

Rhetorica A Toolkit Of 21 Everyday Writing Techniques

The emotionally evocative power of the book of Revelation has been often noted and experienced by interpreters, but until now it has never been systematically explored. The strange visions of the book of Revelation provide some of the most difficult passages of the New Testament, yet Christians have long been fascinated by its power and provocative pronouncements. David deSilva analyzes how the book argues and persuades us to see the world through the eyes of John, and suggests that the study of ancient rhetoric is particularly valuable in understanding the book of Revelation. deSilva interprets the book of Revelation as a rhetorical and communicative strategy to persuade a particular audience for specific goals. Throughout this analysis, he pursues John's construction of his own authority, John's use of emotion and logic, and his attempt to shape the formation of the reader. Despite the complexities of Revelation, deSilva has produced a remarkably clear text sure to cause readers to rethink their view of Revelation.

Trump won the presidency not because of partisanship, policy, or economic factors but because of how he makes people feel.

Cover -- Title -- Copyright -- Dedication -- Contents -- Acknowledgments -- List of Figures and Tables -- Contributors -- 1 Manifesting Methodologies for the Rhetoric of Health & Medicine -- 2 Historical Work in the Discourses of Health and Medicine -- 3 Ecological Investments and the Circulation of Rhetoric: Studying the "Saving Knowledge" of Dr. Emma Walker's Social Hygiene Lectures -- 4 Infrastructural Methodology: A Case in Protein as Public Health -- 5 Health Communication Methodology and Race -- 6 Bringing the Body Back Through Performative Phenomenology -- 7 "No Single Path": Desire Lines and Divergent Pathographies in Health and Medicine -- 8 Rhetorically Listening for Microwithdrawals of Consent in Research Practice -- 9 Medical Interiors: Materiality and Spatiality in Medical Rhetoric Research Methods -- 10 Ethical Research in "Health 2.0": Considerations for Scholars of Medical Rhetoric -- 11 Negotiating Informed Consent: Bueno aconsejar, mejor remediar (it is good to give advice, but it is better to solve the problem) -- 12 Translingual Rhetorical Engagement in Transcultural Health Spaces -- 13 Assemblage Mapping: A Research Methodology for Rhetoricians of Health and Medicine -- 14 Medicalized Mosquitoes: Rhetorical Invention in Genetic Engineering for Disease Control -- 15 Experiments in Rhetoric: Invention and Neurorhetorical Play -- Index

The Knowledge Translation Toolkit provides a thorough overview of what knowledge translation (KT) is and how to use it most effectively to bridge the "know-do" gap between research, policy, practice, and people. It presents the theories, tools, and strategies required to encourage and enable evidence-informed decision-making. This toolkit builds upon extensive research into the principles and skills of KT: its theory and literature, its evolution, strategies, and challenges. The book covers an array of crucial KT enablers—from context mapping to evaluative thinking—supported by practical examples, implementation guides, and references. Drawing from the experience of specialists in relevant disciplines around the world, The Knowledge Translation Toolkit aims to enhance the capacity and motivation of researchers to use KT and to use it well. The Tools in this book will help researchers ensure that their good science reaches more people, is more clearly understood, and is more likely to lead to positive

action. In sum, their work becomes more useful, and therefore, more valuable.

Flexible, easy to use, just enough detail?and now the number-one best seller. With just enough detail ? and color-coded links that send students to more detail if they need it ? this is the rhetoric that tells students what they need to know and resists the temptation to tell them everything there is to know. Designed for easy reference ? with menus, directories, and a combined glossary/index. The Third Edition has new chapters on academic writing, choosing genres, writing online, and choosing media, as well as new attention to multimodal writing. The Norton Field Guide to Writing is available with a handbook, an anthology, or both ? and all versions are now available as low-cost ebooks.

