

Rhetorical Criticism Exploration And Practice

Storytelling in the Digital World explores new, emerging narrative practices as they are enacted on digital platforms such as Amazon, Facebook, Twitter, and YouTube. Contributors' online ethnographies investigate a wide range of themes including the nature of processes of transformation and recontextualization of offline events into digital narratives; the effects of digital anonymity and pseudonymity on narrative practices; the strategies through which virtual communities discursively work together to solidify and negotiate their sociocultural identities; the tensions between the affordances that characterize different online media and the communicative needs of users; the structures and modes in which virtual users construct and enact participatory practices in these environments; and the significance of different spatiotemporal dimensions in the encoding, sharing and appreciation of stories. More generally, the volume engages with some of the theoretical and methodological challenges that the growing presence of digital technologies and media poses to narrative analysis. Originally published as special issue of *Narrative Inquiry* 27:2 (2017)

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.

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 author of such best-selling legal thrillers as *A Time to Kill*, *The Last Juror*, and *The Brethren* presents his latest novel of courtroom and legal suspense as he offers a provocative look at the price of American justice. 2,800,000 first printing.

Political Rhetoric, Social Media, and American Presidential Campaigns

A Reader in Communication and American Culture

Contemporary Rhetorical Criticism

The American Jeremiad

Roman Eloquence

Exploration & Practice

This Handbook provides a comprehensive statement and reference point for theory, research and practice with regard to environment and communication, and it does this from a perspective which is both international and multi-disciplinary in scope. Offering comprehensive critical reviews of the history and state of the art of research into the key dimensions of environmental communication, the chapters of this handbook together demonstrate the strengths of multi-disciplinary and cross-disciplinary approaches to understanding the centrality of communication to how the environment is constructed, and indeed contested, socially, politically and culturally. Organised in five thematic sections, *The Routledge Handbook of Environment and Communication* includes contributions from internationally recognised leaders in the field. The first section looks at the history and development of the discipline from a range of theoretical perspectives. Section two considers the sources, communicators and media professionals involved in producing environmental communication. Section three examines research on news, entertainment media and cultural representations of the environment. The fourth section looks at the social and political implications of environmental communication, with the final section discussing likely future trajectories for the field. The first reference Handbook to offer a state of the art comprehensive overview of the emerging field of environmental communication research, this authoritative text is a must for scholars of environmental communication across a range of disciplines, including environmental studies, media and communication studies, cultural studies and related disciplines.

This book is an exploration of the political struggle for visibility engendered by the growing number of women-centered popular films and a critical analysis of the intensifying misogynistic backlash that have accompanied such advances in the depiction of women on screen. The book draws from a variety of theoretical and methodological tools to provide critical cultural analysis and alternative readings of women-strong films and their important role in society. The authors engage with popular culture and the popular press, media studies, and rhetorical criticism examining new modes of communication while providing historical context to help make sense of these oppositional readings. The book includes case studies on *Mad Max: Fury Road*, *Wonder Woman*, *Atomic Blonde*, *Star Wars*, and *Ghostbusters* to analyze critical responses, men's-rights activist boycotting campaigns, online harassment, and the political economy that precede and accompany the creation and presentation of these films. This is an accessible and timely analysis of the rise of feminist-friendly and women-led films and the inevitable counterculture of misogyny. It is suitable for students and researchers in Media and Communication Studies, Gender and Media, and Cultural Studies.

Rhetorical Criticism: Empowering the Exploration of "Texts" encourages students to analyze texts of various sorts--speeches, advertisements, memory sites, and more--to gain a clear understanding of what the text has to say and how it persuades or otherwise affects its audience. The book clearly and succinctly helps students build the skills required to easily and effectively practice rhetorical criticism. The book begins with a chapter th

