



Rhetorical Criticism: A Study In Method

Edwin Black

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Winner, Speech Communication Association Award for Distinguished Scholarship

This is a book that, almost singlehandedly, freed scholars from the narrow constraints of a single critical paradigm and created a new era in the study of public discourse. Its original publication in 1965 created a spirited controversy. Here Edwin Black examines the assumptions and principles underlying neo-Aristotelian theory and suggests an alternative approach to criticism, centering around the concept of the "rhetorical transaction." This new edition, containing Black's new introduction, will enable students and scholars to secure a copy of one of the most influential books ever written in the field.

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