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and, of course, words, and we have adapted principles of rhetoric to under-stand the visual, aural, and verbal elements of messages Rhetoric and Culture— 139 ...

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may already be aware of, leading you to see how all of popular culture works to influence the public. THE RHETORIC OF EVERYDAY LIFE Some well-developed theories are available for studying how messages influence people. These are theories of rhetoric, or persuasion. The ...

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rhetoric and popular culture. In this chapter we will focus on rhetoric and its traditions. There are some well-developed theories available for studying how messages influence people. These are theories of rhetoric, or persuasion. The word rhetoric has many meanings, and we will examine many of them in this chapter. Many people

Organizations and Rhetoric in Contemporary Culture

Chapter 1 Organizations and Rhetoric in Contemporary Culture 3 In his book The Rhetoric, Aristotle (trans 1939) identifies the means of persuasion as appeals to personal character (ethos), appeals to emotion (pathos), and the use of reasoning (logos). Both Aristotle's definition of rhetoric as an ability to see what will be persuasive and

Framing, rhetoric and culture jamming in public relations

Framing, rhetoric and culture jamming in public relations Lee Edwards London School of Economics and Political Science, UK This issue of Public Relations Inquiry could almost have been a special issue on the topic of the competitive relationship between organisations and activists. All the papers

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public discourse within a culture. By the 5th century, rhetoric handbooks, such as Book IV of Augustine's (1958) On Christian Doctrine, encouraged teachers and students of rhetoric to accept a broad set of three goals for public speaking: to teach, to please, and to persuade. Today the majority of public speaking textbooks

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Rhetoric in Franchise Organizations: The Impact of National Culture Anna Watson¹, Olufunmilola (Lola) Dada², Owen Wright³, and Rozenn Perrigot⁴
Abstract This study examines the role of national culture on the entrepreneurial orientation (EO) rhetoric contained within franchisee recruitment promotional materials, where EO rhetoric is defined as

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SAGE Flex for Public Speaking Today, continuing in this tradition of embracing effective rhetoric as a cornerstone of Western culture, The National Communication Association (NCA) is considered the preeminent organization in advancing Communication as an academic discipline dedicated to fostering and promoting free and ethical communication

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studies, rhetoric, philosophy, sport, and cultural studies from the United States, Canada, and the United Kingdom provide insight into how the underpinnings of sport language work in consumer culture and contribute to understandings not only of sport and its importance but of fundamental understandings of race and masculinity The range of