RhetoricaA Toolkit of 21 Everyday Writing TechniquesRethink Press

From an abundance of intensifiers to frequent repetition and parallelisms, Donald Trump's idiolect is highly distinctive from that of other politicians and previous Presidents of the United States. Combining quantitative and qualitative analyses, this book identifies the characteristic features of Trump's language and argues that his speech style, often sensationalized by the media, differs from the usual political rhetoric on more levels than is immediately apparent. Chapters examine Trump's tweets, inaugural address, political speeches, interviews, and presidential debates, revealing populist language traits that establish his idiolect as a direct reflection of changing social and political norms. The authors scrutinize Trump's conspicuous use of nicknames, the definite article, and conceptual metaphors as strategies of othering and antagonising his opponents. They further shed light on Trump's fake news agenda and his mutation of the conventional political apology which are strategically implemented for a political purpose. Drawing on methods from corpus linguistics, conversation analysis, and critical discourse analysis, this book provides a multifaceted investigation of Trump's language use and addresses essential questions about Trump as a political phenomenon.

A new edition of the bestselling guide to the study of philosophy: the ideal intellectual 'toolkit' for sharpening analytical skills and building philosophical acuity Whether used as a guide to basic principles or a resource for key concepts and methods, The Philosopher's Toolkit equips readers with all the intellectual 'tools' necessary for engaging closely with philosophical argument and developing fluency in the methods and language of philosophical inquiry. Featuring accessible explanations, practical examples, and expert guidance, this text empowers readers to understand traditional philosophical thinking and to engage with new ideas. Focuses on the practical methods and concepts necessary for philosophical inquiry Presents a versatile resource for both novice and advanced students in areas of philosophy, critical theory, and rhetoric Adopts a pluralistic approach to teaching philosophy, making this a suitable resource for many courses Delivers extensive cross-referenced entries, recommended readings, and updated online resources Covers an array of topics, from basic tools of argumentation to sophisticated philosophical principles Fully revised and updated to include new topics and entries as well as expanded recommended reading lists to encourage further study

Renowned communications researcher, consultant, and speech coach Atkinson offers a refreshing approach that highlights the secrets of successful communication.

The future of writing studies is fundamentally tied to advancing technological development—writing cannot be done without a technology and different technologies mediate writing differently. In *Rhetorical Speculations*, contributors engage with emerging technologies of composition through “speculative modeling” as a strategy for anticipatory, futural thinking for rhetoric and writing studies. Rhetoric and writing studies often engages technological shifts reactively, after the production and reception of rhetoric and writing has changed. This collection allows rhetoric and writing scholars to explore modes of critical speculation into the transformative effect of emerging technologies, particularly as a means to speculate on future shifts in the intellectual, pedagogical, and institutional frameworks of the field. In doing so, the project repositions rhetoric and writing scholars as proprietors of our technological future to come rather than as secondary receivers, critics, and adjusters of the technological present. Major and emerging voices in the field offer a range of styles that include pragmatic, technical, and philosophical approaches to the issue of speculative rhetoric, exploring what new media/writing studies could be—theoretically, pedagogically, and institutionally—as future technologies begin to impinge on the work of writing. *Rhetorical Speculations* is at the cutting edge of the subject of futures thinking and will have broad appeal to scholars of rhetoric, literacy, futures studies, and material and popular culture. Contributors: Bahareh Brittany Alaei, Sarah J. Arroyo, Kristine L. Blair, Geoffrey V. Carter, Sid Dobrin, Kristie S. Fleckenstein, Steve Holmes, Kyle Jensen, Halcyon Lawrence, Alexander Monea, Sean Morey, Alex Reid, Jeff Rice, Gregory L. Ulmer, Anna Worm

The Art of the Sentence is a clear and concise introduction into many of the most important concepts in rhetoric. Using classic and modern examples of rhetoric, the book reviews over 120 rhetorical devices and techniques and explains when and how they are used in writing. If you want to gain insight into rhetoric and be a better writer, this is an excellent resource to own.

The Rhetorical Invention of America's National Security State uses a broad range of materials, including technical, journalistic, entertainment, academic, and legal sources to explore the role of rhetoric in the expansion and maintenance of America's national security state. It helps audiences understand the complex discourses produced by and constitutive of the national security state. Its interdisciplinary approach will resonate with scholars working in a number of different fields, including rhetoric, critical security studies, and science and technology studies.

