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Visual Rhetoric Visual Rhetoric and the Eloquence of Design Visual Rhetoric and the Eloquence of Design *Writing the Visual* **Frontier Computing** Defining Visual Rhetorics **Visual Rhetoric and Early Modern English Literature Ontology, Epistemology, and Teleology for Modeling and Simulation** The Visual Rhetoric of the Family Photo **Visual Persuasion Visual Communication Thinking with Bruno Latour in Rhetoric and Composition** The Handbook of Organizational Rhetoric and Communication **International Advertising and Communication Digital Rhetoric Becoming Rhetorical: Analyzing and Composing in a Multimedia World with APA 7e Updates** Practical Composition Locating Visual-Material Rhetorics *Writing for College: the Eight Step Program to Writing Academic Argument Papers Using the Template Method* **Handbook of Visual Communication** *Walk With Me Awhile* Visual Branding **Twenty Writing Assignments in Context** The Handbook of Visual Analysis *Charting a Sustainable Future of ASEAN in Business and Social Sciences User-Centered Technology* **Monsters in the Classroom** Picturing Texts Best of the Independent Journals in Rhetoric and Composition 2014 *Information Design* **The Routledge Companion to Qualitative Accounting Research Methods Inviting Understanding Haptic Visions Towards a semiotics of brand equity: Brand coherence and communicative consistency through structuralist operations and rhetorical transformations** The Age of Intoxication **Writing Research Articles in Discrete Mathematics** Envision **The Vampire in Folklore, History, Literature, Film and Television Writing Spaces** Assembling Arguments

Assembling Arguments Jun 24 2019 Scientific arguments—and indeed arguments in most disciplines—depend on visuals and other nontextual elements; however, most models of argumentation typically neglect these important resources. In Assembling Arguments, Jonathan Buehl offers a concentrated study of scientific argumentation that is sensitive to both the historical and theoretical possibilities of multimodal persuasion as it advances two related claims. First, rhetorical theory—when augmented with methods for reading nonverbal representations—can provide the analytical tools needed to understand and appreciate multimodal scientific arguments. Second, science—an inherently multimodal enterprise—offers ideal subjects for developing general theories of multimodal rhetoric applicable across fields. In developing these claims, Buehl offers a comprehensive account of scientific persuasion as a multimodal process and develops a simple but productive framework for analyzing and teaching multimodal argumentation. Comprising five case studies, the book provides detailed treatments of argumentation in specific technological and historical contexts: argumentation before World War I, when images circulated by hand and by post; argumentation during the mid-twentieth century, when computers were beginning to bolster scientific inquiry but images remained hand-crafted products; and argumentation at the turn of the twenty-first century—an era of digital revolutions and digital fraud. Each study examines the rhetorical problems and strategies of specific scientists to investigate key issues regarding visualization and argument: 1) establishing new instruments as reliable sources of visual evidence; 2) creating novel arguments from reliable visual evidence; 3) creating novel arguments with unreliable visual evidence; 4) preserving the credibility of visualization practices; and 5) creating multimodal artifacts before and in the era of digital circulation. Given the growing enterprise of rhetorical studies and the field's contributions to communication practices in all disciplines, rhetoricians need a comprehensive rhetoric of science—one that accounts for the multimodal arguments that change our relation to reality. Assembling Arguments argues that such rhetoric should enable the interpretation of visual scientific arguments and improve science-writing instruction.

Picturing Texts Jul 06 2020 Redefining composition to include conscious attention to images and design, Picturing Texts is the first writing textbook to show students how to compose visual texts as well as how to read them.

The Visual Rhetoric of the Family Photo Feb 22 2022

Handbook of Visual Communication Mar 14 2021 This Handbook of Visual Communication explores the key theoretical areas in visual communication, and presents the research methods utilized in exploring how people see and how visual communication occurs. With chapters contributed by many of the best-known and respected scholars in visual communication, this volume brings together significant and influential work in the visual communication discipline. The theory chapters included here define the twelve major theories in visual communication scholarship: aesthetics, perception, representation, visual rhetoric, cognition, semiotics, reception theory, narrative, media aesthetics, ethics, visual literacy, and cultural studies. Each of these theory chapters is followed by exemplar studies in the area, demonstrating the various methods used in visual communication research as well as the research approaches applicable for specific media types. The Handbook serves as an invaluable reference for visual communication theory as well as a useful resource book of research methods in the discipline. It defines the current state of theory and research in visual communication, and serves as a foundation for future scholarship and study. As such, it is required reading for scholars, researchers, and advanced students in visual communication, and it will be influential in other disciplines in which the visual component is key, including advertising, persuasion, and media studies. The volume will also be useful to practitioners seeking to understand the visual aspects of their media and the visual processes used by their audiences.

