

# Paradise Lost And The Rhetoric Of Literary Forms Princeton Legacy Library

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[Edith Wharton and the Rhetoric of Manners](#) Aug 13 2020

**Paradise Lost and the Rhetoric of Literary Forms** Jun 10 2020 This comprehensive study interprets Paradise Lost as a rhetoric of literary forms, by attending to the broad spectrum of literary genres, modes, and exemplary works Milton incorporates within that poem. Originally published in 1985. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

**The Rhetoric of Political Leadership** Sep 13 2020 This timely book details the theoretical and practical elements of political rhetoric and their effects on the interactions between politicians and the public. Expert contributors explore the issues associated with political rhetoric from a range of disciplinary perspectives, including political science, linguistics, social psychology and communication studies. Investigating critical emerging topics, such as invited behavior, political public relations, artificial intelligence and 'chatbots', this book offers a comprehensive overview of the current state of the field. Empirical data gathered from around the globe facilitates comparison of the different structures, practices and effects of political rhetoric employed across various cultural contexts. Chapters examine what makes a speech effective, politicians' use of moral appeals in political advertising, political attacks on social media, and gender and emotion in political discourse. The Rhetoric of Political Leadership will be a key resource for scholars and students of political science, communication studies and social psychology, particularly those focusing on cross-cultural perspectives. It will also appeal to those working in leadership and politics that are seeking an in-depth understanding of the importance and use of discourse in the political arena.

[The Rhetoric of Economics](#) Aug 25 2021 A classic in its field, this pathbreaking book humanized the scientific rhetoric of economics to reveal its literary soul. Economics needs to admit that it, like other sciences, works with metaphors and stories. Its most mathematical and statistical moments are properly dominated by comparison and narration, that is to say, human persuasion. The book was McCloskey's opening move in the development of a "humanomics," and unification of the sciences and the humanities on the field of ordinary business life.

[The Birth of Rhetoric](#) Jun 03 2022 What is rhetoric? Is it the capacity to persuade? Or is it 'mere' rhetoric: the ability to get others to do what the speaker wants, regardless of what they want? This is the rhetoric of ideological manipulation and political seduction. Rhetoric is for some a distinctive mode of communication; for others, whenever someone speaks, rhetoric is present. This book is devoted to helping readers understand these rival accounts, by showing how it has happened that there are so many conceptions of rhetoric. Any such approach must be rooted in classical antiquity, since our ideas of rhetoric are the product of a complicated historical process starting in ancient Greece. Greek rhetoric was born in bitter controversy. The figure of Gorgias is at the centre of that debate and of this book: he invites us to confront the terrifying, exhilarating possibility that persuasion is just power.

**Rebirth of Rhetoric** Nov 15 2020 Rebirth of Rhetoric brings together contributions from several fields to provide a forum in which a unifying theory for language and literature studies can be debated. The book does not aim to resurrect classical Renaissance rhetoric, but to remake it within a contemporary context. The context of texts (both spoken and written) is one of the main emphases of this collection, whether it is the ideology informing the text, or the way in which a text is transformed by its audience. The book also aims to present a range of practical approaches to the study of texts of all kinds: literary; televisual; film and photography. It also argues the case for developments in the Arts and Humanities which will bring together people working in Education, Linguistics, Composition, Literature and Cultural Studies.

**The Rhetoric of RHETORIC** Feb 05 2020 In this manifesto, distinguished critic Wayne Booth claims that communication in every corner of life can be improved if we study rhetoric closely. Written by Wayne Booth, author of the seminal book, *The Rhetoric of Fiction* (1961). Explores the consequences of bad rhetoric in education, in politics, and in the media. Investigates the possibility of reducing harmful conflict by practising a rhetoric that depends on deep listening by both sides.

**The Rhetoric of Soft Power** May 02 2022 The book explores the notion of soft power as set of theoretical arguments about power, and as a reflection of how each country perceives what is an increasingly necessary perspective on international relations in an age of ubiquitous global communication flows and encroaching networks of non-state actors. Soft power is discussed a means by which public diplomacy is justified and in the process, reflects arguments for how each state sees what is possible through soft power.

**Paul and the Rhetoric of Reconciliation** Feb 16 2021 This work casts new light on the genre, function, and composition of Paul's first letter to the Corinthians. Margaret Mitchell thoroughly documents her argument that First Corinthians was a single letter, not a combination of fragments, whose aim was to persuade the Corinthian Christian community to become unified.

