

Rhetoric The Art Of Persuasion

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It is your completely own period to play reviewing habit. in the course of guides you could enjoy now is **Rhetoric The Art Of Persuasion** below.

Who Are You, Really? - Brian R. Little
2017-08-15

"Traditionally, scientists have emphasized what they call the first and second natures of personality--genes and culture, respectively. But today the field of personality science has moved well beyond the nature vs. nurture debate. In Who Are You, Really? Dr. Brian Little presents a

distinctive view of how personality shapes our lives--and why this matters. Little makes the case for a third nature to the human condition--the pursuit of personal projects, idealistic dreams, and creative ventures that shape both people's lives and their personalities. Little uncovers what personality science has been discovering about the role of personal projects,

revealing how this new concept can help people better understand themselves and shape their lives"--Provided by publisher.

RHETORIC AS AN ART OF PERSUASI -

Daniel F. Miller 2016-08-27

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pictures, errant marks, etc. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Ekphrasis, Imagination and Persuasion in Ancient Rhetorical Theory and Practice - Ruth Webb 2016-04-29

This is a study of ekphrasis, the art of making listeners and readers 'see' in their imagination through words alone, as taught in ancient rhetorical schools and as used by Greek writers of the Imperial period (2nd-6th centuries CE). The author places the practice of ekphrasis within its cultural context, emphasizing the importance of the visual imagination in ancient responses to rhetoric, poetry and historiography. By linking the theoretical writings on ekphrasis with ancient theories of imagination, emotion and language, she brings out the persuasive and

emotive function of vivid language in the literature of the period. This study also addresses the contrast between the ancient and the modern definitions of the term ekphrasis, underlining the different concepts of language, literature and reader response that distinguish the ancient from the modern approach. In order to explain the ancient understanding of ekphrasis and its place within the larger system of rhetorical training, the study includes a full analysis of the ancient technical sources (rhetorical handbooks, commentaries) which aims to make these accessible to non-specialists. The concluding chapter moves away from rhetorical theory to consider the problems and challenges involved in 'turning listeners into spectators' with a particular focus on the role of ekphrasis within ancient fiction. Attention is also paid to texts that lie at the intersection of the modern and ancient definitions of ekphrasis, such as Philostratos' *Imagines* and the many ekphraseis of buildings and monuments to be

found in Late Antique literature.

The Art of Persuasion - Linda Bridges 1992-03

Rhetoric Alive! Book 1 - 2016

The Art of Persuasion in Greece - George Kennedy 1963

Passions and Persuasion in Aristotle's Rhetoric - Jamie Dow 2015

Jamie Dow presents an original treatment of Aristotle's views on rhetoric and the passions, and the first major study of Aristotle's 'Rhetoric' in recent years. He attributes to Aristotle a normative view of rhetoric and its role in the state, and ascribes to him a particular view of the kinds of cognitions involved in the passions.

How to Apologise for Killing a Cat - Guy Doza 2022-09

Rhetoric - the art of persuasive speaking and writing - often gets a bad rep. In this dazzling, fast-paced guide, speechwriter Guy Doza delves

into punchy sayings from Ancient Rome to modern marketing to show how leaders, businesses and even our own friends use rhetorical devices such as logos and pathos every day, even if we don't know it.

Rhetoric - Mastering the Art of Persuasion - Horst Hanisch 2013

Interpretation in International Law - Andrea Bianchi 2015

The relevance of interpretation to the academic study and professional practice of international law is self-evident. As new insights on the practice and process of interpretation abound in other disciplines, international law and international lawyers have largely remained wedded to a rule-based approach, focusing almost exclusively on the Vienna Convention on the Law of Treaties. Such an approach neglects interpretation as a distinct and admittedly broader field of theoretical inquiry. Interpretation in International Law brings