Haptic Visions Jan 30 2020 VISUAL RHETORIC SERIES, Edited by MARGUERITE HELMERS - "In HAPTIC VISIONS, Valerie Hanson provides a careful and far-reaching study of the discourses and practices of nanotechnology, but its implications are not limited to the case example at hand, which is fascinating in its own right and deserves to be read by students and researchers who are interested in the rhetorical dynamics of science. Hanson's original and insightful analysis of the contexts surrounding the scanning tunneling microscope also opens new ways of thinking about visuals, about visual production and reception, and about the role of persuasion in scientific knowledge-making. This book is a must-read for anyone with interests in the overlapping areas of rhetoric, science, and the visual." -STUART SELBER, The Pennsylvania State University - "We see by touching, we touch by seeing. This used to be true only metaphorically. Nanotechnology and other contemporary technosciences produce knowledge and employ instruments that render touch visible, literally. Valerie Hanson's HAPTIC VISIONS: RHETORICS OF THE DIGITAL IMAGE, INFORMATION, AND NANOTECHNOLOGY explores the new ways of relating ourselves to the world and participating in what we observe. Original in its approach and insightful in its analysis, Haptic Visions forges new connections between rhetoric, visual culture studies, and the philosophy of technoscience." -ALFRED NORDMANN, Institut fur Philosophie, Technische Universitat Darmstadt and the University of South Carolina. - "Valerie Hanson scans the nooks and crannies of the human scale language and images with which nanoscale science has begun to translate an extraordinarily small, strange, and promising new point of view on matter and energy. The result is a tour de force analysis of the rhetorical layer of nanoscience. HAPTIC VISIONS is a must read users' guide for understanding the emerging but often invisible nanoscale technological revolution that will transform our planet in ways that we literally cannot envision." -RICHARD DOYLE, The Pennsylvania State University - VALERIE HANSON is Associate Professor of Writing in the School of Liberal Arts at Philadelphia University. Her research focuses on the rhetoric of science and design. She has published articles on the rhetoric of nanotechnology in journals such as Science Communication and Science as Culture. She has been a fellow in an interdisciplinary research group at the Zentrum fur interdisziplinare Forschung (Center for Interdisciplinary Research) at the University of Bielefeld (Germany)."

Writing for College: the Eight Step Program to Writing Academic Argument Papers Using the Template Method Apr 14 2021

Ontology, Epistemology, and Teleology for Modeling and Simulation Mar 26 2022 In this book, internationally recognized experts in philosophy of science, computer science, and modeling and simulation are contributing to the discussion on how ontology, epistemology, and teleology will contribute to enable the next generation of intelligent modeling and simulation applications. It is well understood that a simulation can provide the technical means to display the behavior of a system over time, including following observed trends to predict future possible states, but how reliable and trustworthy are such predictions? The questions about what we can know (ontology), how we gain new knowledge (epistemology), and what we do with this knowledge (teleology) are therefore illuminated from these very different perspectives, as each experts uses a different facet to look at these challenges. The result of bringing these perspectives into one book is a challenging compendium that gives room for a spectrum of challenges: from general philosophy questions, such as can we use modeling and simulation and other computational means at all to discover new knowledge, down to computational methods to improve semantic interoperability between systems or methods addressing how to apply the recent insights of service oriented approaches to support distributed artificial intelligence. As such, this book has been compiled as an entry point to new domains for students, scholars, and practitioners and to raise the curiosity in them to learn more to fully address the topics of ontology, epistemology, and teleology from

philosophical, computational, and conceptual viewpoints.

<u>The Handbook of Visual Analysis</u> Nov 09 2020 The Handbook of Visual Analysis is a rich methodological resource for students, academics, researchers and professionals interested in investigating the visual representation of socially significant issues. The Handbook: Offers a wide-range of methods for visual analysis: content analysis, historical analysis, structuralist analysis, iconography, psychoanalysis, social semiotic analysis, film analysis and ethnomethodology Shows how each method can be applied for the purposes of specific research projects Exemplifies each approach through detailed analyses of a variety of data, including, newspaper images, family photos, drawings, art works and cartoons Includes examples from the authors' own research and professional practice The Handbook of Visual Analysis, which demonstrates the importance of visual data within the social sciences offers an essential guide to those working in a range of disciplines including: media and communication studies, sociology, anthropology, education, psychoanalysis, and health studies.