[Seeing Things John's Way](#) Sep 06 2022 The emotionally evocative power of the book of Revelation has been often noted and experienced by interpreters, but until now it has never been systematically explored. The strange visions of the book of Revelation provide some of the most difficult passages of the New Testament, yet Christians have long been fascinated by its power and provocative pronouncements. David deSilva analyzes how the book argues and

persuades us to see the world through the eyes of John, and suggests that the study of ancient rhetoric is particularly valuable in understanding the book of Revelation. deSilva interprets the book of Revelation as a rhetorical and communicative strategy to persuade a particular audience for specific goals. Throughout this analysis, he pursues John's construction of his own authority, John's use of emotion and logic, and his attempt to shape the formation of the reader. Despite the complexities of Revelation, deSilva has produced a remarkably clear text sure to cause readers to rethink their view of Revelation.

The Rhetoric of Aristotle Oct 07 2022

**A Prophet in Debate** Oct 27 2021 An investigation of the literary structure and rhetorical challenge that prompted the book's production. Moller argues that the book of Amos captures and presents the debate between Amos and his eighth-century audience. When read in the light of Israel's fall, the presentation of Amos struggling (and failing) to convince his contemporaries of the imminent divine punishment functions as a powerful warning to subsequent Judean readers.

*The History of Rhetoric and the Rhetoric of History* Dec 05 2019 In the articles collected here Nancy Struever explores the basic assumption that rhetoric is not simply a bag of persuasive tricks, but functions, necessarily, as a mode of inquiry investigating not simply the mechanics of production and reception of discourse, but the psychological factors of reason and passion engaged by the assertion, modification, and contest of beliefs and dispositions of the civil communities. The first section looks both at contemporary historians employing rhetorical constructs and tactics and at contemporary accounts of the employment of rhetorical pedagogical material and theoretical texts in medieval and Renaissance cultural practices. The second set of articles considers change and continuity in the rhetorical exploitation's of genre forms in cultural programs, focuses on the strong reorientation of Classical forms of moral inquiry, on the ingenious use of the proverb, of etymology, of the exemplum, as well as on the changes in strategies in the theater, the novel, and art criticism. The final section deals with the strong historical interconnections of rhetoric with other disciplines: the motives and investigative tactics of medicine and rhetoric in the Renaissance and Early Modernity, and the shared interests and interwoven careers of rhetoric and law.

**Landmark Essays on Rhetoric of Science** Mar 08 2020 Now in its Second Edition, *Landmark Essays on Rhetoric of Science: Case Studies* presents fifteen iconic essays in science studies, rhetorical criticism, and argumentation. Integral to the launch of the *Landmark Essays* series and renowned for its impact on the then-nascent field of rhetoric of science, this volume returns with a revised introduction and updated contributions to the field, including the work of Leah Ceccarelli, James Wynn, Ashley Rose Mehlenbacher, and Carolyn R. Miller.

**Educating Early Christians through the Rhetoric of Hell** Jul 12 2020 Meghan Henning explores the rhetorical function of the early Christian concept of hell, drawing connections to Greek and Roman systems of education, and examining texts from the Hebrew Bible, Greek and Latin literature, the New Testament, early Christian apocalypses and patristic authors.

**The Rhetoric of Leviathan** May 22 2021 The description for this book, *The Rhetoric of Leviathan: Thomas Hobbes and the Politics of Cultural Transformation*, will be forthcoming.

**Rhetoric of Failure, The** Apr 20 2021

**Haydn and the Performance of Rhetoric** May 10 2020 Accompanying DVD-ROM in pocket at the rear of book.

**Teresa of Avila and the Rhetoric of Femininity** Nov 27 2021 Celebrated as a visionary chronicler of spirituality, Teresa of Avila (1515-1582) suffered persecution by the Counter-Reformation clergy in Spain, who denounced her for her "diabolical illusions" and "dangerous propaganda." Confronting the historical irony of Teresa's transformation from a figure of questionable orthodoxy to a national saint, Alison Weber shows how this teacher and reformer used exceptional rhetorical skills to defend her ideas at a time when women were denied participation in theological discourse. In a close examination of Teresa's major writings, Weber correlates the stylistic techniques of humility, irony, obfuscation, and humor with social variables such as the marginalized status of pietistic groups and demonstrates how Teresa strategically adopted linguistic features associated with women--affectivity, spontaneity, colloquialism--in order to gain access to the realm of power associated with men.

