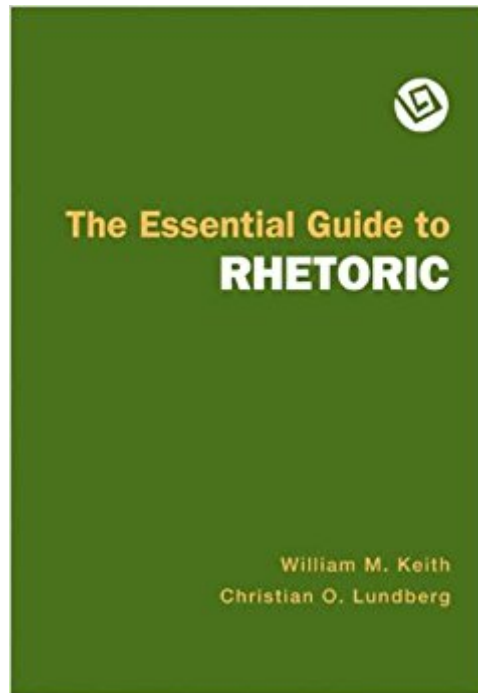




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# The Essential Guide To Rhetoric



## Synopsis

Gaining an understanding of rhetorical theory and its 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. The guide helps students move from concept to action with discussions of invention, the traditions of trope, argument and speech, among others. This handy guide is an excellent addition to the public speaking class, extending and deepening crucial concepts, and an indispensable supplement to the rhetorical theory class.

## Book Information

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## Customer Reviews

If you're looking to buy a book on rhetoric, because rhetoric is so broad in its scope, it might be useful to know in advance what you might be getting. As you explore this book, you will notice that it's very reasonably priced, some books on rhetoric are priced in the stratosphere, and some are definitely not what they appear to be. This particular book is about 80 pages long and clearly designed for college students. 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. My particular area of interest is style, particular word styles, figures of speech and patterns, and I like the examples in this book. It gets into tropes, and Klimax, and explores several things I have not read in other books. If you're new to this I recommend it, you can become pretty

knowledgeable about rhetoric in a short time, and it's user friendly. I recommend Æ Æ Shakespeare's Wordcraft (Softcover) if you are interested in exploring rhetorical patterns, particularly Shakespeare, and Longman guide to revising prose Longman Guide to Revising Prose: A Quick and Easy Method for Turning Good Writing into Great Writing. I hope you find this helpful. Update: I notice some reviewers subsequent to me have received books with errors or chapter missing. has a return policy, and if you acquire any book not just this book which has errors or is not what you were expecting, you can return it for a refund, and also contact the publisher as they may not be aware of mistakes.

When reading anything on rhetoric, one must determine what the author even means by the term. This valuable, little work starts with an analysis of the different definitions of rhetoric. How helpful since other works I've looked at tend to assume a certain definition and run with it.

Although I have been practicing much of what is included in this book for most of my adult life, I had never taken a formal class in rhetoric or communication for the matter. I found "The Essential Guide to Rhetoric" informative and interesting. That said, I do believe that the author's claim of contemporary situation relevance is a bit of a stretch. Although the author writes a bit about email, little to no attention (examples or illustration) is given to mixed media, group publishing, or social media, but for my use, this was of little consequence.

Very limited in scope. But, exactly what a high school or college student needs to clarify the tiny amount of rhetoric taught in school. Appropriate for a basic rhetorical analysis paper.

This is a short, clear guide that introduces the college freshman to how arguments get framed. I found it helpful but a bit dry. Motivated students will get something out of it.

Short, concise, thorough text on the basics of rhetoric. Students appreciate the directness and clarity!

It was decent.

Pretty good.

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