Thinking with Bruno Latour in Rhetoric and Composition Nov 21 2021 Plantation sites, especially those in the southeastern US, have long dominated the archaeological study of slavery. These antebellum estates, however, are not representative of the range of geographic locations and time periods in which slaving has occurred. The Archaeology of Slavery investigates slavery in diverse settings and offers a broad framework for the interpretation of slaving.

<u>Best of the Independent Journals in Rhetoric and Composition 2014</u> Jun 04 2020 THE BEST OF THE INDEPENDENT RHETORIC AND COMPOSITION JOURNALS 2014 represents the result of a nationwide conversation—beginning with journal editors, but expanding to teachers, scholars and workers across the discipline of Rhetoric and Composition—to select essays that showcase the innovative and transformative work now being published in the field's independent journals.

<u>The Age of Intoxication</u> Nov 29 2019 Eating the flesh of an Egyptian mummy prevents the plague. Distilled poppies reduce melancholy. A Turkish drink called coffee increases alertness. Tobacco cures cancer. Such beliefs circulated in the seventeenth and eighteenth centuries, an era when the term "drug" encompassed everything from herbs and spices—like nutmeg, cinnamon, and chamomile—to such deadly poisons as lead, mercury, and arsenic. In The Age of Intoxication, Benjamin Breen offers a window into a time when drugs were not yet separated into categories—illicit and licit, recreational and medicinal, modern and traditional—and there was no barrier between the drug dealer and the pharmacist. Focusing on the Portuguese colonies in Brazil and Angola and on the imperial capital of Lisbon, Breen examines the process by which novel drugs were located, commodified, and consumed. He then turns his attention to the British Empire, arguing that it owed much of its success in this period to its usurpation of the Portuguese drug networks. From the sickly sweet tobacco that helped finance the Atlantic slave trade to the cannabis that an East Indies merchant sold to the natural philosopher Robert Hooke in one of the earliest European coffeehouses, Breen shows how drugs have been entangled with science and empire from the very beginning. Featuring numerous illuminating anecdotes and a cast of characters that includes merchants, slaves, shamans, prophets, inquisitors, and alchemists, The Age of Intoxication rethinks a history of drugs and the early drug trade that has too often been framed as opposites—between medicinal and recreational, legal and illegal, good and evil. Breen argues that, in order to guide drug policy toward a fairer and more informed course, we first need to understand who and what set the global drug trade in motion.

Visual Rhetoric and the Eloquence of Design Oct 01 2022 The essays in VISUAL RHETORIC AND THE ELOQUENCE OF DESIGN foreground the rhetorical functions of design artifacts. Rhetoric, normally understood as verbal or visual messages that have a tactical persuasive objective—a speech that wants to convince us to vote for someone, or an ad that tries to persuade us to buy a particular product—becomes in Visual Rhetoric and the Eloquence of Design the persuasive use of a broad set of meta-beliefs. Designed objects are particularly effective at this second level of persuasion because they offer audiences communicative data that reflect, and also orchestrate, a potentially broad array of cultural concerns. Persuasion entails both the aesthetic form and material composition of any object.

Monsters in the Classroom Aug 07 2020 Exploring the pedagogical power of the monstrous, this collection of new essays describes innovative teaching strategies that use our cultural fascination with monsters to enhance learning in high school and college courses. The contributors discuss the implications of inviting fearsome creatures into the classroom, showing how they work to create compelling narratives and provide students a framework for analyzing history, culture, and everyday life. Essays explore ways of using the monstrous to teach literature, film, philosophy, theater, art history, religion, foreign language, and other subjects. Some sample syllabi, assignments, and class materials are provided.

Visual Persuasion Jan 24 2022 Pictures and reality - Visual form and style - Can pictures bridge cultures? - Visual truth, visual lies - Editing and montage - Showing the unspoken.