together established and emerging international legal scholars to interrogate interpretation as a central concept in international law. The edited collection is creatively structured around the metaphor of the game, which captures and illuminates all the constituent elements of an act of interpretation. The object of the game of interpretation is to persuade one's audience that your own interpretation of the law is the correct one. The rules of play are known and complied with by the players, even though which cards to play is left to the skills and strategies of the individual players. There is also a meta-discourse about the game of interpretation 'playing the game of game-playing' which involves reflection about the nature of the game, its underlying stakes, and who gets to decide by what rules one should play. Through a series of diverse contributions, Interpretation in International Law reveals interpretation as an inescapable feature of all areas of international law. It will be of interest and utility to all

international lawyers whose work touches upon theoretical or practical aspects of interpretation.
The Rhetoric of Aristotle - Aristotle 1877

The Art of Rhetoric (Collins Classics) -
Aristotle 2012-09-13

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

The Art Of Rhetoric - Aristotle 2014-09-02

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.

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Saving Persuasion - Bryan Garsten 2009-03-31

In today's increasingly polarized political landscape it seems that fewer and fewer citizens hold out hope of persuading one another. Even among those who have not given up on persuasion, few will admit to practicing the art of persuasion known as rhetoric. To describe political speech as "rhetoric" today is to accuse it of being superficial or manipulative. In *Saving Persuasion*, Bryan Garsten uncovers the early modern origins of this suspicious attitude toward rhetoric and seeks to loosen its grip on contemporary political theory. Revealing how deeply concerns about rhetorical speech shaped

both ancient and modern political thought, he argues that the artful practice of persuasion ought to be viewed as a crucial part of democratic politics. He provocatively suggests that the aspects of rhetoric that seem most dangerous--the appeals to emotion, religious values, and the concrete commitments and identities of particular communities--are also those which can draw out citizens' capacity for good judgment. Against theorists who advocate a rationalized ideal of deliberation aimed at consensus, Garsten argues that a controversial politics of partiality and passion can produce a more engaged and more deliberative kind of democratic discourse.

New Testament Rhetoric - Ben Witherington
2009-01-01

Witherington provides a much-needed introduction to the ancient art of persuasion and its use within the various New Testament documents. More than just an exploration of the use of the ancient rhetorical tools and devices,

this guide introduces the reader to all that went into convincing an audience about some subject. Witherington makes the case that rhetorical criticism is a more fruitful approach to the NT epistles than the oft-employed approaches of literary and discourse criticism. Familiarity with the art of rhetoric also helps the reader explore non-epistolary genres. In addition to the general introduction to rhetorical criticism, the book guides readers through the many and varied uses of rhetoric in most NT documents--not only telling readers about rhetoric in the NT, but showing them the way it was employed. This brief guide book is intended to provide the reader with an entrance into understanding the rhetorical analysis of various parts of the NT, the value such studies bring for understanding what is being proclaimed and defended in the NT, and how Christ is presented in ways that would be considered persuasive in antiquity. - from the introduction

A Way with Words - Michael D. C. Drout 2006

From history-altering political speeches to friendly debates at cocktail parties, rhetoric holds the power to change opinions, spark new thoughts, and ultimately change the world. Professor Drout examines the types of rhetoric and their effects, the structure of effective arguments, and how subtleties of language can be employed to engage in more successful rhetoric.

How to Argue with a Cat - Jay Heinrichs
2018-03-01

If you can persuade a cat ... you can persuade anyone. This is the essential guide to getting your way. Jay Heinrichs, award-winning author of *Thank You for Arguing* and advisor to the Pentagon, NASA and Fortune 500 companies, distills a lifetime of negotiating and rhetoric to show you how to win over anyone - from colleagues and bosses, to friends and partners at home (and even the most stubborn of feline adversaries). You'll learn to: Perfect your timing - learn exactly when to pounce Get your body

language, tone and gesture just right Think about what your opponent wants - always offer a comfy lap Lure them in by making them think they have the power The result? A happy, hopefully scratch-free, resolution. 'Jay Heinrichs knows a thing or two about arguing' The Times 'A master rhetorician and persuasion guru' Salon 'You got a bunch of logical engineers to inject pathos into their arguments ... it works!' NASA engineer

[Saving Persuasion](#) - Bryan Garsten 2009-06-30
In *Saving Persuasion*, Bryan Garsten uncovers the early modern origins of today's suspicious attitude toward rhetoric and seeks to loosen its grip on contemporary political theory. He argues that the artful practice of persuasion ought to be viewed as a crucial part of democratic politics. Against theorists who advocate a rationalized ideal of deliberation aimed at consensus, Garsten argues that a controversial politics of partiality and passion can produce a more engaged and more deliberative kind of

democratic discourse.