The digital humanities is a rapidly growing field that is transforming humanities research through digital tools and resources. Researchers can now quickly trace every one of Issac Newton's annotations, use social media to engage academic and public audiences in the interpretation of cultural texts, and visualize travel via ox cart in third-century Rome or camel caravan in ancient Egypt. Rhetorical scholars are leading the revolution by fully utilizing the digital toolbox, finding themselves at the nexus of digital innovation. *Rhetoric and the Digital Humanities* is a timely, multidisciplinary collection that is the first to bridge scholarship in rhetorical studies and the digital humanities. It offers much-needed guidance on how the theories and methodologies of rhetorical studies can enhance all work in digital humanities, and vice versa. Twenty-three essays over three sections delve into connections, research methodology, and future directions in this field. Jim Ridolfo and William Hart-Davidson have assembled a

broad group of more than thirty accomplished scholars. Read together, these essays represent the cutting edge of research, offering guidance that will energize and inspire future collaborations.

In this highly accessible new edition, Hauser systematically provides a humanistic account of what transpires when people communicate for some purpose. His masterful blend of classical and contemporary thinking about the use of language and the value of symbolic inducements for social cooperation illuminates fundamental rhetorical precepts and their implications for shaping human realities. The new chapter on publics theory complements the four chapters that introduce the broad themes and issues essential for a rhetorical approach to communication. The new chapter on narrative theory bridges the four chapters devoted to the content of rhetoric and the concluding chapters that emphasize symbolic processes by which humans induce social cooperation and constitute social reality. Throughout the text, Hauser skillfully underscores the power of language to present a particular reality. He explores the fundamental relationship between public discourse and judgment, helping students understand the core of rhetorics civic function. Through relevant, current examples, he illustrates how knowledge and power shape our social and political practices and how both are formed through discourse.

This complete guide to ancient Greek rhetoric is exceptional both in its chronological range and the breadth of topics it covers. Traces the rise of rhetoric and its uses from Homer to Byzantium Covers wider-ranging topics such as rhetoric's relationship to knowledge, ethics, religion, law, and emotion Incorporates new material giving us fresh insights into how the Greeks saw and used rhetoric Discusses the idea of rhetoric and examines the status of rhetoric studies, present and future All quotations from ancient sources are translated into English

Like every discipline, Rhetorical Studies relies on a technical vocabulary to convey specialized concepts, but few disciplines rely so deeply on a set of terms developed so long ago. Pathos, kairos, doxa, topos—these and others originate from the so-called classical world, which has conferred on them excessive authority. Without jettisoning these rhetorical terms altogether, this handbook addresses critiques of their ongoing relevance, explanatory power, and exclusionary effects. A New Handbook of Rhetoric inverts the terms of classical rhetoric by applying to them the alpha privative, a prefix that expresses absence. Adding the prefix -a- to more than a dozen of the most important terms in the field, the contributors to this volume build a new vocabulary for rhetorical inquiry. Essays on apathy, akairos, adoxa, and atopos, among others, explore long-standing disciplinary habits, reveal the denials and privileges inherent in traditional rhetorical inquiry, and theorize new problems and methods. Using this vocabulary in an analysis of current politics, media, and technology, the essays illuminate aspects of contemporary culture that traditional rhetorical theory often overlooks. Innovative and groundbreaking, A New Handbook of Rhetoric at once draws on and unsettles ancient Greek rhetorical terms, opening new avenues for studying values, norms, and phenomena often stymied by the tradition. In addition to the editor, the contributors include Caddie Alford, Benjamin Firgens, Cory Geraths, Anthony J. Irizarry, Mari Lee Mifsud, John Muckelbauer, Bess R. H. Myers, Damien Smith Pfister, Nathaniel A. Rivers, and Alessandra Von Burg.

n. the art of persuasive writing techniques. Words can inspire, excite, anger, disgust, seduce, hurt, heal, arouse, enrich, connect.

