

CONTENTS

	Preface	vii
SECTION ONE	<i>The Word and You</i>	
CHAPTER 1	Oral and Written Communication: A Rhetorical Tradition	i
CHAPTER 2	The Citizen–Rhetor	25
CHAPTER 3	The Communication Process: Why and How We Communicate	49
CHAPTER 4	Communication Anxiety	69
SECTION TWO	<i>Rhetoric and You</i>	
CHAPTER 5	Audience	83
CHAPTER 6	Purpose	97
CHAPTER 7	Ethical Communication	111
SECTION THREE	<i>Discovering and Deveoping Your Ideas</i>	
CHAPTER 8	The Art of Argumentation	125
CHAPTER 9	Evidence	141
CHAPTER 10	Arrangement: The Dispositions of Argument	161
SECTION FOUR	<i>Rehearsing Your Ideas</i>	
CHAPTER 11	Delivery: The Impressions We Give Our Audience	177
CHAPTER 12	Social Norms, Language and the Academic Style	205
CHAPTER 13	Rhetorical Analysis and Criticism	231
	Index	241