The Elements of Rhetoric - Ryan N. S. Topping
2016-06-26

The Elements of Rhetoric offers a concise, comprehensive course in the rules for making your point stick. With copious examples from such masters of language as Cicero, Augustine, Shakespeare, Erasmus, Lincoln, Dickens, Newman, Chesterton, and Lewis, you will discover the 26 rules of persuasion and learn to apply them. Among the Elements you'll find: -- The three modes of persuasion --How to structure an academic essay --How to spot and avoid logical fallacies --How to compose with literary figures --Practical tips for improving speed in composition --A Study Guide with exercises This is the essential guide to persuasive writing and speaking, in the tradition of Strunk and White's *The Elements of Style*. "Ryan Topping has produced a guide accessible and useful to those of all ages and experience levels, in the classroom, the political setting, and

the pulpit."--Joseph R. Wood, Institute of World Politics "This is a splendid introduction to what you need to know to communicate wisely and well."--Quentin Schultze, Calvin College, author of *An Essential Guide to Public Speaking* "The Elements of Rhetoric is that rarest of rhetorical treats: a playfully serious and seriously playful summa of the art of communication--classical education at its very best "--Raymond F. Hain, Providence College "Leading by example, Topping delivers a handy guide for all of us who rely on the art of persuasion. The Elements of Rhetoric is a gem."--Daniel B. Coupland, Hillsdale College, co-author of *Well-Ordered Language: The Curious Child's Guide to Grammar* "This is the book I have sought for 35 years. For those like me, for whom public speaking and writing is their stock-in-trade, this book is a must-have daily companion."--Michael C. Gilleran, Business & IP Trial Lawyer & Partner, Burns & Levinson, LLP, Boston, MA "This versatile guide can supplement course

material from any discipline in order to help students polish presentations and essays."--ANN MARIE KLEIN, Department of Catholic Studies, University of St. Thomas, MN Ryan N.S. Topping earned a doctorate in Theology from The University of Oxford and is a Fellow of Thomas More College of the Liberal Arts. He has published several books on education and Christian culture.

The Art of Rhetoric - Aristotle 2018

For all men are persuaded by considerations of where their interest lies... Aristotle's Art of Rhetoric is the earliest systematic treatment of the subject, and it remains among the most incisive works on rhetoric that we possess. In it, we are asked: What is a good speech? What do popular audiences find persuasive? How does one compose a persuasive speech? Aristotle considers these questions in the context of the ancient Greek democratic city-state, in which large audiences of ordinary citizens listened to speeches pro and con before casting the votes

that made the laws, decided the policies, and settled the cases in court. Persuasion by means of the spoken word was the vehicle for conducting politics and administering the law. After stating the basic principles of persuasive speech, Aristotle places rhetoric in relation to allied fields such as politics, ethics, psychology, and logic, and he demonstrates how to construct a persuasive case for any kind of plea on any subject of communal concern. Aristotle views persuasion flexibly, examining how speakers should devise arguments, evoke emotions, and demonstrate their own credibility. The treatise provides ample evidence of Aristotle's unique and brilliant manner of thinking, and has had a profound influence on later attempts to understand what makes speech persuasive. The new translation of the text is accompanied by an introduction discussing the political, philosophical, and rhetorical background to Aristotle's treatise, as well as the composition and transmission of the original text and an

account of Aristotle's life.

