



Modern rhetoric in culture, arts, and media [13 essays /

Knape, Joachim

De Gruyter,
2013

Rhetoric- Rhetoric- Communication- Language and culture
Rhetoric, Ancient-

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbgVicmF0aW9uOmVzLmJhemF0ei5yZW4vMTcyMjg2NjE>

Título: Modern rhetoric in culture, arts, and media [Recurso electrónico] :] 13 essays by Joachim Knape ; [translated by Alan L. Fortuna]

Editorial: Berlin Boston De Gruyter 2013

Descripción física: 311 p.

Mención de serie: E-Libro

Bibliografía: Includes bibliographical references and index

Contenido: Rhetorical fallacies and the foundations of intercultural contrastive research in rhetoric -- Rhetoric between historicism and modern science -- Oratorical image, prestige, reputation and ethos in Aristotelian rhetoric -- Language or rhetoric? a dialog -- A rhetoric of conversation -- Historiography as rhetoric in Medieval times -- On the problems of literary rhetoric -- Paratexts and the rhetorical factor in literature -- New rhetoric and the rhetoric of deconstruction -- The rhetoric of music -- A rhetoric of images -- On a theory of the rhetoric of feature films -- The concept of medium in rhetoric

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9783110292459 acid-free paper) 9783110292503 e-book)

Autores: Fortuna, Alan L.

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60

- informa@baratz.es