Writing Research Articles in Discrete Mathematics Oct 28 2019 This dissertation reports my rhetorical, multimodal genre analysis of research articles (RAs) in discrete mathematics and its pedagogical applications. The increasing demand on graduate students to publish their research in English and the need of these students to write in the key genres of their disciplines motivated me to develop this research. I chose mathematics, as the target discipline, because of the existing gap in genre research concerning the discipline of mathematics. Two global research questions guided the study: How do mathematicians write their RAs? Why do they write the way they do? To answer my research questions precisely and to gain a deeper understanding of rhetorical actions of mathematicians, I focused on a manageable corpus of 30 RAs, including RAs with pure and applied orientations in discrete mathematics. I designed three heuristics for my research: 1) Examining the corpus of RAs for their macro-organization, the move structure of Introduction sections, the rhetorical strategies used for identifying research niches, and visual rhetoric in RAs in the corpus. 2) Collecting the discourse community perspectives on the nature of mathematical research and common rhetorical strategies for knowledge creation practiced by the discourse community. 3) Surveying existing literature in philosophy of mathematics, shared values for research and epistemology in the discipline. I then triangulated the findings of the three heuristics to obtain the following results and reach a deep understanding of the links between the discipline and its acceptable rhetorical practices that help to create new knowledge and advance the discipline. First, my examination of the macro-organizational structure of RAs in the corpus show that RAs in discrete mathematics do not use the traditional Introduction-Methods-Results-Discussion (IMRD) structure for an Introduction-Results model due to the well-established logic-driven induction/deduction research procedure in mathematics which makes unnecessary having extensive description of the research method and discussions of results as distinct sections. Second, the findings of pattern-seeking analysis of the rhetorical structure of introductory sections of the corpus articles show that the move structure of RAs in mathematics departed somewhat from patterns identified in other disciplines. A notable departure is that 'establishing presumptions' about abstract mathematical objects is an essential constituent of constructing arguments about knowledge claims in mathematics. I proposed that these ontology-driven variations arise out of the hypothetical nature of the mathematical concepts, and the epistemological grounds of mathematics as a logic-driven, argumentation-mediated discipline. Third, by examining the conventions for 'Establishing a niche' in the Introduction sections of the corpus articles, I identified five steps that discrete mathematicians choose from among or combine to establish a niche for their research. Accordingly, I proposed slight modifications to the Create A Research Space (CARS) model of RA introductions to accommodate the rhetorical strategies of writers in discrete mathematics and to assist newcomers in understanding the crucial features of RA introductions in this field. Fourth, through multimodal analysis of images and their links with surrounding texts, I identified ways that the nonverbal contributes to the discipline's intellectual project. I found that visuals perform three functions in the corpus: ontological, argumentative, and epistemological. I also found that visuals initiate three multimodal rhetorical moves in discrete mathematics RAs, suggesting that visual moves go beyond textual considerations by disrupting the RA's chronological structure and that understanding the crucial associations between the visual representations, disciplinary knowledge, and the rhetorical structure of RAs in disciplines is central to understanding how knowledge is created in the discipline. Fifth, I designed a writing-in-mathematics course for graduate students in the discipline based on my findings. Using a combined reading-writing genre-based pedagogy, I planned tasks that guide students to examine the multidimensional nature of disciplinary genres and develop an awareness of the interplay between genres and the shared values of the relevant discourse community. A significant feature of my course is that it is applicable to any writing-in-disciplines course with some adjustments in the texts used for genre analysis purposes. My study thus not only contributes to existing scholarship in multimodal genre analysis in both ESP and Rhetorical Genre Studies in significant ways, but also has developed practical applications to assist graduate students learn how to write in their discipline of study.

Visual Rhetoric and the Eloquence of Design Aug 31 2022 The essays in VISUAL RHETORIC AND THE ELOQUENCE OF DESIGN foreground the rhetorical functions of design artifacts. Rhetoric, normally understood as verbal or visual messages that have a tactical persuasive objective-a speech that wants to convince us to vote for someone, or an ad that tries to persuade us to buy a particular product-becomes in Visual Rhetoric and the Eloquence of Design the persuasive use of a broad set of meta-beliefs. Designed objects are particularly effective at this second level of persuasion because they offer audiences communicative data that reflect, and also orchestrate, a potentially broad array of cultural concerns. Persuasion entails both the aesthetic form and material composition of any object. VISUAL RHETORIC AND THE ELOQUENCE OF DESIGN features ten scholarly essays steeped in rhetorical analysis of artifacts, as well as two visual essays on the topic of ornamental typography with accompanying verbal texts. The essays in this collection span a number of design disciplines, including manufacturing design, graphic design,

architectural design, and monument design. Contributors include Leslie Atzmon, Gerry Beegan, Guillemette Bolens, Kate Catterall, Barry Curtis, Michael Golec, Vladimir Kulik, Ryan Molloy, Teal Triggs, Jane Webb, Jack Williamson, and Lori Young. LESLIE ATZMON is Professor of Graphic Design and Design History at Eastern Michigan University. Her previous work in graphic design and its history appears in Design Issues, Visual Communication, Eye:, and other journals. Her principle areas of research interest are late nineteenth-century fantasy imagery, book history, and the history of typography. VISUAL RHETORIC SERIES, Edited by Marguerite Helmers.

