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"I Have a Dream" Speech **The Science of Good and Evil** *A Room of One's Own* *Animal Farm Rhetorical Analysis* *Last Child in the Woods* *Key Theoretical Frameworks* **The Rhetorical Analysis of Scripture** **Non-Native Language Teachers** **Practical Composition Twenty Writing Assignments in Context** Handbook of Rhetorical Analysis Bad Feminist **Rhetorical Argumentation in Biblical Texts** *Engaging 21st Century Writers with Social Media* *Navigating Argument: A Guidebook to Academic Writing* The Wire in the College Classroom **Body Ritual Among the Nacirema** **Understanding and Evaluating Research** *The Mature Church* *The Giver* **Handbook of Visual Communication** Learner Corpus Research *The Rhetorical Approach in the Federalist Papers No.10, No.54, No.84 and No.85* **Official Circular of Smith College** A Rhetorical Analysis of the NAFTA Debate **Lord of the Flies** **Foundations for Sociorhetorical Exploration Of Mice and Men** The Great Influenza **WAC and Second Language Writers** *Concepts in Composition* Lab Girl **Resources in Education** **Rhetorical and Critical Approaches to Public Relations II** *The Canadian Monthly and National Review* **Where the Red Fern Grows** *Rhetorical Criticism and the Bible* Qualitative Research in Technical Communication *The Brief Cengage Handbook, 2016 MLA Update*

*The Giver* Feb 13 2021 Living in a "perfect" world without social ills, a boy approaches the time when he will receive a life assignment from the Elders, but his selection leads him to a mysterious man known as the Giver, who reveals the dark secrets behind the utopian facade.

*Rhetorical Criticism and the Bible* Aug 29 2019 This volume is the fifth in a series that explores the use of rhetoric in the study of biblical literature. Contributions from scholars in North America, Britain, Continental Europe and South Africa focus here on four major categories: The Theory of Rhetoric and Biblical Interpretation, Rhetorical Interpretation of Luke's Gospel and Acts, The Rhetorical Interpretation of Paul's Writings, and Rhetorical Interpretation of Hebrews and Ignatius. Author include Tom Olbricht, Douglas Campbell, Arthur Gibson, Craig Evans, Vernon Robbins, Greg Bloomquist, Pieter Botha, Paul Danove, Gerrie Snyman, Anders Eriksson, K. K. Ye, Lauri Thuren, G. A. van den Heever, Marc Debanne, J. N Vorster, and the editors.

**Resources in Education** Jan 03 2020

*Engaging 21st Century Writers with Social Media* Aug 22 2021 Basic composition courses have become a fundamental requirement for the major of university degrees available today. These classes allow students to enhance their critical thinking, writing, and reading skills; however, frequent use of technology and online activity can be detrimental to students' comprehension. *Engaging 21st Century Writers with Social Media* is a pivotal reference source for the latest research on the integration of social media platforms into academic writing classes, focusing on how such technology

encourages writing and enables students to grasp basic composition skills in classroom settings. Highlighting emerging theoretical foundations and pedagogical practices, this book is ideally designed for educators, upper-level students, researchers, and academic professionals.

Bad Feminist Oct 24 2021 'Pink is my favourite colour. I used to say my favourite colour was black to be cool, but it is pink - all shades of pink. If I have an accessory, it is probably pink. I read Vogue, and I'm not doing it ironically, though it might seem that way. I once live-tweeted the September issue.' In these funny and insightful essays, Roxane Gay takes us through the journey of her evolution as a woman (Sweet Valley High) of colour (The Help) while also taking readers on a ride through culture of the last few years (Girls, Django in Chains) and commenting on the state of feminism today (abortion, Chris Brown). The portrait that emerges is not only one of an incredibly insightful woman continually growing to understand herself and our society, but also one of our culture. Bad Feminist is a sharp, funny and sincere look at the ways in which the culture we consume becomes who we are, and an inspiring call-to-arms of all the ways we still need to do better.

