

## Rhetorical Devices Stylistic Devices

Inventing Hebrews uncovers a template of arrangement ubiquitous in antiquity as the key to the conundrum of Hebrews' structure and purpose.

Part of Prufrock's new series for the upper level classroom, Advanced Placement Classroom: Romeo and Juliet is a user-friendly guide to teaching one of Shakespeare's classic plays. Featuring more than 50 reproducible pages to supplement student projects, debates, and writings, this guide teaches students to consider new perspectives on the traditional tale.

Provides a collection of critical essays on the history of technical communication designed to help guide future research.

At a 1966 international symposium hosted by the Johns Hopkins University, many of the leading figures of European structuralist criticism first presented their ideas to the American academic community. The proceedings of this event—which proved epoch-making on both sides of the Atlantic—were first published by the Johns Hopkins University Press in 1970 and are now available once again, with a reflective new preface by editor and symposium convener Richard Macksey.

This is the first ever modern treatment of literary theory in Babylonian literature. The volume deals with all aspects of the discipline; modes of expression, tropes, commonplaces, etc. etc.

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Organizational Rhetoric introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded

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understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter.

Features and Benefits:

- The first unit in the text will introduce the details of analyzing situations and identifying strategies
- The second unit will examine six specific recurring rhetorical situations for organizations
- Organizational schema centered on situations and

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strategies - Use of real-life case studies - Focus on careers in organizational rhetoric - Focus on thinking critically about organizations in society

Comprising some 4000 terms, defined and illustrated, "Gradus" calls upon the resources of linguistics, poetics, semiotics, socio-criticism, rhetoric, pragmatics, combining them in ways which enable readers quickly to comprehend the codes and conventions which together make up 'literarity.' Rhetorical Devices A Handbook and Activities for Student Writers Prestwick House Inc Stylistic and rhetorical devices????? The Rhetorical Question as a Discursive and Stylistic Device in the Quran A Dictionary of Literary Devices Gradus, A-Z University of Toronto Press

Processing Public Speaking covers all the traditional topics and offers much more, including chapters on public speaking traditions, public speaking as communication process, processing the introductory speech, processing technology in public speaking, processing listening, oral interpretation, analyzing audiences, organizing and outlining speeches, persuasive speaking, and debating, processing verbal communication, processing nonverbal communication, and delivery, impromptu speaking and ethics. As an invaluable resource Processing Public Speaking allows readers to access practical information that describes the production and consumption of presentations in technical,

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humanities, and social science, business, and education courses. The approaches in this text include tailoring public messages by identifying what the audience wants and needs with adaptation to cultural differences with focus on the public speaking heritage of rhetorical discourse.

Lying at the intersection of translatology, cognitive science and linguistics, this brief provides a comprehensive framework for studying, investigating and teaching English-Russian/Russian-English non-literary translation. It provides a holistic perspective on the process of non-literary translation, illustrating each of its steps with carefully analyzed real-life examples. Readers will learn how to choose and process multidimensional attention units in original texts by activating different types of knowledge, as well as how to effectively devise target-language matches for them using various translation techniques. It is rounded out with handy and feasible recommendations on the structure and content of an undergraduate course in translation. The abundance of examples makes it suitable not only for use in the classroom, but also for independent study.

In his commentary on Gregory of Nyssa's *Adversus Macedonianos*, Piet Hein Hupsch spells out its theological structure and corresponding rhetorical arrangement. His systematic-theological synthesis explicates the Spirit's role in the Trinity's work of salvation. Gregory's theology culminates in praise of



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This volume consists of a critical edition of the Arabic translation and commentary of Yefet ben Eli the Karaite on the entire Abraham narrative. The edition is preceded by an extensive introduction in which the author discusses various facets of Yefet's exegesis.

Having presented a brief history of research on 2 Corinthians, Eve-Marie Becker outlines the process of Paul's communication with the Corinthian community and considers letter-production and letter-reception at the time. She develops a "literary-historical" model for reconstructing the original separate letters (1.1-7.4; 7.5-16; 8--9; 10--13) which were later compiled to form the canonical letter. She defines - by means of linguistics and communication theory - the central theoretical elements for Pauline letter-hermeneutics. There is a thorough exegesis of those parts of 2 Corinthians in which Paul formulates aspects of his hermeneutics, based on the theory of letter-hermeneutics and on the results of the "literary-historical" reconstruction of the original form of 2 Corinthians. There is also an examination of the reception and interpretation of 2 Corinthians in the early church. This is volume 279 in the Journal for the Study of the New Testament Supplement series. Seminar paper from the year 2009 in the subject Rhetoric / Elocution / Oratory, grade: 1,3, The University of North Carolina at Chapel Hill, course: Allgemeine Rhetorik, language: English, abstract: Abraham Lincoln's Gettysburg Address has played

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a powerful role in shaping American public discourse over the centuries. It has become one of the central documents in the evolution of American civil religion – imbued with religious and biblical language and imagery, backed by the ethos of its orator, its rhetoric sanctifies the founding documents and itself becomes part of the canon of “holy writ” of American civil religion. This is all the more remarkable considering the fact that Lincoln was originally only supposed to deliver a few appropriate remarks at the dedication of the Gettysburg battlefield as a cemetery for the fallen soldiers. The main speaker, Edward Everett, had already given a long speech when Lincoln’s turn came. The situation which thus presented itself to the orator posed a considerable challenge, as the audience was already weary. It is therefore all the more fascinating to see how Lincoln succeeded in his short, dense speech – which did not even give the photographer sufficient time to take his picture – in molding American identity by fusing “organic union with transcendent purpose by utilizing the religious symbolism of the Christian tradition” (White 97). This paper will examine how the Gettysburg Address came to be one of the central documents of American civil religion, which had a significant influence on all future public discourse. First, it will provide a brief discussion of Abraham Lincoln as an orator. This aspect is important insofar as it is

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necessary to determine what role his personal ethos played in the Gettysburg Address. The main part will offer a close reading of the Gettysburg Address, focusing on an in-depth analysis of the rhetorical strategies and stylistic devices Lincoln employs. This part is concerned especially with the question of how these strategies contribute to the enduring significance of the Gettysburg Address as a central document of American civil religion.