The Routledge Companion to Qualitative Accounting Research Methods Apr 02 2020 Selecting from the wide range of research methodologies remains a dilemma for all scholars, not least those looking to study the world of accounting. Both established and emerging research methods are frequently advocated, creating a challengingly broad range of choices. Covering a selection of qualitative methodological issues, research strategies and methods, this comprehensive compilation provides an essential guide to the choice and execution of qualitative research approaches in this field. The contributions are grouped into four sections: Worldview and paradigms Methodologies and strategies Data collection methods and analysis Experiencing qualitative field research: personal reflections Edited by leading scholars, with contributions from experts and rising stars, this volume will be essential reading for anyone looking to undertake research in the qualitative accounting field.

Visual Communication Dec 23 2021 Teaches visual literacy, theory, scholarly critique, and practical application of visuals in professional communication careers Visual Communication: Insights and Strategies explores visual imagery in advertising, news coverage, political discourse, popular culture, and digital and social media technologies. It is filled with insights into the role of visuals in our dynamic social environment and contains strategies on how to use them. The authors provide an overview of theoretically-informed literacy and critical analysis of visual communication and demonstrate the ways in which we can assess and apply this knowledge in the fields of advertising, public relations, journalism, organizational communication, and intercultural communication. This important book: Reveals how to analyze visual imagery Introduces a 3-step process, Research-Evaluate-Create, to apply the knowledge gained Combines research, theory, and professional practice of visual communication Designed for undergraduate and graduate courses in visual communication as well as visual rhetoric, visual literacy, and visual culture, Visual Communication: Insights and Strategies reveals how to apply rhetorical theories to visual imagery.

Walk With Me Awhile Feb 10 2021 An intimate portrait of many of my best works from the last two decades: a collection of essays, pictures, lyrics and poetry... The essays range all across the philosophical wheel: a math proof attempt, discussions on metaphysics, sub-atomic physics, spirituality, sexuality, the dreaded modal fallacy, metaphor theory, social protest theory, music theory, cognition theory, consumerism, literature reviews, Project Management, Burkean pentad theory, visual censorship, and, well, many, many more... The Poems are, as many of you might realize, fairly fluid and abstract -- and speak truths from my heart and soul. Caveats: 1. I have been known to use the ""F"" word in some of my poetry -- just sayin', you have been warned... 2. Some of my essays are extremely controversial, as I tend to kick the elephant in the middle of the room from time to time... This would be a fantastic piece to set on your coffee table (unless, of course, you expect young children of a reading age to wander through unattended)...

Visual Branding Jan 12 2021 Visual Branding pulls together analyses of logos, typeface, color, and spokes-characters to give a comprehensive account of the visual devices used in branding and advertising. The book places each avenue for visual branding within a rhetorical framework that explains what that device can accomplish for the brand. It lays out the available possibilities for constructing logos and distinguishes basic types along with examples of their use and evolution over time.Authors Edward McQuarrie and Barbara Phillips place visual branding within its historical context, covering the 120-year period since brand advertising first took modern form in the United States. Using copious real-life examples to illustrate how branding has evolved with the introduction of new technologies and opportunities, the book also critiques purely psychological perspectives on branding and explains how historical and rhetorical analyses can contribute new insights.This exploration of rhetoric as an alternative to economic and psychological perspectives in marketing, advertising, and consumer scholarship will be essential reading for students and scholars in graduate programs in marketing, advertising, and consumer psychology.

Towards a semiotics of brand equity: Brand coherence and communicative consistency through structuralist operations and rhetorical transformations Dec 31 2019

Writing the Visual Jul 30 2022 WRITING THE VISUAL: A PRACTICAL GUIDE FOR TEACHERS OF COMPOSITION AND COMMUNICATION offers a variety of creative and theoretically based approaches to the development of visual literacy. The book's introduction and twelve chapters provide an array of pedagogical perspectives, exceptional field-tested assignments for students writing across the disciplines, and a strong bibliographic base from which readers might continue their exploration of visual studies. Presenting ideas both imaginative and practical for teachers and advanced students, WRITING THE VISUAL aims to expand our understanding of how visual and verbal elements contribute to a text's effectiveness. Extensively referencing key figures from ancient times to the present who have developed theories, described histories, and provided analyses of images, WRITING THE VISUAL responds to the growing desire for critical and creative engagement with visual language in composition and communication classrooms. - ABOUT THE EDITORS Carol David is Professor Emerita in the Department of English at Iowa State University, where she served as teacher and administrator of composition programs from 1960 until her retirement in 2001. Her research on writing, visuality, and technical communication has appeared in TECHNICAL COMMUNICATION QUARTERLY, JOURNAL OF BUSINESS COMMUNICATION, JOURNAL OF BUSINESS AND TECHNICAL COMMUNICATION, and elsewhere. - Anne R. Richards is Assistant Professor of English at Kennesaw State University, where she blends critical and interdisciplinary approaches to the teaching of multimedia literacy and technical writing. Her research on scientific images, color on the World Wide Web, and multimedia sound has appeared or is forthcoming in TECHNICAL COMMUNICATION QUARTERLY. - CONTRIBUTORS Contributors include Nancy Allen, Carol David, Jean Darcy, Jane Davis, Ryan Jerving, C. Richard King, Mark Mullen, L. J. Nicoletti, Alyssa O'Brien, Iraj Omidvar, Kristin Walker Pickering, Deborah Rard, Anne R. Richards, Yong-Kang Wei, and Barbara Worthington.

