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This book contains 20 essays tracing the work of David Zarefsky, a leading North American scholar of argumentation from a rhetorical perspective. The essays cohere around 4 general themes: objectives for studying argumentation rhetorically, approaches to rhetorical study of argumentation, patterns and schemes of rhetorical argumentation, and case studies illustrating the potential of studying argumentation rhetorically. These articles are drawn from across Zarefsky's 45-year career. Many of these articles originally appeared in publications that are difficult to access today, and this collection brings the reader up to date on the topic. Zarefsky's scholarship focuses on the role of language in political argumentation, the ways in which argumentation creates public knowledge and belief, the influence of framing and context on what is said and understood, the deployment of particular patterns and schemes of argumentation in public reasoning, and the influence of debate on politics and governance. All these topics are addressed in this book. Each of the conceptual essays includes brief application to specific cases, and five extended case studies are also presented in this volume. The case studies cover different themes: two explore famous political debates, the third focuses on presidential rhetoric across the course of United States history, the fourth on the arguments for liberalism at a time of political polarization, and the fifth on the contemporary effort to engage the United States with the Muslim world. This book is of interest to scholars in the fields of philosophy, logic, law, philosophy of law, and legal history. The range of topics and concepts addressed, the interplay of concepts and cases and the unifying perspective of rhetorical argumentation make this book a valuable read for students of argumentative practice, whether rhetorically or otherwise.

This collection advances the study of context-dependent characteristics of argumentative discourse by examining a variety of media genres in which text and image (and other semiotic modes) combine to create meaning. The chapters have been written by an international group of senior and junior scholars researching multimodal argumentation in the last two decades. In each chapter, a specific approach to argumentation and rhetoric is combined with insights from visual studies, metaphor theory, scientific visualization, cognitive science, semiotics, conversation analysis, or (documentary) film theory in order to explain how multimodal genres function argumentatively and rhetorically. Together the chapters present a state-of-the-art in the analysis of multimodal argumentation in such diverse genres as print advertisements, news photographs, scientific illustrations, political cartoons, documentaries, film trailers, political TV advertisements, public debates, and political speeches. The volume will be of interest to advanced students and scholars in argumentation studies, rhetoric, and multimodal communication.

Bringing together scholars from a broad range of theoretical perspectives, *The Language of Argumentation* offers a unique overview of research at the crossroads of linguistics and theories of argumentation. In addition to theoretical and methodological reflections by leading scholars in their fields, the book contains studies of the relationship between language and argumentation from two different viewpoints. While some chapters take a specific argumentative move as their point of departure and investigate the ways in which it is linguistically manifested in discourse, other chapters start off from a linguistic construction, trying to determine its argumentative function and rhetorical potential. *The Language of Argumentation* documents the currently prominent

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research on stylistic aspects of argumentation and illustrates how the study of argumentation benefits from insights from linguistic models, ranging from theoretical pragmatics, politeness theory and metaphor studies to models of discourse coherence and construction grammar.

There is no doubt that Daniel O’Connell can be hailed as a towering figure of nineteenth-century Irish politics. In this book, however, a different angle is taken on O’Connell’s centrality to Irish public discourse. Thus, rather than adding to the vast body of research works on O’Connell’s politics or the history of Catholic Emancipation and Repeal, this study provides a discourse perspective on the Liberator’s oratorical skills, along with the general perception of O’Connell as shaped by the press of his age. What rhetorical strategies did O’Connell implement in order to persuade the Catholics of Ireland that he was the man to make their voice heard by the British authorities?; How were O’Connell’s figure, his followers and his ideology assessed by nationalist and unionist print media? The volume addresses these research questions by combining the study of public speaking with news discourse within an integrated approach to the Irish public sphere in the early 1840s.

No Future in This Country: The Prophetic Pessimism of Bishop Henry McNeal Turner is a history of the career of Bishop Henry McNeal Turner (1834–1915), specifically focusing on his work from 1896 to 1915. Drawing on the copious amount of material from Turner’s speeches, editorial, and open and private letters, Andre E. Johnson tells a story of how Turner provided rhetorical leadership during a period in which America defaulted on many of the rights and privileges gained for African Americans during Reconstruction. Unlike many of his contemporaries during this period, Turner did not opt to proclaim an optimistic view of race relations. Instead, Johnson argues that Turner adopted a prophetic persona of a pessimistic prophet who not only spoke truth to power but, in so doing, also challenged and pushed African Americans to believe in themselves. At this time in his life, Turner had no confidence in American institutions or that the American people would live up to the promises outlined in their sacred documents. While he argued that emigration was the only way for African Americans to retain their “personhood” status, he also would come to believe that African Americans would never emigrate to Africa. He argued that many African Americans were so oppressed and so stripped of agency because they were surrounded by continued negative assessments of their personhood that belief in emigration was not possible. Turner’s position limited his rhetorical options, but by adopting a pessimistic prophetic voice that bore witness to the atrocities African Americans faced, Turner found space for his oratory, which reflected itself within the lament tradition of prophecy.