Thank You for Arguing, Fourth Edition (Revised and Updated) - Jay Heinrichs 2020-04-21

The definitive guide to getting your way, revised and updated with new material on writing, speaking, framing, and other key tools for arguing more powerfully “Cross Cicero with David Letterman and you get Jay Heinrichs.”—Joseph Ellis, Pulitzer Prize-winning author of *The Quartet* and *American Sphinx* Now in its fourth edition, Jay Heinrichs’s *Thank You for Arguing* is your master class in the art of persuasion, taught by history’s greatest professors, ranging from Queen Victoria and Winston Churchill to Homer Simpson and Barack Obama. Filled with time-tested secrets for emerging victorious from any dispute, including Cicero’s three-step strategy for inspiring action and Honest Abe’s Shameless Trick for lowering an audience’s expectations, this fascinating book also includes an assortment of persuasion tips, such as:

- The Chandler Bing Adjustment: Match

your argument to your audience (that is, persuasion is not about you).

- The Belushi Paradigm: Before people will follow you, they have to consider you worth following.
- The Yoda Technique: Transform a banal idiom by switching the words around. Additionally, Heinrichs considers the dark arts of persuasion, such as politicians’ use of coded language to appeal to specific groups. His sage guide has been fully updated to address our culture of “fake news” and political polarization. Whether you’re a lover of language books or just want to win more anger-free arguments on the page, at the podium, or over a beer, *Thank You for Arguing* is for you. Warm, witty, and truly enlightening, it not only teaches you how to identify a *paraleipsis* when you hear it but also how to wield such persuasive weapons the next time you really, really need to get your way. This expanded edition also includes a new chapter on how to reset your audience’s priorities, as well as new and improved *ArgueLab* games to hone

your skills.

The Art of Rhetoric - Aristotle 2005-01-27

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. *How to Win an Argument* - Marcus Tullius

Cicero 2016-10-04

Timeless techniques of effective public speaking from ancient Rome's greatest orator All of us are faced countless times with the challenge of persuading others, whether we're trying to win a trivial argument with a friend or convince our coworkers about an important decision. Instead of relying on untrained instinct—and often floundering or failing as a result—we'd win more arguments if we learned the timeless art of verbal persuasion, rhetoric. *How to Win an Argument* gathers the rhetorical wisdom of Cicero, ancient Rome's greatest orator, from across his works and combines it with passages from his legal and political speeches to show his powerful techniques in action. The result is an enlightening and entertaining practical introduction to the secrets of persuasive speaking and writing—including strategies that are just as effective in today's offices, schools, courts, and political debates as they were in the Roman forum. *How to Win an Argument*

addresses proof based on rational argumentation, character, and emotion; the parts of a speech; the plain, middle, and grand styles; how to persuade no matter what audience or circumstances you face; and more. Cicero's words are presented in lively translations, with illuminating introductions; the book also features a brief biography of Cicero, a glossary, suggestions for further reading, and an appendix of the original Latin texts. Astonishingly relevant, this unique anthology of Cicero's rhetorical and oratorical wisdom will be enjoyed by anyone who ever needs to win arguments and influence people—in other words, all of us.

Adaptive Rhetoric - Alex C. Parrish 2013-11-07
Rhetorical scholarship has for decades relied solely on culture to explain persuasive behavior. While this focus allows for deep explorations of historical circumstance, it neglects the powerful effects of biology on rhetorical behavior - how our bodies and brains help shape and constrain rhetorical acts. Not only is the cultural model

incomplete, but it tacitly endorses the fallacy of human exceptionalism. By introducing evolutionary biology into the study of rhetoric, this book serves as a model of a biocultural paradigm. Being mindful of biological and cultural influences allows for a deeper view of rhetoric, one that is aware of the ubiquity of persuasive behavior in nature. Human and nonhuman animals, and even some plants, persuade to survive - to live, love, and cooperate. That this broad spectrum of rhetorical behavior exists in the animal world demonstrates how much we can learn from evolutionary biology. By incorporating scholarship on animal signaling into the study of rhetoric, the author explores how communication has evolved, and how numerous different species of animals employ similar persuasive tactics in order to overcome similar problems. This cross-species study of rhetoric allows us to trace the origins of our own persuasive behaviors, providing us with a deeper history of rhetoric that transcends the written

and the televised, and reveals the artifacts of our communicative past.