Lab Girl Feb 02 2020 National Bestseller Winner of the National Book Critics Circle Award for Autobiography A New York Times Notable Book Geobiologist Hope Jahren has spent her life studying trees, flowers, seeds, and soil. Lab Girl is her revelatory treatise on plant life—but it is also a celebration of the lifelong curiosity, humility, and passion that drive every scientist. In these pages, Hope takes us back to her Minnesota childhood, where she spent hours in unfettered play in her father's college laboratory. She tells us how she found a sanctuary in science, learning to perform lab work "with both the heart and the hands." She introduces us to Bill, her brilliant, eccentric lab manager. And she extends the mantle of scientist to each one of her readers, inviting us to join her in observing and protecting our environment. Warm, luminous, compulsively readable, Lab Girl vividly demonstrates the mountains that we can move when love and work come together. Winner of the American Association for the Advancement of Science/Subaru Science Books & Film Prize for Excellence in Science Books Finalist for the PEN/E.O. Wilson Literary Science Writing Award One of the Best Books of the Year: The Washington Post, TIME.com, NPR, Slate, Entertainment Weekly, Newsday, Minneapolis Star Tribune, Kirkus Reviews

Animal Farm Aug 02 2022 All animals are equal but some animals are more equal than others. It's just an ordinary farm - until the animals revolt. They get rid of the irresponsible farmer. The other animals are sure that life is improving, but as systems are replaced and half-truths are retold, a new hierarchy emerges . . . Orwell's tale of propaganda, power and greed has never felt more pertinent. With an exciting new cover and inside illustrations by superstar Chris Mould.

**Non-Native Language Teachers** Feb 25 2022 As non-natives are increasingly found teaching languages, particularly English, both in ESL and EFL contexts, the identification of their specific contributions and their main strengths has become more relevant than ever. This volume provides different approaches to the study of non-native teachers: NNS teachers as seen by students, teachers, graduate supervisors, and by themselves. It contributes seldom-explored perspectives, like classroom discourse analysis, and social-

psychological framework to discuss conceptions of NNS teachers.

**The Science of Good and Evil** Oct 04 2022 From bestselling author Michael Shermer, an investigation of the evolution of morality that is "a paragon of popularized science and philosophy" The Sun (Baltimore) A century and a half after Darwin first proposed an "evolutionary ethics," science has begun to tackle the roots of morality. Just as evolutionary biologists study why we are hungry (to motivate us to eat) or why sex is enjoyable (to motivate us to procreate), they are now searching for the very nature of humanity. In *The Science of Good and Evil*, science historian Michael Shermer explores how humans evolved from social primates to moral primates; how and why morality motivates the human animal; and how the foundation of moral principles can be built upon empirical evidence. Along the way he explains the implications of scientific findings for fate and free will, the existence of pure good and pure evil, and the development of early moral sentiments among the first humans. As he closes the divide between science and morality, Shermer draws on stories from the Yanamamö, infamously known as the "fierce people" of the tropical rain forest, to the Stanford studies on jailers' behavior in prisons. *The Science of Good and Evil* is ultimately a profound look at the moral animal, belief, and the scientific pursuit of truth.

The Great Influenza May 07 2020 #1 New York Times bestseller "Barry will teach you almost everything you need to know about one of the deadliest outbreaks in human history."—Bill Gates "Monumental... an authoritative and disturbing morality tale."—Chicago Tribune The strongest weapon against pandemic is the truth. Read why in the definitive account of the 1918 Flu Epidemic. Magisterial in its breadth of perspective and depth of research, *The Great Influenza* provides us with a precise and sobering model as we confront the epidemics looming on our own horizon. As Barry concludes, "The final lesson of 1918, a simple one yet one most difficult to execute, is that...those in authority must retain the public's trust. The way to do that is to distort nothing, to put the best face on nothing, to try to manipulate no one. Lincoln said that first, and best. A leader must make whatever horror exists concrete. Only then will people be able to break it apart." At the height of World War I, history's most lethal influenza virus erupted in an army camp in Kansas, moved east with American troops, then exploded, killing as many as 100 million people worldwide. It killed more people in twenty-four months than AIDS killed in twenty-four years, more in a year than the Black Death killed in a century. But this was not the Middle Ages, and 1918 marked the first collision of science and epidemic disease.