The book offers a compact but comprehensive introductory overview of the crucial components of argumentation theory. In presenting this overview, argumentation is consistently approached from a pragma-dialectical perspective by viewing it pragmatically as a goal-directed communicative activity and dialectically as part of a regulated critical exchange aimed at resolving a difference of opinion. As a result, the book also systematically explains how the constitutive parts of the pragma-dialectical theory of argumentation, which are discussed in a number of separate publications, hang together. The following crucial topics are discussed: (1) argumentation theory as a discipline; (2) the meta-theoretical principles of pragma-dialectics; (3) the model of a critical discussion aimed at resolving a difference of opinion; (4) fallacies as violations of a code of conduct for reasonable argumentative discourse; (5) descriptive research of argumentative reality; (6) analysis as theoretically-motivated reconstruction; (7) strategic manoeuvring aimed at combining achieving effectiveness with maintaining reasonableness; (8) the conventionalization of argumentative practices; (9) prototypical argumentative patterns; (10) pragma-dialectics amidst other approaches. Argumentation Theory: A Pragma-Dialectical Perspective is clearly written and makes argumentation theory understandable to all scholars and advanced students interested in argumentation research.

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This open access book addresses communicative aspects of the current COVID-19 pandemic as well as the epidemic of misinformation from the perspective of argumentation theory. Argumentation theory is uniquely placed to understand and account for the challenges of public reason as expressed through argumentative discourse. The book thus focuses on the extent to which the forms, norms and functions of public argumentation have changed in the face of the COVID-19 pandemic. This question is investigated along the three main research lines of the COST Action project CA 17132: European network for Argumentation and Public PoLiCY analysis (APPLY): descriptive, normative, and prescriptive. The volume offers a broad range of contributions which treat argumentative phenomena that are directly related to the changes in public discourse in the wake of the outburst of COVID-19. The volume additionally places particular emphasis on expert argumentation, given (i) the importance expert discourse has had over the last two years, and (ii) the challenges that expert argumentation has faced in the public sphere as a result of scientific uncertainty and widespread misinformation. Contributions are divided into three groups, which (i) examine various features and aspects of public and institutional discourse about the COVID-19 pandemic, (ii) scrutinize the way health policies have been discussed, debated, attacked and defended in the public sphere, and (iii) consider a range of proposals meant to improve the quality of public discourse, and public deliberation in particular, in such a way that concrete proposals for argumentative literacy will be brought to light. Overall, this volume constitutes a timely inquiry into all things argumentative in pandemic discourse. This volume is of interest to a broad readership including philosophers, linguists, communication and legal scholars, and members of the wider public who seek to better understand the discourse surrounding communicative phenomena in times of crisis.

Darwinism, Democracy, and Race examines the development and defence of an argument that arose at the boundary between anthropology and evolutionary biology in twentieth-century America. In its fully articulated form, this argument simultaneously discredited scientific racism and defended free human agency in Darwinian terms. The volume is timely because it gives readers a key to assessing contemporary debates about the biology of race. By working across disciplinary lines, the book's focal figures--the anthropologist Franz Boas, the cultural anthropologist Alfred Kroeber, the geneticist Theodosius Dobzhansky, and the physical anthropologist Sherwood Washburn--found increasingly persuasive ways of cutting between genetic determinist and social constructionist views of race by grounding Boas's racially egalitarian, culturally relativistic, and democratically pluralistic ethic in a distinctive version of the genetic theory of natural selection. Collaborators in making and defending this argument included Ashley Montagu, Stephen Jay Gould, and Richard Lewontin. Darwinism, Democracy, and Race will appeal to advanced undergraduates, graduate students, and academics interested in subjects including Philosophy, Critical Race Theory, Sociology of Race, History of Biology and Anthropology, and Rhetoric of Science.

The Third Edition of *The Rhetorical Power of Popular Culture* offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work.

Argumentation is often understood as a coherent set of Western theories, birthed in Athens and developing throughout the Roman period, the Middle Ages,

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the Enlightenment and Renaissance, and into the present century. Ideas have been nuanced, developed, and revised, but still the outline of argumentation theory has been recognizable for centuries, or so it has seemed to Western scholars. The 2019 Alta Conference on Argumentation (co-sponsored by the National Communication Association and the American Forensic Association) aimed to question the generality of these intellectual traditions. This resulting collection of essays deals with the possibility of having local theories of argument – local to a particular time, a particular kind of issue, a particular place, or a particular culture. Many of the papers argue for reconsidering basic ideas about arguing to represent the uniqueness of some moment or location of discourse. Other scholars are more comfortable with the Western traditions, and find them congenial to the analysis of arguments that originate in discernibly distinct circumstances. The papers represent different methodologies, cover the experiences of different nations at different times, examine varying sorts of argumentative events (speeches, court decisions, food choices, and sound), explore particular personal identities and the issues highlighted by them, and have different overall orientations to doing argumentation scholarship. Considered together, the essays do not generate one simple conclusion, but they stimulate reflection about the particularity or generality of the experience of arguing, and therefore the scope of our theories.

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