Zen in the Art of Rhetoric - Mark Lawrence McPhail 1996-01-01

Explores relationships between classical and contemporary approaches to rhetoric and their connection to the underlying assumptions at work in Zen Buddhism.

The Impact - Anshuman Sharma 2014-04-16

There are large number of rhetorical devices but only certain rhetorical devices are required for effective communication. These device s are frequently used by politicians in their speeches or business executives in their presentations to persuade the listeners for their case. The master of these devices is able to create a magical effect on the mind of the receiver. This book aims to equip the readers with 63 of these rhetorical devices which can be used to get success in life. The theme of this book is kept extremely simple. For each of the device a brief description is presented, followed by various examples.

Readers can understand the concept and should use these devices in their daily communication to get mastery. It is important to understand that the specified rhetorical devices should be used strategically and optimally, as excessive use would blunt its impact.

Rhetoric - Andrew Aberdein 2016-02-23

When is it better to use an analogy rather than a simile or a metaphor? Can you tell the difference between a synecdoche and a metonymy? What are the secret tricks used every day by professional persuaders? In this learned little volume, Adina Arvatu and Andrew Aberdein demonstrate the principles of Rhetoric via its key figures and devices, using numerous examples to show how almost all human communication deploys the time-tested techniques of this most enchanting ancient art.

Thank You for Arguing - Jay Heinrichs 2008-02-12

Thank You for Arguing is your master class in the art of persuasion, taught by professors

ranging from Bart Simpson to Winston Churchill. The time-tested secrets the book discloses include Cicero's three-step strategy for moving an audience to action— as well as Honest Abe's Shameless Trick of lowering an audience's expectations by pretending to be unpolished. But it's also replete with contemporary techniques such as politicians' use of "code" language to appeal to specific groups and an eye-opening assortment of popular-culture dodges, including: The Eddie Haskell Ploy Eminem's Rules of Decorum The Belushi Paradigm Stalin's Timing Secret The Yoda Technique Whether you're an inveterate lover of language books or just want to win a lot more anger-free arguments on the page, at the podium, or over a beer, Thank You for Arguing is for you. Written by one of today's most popular online language mavens, it's warm, witty, erudite, and truly enlightening. It not only teaches you how to recognize a paralipsis and a chiasmus when you hear them, but also how to wield such handy and persuasive weapons the

next time you really, really want to get your own way. From the Trade Paperback edition.

History of Rhetoric - George A. Kennedy
2015-08-11

The description for this book, *History of Rhetoric, Volume I: The Art of Persuasion in Greece*, will be forthcoming.

Adaptive Rhetoric - Alex C. Parrish 2013-12-02
Rhetorical scholarship has for decades relied solely on culture to explain persuasive behavior. While this focus allows for deep explorations of historical circumstance, it neglects the powerful effects of biology on rhetorical behavior - how our bodies and brains help shape and constrain rhetorical acts. Not only is the cultural model incomplete, but it tacitly endorses the fallacy of human exceptionalism. By introducing evolutionary biology into the study of rhetoric, this book serves as a model of a biocultural paradigm. Being mindful of biological and cultural influences allows for a deeper view of rhetoric, one that is aware of the ubiquity of

persuasive behavior in nature. Human and nonhuman animals, and even some plants, persuade to survive - to live, love, and cooperate. That this broad spectrum of rhetorical behavior exists in the animal world demonstrates how much we can learn from evolutionary biology. By incorporating scholarship on animal signaling into the study of rhetoric, the author explores how communication has evolved, and how numerous different species of animals employ similar persuasive tactics in order to overcome similar problems. This cross-species study of rhetoric allows us to trace the origins of our own persuasive behaviors, providing us with a deeper history of rhetoric that transcends the written and the televised, and reveals the artifacts of our communicative past.