**The Rhetoric of Official Apologies** Nov 03 2019 *The Rhetoric of Official Apologies: Critical Essays* focuses on the many challenges associated with performing a speech act on behalf of a collective and the concomitant issues of rhetorically tackling the multiple political, social, and philosophical issues at stake when a collective issues an official apology to a group of victims. Contributors address questions of whether collective remorse is possible or credible, how official apologies can be evaluated, who can issue apologies on behalf of whom, and whether there are certain kinds of wrongdoing that simply can't be addressed in the form of an official apology. Collectively, the book speaks to the relevance of conceptualizing official apologies more broadly as serving multiple rhetorical purposes that span ceremonial and political genres and represent a potentially powerful form of collective self-reflection necessary for political and social advancement.

The Rhetoric of Perspective Sep 01 2019 Perspective determines how we, as viewers, perceive painting. We can convince ourselves that a painting of a bowl of fruit or a man in a room appears to be real by the way these objects are rendered. Likewise, the trick of perspective can prevent us from being absorbed in a scene. Connecting contemporary critical theory with close readings of seventeenth-century Dutch visual culture, *The Rhetoric of Perspective* puts forth the claim that painting is a form of thinking and that perspective functions as the language of the image. Aided by a stunning full-color gallery, Hanneke Grootenboer proposes a new theory of perspective based on the phenomenological aspects of non-narrative still-life, trompe l'oeil, and anamorphic imagery. Drawing on playful and mesmerizing baroque images, Grootenboer characterizes what she calls their "sophisticated deceit," asserting that painting is more about visual representation than about its supposed objects. Offering an original theory of perspective's impact on pictorial representation, the act of looking, and the understanding of truth in painting, Grootenboer shows how these paintings both question the status of representation and explore the limits and credibility of perception. "An elegant and honourable synthesis."—Keith Miller, *Times Literary Supplement*

*Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the Networked World* Oct 03 2019 Understanding digital modes and practices of traditional rhetoric are essential in emphasizing information and interaction in human-to-human and human-computer contexts. These emerging technologies are essential in gauging information processes across global contexts. *Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the Networked World* compiles relevant theoretical frameworks, current practical applications, and emerging practices of digital rhetoric. Highlighting the key principles and understandings of the underlying modes, practices, and literacies of communication, this book is a vital guide for professionals, scholars, researchers, and educators interested in finding clarity and enrichment in the diverse perspectives of digital rhetoric research.

*The Rhetoric of Reaction* Apr 08 2020 With engaging wit and subtle irony, Albert Hirschman maps the diffuse and treacherous world of reactionary rhetoric in which conservative public figures, thinkers, and polemicists have been arguing against progressive agendas and reforms for the past two hundred years. He draws his examples from three successive waves of reactive thought that arose in response to the liberal ideas of the French Revolution and the Declaration of the Rights of Man, to democratization and the drive toward universal suffrage in the nineteenth century, and to the welfare state in our own century. In each case he identifies three principal arguments invariably used--the theses of perversity, futility, and jeopardy. He illustrates these propositions by citing writers across the centuries from Alexis de Tocqueville to George Stigler, Herbert Spencer to Jay Forrester, Edmund Burke to Charles Murray. Finally, in a lightning turnabout, he shows that progressives are frequently apt to employ closely related rhetorical postures, which are as biased as their reactionary counterparts.

Reading, Writing, and the Rhetorics of Whiteness Jan 06 2020 In this volume, Ryden and Marshall bring together the field of composition and rhetoric with critical whiteness studies to show that in our "post race" era whiteness and racism not only survive but actually thrive in higher education. As they examine the effects of racism on contemporary literacy practices and the rhetoric by which white privilege maintains and reproduces itself, Ryden and Marshall consider topics ranging from the emotional investment in whiteness to the role of personal narrative in reconstituting racist identities to critiques of the foundational premises of writing programs steeped in repudiation of despised discourses. Marshall and Ryden alternate chapters to sustain a multi-layered dialogue that traces the rhetorical complexities and contradictions of teaching English and writing in a university setting. Their lived experiences as faculty and administrators serve to underscore the complex code of whiteness even as they push to decode it and demonstrate how their own pedagogical practices are raced and racialized in multiple ways. Collectively, the essays ask instructors and administrators to consider more carefully the pernicious nature of whiteness in their professional activities and how it informs our practices.

