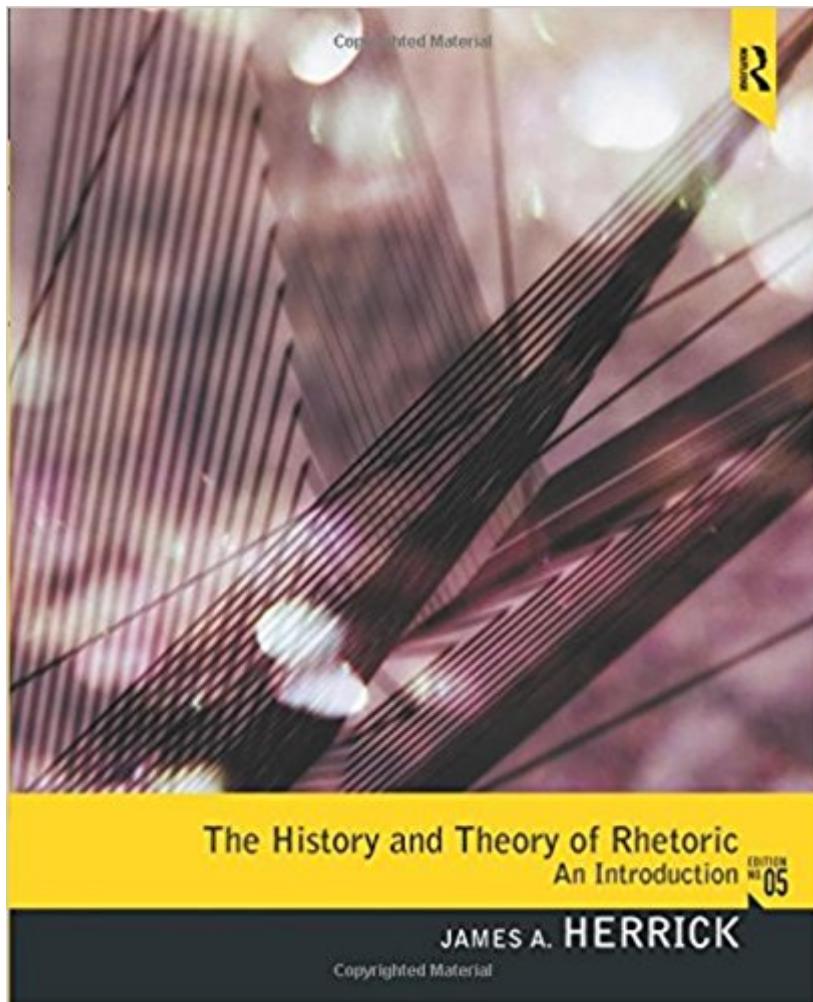


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History And Theory Of Rhetoric: An Introduction



Synopsis

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 studiesâ “such as the rhetoric of science and feminist rhetoricâ “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.

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Customer Reviews

The History and Theory of Rhetoric balances illuminating and concise reviews of canonical thinkers with critical discussions of the rhetorical tradition’s blind spots, internal conflicts, and periodic course corrections. Its accessible prose and lively pace help students readily apprehend potentially intimidating material, and recognize how the insights of the past reverberate through contemporary culture. -Brett Ingram, Ph.D., Boston College, USA Offering a foundation that encompasses over 2000 years, this text is digestible and meticulous rather than reductive. The author synthesizes history and theory such that readers can easily reference one part of the book while reading another and can utilize its term lists long after the first read. It is both a critical sourcebook and required

reading for anyone interested in how rhetoric evolved. -Zosha Stuckey, Towson University, USA In my opinion, *The History and Theory of Rhetoric* is the best rhetorical history textbook on the market. Students at all levels appreciate its engaging, straightforward approach. Even so, serious philosophical and theoretical questions that arise from rhetoric's history receive the attention and care they deserve. The book strikes a perfect balance between accessibility and rigor. -Jackie Wheeler, Arizona State University, USA James Herrick invites students "further up and further in" to the contours and depths of the art of rhetoric. He offers serious engagements with historical texts that ground the art and wades into the currents of contemporary theories that simultaneously interrogate and rely upon our rhetorical heritage. -Calvin L. Troup, Geneva College, USA The *History and Theory of Rhetoric* is not simply a book but a fascinating journey to explore the magnificent world of mind and speech interconnection throughout centuries, and its influence on various social developments of humanity. It is diverse and inclusive for all times and civilizations. The book is easy to understand and never simple. It provides valuable knowledge, useful skills and competitive tools. The book is a must for all those who want to explore the World of rhetoric! -Anahit Parzyan, Nanjing University, China --This text refers to an out of print or unavailable edition of this title.

The History and Theory of Rhetoric offers an accessible discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists. By tracing the historical progression of rhetoric from the Greek Sophists of the 5th Century B.C. to contemporary studies such as the rhetoric of science and feminist rhetoric; this concise yet comprehensive text helps students better understand what rhetoric is and what unites differing rhetorical theories throughout history. Student-friendly, *The History and Theory of Rhetoric* uses contemporary examples throughout and emphasizes the relevance of rhetoric to today's students. **New to This Edition** Integrates updated, contemporary examples throughout, inviting students to view the history of rhetoric as relevant to their own lives. Devotes greater attention to women's contributions throughout several periods of rhetorical history, uncovering for students an often hidden or suppressed area of study in the field as well as introducing them to new women writers. Includes extensive updates on contemporary rhetoric and a more contemporary treatment of the ancient sophists, so that it reflects changes in the field of rhetoric and recent research. **About the Author** James Herrick is the Guy Vander Jagt Professor of Communication at Hope College, where he has taught for twenty years. He has served on numerous committees at Hope College and was the Communication Department chair for ten years. Professor Herrick is a member of

several editorial boards, including that of the Journal of the Association for Communication Administration. His writings include five books and countless articles and professional papers. Professor Herrick has received many grants and awards from both national institutions and Hope College; in 2003, he was a National Endowment for the Humanities Summer Seminar participant, presenting a paper at University of California, Berkeley. --This text refers to an out of print or unavailable edition of this title.

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Bought for daughter. No complaint.

Some books on rhetoric history are bogged down in details. This book was well written, to the point and easy to read.

Perfect for the history of rhetoric and where it all began starting with the Sophists, Socrates, Plato, and Aristotle.

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