The Ancient Art of Persuasion across Genres and Topics - 2019-11-04

This is an original collection of essays that contribute to a developing appreciation of persuasion across ancient genres (mainly

oratory, historiography, poetry) and a wide diversity of interdisciplinary topics (performance, language, style, emotions, gender, argumentation and narrative, politics).

Milton and the Art of Rhetoric - Daniel Shore
2012-07-30

Challenging the conventional view of John Milton as an iconoclast who spoke only to a 'fit audience though few', Daniel Shore argues that Milton was a far more pragmatic writer than previous scholarship has recognized.

Summoning evidence from nearly all of his works - poetry and prose alike - Shore asserts that Milton distanced himself from the prescriptions of classical rhetoric to develop new means of persuasion suited to an age distrustful of traditional eloquence. Shore demonstrates that Milton's renunciation of agency, audience, purpose and effect in the prose tracts leads not to quietism or withdrawal, but rather to a reasserted investment in public debate. Shore reveals a writer who is committed to persuasion

and yet profoundly critical of his own persuasive strategies. An innovative contribution to the field, this text will appeal to scholars of Milton, seventeenth-century literature, Renaissance literature and the history and theory of rhetoric. New Testament Rhetoric - Amos Professor of the New Testament for Doctoral Studies Ben Witherington, III III 2009

Witherington provides a much-needed introduction to the ancient art of persuasion and its use within the various New Testament documents. More than just an exploration of the use of the ancient rhetorical tools and devices, this guide introduces the reader to all that went into convincing an audience about some subject. Witherington makes the case that rhetorical criticism is a more fruitful approach to the NT epistles than the oft-employed approaches of literary and discourse criticism. Familiarity with the art of rhetoric also helps the reader explore non-epistolary genres. In addition to the general introduction to rhetorical criticism, the book

guides readers through the many and varied uses of rhetoric in most NT documents-not only telling readers about rhetoric in the NT, but showing them the way it was employed. ""This brief guide book is intended to provide the reader with an entrance into understanding the rhetorical analysis of various parts of the NT, the value such studies bring for understanding what is being proclaimed and defended in the NT, and how Christ is presented in ways that would be considered persuasive in antiquity."" - from the introduction ""Ben Witherington has used classical rhetorical criticism as a foundational method--writing commentaries on the entire New Testament canon. In this volume, he brings that extensive experience to the task of writing an introduction to this exegetical method. . . . This will surely become the choice resource--the ""new Kennedy""--for a main text in courses in rhetorical criticism or a supplementary text in courses on exegetical method, as well as a valuable and persuasive introduction to the

method for ministry professionals interested in connecting the ongoing task of proclamation with the persuasive techniques of the New Testament." --David A. deSilva, Trustees' Distinguished Professor of New Testament and Greek, Ashland Theological Seminary ""Whether one is drawn to the promise of rhetorical study of the New Testament writings or is not yet persuaded by its utility, Witherington has provided a helpful--and persuasive!--primer. His easy familiarity with the ancient sources makes this an especially user-friendly introduction to the importance of ancient rhetoric for historical study of the New Testament." --Joel B. Green, Professor of New Testament Interpretation, Fuller Theological Seminary ""For those who want to add rhetorical analysis to their interpretation of the New Testament, Ben Witherington provides easy access to a not easily accessible subject. . . . Not stopping with mere description, Witherington always draws out the implications of the rhetorical nature of the

biblical texts for interpretation and application." --Duane Watson, Professor of New Testament Studies, School of Theology, Malone College ""Ben Witherington has produced a sterling volume on ancient rhetoric and its applicability to New Testament studies. . . . Importantly, Witherington carefully describes how an understanding of rhetoric affects biblical interpretation and Christian preaching. Anyone who is interested in the contours of early Christian discourse or would like to be able to preach and teach as persuasively as the biblical authors will find this volume highly informative and immensely helpful. Another gem from the pen of Ben!"" --Michael Bird, Tutor in New Testament at the Highland Theological College, Dingwall, Scotland Ben Witherington III (PhD, University of Durham) is Amos professor of New Testament for Doctoral Studies at Asbury Theological Seminary and doctoral faculty at St. Andrews University. He is the author of numerous books, including *The Living Word of*

God (2008), *Shifting the Paradigms* (forthcoming) and several socio-rhetorical commentaries.