Charting a Sustainable Future of ASEAN in Business and Social Sciences Oct 09 2020 This volume showcases selected conference papers addressing the sustainable future of ASEAN from the perspectives of business and social science disciplines. In addressing the 17 Sustainable Developments Goals (SDGs) envisioned by the United Nations in the domains of environment, health and well-being, posing potential means of reducing inequalities globally, the authors target specific issues and challenges confronting the fast-growing region of ASEAN and present suggestions for co-operation and commitment from governments, non-governmental organisations (NGOs) and society at large, in line with the ASEAN Vision 2020. Papers are selected from the 3rd International Conference on the Future of ASEAN (ICoFA) 2019, organised by Universiti Teknologi MARA in Malaysia, whose conference theme "Charting the Sustainable Future of ASEAN" enables intellectual discourse on sustainability issues from business and the social sciences, as well as science and technology. The selection of papers is published in two volumes, comprising scholarly and practical insights into sustainability in ASEAN. This first volume of papers from business and social science scholars will be of interest to researchers and policymakers interested in sustainability developments in the ASEAN region.

Visual Rhetoric and Early Modern English Literature Apr 26 2022 Considering the variety of charts, diagrams and other kinds of images with which early modern printed books are copiously illustrated, this volume interrogates how visual rhetoric affected verbal expression. The genres of illustration considered include military strategy and tactics, garden design, instrumentation, Bibles, scientific schema, drawing instruction, natural history, comparative anatomy and Aesop's Fables. The book develops novel methods of using printed images as evidence in the interpretation of the rich, strange and beautiful literature of early modern England.

Frontier Computing Jun 28 2022 This book gathers the proceedings of the 11th International Conference on Frontier Computing, held in Seoul, on July 13–17, 2021, and provides comprehensive coverage of the latest advances and trends in information technology, science, and engineering. It addresses a number of broad themes, including communication networks, business intelligence and knowledge management, Web intelligence, and related fields that inspire the development of information technology. The respective contributions cover a wide range of topics: database and data mining, networking and communications, Web and Internet of things, embedded systems, soft computing, social network analysis, security and privacy, optical communication, and ubiquitous/pervasive computing. Many of the papers outline promising future research directions, and the book benefits students, researchers, and professionals alike. Further, it offers a useful reference guide for newcomers to the field.

Envision Sep 27 2019 Concise, flexible, practical, and innovative: Envision is the first brief argument rhetoric designed for students learning to write in today's visual world. Flexible three-part organization. Instructors who want to focus on argument and rhetorical analysis can emphasize Part 1. Those who want more intensive work in research and source-based writing will focus on Part 2. For innovative courses that include visual design, oral presentation, and multimedia writing projects, Part 3 offers the most fully developed textbook coverage available in a brief rhetoric.

Defining Visual Rhetorics May 28 2022 Images play an important role in developing consciousness and the relationship of the self to its surroundings. In this distinctive collection, editors Charles A. Hill and Marguerite Helmers examine the connection between visual images and persuasion, or how images act rhetorically upon viewers. Chapters included here highlight the differences and commonalities among a variety of projects identified as "visual

rhetoric," leading to a more precise definition of the term and its role in rhetorical studies. Contributions to this volume consider a wide variety of sites of image production--from architecture to paintings, from film to needlepoint--in order to understand how images and texts work upon readers as symbolic forms of representation. Each chapter discusses, analyzes, and explains the visual aspect of a particular subject, and illustrates the ways in which messages and meaning are communicated visually. The contributions include work from rhetoric scholars in the English and communication disciplines, and represent a variety of methodologies--theoretical, textual analysis, psychological research, and cultural studies, among others. The editors seek to demonstrate that every new turn in the study of rhetorical practices reveals more possibilities for discussion, and that the recent "turn to the visual" has revealed an inexhaustible supply of new questions, problems, and objects for investigation. As a whole, the chapters presented here demonstrate the wide range of scholarship that is possible when a field begins to take seriously the analysis of images as important cultural and rhetorical forces. Defining Visual Rhetorics is appropriate for graduate or advanced undergraduate courses in rhetoric, English, mass communication, cultural studies, technical communication, and visual studies. It will also serve as an insightful resource for researchers, scholars, and educators interested in rhetoric, cultural studies, and communication studies.

