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Frame analysis as rhetorical criticism [edit | edit source] Although the idea of language-framing had been explored earlier by Kenneth Burke (terministic screens), political communication researcher Jim A. Kuypers first published work advancing "framing analysis" as a rhetorical perspective in 1997. His approach begins inductively by looking for themes that persist across time in a text (for Kuypers, primarily news narratives on an issue or event) and then determining how those themes are ...

The first full-color rhetorical reader with an integrated CD-ROM, FRAMES OF MIND: A RHETORICAL READER WITH OCCASIONS FOR WRITING treats the traditional rhetorical patterns not only as methods for effective writing, but as frames for critical thinking.

First published in 1983 and now available with a new introduction by the author, Gardner's trailblazing book revolutionized the worlds of education and psychology by positing that rather than a single type of intelligence, we have several--most of which are neglected by standard testing and educational methods.

Making Sense of Messages, now in its second edition, retains the apprenticeship approach which facilitates effectively learning the complex content and skills of rhetorical theory and criticism. A new chapter on " The Rhetoric of Ignorance " provides needed theory and examples that help students deal with the new rhetorical landscape marked by such discursive complexities as " fake news, " " whataboutism, " and denial of science that creates rather than reduces uncertainty in public argument. A new chapter, " Curating and Analyzing Multimodal Mediated Rhetoric, " deals with problems of media criticism in the digital age. It provides theory, models of application, and commentary that help novice critics understand and mindfully practice criticism that leads to insight, not mere opinion. Throughout the book, extended and updated examples and commentaries are designed to promote "novice-to-expert" agency in students. This textbook is ideal for introductory courses in contemporary rhetoric, rhetorical criticism, and critical analysis of mass media.

ð It is now forty years, ð Walter Houghton writes, ð since Lytton Strachey decided that we knew too much about the Victorian era to view its culture as a whole. ð ð Recently the tide has turned and the Victorians have been the subject of sympathetic ð period pieces, ð critical and biographical works, and extensive studies of their age, but the Victorian mind itself remains blurred for us ð a bundle of various and often paradoxical ideas and attitudes. ð Mr. Houghton explores these ideas and attitudes, studies their interrelationships, and traces their simultaneous existence to the general character of the age. ð His inquiry is the more important because it demonstrates that to look into the Victorian mind is to see some of the primary sources of the modern mind.

The goal of this book is to formulate a modern theoretical approach for rhetorical studies in a variety of disciplines in the humanities, media research, and other cultural studies. The discipline of rhetoric originally concerned itself with linguistic forms of communication, and its basic theory was developed with such cases in mind. With respect to this ancient tradition, there are numerous books that provide a historical overview of the field. There is also a wide array of introductory works and research contributions that deal with the practice of political rhetoric. On the other hand, only a few 20th century academics have attempted to theoretically rehabilitate rhetoric (after its decline as an academic discipline in Europe in the 18th and 19th centuries) and to give rhetorical theory a modern, new, and further reaching perspective. Two notable examples have been Kenneth Burke and Brian Vickers. The book begins with the assumption that rhetoric is not merely limited to linguistic action, but rather is present everywhere in the communicative world. Against this background, this work develops a modern theory of rhetoric, and demonstrates in twelve chapters how methodical rhetorical analysis can be done in selected practical fields of application (Literature, Music, Images, and Film).

Vincent Descombes brings together an astonishingly large body of philosophical and anthropological thought to present a thoroughgoing critique of contemporary cognitivism and to develop a powerful new philosophy of the mind. Beginning with a critical examination of American cognitivism and French structuralism, Descombes launches a more general critique of all philosophies that view the mind in strictly causal terms and suppose that the brain--and not the person--thinks. Providing a broad historical perspective, Descombes draws surprising links between cognitivism and earlier anthropological projects, such as L évi-Strauss's work on the symbolic status of myths. He identifies as incoherent both the belief that mental states are detached from the world and the idea that states of mind are brain states; these assumptions beg the question of the relation between mind and brain. In place of cognitivism, Descombes offers an anthropologically based theory of mind that emphasizes the mind's collective nature. Drawing on Wittgenstein, he maintains that mental acts are properly attributed to the person, not the brain, and that states of mind, far from being detached from the world, require a historical and cultural context for their very intelligibility. Available in English for the first time, this is the most outstanding work of one of France's finest contemporary philosophers. It provides a much-needed link between the continental and Anglo-American traditions, and its impact will extend beyond philosophy to anthropology, psychology, critical theory, and French studies.

The SAGE Handbook of Rhetorical Studies surveys the latest advances in rhetorical scholarship, synthesizing theories and practices across major areas of study in the field and pointing the way for future studies. Edited by Andrea A. Lunsford and Associate Editors Kirt H. Wilson and Rosa A. Eberly, the Handbook aims to introduce a new generation of students to rhetorical study and provide a deeply informed and ready resource for scholars currently working in the field.

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