

Competitive Communication A Rhetoric For Modern Business

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Competitive Communication offers the first full-length treatment of the classical art of rhetoric with applications to the day-to-day needs of modern managers. Based on the belief that clearly reasoned persuasion is indispensable to professionals who must convince others of their points of view, this text reveals implicit, competitive dimensions of communication to those familiar with contemporary business practices.

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Competitive Communication A Rhetoric For Modern Business ...

competitive communication a rhetoric for modern business new york oxford oxford university press 1999 pp xvi 288 isbn 0 10 511590 2 pb 2995 the first edition of this book 1993 was called competitive writing but has now been changed to include oral as well as written communication more substantially increased attention has been paid to rhetoric and argument and rhetorical competitive

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Rhetorical Communication • Rhetorical : the communicator gives thought to the intended message and stimulates the receiver in a manner designed to achieve a specific result. • Rhetorical communication is simply a way to win over an audience. 4. Examples • The motivational or public speakers generally use this type of communication.

Rhetorical communication - SlideShare

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Competitive Communication A Rhetoric For Modern Business ...

"Communicating Mobility and Technology: A Material Rhetoric for Persuasive Transportation is a unique contribution to studies in both technical communication and automobility and should be of interest to anyone working in industrial rhetoric, mobility technologies, automotive transportation projects, or the history of rhetorical language."

Communicating Mobility and Technology: A Material Rhetoric ...

Communicating Project Management argues that the communication practices of project managers have necessarily become participatory, made up of complex strategies and processes solidly grounded in rhetorical concepts. The book draws on case studies across organizational contexts and combines individual experiences to investigate how project management relies on communication as teams develop ...

Communicating Project Management: A Participatory Rhetoric ...

Assistant Professional of Rhetoric and Composition. The Department of Humanities at Texas A&M International University (TAMIU) seeks an Assistant Professional of Rhetoric and Composition (9 month non-tenure track position) to begin Fall 2021. Research and publications are encouraged but not required to maintain employment.

Based on the belief that clearly reasoned persuasion is indispensable to professionals who must convince others of their points of view, this book reveals competitive dimensions of communication to those familiar with contemporary business practices. It is useful for undergraduate and graduate business students, as well working professionals.

Much of the theory underlying technical communication, rhetoric, composition, and college English in general comes from a decidedly socialist/Marxist perspective, one that espouses strong anti-Capitalist, anti-competitive statements. While members of the academy have learned much about cultural artifacts and practices from these methodologies and critiques, they are also disenfranchised from the larger world-view - free-market, competitive, and capitalistic. This volume, a collection of 11 scholarly essays, begins to fill this gap by asserting a theoretical and practical stance based on free-market mechanisms and behaviors. Through a variety of approaches - from broad argument to specific examples of market behaviors, from historical criticism to case studies - this collection makes the case that, despite fears expressed by numerous critics of capitalism, technical communication and rhetoric and composition retain all their force, rationale, and value when expressed in free-market terms. Specifically, the collection argues that writing disciplines have market value and that Marxist approaches to the fields are not capable of promoting this value. It follows, then, that participants in these fields need to begin viewing themselves as market-players instead of reactionaries. A second general argument is that markets are inherently rhetorical, meaning that they create information, are subject to socially constructed trends, persuade and communicate values and ideas. In other words, the market is a natural and logical domain for rhetorical study and participation. Finally, a third argument is that certain activities, distance education foremost among them, create value for these academic fields. If we see our fields as having market value, we do not need to view distance education as a threat to writing disciplines, but rather an opportunity for growth and development. Locke Carter, the editor and lead essayist, holds not only a PhD in Rhetoric from the University of Texas at Austin, but also an MBA from the University of Texas at Austin.