For over thirty years, Steven Mailloux has championed and advanced the field of rhetorical hermeneutics, a historically and theoretically informed approach to textual interpretation. This volume collects fourteen of his most recent influential essays on the methodology, plus an interview. Following from the proposition that rhetorical hermeneutics uses rhetoric to practice

theory by doing history, this book examines a diverse range of texts from literature, history, law, religion, and cultural studies. Through four sections, Mailloux explores the theoretical writings of Heidegger, Burke, and Rorty, among others; Jesuit educational treatises; and products of popular culture such as Azar Nafisi's *Reading Lolita in Tehran* and *Star Trek: The Next Generation*. In doing so, he shows how rhetorical perspectives and pragmatist traditions work together as two mutually supportive modes of understanding, and he demonstrates how the combination of rhetoric and interpretation works both in theory and in practice. Theoretically, rhetorical hermeneutics can be understood as a form of neopragmatism. Practically, it focuses on the production, circulation, and reception of written and performed communication. A thought-provoking collection from a preeminent literary critic and rhetorician, *Rhetoric's Pragmatism* assesses the practice and value of rhetorical hermeneutics today and the directions in which it might head. Scholars and students of rhetoric and communication studies, critical theory, literature, law, religion, and American studies will find Mailloux's arguments enlightening and essential.

Rhetoric in Popular Culture

Destination Dissertation

Contemporary Perspectives on Rhetoric

Readings from Classical Times to the Present

Essays in Rhetorical Hermeneutics

A Traveler's Guide to a Done Dissertation

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" Sundquist ' s careful, thoughtful study unearths new and fascinating evidence of the rhetorical traditions in King ' s speech. " —Drew D. Hansen, author of *The Dream: Martin Luther King, Jr., and the Speech That Inspired a Nation* " I have a dream " —no words are more widely recognized, or more often repeated, than those called out from the steps of the Lincoln Memorial by Martin Luther King, Jr., in 1963. King ' s speech, elegantly structured and commanding in tone, has become shorthand not only for his own life but for the entire civil rights movement. In this new exploration of the " I Have a Dream " speech, Eric J. Sundquist places it in the history of American debates about racial justice—debates as old as the nation itself—and demonstrates how the speech, an exultant blend of grand poetry and powerful elocution, perfectly expressed the story of African American freedom. This book is the first to set King ' s speech within the cultural and rhetorical traditions on which the civil rights leader drew in crafting his oratory, as well as its essential historical contexts, from the early days of the republic through present-day Supreme Court rulings. At a time when the meaning of the speech has been obscured by its appropriation for every conceivable cause, Sundquist clarifies the transformative power of King ' s " Second Emancipation Proclamation " and its continuing relevance for contemporary arguments about equality. " The [' I Have a Dream '] speech and all that surrounds it—background and consequences—are brought magnificently to life . . . In this book he gives us drama and emotion, a powerful sense of history combined with illuminating scholarship. " —The New York Times Book Review (Editor ' s Choice)

This text illustrates the evolving definitions of rhetoric from myth & display to persuasion & symbolic inducement. This history of rhetoric includes unique, in-depth investigations of Greco-Roman, medieval, Renaissance, modern, existential & postmodern thinking.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader ' s Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further

Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader ' s Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Exploration and Practice

How to Think About Art, Pleasure, Beauty, and Truth

Candidates' Use of New Media

Making Sense of Messages

Networked Media, Networked Rhetorics

The Rhetorical Power of Popular Culture

The fourth edition of *Inviting Transformation* continues to offer an innovative approach to presentational speaking at a very reasonable price. The authors introduce readers to invitational rhetoric, teaching speakers to clarify ideas and to work to achieve understanding for all participants in an interaction. A primary goal of presentational speaking is to create an environment in which growth and change can occur for both the audience and the speaker. The text highlights four external conditions affecting transformational environments: safety, openness, freedom, and value (honoring the intrinsic worth of all individuals). To reflect respect for the diversity of the world, Sonja Foss and Karen Foss include options from many speaking traditions and practices to foster creativity. Discussions of all the processes of presenting— selecting a speaking goal, organizing ideas, elaborating on ideas, and delivering the presentation—emphasize inclusive speaking practices. Sample presentations provide clear and contemporary examples of the best invitational speaking practices. The authors recognize readers as competent communicators and encourage them to think about and systematize their approaches to presentational speaking. The exceptionally accessible writing style is an aid to readers in thinking through strategies for meeting their interactional goals. Readers learn to design and deliver effective presentations for any speaking situation.

Using a developmental approach to the process of criticism, *Making Sense of Messages* serves as an introduction to rhetorical criticism for communication majors. The text employs models of criticism to offer pointed and reflective commentary on the thinking process used to apply theory to a message. This developmental/apprenticeship approach helps students understand the thinking process behind critical analysis and aids in critical writing.