*The Brief Cengage Handbook, 2016 MLA Update* Jun 27 2019 THE BRIEF CENGAGE HANDBOOK, 8th Edition, provides students with extensive coverage of rhetorical concerns, the writing and research process, composing in digital environments and in various genres, and other topics essential for 21st century student writers. This versatile and proven text is a uniquely effective guide to help students develop the critical thinking, reading, and writing skills they need to become successful communicators in college and beyond. Experienced teachers and collaborative writing partners throughout their careers, Kirszner and Mandell bring an in-the-trenches pragmatic understanding of instructor and student needs to every page of this edition. This edition has been updated to reflect guidelines from the 2016 MLA HANDBOOK, Eighth Edition. Important Notice: Media content referenced within

the product description or the product text may not be available in the ebook version.

**Of Mice and Men** Jun 07 2020 Tells a story about the strange relationship of two migrant workers who are able to realize their dreams of an easy life until one of them succumbs to his weakness for soft, helpless creatures and strangles a farmer's wife.

**Official Circular of Smith College** Oct 12 2020

"I Have a Dream" Speech Nov 05 2022

Learner Corpus Research Dec 14 2020 This volume showcases original, agenda-setting studies in the field of learner corpus research of both spoken and written production. The studies have important applications for classroom pedagogy. The volume brings readers up-to-date with new written and spoken learner corpora, often looking at previously under-examined variables in learner corpus investigations. It also demonstrates innovative applications of learner corpus findings, addressing issues such as the effect of task, the effect of learner variables and the nature of learner language. The volume is of significant interest to researchers working in corpus linguistics, learner corpus research, second language acquisition and English for Academic and Specific Purposes, as well to practitioners interested in the application of the findings in language teaching and assessment.

A Rhetorical Analysis of the NAFTA Debate Sep 10 2020 This book criticizes NAFTA rhetoric on the grounds that much of the support or opposition to the treaty was pointless; it rested on the belief that men are powerless before the global trends of economy. Arturo Zárate-Ruiz analyzes the opinions of more than 100 organizations and politicians from Canada, U.S., and Mexico, and covers the issues of free trade, labor, education, environment, and democracy.

**The Rhetorical Analysis of Scripture** Mar 29 2022 This is the third in a series of conference papers on rhetorical criticism. Held in July 1995 in London, the conference included participants from the United Kingdom, the United States, Canada, Germany, Italy, Switzerland and the Republic of South Africa. Part I is concerned with the past, present and future of rhetorical analysis; Parts II, III and IV are concerned with rhetorical analysis of scriptural texts; and Part V provides a conclusion reflecting on a number of questions raised in Part I. Most of the participants would characterize themselves as advocates of rhetorical criticism; but there were others less convinced that rhetorical criticism is developing as it ought.

The Wire in the College Classroom Jun 19 2021 The Wire's provocative subject matter, layered narrative and explicit critiques of American socio-economic institutions make it one of the most teachable television series in recent years. This collection of new essays offers practical examples for implementing The Wire in the college classroom as a cultural text to engage students in critical and creative inquiry. The essays provide a disciplinary framework for using the series in media studies, writing and narrative, ethics and rhetoric, and education and literacy. Each essay details the pedagogical goals of teaching the series or specific episodes, how it was employed in class and student responses to the material. Instructors considering this book for use in a course may request an examination copy [here](#).

**WAC and Second Language Writers** Apr 05 2020 Editors and contributors pursue the ambitious goal of including within WAC theory, research, and practice the differing perspectives, educational experiences, and voices of second-language writers. The chapters within this collection not only report new research but also share a wealth of pedagogical, curricular, and programmatic practices relevant to second-language writers. Representing a range of institutional perspectives—including those of students and faculty at public universities, community colleges, liberal arts colleges, and English-language schools—and a diverse set of geographical and cultural contexts, the editors and contributors report on work taking place in the United States, Asia, Europe, and the Middle East.

