

Essential Guide To Rhetoric

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Essential Guide To Rhetoric

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The guide. Gaining an understanding of rhetorical theory and its

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practical applications is a critical component to effective and competent communication. The Essential Guide to Rhetoric provides an accessible and balanced overview of the core historical and contemporary theories. It uses concrete, relevant examples and jargon-free language to bring these concepts to life.

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This is why their booklet The Essential Guide to Rhetoric provides an accessible and balanced overview of core historical and contemporary theories through concrete, relevant examples and jargon-free language, helping students move from concepts to action.

The essential guide to rhetoric (Book, 2008) [WorldCat.org]

rhetoric the study of producing discourses ad interpreting how, when, and why discourses are persuasive the act of reading an

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object (a speech or text) in the light of its surroundings

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The Essential guide covers the origins of rhetoric, from Aristotle and his speech styles: forensic (for Trials), epideictic (eulogy), and epideictic, and in part 2 Argument and persuasion, organisation and style, and includes a sample speech, so you can design your own speech.

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William M. Keith ... Aristotle defines 'rhetoric', then describes the three main methods of Page 7/22

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