We want to give you the practice you need on the ACT McGraw-Hill's 10 ACT Practice Tests helps you gauge what the test measures, how it's structured, and how to budget your time in each section. Written by the founder and faculty of Advantage Education, one of America's most respected providers of school-based test-prep classes, this book provides you with the intensive ACT practice that will help your scores improve from each test to the next. You'll be able to sharpen your skills, boost your confidence, reduce your stress-and to do your very best on test day. 10 complete sample ACT exams, with full explanations for every answer 10 sample writing prompts for the optional ACT essay portion Scoring Worksheets to help you calculate your total score for every test Expert guidance in prepping students for the ACT More practice and extra help online ACT is a registered trademark of ACT, Inc., which was not involved in the production of, and does not endorse, this product.

This book explores how social media influenced presidential campaign rhetoric. Janet Johnson discusses media use in American presidential campaigns as well as social media campaigns for Barack Obama, Mitt Romney, Hillary Clinton, and Donald Trump.

A Critical Apprenticeship in Rhetorical Criticism

Writer/Designer

Visual Rhetoric

The SAGE Encyclopedia of Communication Research Methods

Methodologies for the Rhetoric of Health & Medicine

"Our purpose here is to provide a brief introduction to the contemporary issues and concerns that have animated the work of rhetorical theorists since the late 1960s, a time of great social, political, and intellectual change. We contextualize the interests and concerns of contemporary rhetorical theorists both historically and conceptually as they have manifested themselves over the past fifty-some years"-- *Rhetoric in Popular Culture, Fifth Edition*, shows readers how to apply growing and cutting-edge methods of critical studies to a full spectrum of contemporary issues seen in daily life. Exploring a wide range of mass media including current movies, magazines, advertisements, social networking sites, music videos, and television shows, Barry Brummett uses critical analysis to apply key rhetorical concepts to a variety of exciting examples drawn from popular culture. Readers are guided from theory to practice in an easy-to-understand manner, providing them with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition. Ideal for courses in rhetorical criticism, the highly anticipated Fifth Edition includes new critical essays and case studies that demonstrate for readers how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

Rhetorical CriticismExploration and PracticeWaveland Press

When Sacvan Bercovitch's *The American Jeremiad* first appeared in 1978, it was hailed as a landmark study of dissent and cultural formation in America, from the Puritans' writings through the major literary works of the antebellum era. For this long-awaited anniversary edition, Bercovitch has written a deeply thoughtful and challenging new preface that reflects on his classic study of the role of the political sermon, or jeremiad, in America from a contemporary perspective, while assessing developments in the field of American studies and the culture at large.

The Rhetoric of Social Intervention

Second Edition

Exploration and Practice, Fifth Edition

Empowering the Exploration of Texts

Rhetoric's Pragmatism

Rhetorical Criticism

The anniversary edition marks thirty years of offering an indispensable review and analysis of thinkers who have exerted a profound influence on contemporary rhetorical theory: I. A. Richards, Ernesto Grassi, Chaim Perelman and Lucie Olbrechts-Tyteca, Stephen Toulmin, Richard Weaver, Kenneth Burke, Jürgen Habermas, bell hooks, Jean Baudrillard, and Michel Foucault. The brief biographical sketches locate the theorists in time and place, showing how life experiences influenced perspectives on rhetorical thought. The concise explanations of complex concepts are clear, engaging, insightful, and highly accessible, serving as an excellent primer for reading the major works of these scholars. The critical commentary is carefully chosen to highlight implications and to place the theories within a broader rhetorical context. Each chapter ends with a complete bibliography of works by the theorists.

Bringing together 50 key readings on rhetorical criticism in a single accessible format, The Rhetorical Criticism Reader furnishes instructors with an ideal resource for teaching and practicing the art of rhetorical criticism.

Unlike existing readers and textbooks, which rely on cookie-cutter approaches to rhetorical criticism, *The Rhetorical Criticism Reader* organizes the field conceptually, allowing teachers and students to grapple with the enduring issues and debates surrounding criticism over the past 50 years. The readings are organized into four sections, each representing key conceptual issues and debates in rhetorical criticism: critic/purpose, object/method, theory/practice, and audience/consequentiality. Each section is preceded by an introductory essay that puts the readings into context. For added flexibility, an alternative table of contents is also included for instructors and students to customize their teaching and reading. Intended for upper-division undergraduate and graduate courses in rhetorical criticism, *The Rhetorical Criticism Reader* uniquely lends itself to thoughtful discussion of the role of the critic in the critical process. It assists readers not only in learning the tools of criticism, but also in reflecting on the values that underlie the critical endeavor.

