



Rhetoric in Civic Life, 2nd edition

Catherine Helen Palczewski, Richard Ice, John Fritch

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Rhetoric in Civic Life provides a richly textured, conceptually organized introduction to rhetorical theory and concepts. Sophisticated yet accessible, it guides students in exploring rhetorical action in a democratic society.

Interweaving classical and contemporary concepts, the book shows how people in a diverse society shape ideas, make decisions about common concerns, and create social realities through symbolic action.

Thoroughly updated to reflect current theory, issues, and events, the new edition provides a rich array of historical and contemporary examples that show how words, images, arguments, and narratives create social and cultural identities and have consequences to civic life, public discourse and dissent, and social policies.

FEATURES

- topical organization interweaves classical and contemporary theories, illuminating rhetorical concepts through the interplay of various perspectives
- civic and advocacy emphasis focuses rhetorical concepts in terms of cultural issues and public controversies
- substantive, clear, engaging explanations make complex ideas accessible and pertinent to students
- abundant historical and contemporary examples illustrate the role of rhetoric in political, cultural, and social contexts, as well as in students' own lives

FEATURES OF THE NEW EDITION

- updated examples reflect current issues and controversies, recent events, and the evolving function of rhetorical concepts in public discourse
- updated theory and research includes expanded explanation of the complex roles and functions of rhetors, public emotion, and networked publics
- expanded explanations of difficult concepts, with increased emphasis on the classical roots of contemporary theory
- increased emphasis throughout on digital discourse and social media illustrates their growing role in civic action

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