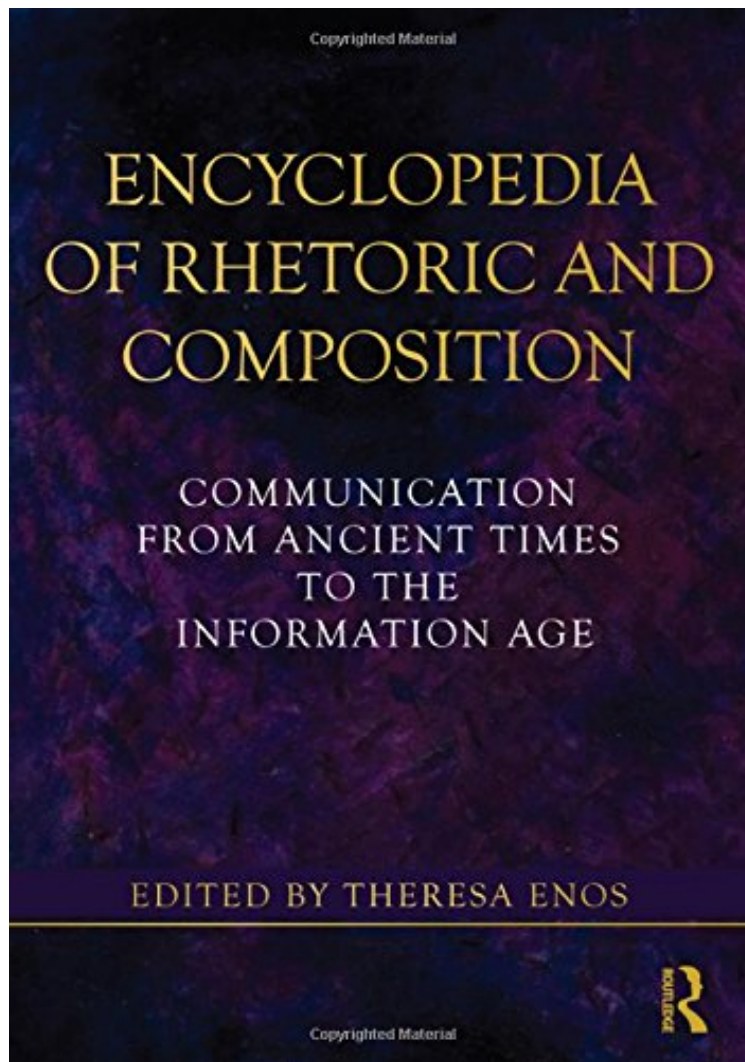


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Available for the first time in paperback, this classic reference surveys the field, covering rhetoric's principles, concepts, applications, practical tools, and major thinkers. Rhetoric is increasingly studied in the context of other disciplines, such as anthropology, linguistics, philosophy, psychology, and pedagogy, because its well-established rules and time-honored methods are useful for developing modern communications and writing skills. Drawing on the scholarship and expertise of 288 contributors, the Encyclopedia presents an overview of rhetoric and its role in contemporary education and communications, discusses rhetoric's contributions to various fields, surveys the applications of this versatile discipline to the teaching of English and language arts, and illustrates its usefulness in all kinds of discourse, argument, and exchange of ideas.

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