Persuasive Devices Ethos Logos Pathos

Ethos, Technology, and AI in Contemporary SocietyHalf a Century of Forest Industry RhetoricWithin ReachThe Sweet Spot: Explaining and modelling with precisionBusiness and the Ethical Implications of TechnologyThe Influence of Rhetorical Strategies and Devices on Cohesion and Coherence in Loving Your EnemiesPresentation Ready: Improve Your Sales Presentation Outcomes and Avoid the Twelve Most Common MistakesCritical Thinking, Reading, and Writing with 2020 APA and 2021 MLA UpdatesEnvisionCurrent Issues and Enduring Questions with 2020 APA and 2021 MLA UpdatesFrom Critical Thinking to Argument with 2020 APA and 2021 MLA UpdatesCritical Thinking, Reading, and WritingCurrent Issues and Enduring QuestionsFrom Critical Thinking to ArgumentAnnotated Instructor's Edition for Sellnow's Public SpeakingNew Approaches to RuskinResponsibly SpokenBrigham Young University Education and Law JournalStrategies for Reading and Arguing about LiteratureScenarios for Writing: Issues, Analysis, and Response Aaron Hess Kristiina Volmari Hoaihuong Nguyen Michael Chiles Kirsten Martin Viktor Kocsis Terri L. Sjodin Sylvan Barnet Christine L. Alfano Sylvan Barnet Sylvan Barnet Sylvan Barnet Sylvan Barnet Sylvan Barnet Sellnow Robert Hewison Donald R. Thomas Meg Morgan Gregory Glau

bringing together expert rhetorical theorists and technologists this book explores our current understanding of and attitudes toward ethos credibility and trust in today s changing technological landscape recent advancements in technology including the development of digital technologies the growth of algorithmic machine learning and artifical intelligence and the circulation of disinformation in social media necessitate a reevaluation of ethos to explore the rhetorical concept of ethos which is the perceived character of a speaker contributors theorize how ethos is enabled constrained and constituted through new communication technologies in this edited collection chapters address key philosophical questions concerning the rhetorical capacities of modern communicating machines such as chatgpt midjourney or other digital platforms through case studies new theorizing and critical inquiry contributors contemplate the changing relationship between humans and technology in rhetoric and ethos revealing contemporary tensions and insecurities regarding issues including authenticity and authorship this book will be of interest to students and scholars in the fields of rhetoric communication studies technology studies digital humanities and cultural studies

tiivistelmä puoli vuosisataa metsäteollisuuden retoriikkaa vakuuttamisen strategiat myyntiargumentaatiossa

within reach is a text for anyone interested in improving instructional practices with their students and in expanding those practices from classroom to classroom the multifaceted sections of the text broaden the audiences teacher leaders administrators practicing teachers and teacher administrator preparation programs in higher education the content from within reach can be used to build systems and practices to increase instructional effectiveness to address diverse students learning needs the text offers research based effective instructional practices and how they relate to diverse learners and common core as well as to understand how to employ teacher leaders to network such practices within reach is an excellent match for district and federal funding because it focuses on professional development to bridge the achievement gap instructional accountability measures and making connections to the common core districts can access funding through title 1 common core funding initiatives and federal grants it can also be adopted in higher education teacher and administrator preparation programs for example in teacher preparation programs within reach covers topics such as teaching multiculturalism education teaching students with mild to moderate disabilities teaching english language learners and language acquisition and development certification courses and teacher leadership

in the sweet spot michael chiles explores the art of teacher explanation and modelling in teaching students what they need to know delving into the research michael sets out the reasons why the art of telling and showing students underpin effective teaching and learning armed with research based evidence michael looks at a range of efficient and effective strategies teachers can use in their own classrooms to expertly explain and model their subject in the final part of the book michael is joined by teachers across the broad range of subjects in the primary and secondary phases to share how they teach one difficult concept within their own subject

this book focuses on how firms should engage ethical choices in developing and deploying digital technologies digital technologies are devices that rely on rapidly accelerating digital sensing storage and transmission capabilities to intervene in human processes while the ethics of technology is analyzed across disciplines from science and technology studies sts engineering computer science critical management studies and law less attention is paid to the role that firms and managers play in the design development and dissemination of technology across communities and within their firm this book covers the topic from three angles first it illuminates diverse facets of the intersection of technology and business ethics second it uses themes to explore what business ethics offers to the study of technology and third what technology studies offers to the field of business ethics each field brings expertise that together improves our understanding of the ethical implications of technology chapter a micro ethnographic study of big data based innovation in the financial services sector governance ethics and organisational practices chapter the challenges of algorithm based hr decision making for personal integrity and chapter female ceos and core earnings quality new evidence on the ethics versus risk aversion puzzle are available open access under a creative commons attribution 4 0 international license via link springer com

seminar paper from the year 2011 in the subject didactics for the subject english literature works grade sehr gut university of graz institut für anglistik course linguistics proseminar textlinguistics language english abstract the analysis focuses on the written script of loving your enemies by martin luther king and examines the validity of the personal hypothesis that rhetorical devices have a significant influence on cohesion and coherence in king s speech and that the latter textual notions cohesion and coherence can lead to an emotional and positive response by the audience due to the great length of loving your enemies the paper includes some charts to support a more compact and focused analysis

when it comes down to a pivotal business or sales presentation if it doesn t move you forward you have got to figure out why and change it how do you sell persuade or move people to action a vital element in creating influence in today s

market is the ability to build and deliver a thought provoking presentation from elevator speeches to formal sales presentations you can craft a more compelling message most people want to improve their presentations but don t know where to start and that can be costly that is where this book can help terri sjodin has done the heavy lifting and eliminated the guesswork by providing specific solutions to guide you through the process of crafting an improved presentation to use at your very next meeting in person virtually or in a hybrid environment she shares the results of her multi year research project which identified twelve common sales presentation mistakes that may cost an individual the win the deal or the opportunity and shows how to avoid them why focus on mistakes because you can t improve what you don t recognize as a problem presentation ready is divided into three sections building your case leveraging creativity and honing your delivery each chapter explores a specific presentation mistake why it happens why it s damaging and includes practical tips on how to correct it you may laugh or cringe at some of these confessions stories and observations but they are all true the solutions will ultimately help you course correct to save yourself time increase your earning potential reduce stress and gain greater confidence for future presentations you will learn vicariously through the experiences of others and use that edge to transform your presentations almost overnight

this ebook has been updated to provide you with the latest guidance on documenting sources in mla style and follows the guidelines set forth in the mla handbook 9th edition april 2021 critical thinking reading and writing is a brief yet versatile resource for teaching argument persuasive writing and research it makes argument concepts clear and gives students strategies to move from critical thinking and analysis to crafting effective arguments comprehensive coverage of classic and contemporary approaches to argument aristotelian toulmin rogerian visual argument and more provides a foundation for nearly 50 readings on current issues such as student loan forgiveness and gun violence topics that students will want to engage with and debate for today s ever increasingly visual learners who are challenged to separate what s real from what s not new activities and visual flowcharts support information literacy and newly annotated readings highlight important rhetorical moves this affordable guide can stand alone or supplement a larger anthology of readings

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literacy and an appendix of practical sentence guides helps students incorporate the moves of academic writers into their own arguments with just eighteen readings this affordable guide can stand alone or complement an anthology

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