*Concepts in Composition* Mar 05 2020 *Concepts in Composition* is designed to foster reflection on how theory impacts practice, allowing prospective teachers to assume the dual role of both teacher and student as they enter the discipline of Writing Studies and become familiar with some of its critical conversations. Now in its third edition, the volume offers up-to-date scholarship and a deeper focus on diversity, both in the classroom and in relation to Writing Studies and literacy more broadly. This text continues to offer a wealth of practical assignments, classroom activities, and readings in each chapter. It is the ideal resource for the undergraduate or graduate student looking to pursue a career in writing instruction.

*The Mature Church* Mar 17 2021 In this book, Emmanuel Mbennah argues that Christian spiritual maturity is the bridge between the new identity of the Christian, articulated in Ephesians 1-3, and the moral code of the Christian life commensurate with the new identity, presented in Ephesians 4:17--6:20. From an interpretation of Ephesians 4:13, Mbennah brings to the fore what Christian spiritual maturity is and why it is imperative. He argues that Ephesians 4:1-16 is about spiritual maturity, and not about Christian unity, except unity as a by-product of maturity. A case study in which the meaning of spiritual maturity is used as a critical standard to evaluate the spiritual maturity of a church in a particular context further clarifies the meaning of spiritual maturity and demonstrates what a sad state of immaturity a church could be in. Mbennah calls for the Church's return to the pursuit of maturity and a return to the subject in New Testament scholarship.

*Navigating Argument: A Guidebook to Academic Writing* Jul 21 2021 Written for Tusculum College students, this guidebook will help you to navigate the often-confusing and tangled paths of academic writing. From your freshman composition sequence through your senior seminar course, you should plan to use the strategies taught in this book to complete a variety of writing assignments including rhetorical analyses, standard arguments, research papers, annotated bibliographies, and proposals. Each chapter will walk you through the steps necessary to navigate these different writing types. Additionally, you will be introduced to the writing process, including methods of prewriting, drafting, revising, and editing. This process will help you in any kind of writing you undertake.

**Twenty Writing Assignments in Context** Dec 26 2021 ? Twenty original, classroom-tested assignments: This innovative collection of college writing assignments explores the practical applications of each lesson. Drawing upon current best practices, each chapter includes a discussion of the rationale

behind the assignment, along with supplemental elements such as guidelines for evaluation, prewriting exercises and tips for avoiding common pitfalls. The assignments are designed for a range of courses, from first-year composition to upper-division writing in various disciplines.

**Rhetorical Argumentation in Biblical Texts** Sep 22 2021 In the latest volume in the Emory Studies in Early Christianity series, the contributors seek a better understanding of how various biblical authors present their arguments, support their claims, and attempt to persuade their readers. A century ago the rhetorical analysis of texts focused on the study of rhetorical figures in texts (elocutio). In the mid-twentieth century, scholars such as James Muilenburg, Hans Dieter Betz, and Wilhelm Wuellner introduced biblical scholars to the illustrious tradition of rhetorical study. These scholars tended to focus on the arrangement of the texts themselves (dispositio). During the last ten years, however, interpreters have increasingly studied the rhetorical argumentation in texts. The authors in this volume examine rhetorical argumentation in the Hebrew Bible, the Gospels, the Pauline letters, and the Book of Revelation, offering striking new readings of these materials. Contributors include: J. David Hester (Amador), Center for Rhetoric and Hermeneutics; R. Dean Anderson, Valkenburg, The Netherlands; Harold W. Attridge, Yale Divinity School; L. Gregory Bloomquist, St. Paul University, Ottawa; Michael R. Cosby, Messiah College; Rodney K. Duke, Appalachian State University; Frans H. van Eemeren, University of Amsterdam; Anders Eriksson, Lund University; Alan J. Hauser, Appalachian State University; Roy R. Jeal, William and Catherine Booth College; Manfred Kraus, Eberhard-Karls-Universität, Tübingen; John W. Marshall, University of Toronto; Roland Meynet, Pontificia Università Gregoriana; Thomas H. Olbricht, Emeritus, Pepperdine University; Carol Poster, Florida State University; Rollin A. Ramsaran, Emmanuel School of Religion; Vernon K. Robbins, Emory University and University of Stellenbosch; Russell B. Sisson, Union College; Jerry L. Sumney, Lexington Theological Seminary; C. Jan Swearingen, Texas A & M; Lauri Thurén, University of Joensuu; Johan S. Vos, Vrije Universiteit; and Duane F. Watson, Malone College.