Words express our thoughts, feelings and ideas. If we can't share them with others or make them come true, they might as well not exist. They're merely cells in the Shooting stars on the head of a pin. If you want to make your writing stand out build a rapport with your reader write clear, concise, compelling prose draft faster dramatise your writing get better results from the written word . . . then you need to buy this book.

"Let's Talk is a small rhetoric that covers genres of writing students are most often assigned to do. It also provides everything they need for doing research, including explicit guidelines to help them decide which sources to trust - and how to fact-check any that they question. And it includes assignable chapters on listening with an open mind and engaging respectfully with others. Students are encouraged to seek out, engage, and listen to people with viewpoints that differ from their own"--

Getting to grips with poetry and its terminology can be one of the most intimidating parts of literary study. The Poetry Toolkit helps with this problem by giving clear and concise guidance about reading and discussing poetry in an easy-to-use format. By providing accessible commentary on the formal traditions of poetry across the ages and by emphasizing the empowering effect of technical vocabulary, this book encourages confidence and enjoyment. Its simple and clear explanations of key terms, genres and concepts enable readers to develop a richer, more sophisticated approach to reading, thinking and writing about poems. Moving from introductory overviews to short sections on key concepts, forms and topics, each entry includes a technical definition, a review of its historical and cultural significance, illustrative examples from a range of poems and finally additional reading and suggestions for further work. The Poetry Toolkit offers a practical solution to the difficulties of reading and writing about poetry. It offers any student of poetry the key tools needed to read, study and write about poetry with confidence.

Pop music surrounds us - in our cars, over supermarket speakers, even when we are laid out at the dentist - but how often do we really hear what's playing? Switched on Pop is the book based on the eponymous podcast that has been hailed by NPR, Rolling Stone, The Guardian, and Entertainment Weekly for its witty and accessible analysis of Top 40 hits. Through close studies of sixteen modern classics, musicologist Nate Sloan and songwriter Charlie Harding shift pop from the background to the foreground, illuminating the essential musical concepts behind two decades of chart-topping songs. In 1939, Aaron Copland published *What to Listen for in Music*, the bestseller that made classical music approachable for generations of listeners. Eighty years later, Nate and Charlie update Copland's idea for a new audience and repertoire: 21st century pop, from Britney to Beyoncé, Outkast to Kendrick Lamar. Despite the importance of pop music in contemporary culture, most discourse only revolves around lyrics and celebrity. Switched on Pop gives readers the tools they need to interpret our modern soundtrack. Each chapter investigates a different song and artist, revealing musical insights such as how a single melodic motif follows Taylor Swift through every genre that she samples, André 3000 uses metric manipulation to get listeners to "shake it like a Polaroid picture," or Luis Fonsi and Daddy Yankee create harmonic ambiguity in "Despacito" that mirrors the patterns of global migration. Replete with engaging discussions and eye-catching illustrations, Switched on Pop brings to life the musical qualities that catapult songs into the pop pantheon. Readers will find themselves listening to familiar tracks in new ways and not just those from the Top 40. The timeless concepts that Nate and Charlie define can be applied to any musical style. From fanatics to skeptics, teenagers to octogenarians, non-musicians to professional composers, every music lover will discover something ear-opening in Switched on Pop.

A timely, thought-provoking and innovative reappraisal of the core actors on the international stage: states.

Rhetorica in Motion is the first collected work to investigate feminist rhetorical research methods in both contemporary and historical contexts. The contributors analyze the decision-making processes and methodologies employed in deciphering the origins, meanings, theories, workings, and manifestations of feminist rhetoric. The volume examines familiar themes, such as archival, literary, and online research, but also looks to other areas of rhetoric, such as disability studies; gerontology/aging studies; Latina/o, queer, and transgender studies; performance studies; and transnational feminisms in both the United States and larger geopolitical spaces. Rhetorica in Motion incorporates previous views of feminist research, outlines a set of principles that guides current methods, and develops models for undertaking future inquiry, including working as individuals or balancing the dynamics of group research. The text explores how feminist research embodies what has come before and reflects what researchers, institutions, and instructors bring to it and what it brings to them. Underlying the discovery of this volume is the understanding that feminist rhetoric is in constant motion in a dynamic that resists definition.

