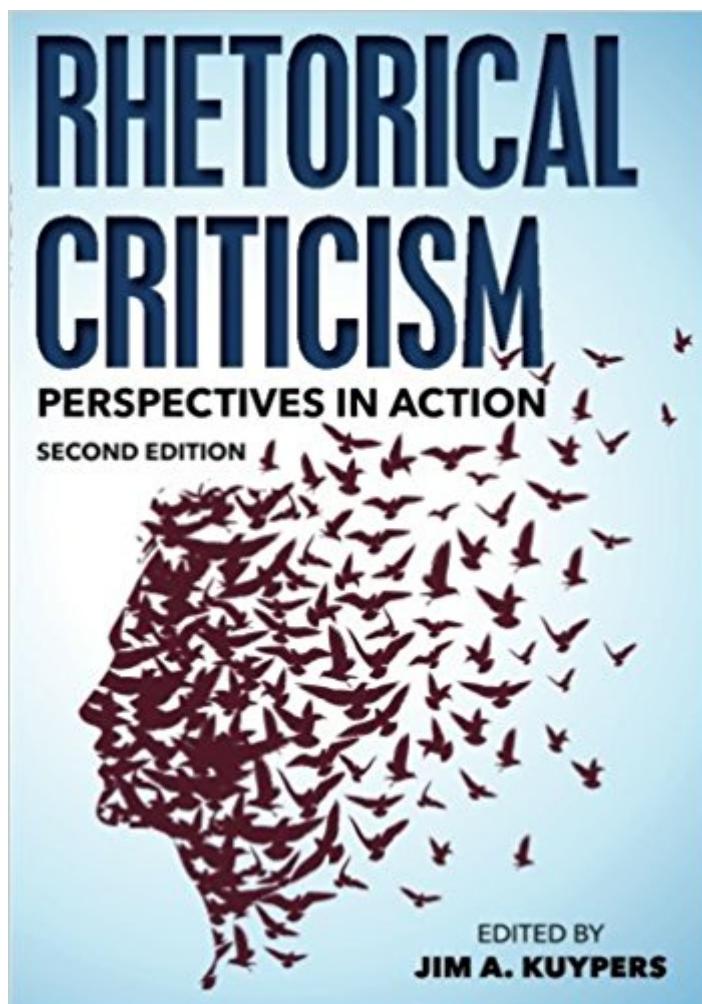


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# Rhetorical Criticism: Perspectives In Action (Communication, Media, And Politics)



## **Synopsis**

Now in its second edition, *Rhetorical Criticism: Perspectives in Action* presents a thorough, accessible, and well-grounded introduction to contemporary rhetorical criticism. Systematic chapters contributed by noted experts introduce the fundamental aspects of a perspective, provide students with an example to model when writing their own criticism, and address the potentials and pitfalls of the approach. In addition to covering traditional modes of rhetorical criticism, the volume presents less commonly discussed rhetorical perspectives, exposing students to a wide cross-section of techniques.

## **Book Information**

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## **Customer Reviews**

In this updated work, Kuypers brings together many of the most articulate and insightful rhetorical scholars to illuminate a wide variety of critical perspectives. This impressive, user-friendly collection covers basic concepts, models their use, and addresses both the potentials and pitfalls of each approach. The result offers a range of insights to illuminate the power of rhetorical criticism. A must-have! (Kathleen J. Turner, past president, National Communication Association)Like its predecessor, the second edition of *Rhetorical Criticism: Perspectives in Action* offers up a plethora of riches. Not only does it include landmark essays from well-known critics, but those critics then reflect on the method that led to their essay as well as set forth the promises and pitfalls of their particular perspective. An invaluable resource for both established scholars and aspiring critics.

(Thomas Frentz, University of Arkansas Fayetteville) Jim Kuypers has brought together an impressive cast of well-published rhetorical critics to create a one-of-a-kind textbook. Covering a broad range of critical perspectives, the volume combines theoretical discussions, critical exemplars, and personal reflections to provide students with a well-rounded understanding of the possibilities and pitfalls of each critical method. Sophisticated yet accessible, the volume would make an excellent textbook for advanced undergraduate courses in rhetorical criticism and should be required reading for graduate students in the field. (J. Michael Hogan, Penn State) Providing a broad foundation for studying rhetoric, Kuypers emphasizes the role of creativity in the production of rhetorical criticism through both his introductory chapters and his curation of contributed chapters, featuring a wide range of perspectives and interpretations of rhetorical theory. Three unique features make this volume especially accessible: First, the essays offer digestible examples of criticism because they were written for this volume and with an audience of novice critics in mind. Second, each chapter includes a list of “top picks” published scholarly works that exemplify good criticism using the approach featured in the chapter annotated to position the recommended reading in a larger conversation and to reveal important aspects of it. Finally, the glossary presents a quick reference guide that students will appreciate. (Samantha Senda-Cook, Creighton University) Kuypers has assembled an all-star cast of rhetoricians to explore critical lenses in which they are most expert and, in some cases, of which they are the actual generative voice. The contributors provide students with theoretical underpinnings of differing schools of criticism, steps to follow when writing within a particular critical perspective, examples of criticism specific to the critical lens, and some professional and personal perspectives on the use of the method under investigation. No other text combines the theoretical with the applied and personal in such a way. Kuypers’ volume makes criticism come alive as a public craft and as a personal endeavor. (Jason Black, University of Alabama) Professor Kuypers has assembled an excellent chorus of voices to introduce the art and criticism of public persuasion. In accessible and empowering ways, leading scholars survey a representative range of theories and methods in rhetorical criticism, such as traditional approaches to public speech as well as contemporary approaches to persuasion in popular culture. (M. Lane Bruner, Georgia State University)

Jim A. Kuypers is professor of communication at Virginia Tech. His many publications include *Twentieth Century Roots of Rhetorical Studies*, *Bush’s War*, and *Partisan Journalism* (a 2014 CHOICE Outstanding Academic Title). He has been honored with the American

Communication Association's Outstanding Contribution to Communication Scholarship Award, the Southern States Communication Association's Janice Hocker Rushing Early Career Research Award, and Dartmouth College's Distinguished Lecturer Award.

Although I haven't finished reading the book, it's a good read so far. Currently I'm reading this book together with Sonja Foss's *Rhetorical Criticism: Exploration and Practice*. Both books are assisting me through a rhetorical criticism course. They both include useful information about performing rhetorical analysis. However, this book uses more interesting language to describe rhetorical theory, but it isn't always an easy read. If you're interested in studying rhetorical theory and would like get a different perspective than what Dr. Foss offers, I recommend picking up this book.

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