**Understanding and Evaluating Research** Apr 17 2021 Understanding and Evaluating Research: A Critical Guide shows students how to be critical consumers of research and to appreciate the power of methodology as it shapes the research question, the use of theory in the study, the methods used, and how the outcomes are reported. The book starts with what it means to be a critical and uncritical reader of research, followed by a detailed chapter on methodology, and then proceeds to a discussion of each component of a research article as it is informed by the methodology. The book encourages readers to select an article from their discipline, learning along the way how to assess each component of the article and come to a judgment of its rigor or quality as a scholarly report.

Qualitative Research in Technical Communication Jul 29 2019 Brings together a representative sample from the growing body of work in qualitative research in technical communication. This book includes examples of qualitative methodologies - including ethnography, case study, focus groups, action research, grounded theory, and interview research.

**Lord of the Flies** Aug 10 2020 A plane crashes on a desert island and the

only survivors, a group of schoolboys, assemble on the beach and wait to be rescued. By day they inhabit a land of bright fantastic birds and dark blue seas, but at night their dreams are haunted by the image of a terrifying beast. As the boys' delicate sense of order fades, so their childish dreams are transformed into something more primitive, and their behaviour starts to take on a murderous, savage significance. First published in 1954, *Lord of the Flies* is one of the most celebrated and widely read of modern classics. Now fully revised and updated, this educational edition includes chapter summaries, comprehension questions, discussion points, classroom activities, a biographical profile of Golding, historical context relevant to the novel and an essay on *Lord of the Flies* by William Golding entitled 'Fable'. Aimed at Key Stage 3 and 4 students, it also includes a section on literary theory for advanced or A-level students. The educational edition encourages original and independent thinking while guiding the student through the text - ideal for use in the classroom and at home.

*Last Child in the Woods* May 31 2022 This huge international bestseller, fully revised for non-American readers, is now in ebook. *Last Child in the Woods* shows how our children have become increasingly alienated and distant from nature, why this matters, and what we can do to make a difference. It is unsentimental, rigorous and utterly original. 'A cri de coeur for our children' Guardian Camping in the garden, riding bikes through the woods, climbing trees, collecting bugs, picking wildflowers, running through piles of autumn leaves... These are the things childhood memories are made of. But for a whole generation of today's children the pleasures of a free-range childhood are missing, and their indoor habits contribute to epidemic obesity, attention-deficit disorder, isolation and childhood depression. This timely book shows how our children have become increasingly alienated and distanced from nature, why this matters and how we can make a difference. *Last Child in the Woods* is a clarion call, brilliantly written, compelling and irresistibly persuasive - a book that will change minds and lives.

*The Rhetorical Approach in the Federalist Papers No.10, No.54, No.84 and No.85* Nov 12 2020 Seminar paper from the year 2008 in the subject American Studies - Literature, grade: 1,7, RWTH Aachen University, course: American Non-Fiction, language: English, abstract: The eighty-five essays, today commonly referred to as *The Federalist Papers*, were written in 1787 and 1788 in order to help in securing the ratification of the proposed United States Constitution in the State of New York. Although the essays were all signed Publius, they were written by three men of different background and, to some extent, different political ideas. John Jay, Alexander Hamilton and James Madison have contributed to the Papers in different quantity. Due to an illness Jay has contributed only five articles. Hamilton's and Madison's contributions are not always easy to separate but most scholars ascribe twenty-nine articles to Madison and fifty-one to Hamilton. The authorship of essays "18-20, 49-58, and 62-63 was the subject of heated historical controversy for more than a century and a half, because both Hamilton and Madison allegedly claimed authorship of these essays." The object of this paper is to analyze the rhetorical approach of Madison and Hamilton in selected papers. Also, an attempt will be made to determine if, and to what extent their rhetorical style and political ideas are distinguishable even

under the joint guise of Publius. The analysis will be undertaken on the examples of four selected papers - No. 10, 54, 84 and 85, which were chosen as representatives of the respective author's style, since a detailed analysis of all 85 papers would be too extensive for a term paper. Contributions by John Jay are deliberately left out since they consist of only 5 papers which are arguably among the less important ones. Federalist No.10 was chosen as the most famous of Madison's contributions due to its prominence within the scholarly debate and the prevailing significance of the problem discussed in the essay - the dangers or factions within a republic system. No. 54 was chosen