Are you accomplishing your goals? Have you made it to the corner office? Landed that job or internship? Persuaded family, friends, or complete strangers to see your point of view? Convinced your kids to eat their vegetables? With the power of *Primed: The Everyday Art of Rhetoric* on your side, you can do all this and so much more. With an understanding of the art of speaking and writing effectively, anyone can become a more proficient communicator, and more successful person as a result. In the pages of *Primed* you'll discover: The longstanding history of rhetoric and some of the ancient scholars who shaped the field An in-depth look at rhetorical success stories across a diverse range of professions How to become a better writer, speaker, leader, negotiator, and overall communicator Key rhetorical strategies and tools that you can learn to wield Let this be the guidebook that will "prime" you for success by teaching you how to recognize and respond to rhetoric in every aspect of your life. Are you ready to start a journey towards becoming a master of rhetoric?

Writing is not like chemical engineering. The figures of speech should not be learned the same way as the periodic table of elements. This is because figures of speech are not about hypothetical structures in things, but about real potentialities within language and within ourselves. The "figurings" of speech reveal the apparently limitless plasticity of language itself. We are inescapably confronted with the intoxicating possibility that we can make language do for us almost anything we want. Or at least a Shakespeare can. The figures of speech help to see how he does it, and how we might. Therefore, in the chapters presented in this volume, the quotations from Shakespeare, the Bible, and other sources are not presented to exemplify the definitions. Rather, the definitions are presented to lead to the quotations. And the quotations are there to show us how to do with language what we have not done before. They are there for imitation.

Focusing on texts in the Hebrew Bible, and using feminist hermeneutics, Phyllis Trible brings out what she considers to be neglected themes and counter literature. After outlining her method in more detail, she begins by highlighting the feminist imagery used for God; then she moves on to traditions embodying male and female within the context of the goodness of creation. If Genesis 2-3 is a love story gone awry, the Song of Songs is about sexuality redeemed in joy. In between lies the book of Ruth, with its picture of the struggles of everyday life. Women's Health Advocacy brings together academic studies and personal narratives to demonstrate how women use a variety of arguments, forms of writing, and communication strategies to effect change in a health system that is not only often difficult to participate in, but which can be actively harmful. It explicates the concept of rhetorical ingenuity—the creation of rhetorical means for specific and technical, yet extremely personal, situations. At a time when women's health concerns are at the center of national debate, this rhetorical ingenuity provides means for women to uncover latent sources of oppression in women's health and medicine and to influence matters of research, funding, policy, and everyday access to healthcare in the face of exclusion and disenfranchisement. This accessible collection will be

inspiring reading for academics and students in health communication, medical humanities, and women's studies, as well as for activists, patients, and professionals.

Now thoroughly revamped with a diverse selection of poetic voices from the last fifty years, this third edition of Rhian Williams's bestselling book, *The Poetry Toolkit* guides readers through key terms, genres and concepts that help them to develop a richer, more sophisticated approach to reading, thinking and writing about poetry. Combining an easy-to-use reference format with in-depth practice readings and further exercises, the book helps students master the study of poetry for themselves. As well as featuring more contemporary voices, the 3rd edition of *The Poetry Toolkit* includes an expanded practical section giving guidance on close reading, comparative reading and advice on writing critically about poetry. In addition, the book is accompanied by a companion website offering audio recordings of poetry readings, weblinks and overviews of key theoretical approaches to support advanced study. Head to bloomsbury.com/Williams-the-poetry-toolkit for a host of additional resources.

