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CHAPTER

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OBJECTIVES. After reading this chapter you should be able to:

- Define rhetoric.
- Identify key features of classical rhetorical theory.
- Identify the challenges that contemporary theorists are making to the study of rhetoric.

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Examples of text include spoken conversations, emails, advertisements, essays, lectures and so on. The concept of the rhetorical situation can help us

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understand why and how texts change in different contexts.

Lunsford described rhetorical situations as the full set of circumstances surrounding any communication.

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borrowed much of
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rhetorical traditions
and study, but we
won ' t get into that
in this class. The
study of rhetoric
and philosophy is
quite daunting but
highly rewarding. I

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developed by
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