Over multiple editions, this transformative text has taught the lively art of rhetorical criticism to thousands of students at more than 300 colleges and universities. Insights from classroom use enrich each new edition. With an unparalleled talent for distilling sophisticated rhetorical concepts and processes, Sonja Foss highlights ten methods of doing rhetorical criticism—the systematic investigation and explanation of symbolic acts and artifacts. Each chapter focuses on one method, its foundational theories, and the steps necessary to perform an analysis using that method. Foss provides instructions on how to write coherent, well-argued reports of analytical findings, which are then illustrated by sample essays. A chapter on feminist criticism features the disruption of conventional ideologies and practices. Storytelling in the digital world is a timely addition to the chapter on narrative criticism. Student essays now include analyses of the same artifact using multiple methods. A deep understanding of rhetorical criticism equips readers to become engaged and active participants in shaping the nature of the worlds in which we live.

Your dissertation is not a hurdle to jump or a battle to fight; as this handbook makes clear, your dissertation is the first of many destinations on the path of your professional career. *Destination Dissertation* guides you to the successful completion of your dissertation by framing the process as a stimulating and exciting trip—one that can be completed in fewer than nine months and by following twenty-nine specific steps. Sonja Foss and William Waters—your guides on this trip—explain concrete and efficient processes for completing the parts of the dissertation that tend to cause the most delays: conceptualizing a topic, developing a pre-proposal, writing a literature review, writing a proposal, collecting and analyzing data, and writing the last chapter. This guidebook is crafted for use by students in all disciplines and for both quantitative and qualitative dissertations, and incorporates a wealth of real-life examples from every step of the journey.

McGraw-Hill's 10 ACT Practice Tests, Second Edition

Storytelling in the Digital World

Better Living Through Criticism

Modern Rhetorical Criticism

The Cambridge Companion to Narrative

Circulation, Writing, and Rhetoric

***Theorizing Digital Rhetoric* takes up the intersection of rhetorical theory and digital technology to explore the ways in which rhetoric is challenged by new technologies and how rhetorical theory can illuminate discursive expression in digital contexts. The volume combines complex rhetorical theory with personal anecdotes about the use of technologies to create a larger philosophical and rhetorical account of how theorists approach the examinations of new and future digital technologies. This collection of essays emphasizes the ways that digital technology intrudes upon rhetorical theory and how readers can be everyday rhetorical critics within an era of ever-increasing use of digital technology. Each chapter effectively blends theorizing between rhetoric and digital technology, informing readers of the potentiality between the two ideas. The theoretical perspectives informed by digital media studies, rhetorical theory, and personal/professional use provide a robust accounting of digital rhetoric that is timely, personable, and useful.**

This book is designed to introduce readers to the language of contemporary rhetorical studies. The book format is an alphabetized glossary (with appropriate cross listings) of key terms and concepts in contemporary rhetorical studies. An introductory chapter outlines the definitional ambiguities of the central concept of rhetoric itself. The primary emphasis is on the contemporary tradition of rhetorical studies as it has emerged in the discipline of speech communication. Each entry in the glossary ranges in length from a few paragraphs to a short essay of a few pages. Where appropriate, examples are provided to further illustrate the term or concept. Each entry will be accompanied by a list of references and additional readings to direct the reader to other materials of possible interest.

A unique and valuable overview of current approaches to narrative study, first published in 2007.

Now in its second edition, *Rhetorical Criticism: Perspectives in Action* presents a thorough, accessible, and well-grounded introduction to contemporary rhetorical criticism. Systematic chapters contributed by noted experts introduce the fundamental aspects of a perspective, provide students with an example to model when writing their own criticism, and address the potentials and pitfalls of the approach. In addition to covering traditional modes of rhetorical criticism, the volume presents less commonly discussed rhetorical perspectives, exposing students to a wide cross-section of techniques.