Community Literacy and the Rhetoric of Public Engagement explores the critical practice of intercultural inquiry and rhetorical problem-solving that encourages urban writers and college mentors alike to take literate action. Author Linda Flower documents an innovative experiment in community literacy, the Community Literacy Center in Pittsburgh, and posits a powerful and distinctively rhetorical model of community engagement and pedagogy for both marginalized and privileged writers and speakers. In addition, she articulates a theory of local publics and explores the transformative potential of alternative discourses and counter-public performances. In presenting a comprehensive pedagogy for literate action, the volume offers strategies for talking and collaborating across difference, for conducting an intercultural inquiry that draws out situated knowledge and rival interpretations of shared problems, and for writing and speaking to advocate for personal and public transformation. Flower describes the competing scripts for social engagement, empowerment, public deliberation, and agency that characterize the interdisciplinary debate over models of social engagement. Extending the Community Literacy Center's initial vision of community literacy first published a decade ago, *Community Literacy and the Rhetoric of Public Engagement* makes an important contribution to theoretical conversations about the nature of the public sphere while providing practical instruction in how all people can speak publicly for values and visions of change.

This is a highly practical text with a highly innovative design. Icons for theory, tips, tools, and templates help students to easily navigate their way through this worktext to find the help they need to have success with their academics.

Winner of the 2017 Sweetland Digital Rhetoric Collaborative Book Prize *Software developers work rhetorically to make meaning through the code they write. In some ways, writing code is like any other form of communication; in others, it proves to be new, exciting, and unique. In Rhetorical Code Studies, Kevin Brock explores how software code serves as meaningful communication through which software developers construct arguments that are made up of logical procedures and express both implicit and explicit claims as to how a given program operates. Building on current scholarly work in digital rhetoric, software studies, and technical communication, Brock connects and continues ongoing conversations among rhetoricians, technical communicators, software studies scholars, and programming practitioners to demonstrate how software code and its surrounding discourse are highly rhetorical forms of communication. He considers examples ranging from large, well-known projects like Mozilla Firefox to small-scale programs like the "FizzBuzz" test common in many programming job interviews. Undertaking specific examinations of code texts as well as the contexts surrounding their composition, Brock illuminates the variety and depth of rhetorical activity taking place in and around code, from individual differences in style to changes in large-scale organizational and*

community norms. Rhetorical Code Studies holds significant implications for digital communication, multimodal composition, and the cultural analysis of software and its creation. It will interest academics and students of writing, rhetoric, and software engineering as well as technical communicators and developers of all types of software.

Rhetorical Theory and Praxis in the Business Communication Classroom responds to a significant need in the emerging field of business communication as the first collection of its type to establish a connection between rhetorical theory and practice in the business communication classroom. The volume includes topics such as rhetorical grammar, genre awareness in business communication theory, the role of big data in message strategy, social media and memory, and the connection between rhetorical theory and entrepreneurship. These essays provide the business communication scholar, practitioner, and program administrator insight into the rhetorical considerations of the business communication landscape.

In December 2018, the United States Senate unanimously passed the nation's first antilynching act, the Justice for Victims of Lynching Act. For the first time in US history, legislators, representing the American people, classified lynching as a federal hate crime. While lynching histories and memories have received attention among communication scholars and some interdisciplinary studies of traditional civil rights memorials exist, contemporary studies often fail to examine the politicized nature of the spaces. This volume represents the first investigation of the National Memorial for Peace and Justice and the Legacy Museum, both of which strategically make clear the various links between America's history of racial terror and contemporary mass incarceration conditions, the mistreatment of juveniles, and capital punishment. Racial Terrorism: A Rhetorical Investigation of Lynching focuses on several key social agents and organizations that played vital roles in the public and legal consciousness raising that finally led to the passage of the act. Marouf A. Hasian Jr. and Nicholas S. Paliewicz argue that the advocacy of attorney Bryan Stevenson, the work of the Equal Justice Initiative (EJI), and the efforts of curators at Montgomery's new Legacy Museum all contributed to the formation of a rhetorical culture that set the stage at last for this hallmark lynching legislation. The authors examine how the EJI uses spaces of remembrance to confront audiences with race-conscious messages and measure to what extent those messages are successful.