*The Rhetoric of the Right* Mar 20 2021 This study seeks to demonstrate the subtle ways in which changes in the language associated with economic issues are reflective of a gradual but quantifiable conservative ideological shift. In this rigorous analysis, David George uses as his data a century of word usage within The New York Times, starting in 1900. It is not always obvious how the changes identified necessarily reflect a stronger prejudice toward laissez-faire free market capitalism, and so much of the book seeks to demonstrate the subtle ways in which the changing language indeed carries with it a political message. This analysis is made through exploration of five major areas of focus: "economics rhetoric" scholarship and the growing "behavioral economics" school of thought; the discourse of government and taxation; the changing meaning of "competition," and "competitive"; changing attitudes toward labor and the celebration of growth relative to the decline in attention to economic justice and social equality.

**The Rhetoric of Pregnancy** Sep 25 2021 It is a truth widely acknowledged that if you're pregnant and can afford one, you're going to pick up a pregnancy manual. From *What to Expect When You're Expecting* to *Pregnancy for Dummies*, these guides act as portable mentors for women who want advice on how to navigate each stage of pregnancy. Yet few women consider the effect of these manuals—how they propel their readers into a particular system of care or whether the manual they choose reflects or contradicts current medical thinking. Using a sophisticated rhetorical analysis, Marika Seigel works to deconstruct pregnancy manuals while also identifying ways to improve communication about pregnancy and healthcare. She traces the manuals' evolution from early twentieth-century tomes that instructed readers to unquestioningly turn their pregnancy management over to doctors, to those of the women's health movement that encouraged readers to engage more critically with their care, to modern online sources that sometimes serve commercial interests as much as the mother's. The first book-length study of its kind, *The Rhetoric of Pregnancy* is a must-read for both users and designers of our prenatal systems—doctors and doulas, scholars and activists, and anyone interested in encouraging active, effective engagement.

The Effects of Rhetoric and the Rhetoric of Effects Oct 15 2020 An examination of the foundation of rhetorical criticism and how it should be reconceptualized for the twenty first century

**Standing Up, Speaking Out** Aug 01 2019 In recent decades, some of the most celebrated and culturally influential American oratorical performances have come not from political leaders or religious visionaries, but from stand-up comics. Even though comedy and satire have been addressed by rhetorical scholarship in recent decades, little attention has been paid to stand-up. This collection is an attempt to further cultivate the growing conversation about stand-up comedy from the perspective of the rhetorical tradition. It brings together literatures from rhetorical, cultural, and humor studies to provide a unique exploration of stand-up comedy that both argues on behalf of the form's capacity for social change and attempts to draw attention to a series of otherwise unrecognized rhetors who have made significant contributions to public culture through comedy. "

**Readings in Classical Rhetoric** Jan 30 2022 Rhetoric -- the theory of oral discourse -- affected and indeed pervaded all aspects of classical thought. Bearing the stamp of its impact were the Homeric hymns, the Iliad and the Odyssey, Aeschylus' Eumenides, the great dramatic tragedies, the elegiac and lyric poetry, and the literature of the Romans, often formed in the Greek image. The rhetorical notion of probability had direct implications for the classical philosopher and mathematician as it does today. Departments of speech, English, philosophy and classics provide the key centers of interest in the new and the classical rhetorics. Despite the considerable enthusiasm for the study of rhetoric, no single work provides large selections of primary materials written by the classical rhetoricians themselves. Until now, only secondary sources containing tiny excerpts, or entire and expensive translations of the ancient rhetorical writings were available. This large anthology of primary readings of the classical rhetoricians in translation fills this large gap. The continuity and coherence of ancient rhetorical traditions is emphasized by organizing large excerpts into the topical divisions that later classical writers agreed upon. The first unit of this anthology sets forth major issues in the definition and scope of rhetoric, and its appropriate place among other modes of thought and discourse. Parts 2 through 5 are organized according to the traditional canons of oratory -- invention, disposition, style, memory, and delivery. In organizing the readings this way, the editors represent both the philosophical and theoretical issues in rhetoric and its pragmatic functions as a craft for making effective discourse. Selecting excerpts that illustrate the major conflicts within the unfolding tradition enables a sampling of not only the major points of view, but also the arguments supporting them. This volume includes selections not only from writings of the standard classical rhetoricians but also from less typical works which have special value. The editors have utilized the best accessible translations while remaining absolutely faithful to their texts.