The following study explores the role that celebrity endorsers play in generic advertising, based on the example of the "Got milk?" print advertising campaign. The theoretical framework for this thesis combines major concepts of the cultural studies and the meaning-transfer model developed by Grant McCracken. The method of analysis utilizes the neo-Aristotelian approach to rhetorical criticism with the emphasis on invention and style. One hundred and seventy print ads from the campaign, dating from the beginning of the campaign in 1995 to its most recent ads circa 2004 were analyzed. Textual and visual rhetorical strategies, appeals and stylistic devices which convey symbolic meanings associated with the featured celebrity endorsers were examined and their persuasive value was evaluated. The analysis concludes that the expansive use of celebrity testimonials in primary demand advertising leads to a reverse meaning transfer process: the endorsers' symbolic meanings are passed not only on the

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product but on the campaign itself, raising it to the level of a unique cultural phenomenon but negating its initial purpose.

Rhetorical scholarship has found rich source material in the disciplines of advertising, communications research, and consumer behavior. Advertising, considered as a kind of communication, is distinguished by its focus on causing action. Its goal is not simply to communicate ideas, educate, or persuade, but to move a prospect closer to a purchase. The editors of "Go Figure! New Directions in Advertising Rhetoric" have been involved in developing the scholarship of advertising rhetoric for many years. In this volume they have assembled the most current and authoritative new perspectives on this topic. The chapter authors all present previously unpublished concepts that represent advances beyond what is already known about advertising rhetoric. In the opening and closing chapters editors Ed McQuarrie and Barbara Phillips provide an integrative view of the current state of the art in advertising rhetoric

Violations of international law and human rights laws are the plague of the 20th and 21st centuries. People's inhumanity to people escalates as wars proliferate and respect for human rights and the laws of war diminish. Decoding International Law analyses international law as represented artfully in the humanities.

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Analysis of text structures has been a dominant feature in Biblical studies for quite some time. More recently, scholars have focused on rhetorical strategies that have been employed in Biblical texts. In this volume, rhetorical as well as structural approaches to the Hebrew Bible have been brought together. It contains studies on a range of topics and on a good many texts and textual corpuses. Interpretation culminates in translation. The contributors to this volume have discussed the implications of their findings for Bible translators. Many of these translational implications have been put together in an epilogue. The volume thus not only intends to show the present state of our knowledge of literary and rhetorical techniques employed in the Bible; on these points it aims to be a selective guide to translators as well. The volume has been edited by Lenart de Regt, Jan de Waard (both of the Free University of Amsterdam), and Jan Fokkelman (Leiden University).

The Advanced Placement test preparation guide that delivers 75 years of proven Kaplan experience and features exclusive strategies, practice, and review to help students ace the AP English Language and Composition exam! Students spend the school year preparing for the AP English Language and Composition test. Now it's time to reap the rewards: money-saving college credit, advanced placement, or an admissions edge. However, achieving a top

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has helped millions of students to prepare for standardized tests. We invest millions of dollars annually in research and support for our products. We know that our test-taking techniques and strategies work. AP English Language & Composition 2017-2018 is the must-have preparation tool for every student looking to do better on the AP English Language and Composition test! Activities in this book have been divided into three categories: letters, editorials, and reviews. Incorporated throughout the book are standards for assessment.

La 4e de couverture indique : "In this study, Christopher T. Holmes offers an analysis of Hebrews 12:18-29 and its role in the larger argument of Hebrews. It argues that the first-century treatise, *De Sublimitate*, provides a significant context for interpreting the rhetoric and style of Hebrews and sheds new light on the thought and genre of Hebrews."

The Handbook of Business Discourse is the most comprehensive overview of the field to date. It offers an accessible and authoritative introduction to a range of historical, disciplinary, methodological and cultural perspectives on business discourse and addresses many of the pressing issues facing a growing, varied and increasingly international field of research. The collection also illustrates some of the challenges of defining and delimiting a relatively

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recent and eclectic field of studies, including debates on the very definition of 'business discourse'. Part One includes chapters on the origins, advances and features of business discourse in Europe, North America, Australia and New Zealand. Part Two covers methodological approaches such as mediated communication, corpus linguistics, organisational discourse, multimodality, race and management communication, and rhetorical analysis. Part Three moves on to look at disciplinary perspectives such as sociology, pragmatics, gender studies, intercultural communication, linguistic anthropology and business communication. Part Four looks at cultural perspectives across a range of geographical areas including Spain, Brazil, Japan, Korea, China and Vietnam. The concluding section reflects on future developments in Europe, North America and Asia.

An examination of the past half-century's critical reassessments of one of the most-studied American poets.

The analysis of biblical rhetoric has been developed only in the last 250 years. The first half of this book outlines the history of the method known as rhetorical analysis in biblical studies, illustrated by numerous texts. The work of Lowth (who focused on 'parallelism'), Bengel (who drew attention to 'chiasmus'), Jebb and Boys (the method's real founders at the turn of the nineteenth century) and

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Lund (the chief exponent in the mid-twentieth century) are all discussed, as is the current full blooming of rhetorical analysis. The second half of the book is a systematic account of the method, testing it on Psalms 113 and 146, on the first two chapters of Amos, and many other texts, especially from Luke. Translated by Luc Racaut.

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