A landmark volume that explores the interconnected nature of technologies and rhetorical practice Rhetorical Machines addresses new approaches to studying computational processes within the growing field of digital rhetoric. While computational code is often seen as value-neutral and mechanical, this volume explores the underlying, and often unexamined, modes of persuasion this code engages. In so doing, it argues that computation is in fact rife with the values of those who create it and thus has powerful ethical and moral implications. From Socrates's critique of writing in Plato's Phaedrus to emerging new media and internet culture, the scholars assembled here provide insight into how computation and rhetoric work together to produce social and cultural effects. This multidisciplinary volume features contributions from scholar-practitioners across the fields of rhetoric, computer science, and writing studies. It is divided into four main sections: "Emergent Machines" examines how technologies and algorithms are framed and entangled in rhetorical processes, "Operational Codes" explores how computational processes are used to achieve rhetorical ends, "Ethical Decisions and Moral Protocols" considers the ethical implications involved in designing software and that software's impact on computational culture, and the final section includes two scholars' responses to the preceding chapters. Three of the sections are prefaced by brief conversations with chatbots (autonomous computational agents) addressing some of the primary questions raised in each section. At the heart of these essays is a call for emerging and established scholars in a vast array of fields to reach interdisciplinary understandings of human-machine interactions. This innovative work will be valuable to

scholars and students in a variety of disciplines, including but not limited to rhetoric, computer science, writing studies, and the digital humanities.

The Poetry Toolkit: For Readers and Writers provides students with the essential intellectual and practical tools necessary to read, understand, and write poetry. Explains the most important elements of poetry in clear language and an easily accessible manner Offers readers both the expertise of an established scholar and the insights of a practicing poet Draws on examples from more than 1,500 years of English literature

Veterinary medicine has long been recognized as one of the more neglected areas of medical history. One of the main stumbling blocks to research is the lack of comprehensive information regarding the survival and availability of primary source material. Veterinary Medicine: A Guide to Historical Sources redresses these issues for the first time, offering researchers an unparalleled tool with which to approach the subject. The book opens with a brief history of veterinary medicine and the veterinary profession from the fourteenth to the beginning of the twenty first centuries, identifying the key dates and events that shaped their development. There then follows a chapter on the nature and uses of the records covered by the book, outlining the types of records found, the type of information they contain and their likely uses by different types of researcher. A brief user's guide then explains how to use the book. After these preliminary sections, comes the main body of the book, the lists of records. It is here that the various practices and institutions covered by the book are listed, together with the types of records they hold, the dates they cover and where they are kept. A short biographical history is also included with each entry where appropriate. Taken as a whole this volume will prove to be an invaluable aid for any scholar, researching the history of veterinary medicine in Britain.

Rhetoric is among the most ancient academic disciplines, and we all use it every day whether expertly or not. This book is a lively set of lessons on the subject. It is about rhetorical figures: practical ways of applying old and powerful principles--repetition and variety, suspense and relief, concealment and surprise, the creation of expectations and then the satisfaction or frustration of them--to the composition of a simple sentence or a complete paragraph. --from publisher description.

This work examines how political rhetoric and communication shaped the contours, characteristics, and outcomes of the 2016 presidential election. The contributors demonstrate that voters were primed for an outsider candidate and how various rhetorical and communication strategies ultimately influenced the outcome of the election.

The Arab Uprisings of 2010 and 2011 had a profound effect on labor politics in the region, with trade unions mobilizing to an extent never before seen. How did these formerly quiescent trade unions become militant? What linkages did they make to other social forces during and after the revolutions? And why did Tunisian unions emerge cohesive and influential while Egyptian unions were fractured and lacked influence? Following extensive interviews, Ian M. Hartshorn answers these questions and assesses how unions forged alliances, claimed independence, and cooperated with international groups. Looking at institutions both domestically and internationally, he traces the corporatist collapse and the role of global labor in offering training and new possibilities for disgruntled workers. With special attention to the relationship with rising Islamist powers, he also examines the ways in which political parties tried to use labor, and vice versa, and provides a detailed study of the role of labor in ousting the first Islamist governments.

