



The Essential Guide to Rhetoric

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PREFACE

The Essential Guide to Rhetoric is a versatile supplement for students who need a brief, topical introduction to the key concepts of rhetoric. In addition to discussions of history, speech situations, and tropes, the text also connects rhetorical theory to contemporary issues in students' lives: public speaking, online communication, and engagement in political discourse.

WHY AN ESSENTIAL GUIDE TO RHETORIC?

We believe that gaining an understanding of rhetorical theory and its practical applications is a critical component in effective and competent communication. But not everyone has the opportunity to study rhetoric in detail, particularly at the undergraduate level where courses such as public speaking and the introductory communication survey tend to be the first requirement. A very basic knowledge of rhetorical concepts can enrich students' experience in these and other courses, but survey textbooks tend to offer minimal coverage at this level. Many instructors crave more depth but do not need a full-blown rhetoric survey—they just supplement with bits and pieces.

With this in mind, we saw a need for a handy booklet that explains the basics of persuasion in a brief and accessible way. We wrote *The Essential Guide to Rhetoric* to cover classic and modern rhetorical theory in ways that would intrigue today's students and satisfy instructors' teaching needs. This guide helps students identify, understand, and employ the core terms of rhetoric through a solid foundation in theory balanced by engaging language and current examples. Our ultimate desire is to provide the necessary groundwork while sparking an interest in students to learn more and employ this knowledge in their lives.

STRUCTURE AND COVERAGE

To help guide readers through the text, *The Essential Guide to Rhetoric* is split into two parts: Part I, "Rhetoric in Theory," which provides a succinct overview of the foundations of rhetoric, and Part II, "Rhetoric in Action," which shows how the rhetorical concepts come to life. Topic coverage includes:

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William M. Keith, Christian O. Lundberg



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