Practical Composition Jun 16 2021 For English instructors at every level, the task of producing a worthwhile, workable plan for each class period can prove challenging. This invaluable work offers a vast compilation of writing exercises and in-class activities collected from professors, graduate students and lecturers from colleges and universities across the United States. Step-by-step instructions guide teachers through class discussions and exercises on topics ranging from invention, argumentation, formatting, thesis development and organization to rhetorical situation, visual rhetoric, peer review and revision. From high school teachers and first-time teaching assistants to experienced writing professors looking to enhance their courses, anyone who teaches English will appreciate the fresh ideas found in this indispensable volume. Instructors considering this book for use in a course may request an examination copy here.

Digital Rhetoric Aug 19 2021 A survey of a range of disciplines whose practitioners are venturing into the new field of digital rhetoric, examining the history of the ways digital and networked technologies inhabit and shape traditional rhetorical practices as well as considering new rhetorics made possible by current technologies

Becoming Rhetorical: Analyzing and Composing in a Multimedia World with APA 7e Updates Jul 18 2021 Becoming rhetorical is a transformation that allows students to identify rhetorical problems and respond to them with arguments, no matter the course or context from which the problems emerge. In BECOMING RHETORICAL, author Jodie Nicotra takes students beyond the view of the rhetorical situation as being composed of communicator, audience, and message, encouraging them also to consider important aspects such as exigence, purpose, and the means of communication. Students learn to analyze and compose in textual, visual, and multimodalities -- from evaluating an op-ed piece, to making a video of a consumer product, to creating an entire public awareness campaign -- thereby becoming confident critical thinkers in a 21st century multimedia world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Locating Visual-Material Rhetorics May 16 2021 Parks, maps, and mapping technologies like the GPS are objects of visual and material culture that rely on the interplay of text, context, image, and space to guide our interpretations of the world around us. LOCATING VISUAL-MATERIAL RHETORICS: THE MAP, THE MILL, AND THE GPS examines in depth, and in several contemporary settings, how visual and material discursive artifacts, when understood as rhetorical, shape our understanding of the unique cultural moments that these artifacts set out to represent.

Visual Rhetoric Nov 02 2022 Visual images, artifacts, and performances play a powerful part in shaping U.S. culture. To understand the dynamics of public persuasion, students must understand this "visual rhetoric." This rich anthology contains 20 exemplary studies of visual rhetoric, exploring an array of visual communication forms, from photographs, prints, television documentary, and film to stamps, advertisements, and tattoos. In material original to this volume, editors Lester C. Olson, Cara A. Finnegan, and Diane S. Hope present a critical perspective that links visuality and rhetoric, locates the study of visual rhetoric within the disciplinary framework of communication, and explores the role of the visual in the cultural space of the United States. Enhanced with these critical editorial perspectives, Visual Rhetoric: A Reader in Communication and American Culture provides a conceptual framework for students to understand and reflect on the role of visual communication in the cultural and public sphere of the United States. Key Features and Benefits Five broad pairs of rhetorical action—performing and seeing; remembering and memorializing; confronting and resisting; commodifying and consuming; governing and authorizing—introduce students to the ways visual images and artifacts become powerful tools of persuasion Each section opens with substantive editorial commentary to provide readers with a clear conceptual framework for understanding the rhetorical action in question, and closes with discussion questions to encourage reflection among the essays The collection includes a range of media, cultures, and time periods; covers a wide range of scholarly approaches and methods of handling primary materials; and attends to issues of gender, race, sexuality and class Contributors include: Thomas Benson; Barbara Biesecker; Carole Blair; Dan Brouwer; Dana Cloud; Kevin Michael DeLuca; Anne Teresa Demo; Janis L. Edwards; Keith V. Erickson; Cara A. Finnegan; Bruce Gronbeck; Robert Hariman; Christine Harold; Ekaterina Haskins; Diane S. Hope; Judith Lancioni; Margaret R. LaWare; John Louis Lucaites; Neil Michel; Charles E. Morris III; Lester C. Olson; Shawn J. Parry-Giles; Ronald Shields; John M. Sloop; Nathan Stormer; Reginald Twigg and Carol K. Winkler "This book significantly advances theory and method in the study of visual rhetoric through its comprehensive approach and wise separations of key conceptual components." —Julianne H. Newton, University of Oregon