*A Cinema of Hopelessness* Jun 30 2019 This book explores the circulation of anger and hostility in contemporary American culture with particular attention to the fantasy of refusal, a dream of rejecting all the structures of the contemporary political and economic system. Framing the question of public sentiment through the lens of rhetorical studies, this book traces the circulation of symbols that craft public feelings in contemporary popular cinema. Analyzing popular twenty-first century films as invitations to a particular way of feeling, the book delves into the way popular sentiments are circulated and intensified. The book examines dystopian films (*The Purge*, *The Cabin in the Woods*), science fiction (*Snowpiercer*), and superhero narratives (the *Marvel Cinematic Universe* and *Joker*). Across these varied films, an affective economy that emphasizes grief, betrayal, refusal, and an underlying rage at the seeming hopelessness of contemporary culture is uncovered. These examinations are framed in terms of ongoing political protests ranging from *Occupy Wall Street*, the *Tea Party*, *Black Lives Matter*, and the 6th January 2021 invasion of the US Capitol Building.

*Martin Luther King and the Rhetoric of Freedom* Jan 18 2021 A fascinating study of Martin Luther King's persuasive rhetoric

**God and the Rhetoric of Sexuality** Aug 05 2022 Focusing on texts in the Hebrew Bible, and using feminist hermeneutics, Phyllis Trible brings out what she considers to be neglected themes and counter literature. After outlining her method in more detail, she begins by highlighting the feminist imagery used for God; then she moves on to traditions embodying male and female within the context of the goodness of creation. If Genesis 2-3 is a love story gone awry, the Song of Songs is about sexuality redeemed in joy. In between lies the book of Ruth, with its picture of the struggles of everyday life.

**Rhetoric before and beyond the Greeks** Dec 17 2020 Examines rhetorical practices in cultures and time periods that have received little attention to date.

The Rhetoric of Risk Jul 04 2022 The crash of an Amtrak train near Baltimore, the collapse of the Hyatt hotel in Kansas City, the incident at Three Mile Island, and other large-scale technological disasters have provided powerful examples of the ways that communication practices influence the events and decisions that precipitate a disaster. These examples have raised ethical questions about the responsibility of writers within agencies, epistemological questions about the nature of representation in science, and rhetorical questions about the nature of expertise and experience as grounds for judgments about risk. In *The Rhetoric of Risk: Technical Documentation in Hazardous Environments*, author Beverly Sauer examines how the dynamic uncertainty of the material environment affects communication in large regulatory industries. Sauer's analysis focuses specifically on mine safety, which provides a rich technical and historical context where problems of rhetorical agency, narrative, and the negotiation of meaning have visible and tragic outcomes. But the questions Sauer asks have larger implications for risk and safety: How does writing function in large regulatory industries? What can we learn from experience? Why is this experience so difficult to capture in writing? What information is lost when agencies rely on written documentation alone? Given the uncertainties, how can we work to improve communication in hazardous and uncertain environments? By exploring how individuals make sense of the material, technical, and institutional indeterminacies of their work in speech and gesture, *The Rhetoric of Risk* helps communicators rethink their frequently unquestioned assumptions about workplace discourse and the role of writers in hazardous worksites. It is intended for scholars and students in technical writing and communication, rhetoric, risk analysis and risk communication, as well as a wide range of engineering and technical fields concerned with risk, safety, and uncertainty.

The Rhetoric of Food Dec 29 2021 This book focuses on the rhetoric of food and the power dimensions that intersect this most fundamental but increasingly popular area of ideology and practice, including politics, culture, lifestyle, identity, advertising, environment, and economy. The essays visit a rich variety of dominant discourses and material practices through a range of media, channels, and settings including the White House, social movement rhetoric, television programming, urban gardens, farmers markets, domestic and international agriculture institutions, and popular culture. Rhetoricians address the cultural, political, and ecological motives and consequences of humans' strategic symbolizing and attendant choice-making, visiting discourses and practices that have impact on our species in their producing, distributing, regulating, marketing, packaging, consuming, and talking about food. The essays in this book are representative of dominant and marginal discourses as well as perennial issues surrounding the rhetoric of food and include macro-, meso-, and micro-level analyses and case studies, from international neoliberal trade policies to media and social movement discourse to small group and interactional dynamics. This volume provides an excellent range and critical illumination of rhetoric's role as both instrumental and constitutive force in food

representations, and its symbolic and material effects.