An Introduction

Perspectives in Action

Rhetoric & Human Consciousness**30th Anniversary Edition****A Reader****The Routledge Reader in Rhetorical Criticism**

While it has long been understood that the circulation of discourse, bodies, artifacts, and ideas plays an important constitutive force in our cultures and communities, circulation, as a concept and a phenomenon, has been underexamined in studies of rhetoric and writing. In an effort to give circulation its rhetorical due, *Circulation, Writing, and Rhetoric* introduces a wide range of studies that foreground circulation in both theory and practice. Contributors to the volume specifically explore the connections between circulation and public rhetorics, urban studies, feminist rhetorics, digital communication, new materialism, and digital research. Circulation is a cultural-rhetorical process that impacts various ecologies, communities, and subjectivities in an ever-increasing globally networked environment. As made evident in this collection, circulation occurs in all forms of discursive production, from academic arguments to neoliberal policies to graffiti to tweets and bitcoins. Even in the case of tombstones, borrowed text achieves only partial stability before it is recirculated and transformed again. This communicative process is even more evident in the digital realm, the underlying infrastructures of which we have yet to fully understand. As public spaces become more and more saturated with circulating texts and images and as networked relations come to the center of rhetorical focus, *Circulation, Writing, and Rhetoric* will be a vital interdisciplinary resource for approaching the contemporary dynamics of rhetoric and writing. Contributors: Aaron Beveridge, Casey Boyle, Jim Brown, Naomi Clark, Daniëlle Nicole DeVoss, Rebecca Dingo, Sidney I. Dobrin, Jay Dolmage, Dustin Edwards, Jessica Enoch, Tarez Samra Graban, Byron Hawk, Gerald Jackson, Gesa E. Kirsch, Heather Lang, Sean Morey, Jenny Rice, Thomas Rickert, Jim Ridolfo, Nathaniel A. Rivers, Jacqueline Jones Royster, Donnie Johnson Sackey, Michele Simmons, Dale M. Smith, Patricia Sullivan, John Tinnell, Kathleen Blake Yancey

In *Networked Media, Networked Rhetorics*, Damien Pfister explores communicative practices in networked media environments, analyzing, in particular, how the blogosphere has changed the conduct and coverage of public debate. Pfister shows how the late modern imaginary was susceptible to “deliberation traps” related to invention, emotion, and expertise, and how bloggers have played a role in helping contemporary public deliberation evade these traps. Three case studies at the heart of *Networked Media, Networked Rhetorics* show how new intermediaries, including bloggers, generate publicity, solidarity, and translation in the networked public sphere. Bloggers “flooding the zone” in the wake of Trent Lott’s controversial toast to Strom Thurmond in 2002 demonstrated their ability to invent and circulate novel arguments; the pre-2003 invasion reports from the “Baghdad blogger” illustrated how solidarity is built through affective connections; and the science blog RealClimate continues to serve as a rapid-response site for the translation of expert claims for public audiences. *Networked Media, Networked Rhetorics* concludes with a bold outline for rhetorical studies after the internet.

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

The present volume is part of a general renaissance in the study of rhetoric and bears testimony to a discipline undergoing rapid and exciting change. It draws together established and newer scholars in the field to produce a probing and innovative analysis of the role played by rhetoric in Roman culture. Utilizing a variety of critical approaches and methodologies, these scholars examine not only the role of rhetoric in Roman society but also the relationship between rhetoric and Rome's major literary genres. In addition to demonstrating rhetoric's critical significance for Roman culture, the studies reveal the important role played by rhetoric in the formation of the various genres of literature.

The Rhetorical Tradition

King's Dream

Theorizing Digital Rhetoric

The Routledge Handbook of Environment and Communication

The Appeal

An Introduction, Second Edition

Over multiple editions, this transformative text has taught the lively art of rhetorical criticism to thousands of students at more than 300 colleges and universities. Insights from classroom use enrich each new edition. With an unparalleled talent for distilling sophisticated rhetorical concepts and processes, Sonja Foss highlights ten methods of doing rhetorical criticism—the systematic investigation and explanation of symbolic acts and artifacts. Each chapter focuses on one method, its foundational theories, and the steps necessary to perform an analysis using that method. Foss provides instructions on how to write coherent, well-argued reports of analytical findings, which are then illustrated by sample essays. A chapter on feminist criticism features the disruption of conventional ideologies and practices. Storytelling in the digital world is a timely addition to the chapter on narrative criticism. Student essays now include analyses of the same artifact using multiple methods. A deep understanding of rhetorical criticism equips readers to become engaged and active participants in shaping the nature of the worlds in which we live.