**Where the Red Fern Grows** Sep 30 2019 A beloved classic that captures the powerful bond between man and man's best friend. Billy has long dreamt of owning not one, but two, dogs. So when he's finally able to save up enough money for two pups to call his own—Old Dan and Little Ann—he's ecstatic. It doesn't matter that times are tough; together they'll roam the hills of the Ozarks. Soon Billy and his hounds become the finest hunting team in the valley. Stories of their great achievements spread throughout the region, and the combination of Old Dan's brawn, Little Ann's brains, and Billy's sheer will seems unbeatable. But tragedy awaits these determined hunters—now friends—and Billy learns that hope can grow out of despair, and that the seeds of the future can come from the scars of the past. Praise for *Where the Red Fern Grows* A Top 100 Children's Novel, School Library Journal's A Fuse #8 Production A Must-Read for Kids 9 to 14, NPR Winner of Multiple State Awards Over 7 million copies in print! "Very touching." —The New York Times Book Review "One of the great classics of children's literature . . . Any child who doesn't get to read this beloved and powerfully emotional book has missed out on an important piece of childhood for the last 40-plus years." —Common Sense Media "An exciting tale of love and adventure you'll never forget." —School Library Journal "A book of unadorned naturalness." —Kirkus Reviews "Written with so much feeling and sentiment that adults as well as children are drawn [in] with a passion." —Arizona Daily Star "It's a story about a young boy and his two hunting dogs and . . . I can't even go on without getting a little misty." —The Huffington Post "We tear up just thinking about it." —Time on the film adaptation

*The Canadian Monthly and National Review* Oct 31 2019

**Body Ritual Among the Nacirema** May 19 2021

*A Room of One's Own* Sep 03 2022 In October 1928 Virginia Woolf was asked to deliver speeches at Newnham and Girton Colleges on the subject of 'Women and Fiction'; she spoke about her conviction that 'a woman must have money and a room of her own if she is to write fiction'. The following year, the two speeches were published as *A Room of One's Own*, and became one of the foremost feminist texts. Knitted into a polished argument are several threads of great importance - women and learning, writing and poverty - which helped to establish much of feminist thought on the importance of education and money for women's independence. In the same breath, Woolf brushes aside critics and sends out a call for solidarity and independence - a call which sent ripples well into the next century. 'Brilliant interweaving of personal experience, imaginative musing and political clarity' - Kate Mosse, *The Guardian* 'Probably the most influential piece of non-fictional writing by a woman in this century.' - Hermione Lee, *The*

Financial Times

*Key Theoretical Frameworks* Apr 29 2022 Drawing on social justice methodologies and cultural studies scholarship, *Key Theoretical Frameworks* offers new curricular and pedagogical approaches to teaching technical communication. Including original essays by emerging and established scholars, the volume educates students, teachers, and practitioners on identifying and assessing issues of social justice and globalization. The collection provides a valuable resource for teachers new to translating social justice theories to the classroom by presenting concrete examples related to technical communication. Each contribution adopts a particular theoretical approach, explains the theory, situates it within disciplinary scholarship, contextualizes the approach from the author's experience, and offers additional teaching applications. The first volume of its kind, *Key Theoretical Frameworks* links the theoretical with the pedagogical in order to articulate, use, and assess social justice frameworks for designing and teaching courses in technical communication. Contributors: Godwin Y. Agboka, Matthew Cox, Marcos Del Hierro, Jessica Edwards, Erin A. Frost, Elise Verzosa Hurley, Natasha N. Jones, Cruz Medina, Marie E. Moeller, Kristen R. Moore, Donnie Johnson Sackey, Gerald Savage, J. Blake Scott, Barbi Smyser-Fauble, Kenneth Walker, Rebecca Walton

