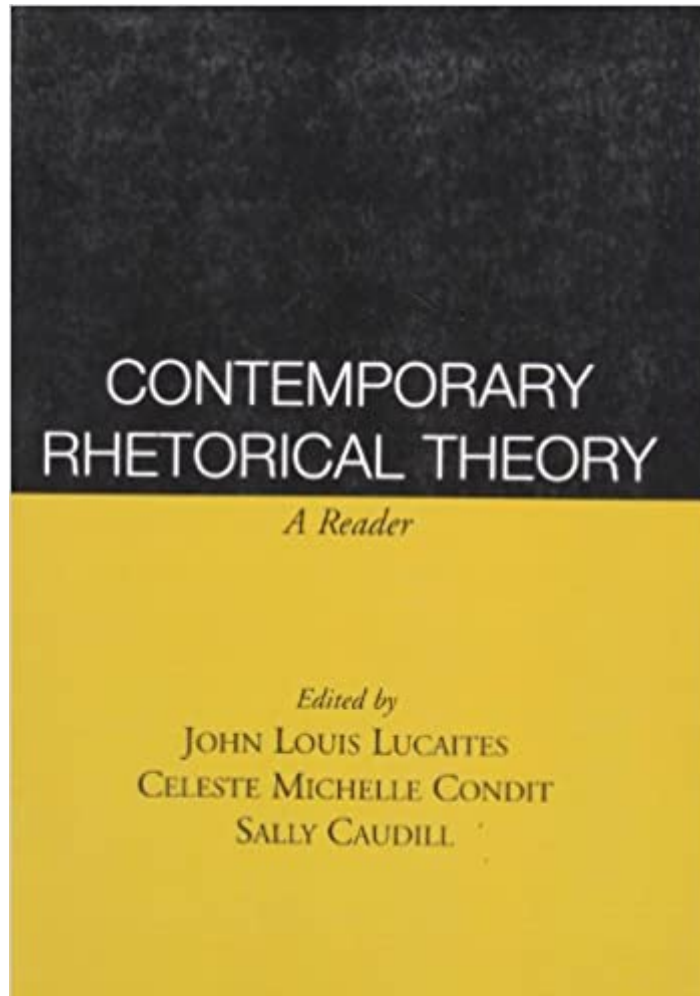




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# Contemporary Rhetorical Theory: A Reader



## Synopsis

This indispensable text brings together important essays on the themes, issues, and controversies that have shaped the development of rhetorical theory since the late 1960s. An extensive introduction and epilogue by the editors thoughtfully examine the current state of the field and its future directions, focusing in particular on how theorists are negotiating the tensions between modernist and postmodernist considerations. Each of the volume's eight main sections comprises a brief explanatory introduction, four to six essays selected for their enduring significance, and suggestions for further reading. Topics addressed include problems of defining rhetoric, the relationship between rhetoric and epistemology, the rhetorical situation, reason and public morality, the nature of the audience, the role of discourse in social change, rhetoric in the mass media, and challenges to rhetorical theory from the margins. An extensive subject index facilitates comparison of key concepts and principles across all of the essays featured.

## Book Information

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"Lucaites, Condit, and Caudill have done an exceptional job of mapping out the terrain of issues facing contemporary rhetorical theorists. This volume covers a breadth of perspectives and issues, serving well both as an introduction to contemporary debates and as a launching pad for the next generation of scholarship. With this volume as a sourcebook and guide, I feel optimistic about the future of rhetorical theory."--John M. Sloop, PhD, Department of Communication Studies, Vanderbilt

University Nashville, Tennessee" This much needed-volume captures the vitality and growing pains of recent rhetorical theory. Readers may be thankful that this body of work, previously known to a virtual community of rhetoricians, now has been made easily accessible. It is essential reading for anyone who would join the expanding conversation about rhetoric."--John Lyne, PhD, Professor of Communications, University of Pittsburgh, Pittsburgh, Pennsylvania" This book introduces important essays in contemporary rhetorical theory and offers insightful frames of interpretation pointing up their collective significance. It also foreshadows an agenda for the next generation of rhetorical scholarship. Helping us understand the rhetorical dimension of what is often called 'human nature,' the book arouses our curiosity--and perhaps our foreboding--about the world we constantly shape and reshape as we play the deeply human game of rhetoric."--Michael Osborn, Professor Emeritus, Department of Communication, University of Memphis

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Excellent selections.

Any compilation that purports to cover something as broad as "contemporary rhetorical theory" is bound to miss the mark on an essay or two, but this anthology scores a double-bullseye. The three authors, all respected theorists in their own right, have assembled the key essays around which rhetorical scholarship revolves today. The book is organized in topical sections. Each section of the opens with introductory remarks that help students frame the topic at hand. This is an excellent book for advanced undergraduate and graduate courses.

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