*The New York Times film critic shows why we need criticism now more than ever Few could explain, let alone seek out, a career in criticism. Yet what A.O. Scott shows in *Better Living Through Criticism* is that we are, in fact, all critics: because critical thinking informs almost every aspect of artistic creation, of civil action, of interpersonal life. With penetrating insight and warm humor, Scott shows that while individual critics--himself included--can make mistakes and find flaws where they shouldn't, criticism as a discipline is one of the noblest, most creative, and urgent activities of modern existence. Using his own film criticism as a starting point--everything from his infamous dismissal of the international blockbuster *The Avengers* to his intense affection for Pixar's animated *Ratatouille*--Scott expands outward, easily guiding readers through the complexities of Rilke and Shelley, the origins of Chuck Berry and the Rolling Stones, the power of Marina Abramovich and 'Ode on a Grecian Urn.' Drawing on the long tradition of criticism from Aristotle to Susan Sontag, Scott shows that real criticism was and always will be the breath of fresh air that allows true creativity to thrive. "The time for criticism is always now," Scott explains, "because the imperative to think clearly, to insist on the necessary balance of reason and passion, never goes away."*

In this highly accessible new edition, Hauser systematically provides a humanistic account of what transpires when people communicate for some purpose. His masterful blend of classical and contemporary thinking about the use of language and the value of symbolic inducements for social cooperation

illuminates fundamental rhetorical precepts and their implications for shaping human realities. The new chapter on public theory complements the four chapters that introduce the broad themes and issues essential for a rhetorical approach to communication. The new chapter on narrative theory bridges the four chapters devoted to the content of rhetoric and the concluding chapters that emphasize symbolic processes by which humans induce social cooperation and constitute social reality. Throughout the text, Hauser skillfully underscores the power of language to present a particular reality. He explores the fundamental relationship between public discourse and judgment, helping students understand the core of rhetoric's civic function. Through relevant, current examples, he illustrates how knowledge and power shape our social and political practices and how both are formed through discourse. From the moment we begin to understand the meanings of words and symbols, we have used rhetoric. It is how we determine perceptions of who we are, those around us, and the social structure in which we operate. Rhetorical Theory, Second Edition introduces a broad selection of classical and contemporary theoretical approaches to understanding and using rhetoric. Historical context reveals why rhetorical theories were created, while present-day examples demonstrate how they relate to the world in which we live. Borchers and Hundley present conceptual topics in a succinct and approachable manner. The text is organized topically rather than chronologically, so similarities and differences are easily detected in central ideas. Each chapter is enhanced by the inclusion of theorist biographies, applications of theory to practice, and Internet exercises. The Second Edition expands coverage on mediated rhetoric, feminist rhetoric, alternative rhetorical theories including Afrocentricity and intersectionality, cultural and critical rhetoric, and postmodern implications of rhetoric.

A History

Inviting Transformation

The Misogynistic Backlash Against Women-Strong Films

Introduction to Rhetorical Theory

Sourcebook on Rhetoric

Contemporary Rhetorical Theory, Second Edition

Grounded in multimodal theory and supported by practice in the classroom, Writer/Designer streamlines the process of composing multimodally by helping students make decisions about content across a range of modes, genres, and media from words to images to movement. Students learn by doing as they write for authentic audiences and purposes. The second edition of Writer/Designer is reimagined to clarify the multimodal process and give students the tools they need to make conscious rhetorical choices in new modes and media. Key concepts in design, rhetoric, and multimodality are illustrated with vivid, timely examples, and new Touchpoint activities for each section give students opportunities to put new skills into practice. Based on feedback from instructors and administrators who incorporate multimodality into their classroom--or want to--this brief, accessible text is designed to be flexible, supporting core writing assignments and aligning with course goals in introductory composition or any course where multimodality matters.

A comprehensive and up-to-date introduction to the analysis of public rhetoric, Modern Rhetorical Criticism teaches readers how to examine and interpret rhetorical situations, ideas, arguments, structure, and style. The text covers a wide range of critical techniques, from cultural and dramatic analysis to feminist and Marxist approaches. A wealth of original criticism demonstrates how to analyze such diverse forms as junk mail, congressional debates, and traffic regulations, as well as literature. This long-awaited revision contains new coverage of mass media, feminist criticism, and European criticism.

The Third Edition of The Rhetorical Power of Popular Culture offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work.

Rhetoric in Society and Literature

Attention and Deliberation in the Early Blogosphere

Considering Mediated Texts

Rhetorical Theory

Presentational Speaking for a Changing World, Fourth Edition