*Handbook of Rhetorical Analysis* Nov 24 2021

**Practical Composition** Jan 27 2022 For English instructors at every level, the task of producing a worthwhile, workable plan for each class period can prove challenging. This invaluable work offers a vast compilation of writing exercises and in-class activities collected from professors, graduate students and lecturers from colleges and universities across the United States. Step-by-step instructions guide teachers through class discussions and exercises on topics ranging from invention, argumentation, formatting, thesis development and organization to rhetorical situation, visual rhetoric, peer review and revision. From high school teachers and first-time teaching assistants to experienced writing professors looking to enhance their courses, anyone who teaches English will appreciate the fresh ideas found in this indispensable volume. Instructors considering this book for use in a course may request an examination copy here.

*Rhetorical Analysis* Jul 01 2022 The analysis of biblical rhetoric has been developed only in the last 250 years. The first half of this book outlines the history of the method known as rhetorical analysis in biblical studies, illustrated by numerous texts. The work of Lowth (who focused on 'parallelism'), Bengel (who drew attention to 'chiasmus'), Jebb and Boys (the method's real founders at the turn of the nineteenth century) and Lund (the chief exponent in the mid-twentieth century) are all discussed, as is the current full blooming of rhetorical analysis. The second half of the book is a systematic account of the method, testing it on Psalms 113 and 146, on the first two chapters of Amos, and many other texts, especially from Luke. Translated by Luc Racaut.

**Rhetorical and Critical Approaches to Public Relations II** Dec 02 2019 This volume illustrates the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the crucial guidelines and philosophical underpinnings of public relations. *Rhetorical and Critical Approaches to*

Public Relations II addresses the rhetorical/critical tradition's contribution to the definition of public relations and PR practice; explores the role of PR in creating shared meaning in support of publicity and promotional organizational efforts; considers the tradition's contributions to risk, crisis, and issues dimensions of public relations; and highlights ethics, character, and responsible advocacy. It uses a rhetorical lens to provide practitioners with a sense of how their PR campaigns make a contribution to the organizational bottom line.

**Handbook of Visual Communication** Jan 15 2021 This Handbook of Visual Communication explores the key theoretical areas in visual communication, and presents the research methods utilized in exploring how people see and how visual communication occurs. With chapters contributed by many of the best-known and respected scholars in visual communication, this volume brings together significant and influential work in the visual communication discipline. The theory chapters included here define the twelve major theories in visual communication scholarship: aesthetics, perception, representation, visual rhetoric, cognition, semiotics, reception theory, narrative, media aesthetics, ethics, visual literacy, and cultural studies. Each of these theory chapters is followed by exemplar studies in the area, demonstrating the various methods used in visual communication research as well as the research approaches applicable for specific media types. The Handbook serves as an invaluable reference for visual communication theory as well as a useful resource book of research methods in the discipline. It defines the current state of theory and research in visual communication, and serves as a foundation for future scholarship and study. As such, it is required reading for scholars, researchers, and advanced students in visual communication, and it will be influential in other disciplines in which the visual component is key, including advertising, persuasion, and media studies. The volume will also be useful to practitioners seeking to understand the visual aspects of their media and the visual processes used by their audiences.

**Foundations for Sociorhetorical Exploration** Jul 09 2020 Engaging resources for understanding the importance of bodies and spaces in producing and interpreting persuasive language This volume collects essays that represent intellectual milestones that are informing sociorhetorical interpretation during the twenty-first century. The essays are arranged into five parts: (1) Topos; (2) Cultural Geography and Critical Spatiality; (3) Rhetorolects and Conceptual Blending; (4) Rhetography; and (5) Rhetorical Force. Features: Tools for integrating multiple approaches to biblical interpretation Resources that emphasize the importance of language that prompts mental pictures in effective rhetoric Essays from classicists, rhetoricians, and biblical scholars