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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 Rhetorical Tradition - the first comprehensive anthology of primary texts covering the history of rhetoric - examines rhetorical theory from classical antiquity through the modern period. Extensive editorial material makes it an essential text for the beginning student as well as the professional scholar.

This volume is the first to illustrate the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the critical guidelines and philosophical underpinnings of public relations and as such should guide pedagogy and practice. It also supplies pedagogic and critical standards with which to meet the needs of an increasingly sophisticated society that tends to reject all of public relations as propaganda. With the enormous amount of money spent on product publicity and public policy debates, this book gives practitioners a sense of whether their public relations campaigns make a contribution to the organizational bottom line by means of achieving the timeless standards of the art of rhetoric.

After explaining how and why women have been excluded from the rhetorical tradition from antiquity through the Renaissance, Cheryl Glenn provides the opportunity for Sappho, Aspasia, Diotima, Hortensia, Fulvia, Julian of Norwich, Margery Kempe, Margaret More Roper, Anne Askew, and Elizabeth I to speak with equal authority and as eloquently as Plato, Aristotle, Cicero, and Augustine. Her aim is nothing less than regendering and changing forever the history of rhetoric. To that end, Glenn locates women's contributions to and participation in the rhetorical tradition and writes them into an expanded, inclusive tradition. She regenders the tradition by designating those terms of identity that have promoted and supported men's control of public, persuasive discourse -- the culturally constructed social relations between, the appropriate roles for, and the subjective identities of women and men. Glenn is the first scholar to contextualize, analyze, and follow the migration of women's rhetorical accomplishments systematically. To locate these women, she follows the migration of the Western intellectual tradition from its inception in classical antiquity and its confrontation with and ultimate appropriation by evangelical Christianity to its force in the medieval Church and in Tudor arts and politics. Glenn sets the scope of her study from antiquity to the Renaissance for several reasons, not the least of which is that the Enlightenment saw the end of classical rhetoric as the dominant and most influential system of education and communication. Equally important, the Enlightenment brought about the demise of the one-sex model of humanity that centered on the telos of perfect maleness --with women and children being perceived as undeveloped men. Glenn expands the history of rhetoric by including the contributions of women. She is not writing a compensatory history or a history of rhetoric by women; she is integrating the rhetorical accomplishments of women into the context of the male-dominated and male-documented rhetorical tradition and, in the process, enriching that tradition.

The History and Theory of Rhetoric offers discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists that is easily accessible to students. By tracing the historical progression of rhetoric from the Greek Sophists of the 5th Century B.C. all the way to contemporary studies--such as the rhetoric of science and feminist rhetoric--this comprehensive text helps students understand how persuasive public discourse performs essential social functions and shapes our daily worlds. Students gain conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. Known for its clear writing style and contemporary examples throughout, The History and Theory of Rhetoric emphasizes the relevance of rhetoric to today's students.

The Essential Guide to Rhetoric is a useful tool for students who need a brief, topical introduction to the field of rhetoric. This concise book covers both classic and modern rhetorical theory for students and professors who want to gain a further understanding of rhetoric and its practical applications. This guide provides an easy-to-read, jargon-free look at rhetorical theory and how it can be used to supplement an education in communication and public speaking. This guide and other guides in the Essential Guide series were developed to complement a wide variety of communication texts and course needs, offering instructors flexible options to add additional content or emphasis areas to their courses. The Essential Guides can be purchased on their own, packaged at a discount with other Bedford/St.Martin's texts, or used as part of a custom option.

In "rereading" the sophists of fifth-century Greece, Susan C. Jarratt reinterprets classical rhetoric, with implications for current theory in rhetoric and composition. -- Provided by publisher.

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 the European Tradition provides a comprehensive, chronological survey of the basic models of rhetoric as they developed from the early Greeks through the twentieth century. Discussing rhetorical theories and practices in the context of the times of political and intellectual crisis that gave rise to them, Thomas M. Conley chooses carefully from a vast pool of rhetorical literature to give voice to those authors who exercised the greatest influence in their own and succeeding generations. This book is valuable as both an introduction for students and a reference and resource for scholars in fields including literature, cultural history, philosophy, and speech and communication studies.