**The Rhetoric of Emotions** Jun 22 2021 Kenneth Burke, founder of the critical method of dramatism, believed that motives and attitudes are constantly generated by individuals as they encounter social situations and material objects in the course of their everyday lives. In *The Rhetoric of Emotions*, Robert Perinbanayagam proposes that by analyzing individuals' experiences, especially through their interaction with creative outlets, we can come to a deeper understanding of how the human mind systematically approaches the emotive process. The author maintains that individuals use spoken language, and all other forms of symbolism, including art and literature, to elicit social cooperation and emotional understanding, both in regard to the world around them and within themselves. Rhetoric and culture are mechanisms for managing values, behavior, and emotions. In order to ground this philosophical viewpoint, Perinbanayagam strategically discusses famous novels and paintings to show how individuals construct emotional responses to the rhetorical objects at their disposal. In addition to the ideas of Burke and George Herbert Mead, the ideas of Max Weber, Georg Simmel, Charles Sanders Peirce, Edmund Husserl, Alfred Schutz, and Erving Goffman are also reflected in this provocative analysis.

**The Rhetoric of Saint Augustine of Hippo** Feb 28 2022 *The Rhetoric of St. Augustine of Hippo* is the definitive edition of St. Augustine's fourth book of *De Doctrina Christiana*, the book that deals with rhetoric and its uses in Christian discourse. The edition of DDC contains both the original Latin and Sister Tèrese Sullivan's brilliant translation. An introduction discusses the historical importance of DDC. Seven seminal essays written during the last seventy-five years provide representative discussions of the important topics of DDC. The volume includes a detailed, synoptic outline of all four books, with a conclusion by Amy K. Hermanson that synthesizes Augustine's rhetorical theory in a religious context. This is the only edition of its kind. It will remain the standard for a long time to come.

**Thomas Jefferson and the Rhetoric of Virtue** Apr 01 2022 In this volume, James L. Golden and Alan L. Golden undertake the first careful study of Jefferson's rhetorical philosophy and practice. They find that not only did Jefferson take a great interest in classical and modern students of rhetoric, but he developed his own program for its study. They also discover that Jefferson viewed the study of discourse as a vehicle for upholding virtue. Jefferson's commitment to virtue, the authors argue, helps explain his interest in rhetoric, just as a study of his rhetorical philosophy leads to a deeper understanding of his commitment to virtue.

**Health and the Rhetoric of Medicine** Jul 24 2021 Assessing rhetorical principles of contemporary health issues Hypochondriacs are vulnerable to media hype, anorexics are susceptible to public scrutiny, and migraine sufferers are tainted with the history of the "migraine personality," maintains rhetorical theorist Judy Z. Segal. All are influenced by the power of persuasion. *Health and the Rhetoric of Medicine* explores persistent health conditions that resist conventional medical solutions. Using a range of rhetorical principles, Segal analyzes how patients and their illnesses are formed within the physician/patient relationship. The intractable problem of a patient's rejection of a doctor's advice, says Segal, can be considered a rhetorical failure—a failure of persuasion. Examining the discourse of medicine through case studies, applications, and analyses, Segal illustrates how illnesses are described in ways that limit patients' choices and satisfaction. She also illuminates psychiatric conditions, infectious diseases, genetic testing, and cosmetic surgeries through the lens of rhetorical theory. *Health and the Rhetoric of Medicine* bridges critical analysis for scholarly, professional, and lay audiences. Segal highlights the persuasive element in diagnosis, health policy, illness experience, and illness narratives. She also addresses questions of direct-to-consumer advertising of prescription drugs, the role of health information in creating the "worried well" and problems of trust and expertise in physician/patient relationships. A useful resource for critical common sense in everyday life, the text provides an effective examination of a society increasingly influenced by the rhetoric of health and medicine.

**The Rhetoric of the Book of Judges** Nov 08 2022 This volume describes how Judges' rhetorical devices (e.g., narrative analogy, entrapment, foreshadowing) inspire its readers to support a divinely appointed Judahite king who endorses the deuteronomic agenda, and illustrates a new method for understanding how plot-layered stories work.