Engineers must possess a range of business communication skills that enable them to effectively communicate the purpose and relevance of their idea, process, or technical design. This unique business communication text is packed with practical advice that will improve your ability to- Market ideas Write proposals Generate enthusiasm for research Deliver presentations Explain a design Organize a project team Coordinate meetings Create technical reports and specifications Focusing on the three critical communication needs of engineering professionals-speaking, writing, and listening-the book delineates critical communication strategies required in many group settings and work situations. It demonstrates how to integrate a marketing strategy into every facet of engineering communication, from presentations, visual aids, proposals, and technical reports to e-mail and phone calls. Using situational examples, the book also illustrates how to use computers, graphics, and other engineering tools to effectively communicate with other engineers and managers.

Styles brings together leading authorities from both academia and the marketing industry to provide a comprehensive overview and analysis of the rapidly changing world of marketing communication in the 21st Century. Containing a broad tableau of perspectives, the book reflects the insights and experiences of academics and practitioners from both sides of the Atlantic. With its timely and in-depth focus on contemporary and evolving trends in marketing communication, this book will be of interest to a diverse audience of academics, students, and marketing professionals. Primarily intended as a supplemental reader for undergraduate, graduate, and MBA courses, the focus on emerging developments in the field will also appeal to a broad range of researchers and marketing professionals.

This handbook provides a comprehensive overview, as well as breaking new ground, in a versatile and fast growing field. It contains four sections: Contrastive, Cross-cultural and Intercultural Pragmatics, Interlanguage Pragmatics, Teaching and Testing of Second/Foreign Language Pragmatics, and Pragmatics in Corporate Culture Communication, covering a wide range of topics, from speech acts and politeness issues to Lingua Franca and Corporate Crises Communication. The approach is theoretical, methodological as well as applied, with a focus on authentic, interactional data. All articles are written by renowned leading specialists, who provide in-depth, up-to-date overviews, and view new directions and visions for future research.

A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well, there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that have and will continue to use rhetoric. Beginning with an introduction to the topic, The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro-contexts of rhetoric-as well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres-namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric. Examines the advantages and perils of organizations that seek to project their voices in order to shape

society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations' rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential, risks, paradoxes, and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

The book provides an introduction to an interdisciplinary field of inquiry that can be called "global linguistics" (GL). GL emerges to tackle the ever-growing phenomenon of intercultural communication (IC) in today's world of international contacts. The specific aim of GL is to look at the form and contents of dialogues among speakers of different cultural backgrounds who will use a "default language" or koiné (usually English) to interact, in order to detect communication breakdowns at various levels of "depth", as well as the opportunities for developing sound intercultural communication practice. The book includes an accessible presentation of fundamental questions concerning languages and language use. Among the questions addressed are the universal design features of languages, the connection between language and conceptual systems, how people use language to coordinate their actions and interact in a variety of social contexts, and the place of language in a semiotic view of culture. The volume also addresses how language, context and culture shape the way in which we argue a point and try to persuade other people, and why intercultural argumentation is both necessary and risky. Global Linguistics: An Introduction describes fundamental notions in linguistics and cognate fields and is thus well-suited for use as a textbook in courses dealing with IC in general. At the same time, the book is of general interest to scholars in linguistics and communication studies, as it places particular emphasis on theoretical models such as argumentation theory and conceptual metaphor theory, which are generally not presented in textbooks on language and IC.

As society has become increasingly aware of environmental issues, the challenge of structuring public participation opportunities that strengthen democracy, while promoting more sustainable communities has become crucial for many natural resource agencies, industries, interest groups and publics. The processes of negotiating between the often disparate values held by these diverse groups, and formulating and implementing policies that enable people to fulfil goals associated with these values, can strengthen communities as well as tear them apart. This book provides a critical examination of the role communication plays in social transition, through both construction and destruction of community. The authors examine the processes and practices put in play when people who may or may not have previously seen themselves as interconnected, communicate with each other, often in situations where they are competing for the same resources. Drawing upon a diverse selection of case-studies on the American, Asian and European continents, the chapters chart a range of approaches to environmental communication, including symbolic construction, modes of organising and agonistic politics of communication. This volume will be of great interest to researchers, teachers, and practitioners of environmental communication, environmental conflict, community development and natural resource management.