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ENCYCLOPEDIA OF RHETORIC PDF -

Search results, Glossary of rhetorical terms

Grammarians (Greco-Roman world)

Language and thought Multimodality New

rhetoric Pedagogy Persuasion technology

Phenomenology Psychological manipulation

Propaganda Rhetoric of science Rhetoric of

health and medicine Rhetorical operations

Rhetorical reason Rogerian argument Rule

of three Semiotics Speechwriter Technical

communication Miscellaneous terms Ad

captandum ..., Visual Rhetoric is a means of

communication through the use of visual

images and texts. Visual rhetoric

encompasses the skill of visual literacy and

the ability to analyze images for their form

and meaning. Drawing on techniques from

semiotics and rhetorical analysis, visual

rhetoric examines the structure of an image,

and the consequent persuasive effects on an

audience., Aristotle: Aristotle, ancient Greek

philosopher and scientist who was one of the

greatest intellectual figures of Western

history.

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