The Eloquent Screen - Gilberto Perez

2019-07-23

A lifetime of cinematic writing culminates in this breathtaking statement on film's unique ability to move us. Cinema is commonly hailed as "the universal language," but how does it communicate so effortlessly across cultural and linguistic borders? In *The Eloquent Screen*, influential film critic Gilberto Perez makes a capstone statement on the powerful ways in which film acts on our minds and senses.

Drawing on a lifetime's worth of viewing and re-viewing, Perez invokes a dizzying array of masters past and present—including Chaplin, Ford, Kiarostami, Eisenstein, Malick, Mizoguchi, Haneke, Hitchcock, and Godard—to explore the transaction between filmmaker and audience. He begins by explaining how film fits into the rhetorical tradition of persuasion and

argumentation. Next, Perez explores how film embodies the central tropes of rhetoric—metaphor, metonymy, allegory, and synecdoche—and concludes with a thrilling account of cinema's spectacular capacity to create relationships of identification with its audiences. Although there have been several attempts to develop a poetics of film, there has been no sustained attempt to set forth a rhetoric of film—one that bridges aesthetics and audience. Grasping that challenge, *The Eloquent Screen* shows how cinema, as the consummate contemporary art form, establishes a thoroughly modern rhetoric in which different points of view are brought into clear focus.

Kant and the Promise of Rhetoric - Scott R.

Stroud 2015-04-21

Immanuel Kant is rarely connected to rhetoric by those who study philosophy or the rhetorical tradition. If anything, Kant is said to see rhetoric as mere manipulation and as not worthy of attention. In *Kant and the Promise of Rhetoric*,

Scott Stroud presents a first-of-its-kind reappraisal of Kant and the role he gives rhetorical practices in his philosophy. By examining the range of terms that Kant employs to discuss various forms of communication, Stroud argues that the general thesis that Kant disparaged rhetoric is untenable. Instead, he offers a more nuanced view of Kant on rhetoric and its relation to moral cultivation. For Kant, certain rhetorical practices in education, religious settings, and public argument become vital tools to move humans toward moral improvement without infringing on their individual autonomy. Through the use of rhetorical means such as examples, religious narratives, symbols, group prayer, and fallibilistic public argument, individuals can persuade other agents to move toward more cultivated states of inner and outer autonomy. For the Kant recovered in this book, rhetoric becomes another part of human activity that can be animated by the value of humanity, and it can

serve as a powerful tool to convince agents to embark on the arduous task of moral self-cultivation.

The Art of Persuasion - Scott Crider 2019-02
Introductory book on rhetoric

Persuading People - Robert Cockcroft
2013-12-01

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

The Art of Persuasive Communication -

Johann C. De Wet 2009-12

This third edition situates contemporary persuasive practices against the background of the rich history of rhetoric and within the setting of a democratic state. The work is theoretically well-grounded and considerate of the practical dimensions of persuasion - from its broad starting points in an interpersonal setting to its manifestation as mass persuasion or propaganda in the wider political sphere. Contemporary examples, including rhetorical discourses of South African statesmen, are provided to facilitate understanding. Throughout, the author addresses critical issues that are important to communication science scholars and

practitioners, as well as those active in related disciplines such as political science, sociology, social psychology and rhetorical studies. In fact, the book should be helpful to potential persuaders and persuadees across the broad spectrum of society as it will give persuadees a better chance to identify persuasion and defend themselves against the unscrupulous.

Aristotle's "Art of Rhetoric" - Aristotle
2020-12-22

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.

Aristotle's "Art of Rhetoric" - Aristotle

2019-03-29

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.