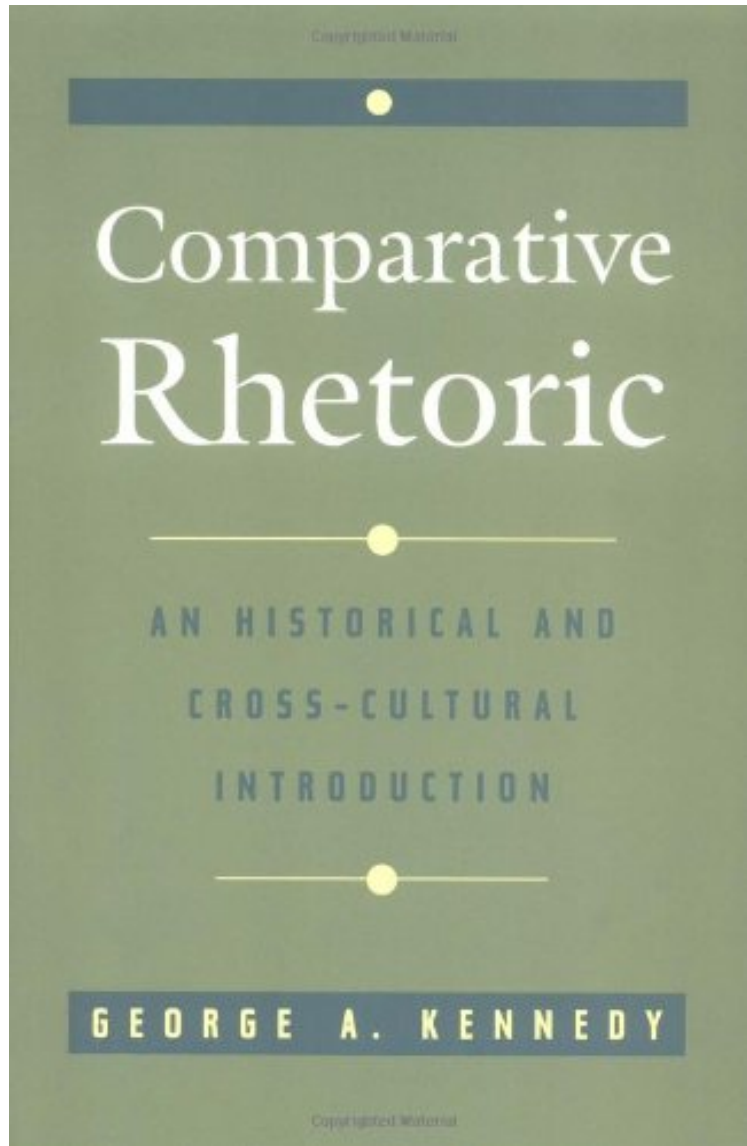


Comparative Rhetoric: An Historical and Cross-Cultural Introduction

George A. Kennedy

*ebooks / Download PDF / *ePub / DOC / audiobook*



#790906 in Books 1997-08-21 1997-08-21 Original language: English PDF # 1 6.10 x .60 x 9.10l, .80 #File Name: 0195109333256 pages | File size: 77.Mb

George A. Kennedy : Comparative Rhetoric: An Historical and Cross-Cultural Introduction before purchasing it in order to gage whether or not it would be worth my time, and all praised Comparative Rhetoric: An Historical and Cross-Cultural Introduction:

4 of 4 people found the following review helpful. Excellent scholarly examination of rhetoric in different cultures,

with cross-cultural and historical perspectives. By E. Jaksetic, the author, a professor with several books on classical rhetoric, provides an insightful, scholarly review of the early history of rhetoric in different cultures. The author draws on his expertise in classical rhetoric to discuss rhetorical traditions in different cultures, and give the reader many insights and thought-provoking ideas about similarities and differences between and among the various rhetorical traditions. Apart from Prologue and Conclusions sections, the author divides the book chapters into two general sections: one section about rhetoric in cultures without writing, and one section about rhetoric in ancient literate cultures. In the first two chapters, the author considers animal communication from a rhetorical perspective, and opines about how rhetorical factors could have affected the origin and early development of human language. Although interesting, these two chapters are the weakest parts of the book because they involve subjects that are far afield from the author's expertise in classical rhetoric. In the three other chapters about rhetoric in cultures without writing, the author explores rhetoric in Aboriginal Australian culture, in several nonliterate cultures, and in North American Indian culture. The chapters about rhetoric in ancient literate cultures explore rhetoric in Ancient Near East culture, in Ancient Chinese culture, in Ancient Asian Indian culture, and in Ancient Greece and Rome. The chapters on rhetoric in various cultures are the heart of the book, and benefit greatly from the author's expertise in classical rhetoric. The book is scholarly in nature and requires a reader to devote time and careful attention to understand and follow the author's observations, arguments, and conclusions. But, the quality of the author's scholarly work and thinking makes it a worthwhile investment of time and effort for any reader interested in a scholarly exploration of rhetoric from a cross-cultural and historical perspective. It would be helpful for a reader to have prior knowledge about, or experience with, classical rhetoric, anthropology, or early world history. 18 of 18 people found the following review helpful. A succinct primer for anyone interested in communication. By A Customer. Although Kennedy's background as a classical rhetorician would leave most wondering what he might have to say about comparative rhetorics, he treats a broad range of topics in, if not an exhaustive fashion, then in a way that opens the reader's mind to differences and similarities in culture and history. Kennedy has an unconventional view of rhetoric. One of the major premises the book operates on is that rhetoric drives and precedes communication instead of the other way round. An examination of this is included in a section on animal communication. If I were teaching a intercultural communications or a survey of rhetoric course it would be near the top of my students' reading list. Additionally, there is information here of interest to historians and anthropologists. Well worth reading.

Comparative Rhetoric is the first book to offer a cross-cultural overview of rhetoric as a universal feature of expression, composition, and communication. It begins with a theory of rhetoric as a form of mental and emotional energy which is transmitted from a speaker or writer to an audience or reader through a speech or text. In the first part of the book, George Kennedy explores analogies to human rhetoric in animal communication, possible rhetorical factors in the origin of human speech, and rhetorical conventions in traditionally oral societies in Australia, the South Pacific, Africa, and the Americas. Topics discussed include forms of reasoning, the function of metaphor, and the forms and uses of formal language. The second part of the book provides an account of rhetoric as understood and practiced in early literate societies in the Near East, China, India, Greece, and Rome, identifying unique or unusual features of Western discourse in comparison to uses elsewhere. The concluding chapter summarizes the results of the study and evaluates the validity of traditional Western rhetorical concepts in describing non-Western rhetoric. Addressing both what is general or common in all rhetorical traditions and what is unique or unusual in the Western tradition, Comparative Rhetoric is ideally suited for courses in rhetoric, rhetoric theory, the history of rhetoric, intercultural communication, linguistic anthropology, and comparative linguistics.

"Perfect for my Rhetoric Survey course. It fills a void in non-Western and pre-Greco-Roman areas. A magnificent book."--Andrew King, Louisiana State University
"Timely! A work of scholarly leadership--essential reading."--Judith Yaross Lee, Ohio University
"Fabulous! This is exactly the type of work needed to place the rhetorical tradition within cross-cultural structures."--J. Rocky Lozavito, Northwestern State University
"Very useful as a research resource in Intercultural Communication."--Diana Peck, William Patterson University
About the Author
George A. Kennedy taught classics, comparative literature, and rhetoric at the University of North Carolina for twenty-eight years and now lives in Fort Collins, Colorado. He is the author of many books, and is the renowned translator of Aristotle's *On Rhetoric: A Theory of Civic Discourse* (OUP, 1991).