have no legitimate place in the public sphere. A growing body of literature on these topics recognizes the seminal insights contributed by Aristotle. This book offers a comprehensive analysis of his thinking in this context, as well as proposals for inspiring dialogues between his works and those written by a selection of modern and contemporary thinkers. As such, the book offers a valuable resource for students of law, philosophy, rhetoric, politics, ethics and history, but also for readers interested in the ongoing debate about legal positivism and the relevance of emotions for legal and political life in today's world.

A Creative Performance Approach to Producing Podcasts that Showcase and Monetize Your Skills, Knowledge, and Personality Voice-Overs for Podcasting is exactly what podcasters of all levels need: an essential handbook to create, build, improve, and connect with audiences around the globe. Written by veteran voice-over coach and author, Elaine A. Clark, this book delivers the nuts and bolts of podcasting and elevates it to a new creative level where the voice is the star and the listener is the happy recipient. Clark shows the reader how, in addition to developing knowledge and expertise on their topic, a podcaster's emotion, storytelling, content, voice, and performance techniques can hugely impact listeners and reviews. This must-read guide offers a fresh approach for podcasters to perform and deliver the most engaging story that audiences will want to hear, turning a small fan base into millions of subscribers. Chapters cover topics such as: Podcasting styles Episode formatting Voice quality and improvement Performance techniques Tips for overcoming pitfalls and challenges Recording, editing, and equipment Posting podcasts Monetizing Legal matters Insider tips and tricks What's trending And much more practical and creative advice! With Voice-Overs for Podcasting, you'll be on your way to creating, improving, and sharing your voice and story with the world.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the

world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

Addressed to the Inhabitants of America, on the Following Interesting Subjects, viz.: I. Of the Origin and Design of Government in General, with Concise Remarks on the English Constitution. II. Of Monarchy and Hereditary Succession. III. Thoughts on the Present State of American Affairs. IV. Of the Present Ability of America, with some Miscellaneous Reflections

The Warrior Ethos
The Art Of Rhetoric
Your Client's Story
And Other Essays

A CROSS CULTURAL ANALYSIS OF ETHOS, PATHOS AND LOGOS IN ADVERTISING

The Software Architect Elevator

This brilliant and hilarious new collection of essays is offered by the award-winning author of the bestselling "Infinite Jest."

"Rhetoric is the counterpart of logic," claimed Aristotle.

"Rhetoric is the first part of logic rightly understood,"

Martin Heidegger concurred. "Rhetoric is the universal form

of human communication," opined Hans-Georg Gadamer. But in

Deep Rhetoric, James Crosswhite offers a groundbreaking new

conception of rhetoric, one that builds a definitive case

for an understanding of the discipline as a philosophical

enterprise beyond basic argumentation and is fully

conversant with the advances of the New Rhetoric of Chaim

Perelman and Lucie Olbrechts-Tyteca. Chapter by chapter,

Deep Rhetoric develops an understanding of rhetoric not only

in its philosophical dimension but also as a means of

guiding and conducting conflicts, achieving justice, and

understanding the human condition. Along the way, Crosswhite

restores the traditional dignity and importance of the

discipline and illuminates the twentieth-century resurgence

of rhetoric among philosophers, as well as the role that

rhetoric can play in future discussions of ontology,

epistemology, and ethics. At a time when the fields of

philosophy and rhetoric have diverged, Crosswhite returns

them to their common moorings and shows us an invigorating

new way forward.

Essay from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 2, Dongbei University of Finance and Economics, language: English, abstract: This essay is meant to introduce the reader to the use of rhetoric when it comes to influence a process or persuade an audience to follow the rhetor's idea. The example of the introduction of a GMO (genetic modified organism) is used as a vivid and real life case, where different stakeholders try to influence and give the general narrative a new spin. A rather rich bibliography offers plenty options to dig deeper and gain a better understanding of "Ethos", "Logos" and last but not least "Pathos".

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.

Ethos, Pathos, and Logos

You Talkin' To Me?

The Aeneid Workbook - Old Western Culture

Capabilities, Gender, Equality

Consider the Lobster

Paul's Rhetoric in 2 Corinthians 10-13

WHAT IS THE STORY GRID? The Story Grid is a tool developed by editor Shawn Coyne to analyze stories and provide helpful editorial comments. It's like a CT Scan that takes a photo of the global story and tells the editor or writer what is working, what is not, and what must be done to make what works better and fix what's not. The Story Grid breaks down the component parts of stories to identify the problems. And finding the problems in a story is almost as difficult as the writing of the story

itself (maybe even more difficult). The Story Grid is a tool with many applications: 1. It will tell a writer if a Story ?works? or ?doesn't work. 2. It pinpoints story problems but does not emotionally abuse the writer, revealing exactly where a Story (not the person creating the Story'the Story) has failed. 3. It will tell the writer the specific work necessary to fix that Story's problems. 4. It is a tool to re-envision and resuscitate a seemingly irredeemable pile of paper stuck in an attic drawer. 5. It is a tool that can inspire an original creation.

Narrative of the Life of Frederick Douglass

Six Pixels of Separation

The Best of The Advocates' Society Journal 1982-2004

The Art of Rhetoric (Collins Classics)

Towards Fundamental Entitlements