Although the impact of the bicycle craze of the late nineteenth century on women's lives has been well documented, rarely have writers considered the role of women's rhetorical agency in the transformation of bicycle culture and the bicycle itself. In Claiming the Bicycle, Sarah

Hallenbeck argues that through their collective rhetorical activities, women who were widely dispersed in space, genre, and intention negotiated what were considered socially acceptable uses of the bicycle, destabilizing cultural assumptions about femininity and gender differences. Hallenbeck describes the masculine culture of the “Ordinary” bicycle of the 1880s and the ways women helped bring about changes in this culture; asserts that women contributed to bicycle design, helping to produce the more gender-neutral “Safety” bicycle in response to discourse about their needs; and analyzes women writers’ uses of the new venue of popular magazines to shape a “bicycle girl” ethos that prompted new identities for women. The author considers not only how technical documents written by women bicyclists encouraged new riders to understand their activity as transforming gender definitions but also how women used bicycling as a rhetorical resource to influence medical discourse about their bodies. Making a significant contribution to studies of feminist rhetorical historiography, rhetorical agency, and technical communication, *Claiming the Bicycle* asserts the utility of a distributed model of rhetorical agency and accounts for the efforts of widely dispersed actors to harness technology in promoting social change.

Student academic writing is at the heart of teaching and learning in higher education. Students are assessed largely by what they write, and need to learn both general academic conventions as well as disciplinary writing requirements in order to be successful in higher education. *Teaching Academic Writing* is a 'toolkit' designed to help higher education lecturers and tutors teach writing to their students. Containing a range of diverse teaching strategies, the book offers both practical activities to help students develop their writing abilities and guidelines to help lecturers and tutors think in more depth about the assessment tasks they set and the feedback they give to students. The authors explore a wide variety of text types, from essays and reflective diaries to research projects and laboratory reports. The book draws on recent research in the fields of academic literacy, second language learning, and linguistics. It is grounded in recent developments such as the increasing diversity of the student body, the use of the Internet, electronic tuition, and issues related to distance learning in an era of increasing globalisation. Written by experienced teachers of writing, language, and linguistics, *Teaching Academic Writing* will be of interest to anyone involved in teaching academic writing in higher education.

Rhetoric for Radicals is intended for college-aged activists and organizers, and for the most part it's written in a relaxed, approachable style. It does get a bit cerebral and academic in places - in demonstrating how the book builds on the previous literature - but this material is kept to a minimum. On the whole, *Rhetoric for Radicals* is an invaluable, comprehensive how-to book that will greatly benefit beginning and seasoned rhetors alike. *Rhetoric for Radicals* concludes on a hopeful note, with the wish that its activist readership will internalize the book's rhetorical tools and tactics, and will be that much better equipped to become "the rhetors of the past who created the future." And indeed, there can be but little doubt tht this thorough, well-organized, accessible - and even personal - little handbook is the best instrument imaginable for fulfilling this purpose. - Frank Kaminski, *EnergyBulletin.net* Radicals have important messages to deliver, but they are often so caught up in the passion of their causes that they lose sight of effective communication—which is their most powerful tool. The ability to speak with clarity and intelligence, without underestimating the challenge of breaking new ground and winning new converts, is crucial. Activists often suffer from a credibility gap because of their lack of a coherent message and strategic delivery. *Rhetoric for Radicals* addresses and helps solve these problems. It provides the tools to develop the all-important communication skills necessary to be effectively heard. If you accept that communication creates the social world, then you will agree that changing the way we communicate can change the world. *Rhetoric for Radicals* provides practical guidelines for public speaking, writing, conversation, persuasion, political correctness, propaganda analysis, street theatrics, and new languages. Chapters include: Streets, Rhetoric, and Revolution A Call for Rhetorical Action Skills for the Multitude The

Power of Language Body Rhetoric Twenty-First Century Radical Rhetoric Geared to college-aged radical activists and organizers, this book will also appeal to activists of any age who want to sharpen their message. Jason Del Gandio is a lecturer at Temple University in Philadelphia. He is a post-Seattle activist who has worked on globalization and free/fair trade issues, anti-war campaigns, and Latin American solidarity.

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