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James Herrick



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Updated in its 5th edition, The History and Theory of Rhetoric offers discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists that is easily accessible to readers. This comprehensive text helps readers understand how persuasive public discourse performs essential social functions and shapes our daily worlds. Known for its clear writing style and contemporary examples throughout, The History and Theory of Rhetoric emphasizes the relevance of rhetoric to today's readers.

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