Inviting Understanding Mar 02 2020 Inviting Understanding: A Portrait of Invitational Rhetoric is an authoritative reference work designed to provide a comprehensive overview of the theory of invitational rhetoric, developed twenty-five years ago by Sonja K. Foss and Cindy L. Griffin. This theory challenges the conventional conception of rhetoric as persuasion and defines rhetoric as an invitation to understanding as a means to create a relationship rooted in equality, immanent value, and self-determination. Rather than celebrating argumentation, division, and winning, invitational rhetoric encourages rhetors to listen across differences, to engage in dialogue, and to try to understand positions different from their own. Organized into the three categories of foundations, extensions, and applications, Inviting Understanding is a compilation of published articles and new essays that explore and expand the theory. The book provides readers with access to a wide range of resources about this revolutionary theory in areas such as community organizing, social justice activism, social media, film, graffiti, institutional and team decision making, communication and composition pedagogy, and interview protocols. Current cultural, social, and political divisions in the United States and across the world suggest that the principles and practices of invitational rhetoric are sorely needed, and a volume that demonstrates its application in various contexts may inspire readers to put it into practice in the contexts in which they work and live.

International Advertising and Communication Sep 19 2021 The book presents a wide selection of studies and works in the area of international communication including seven main areas: Advertising and Communication Effects; Advertising and Information Processing; Communication and Branding; Emotional, Social and Individual Aspects of Communication; Communication and New Media; International Advertising and, finally, Perspectives on the Future of International Advertising

Writing Spaces Jul 26 2019 Volumes in Writing Spaces: Readings on Writing offer multiple perspectives on a wide range of topics about writing. In each chapter, authors present their unique views, insights, and strategies for writing by addressing the undergraduate reader directly. Drawing on their own experiences, these teachers-as-writers invite students to join in the larger conversation about the craft of writing. Consequently, each essay functions as a standalone text that can easily complement other selected readings in first year writing or writing-intensive courses across the disciplines at any level. Volume 3 continues the tradition of previous volumes with topics such as voice and style in writing, rhetorical appeals, discourse communities, multimodal composing, visual rhetoric, credibility, exigency, working with personal experience in academic writing, globalized writing and rhetoric, constructing scholarly ethos, imitation and style, and rhetorical punctuation.

User-Centered Technology Sep 07 2020 Presents a theoretical model for examining technology through a user perspective.

Twenty Writing Assignments in Context Dec 11 2020 ? Twenty original, classroom-tested assignments: This innovative collection of college writing assignments explores the practical applications of each lesson. Drawing upon current best practices, each chapter includes a discussion of the rationale behind the assignment, along with supplemental elements such as guidelines for evaluation, prewriting exercises and tips for avoiding common pitfalls. The assignments are designed for a range of courses, from first-year composition to upper-division writing in various disciplines.

The Handbook of Organizational Rhetoric and Communication Oct 21 2021 A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well, there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that have and will continue to use rhetoric. Beginning with an introduction to the topic, The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro-contexts of rhetoric—as well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual

and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres—namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric. Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations' rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential, risks, paradoxes, and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

Information Design May 04 2020 Information Design provides citizens, business and government with a means of presenting and interacting with complex information. It embraces applications from wayfinding and map reading to forms design; from website and screen layout to instruction. Done well it can communicate across languages and cultures, convey complicated instructions, even change behaviours. Information Design offers an authoritative guide to this important multidisciplinary subject. The book weaves design theory and methods with case studies of professional practice from leading information designers across the world. The heavily illustrated text is rigorous yet readable and offers a single, must-have, reference to anyone interested in information design or any of its related disciplines such as interaction design and information architecture, information graphics, document design, universal design, service design, map-making and wayfinding.

The Vampire in Folklore, History, Literature, Film and Television Aug 26 2019 This comprehensive bibliography covers writings about vampires and related creatures from the 19th century to the present. More than 6,000 entries document the vampire's penetration of Western culture, from scholarly discourse, to popular culture, politics and cook books. Sections by topic list works covering various aspects, including general sources, folklore and history, vampires in literature, music and art, metaphorical vampires and the contemporary vampire community. Vampires from film and television--from Bela Lugosi's Dracula to Buffy the Vampire Slayer, True Blood and the Twilight Saga--are well represented.