

burke rhetoric of motives

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of Motives expands the field to human ways of persuasion and identification. Persuasion, as Burke sees it, "ranges from the bluntest quest of advantage, as in sales promotion or propaganda, through courtship, social etiquette, education, and the sermon, to a 'pure' form that delights in the process of appeal for itself alone, without ulterior purpose. Sun, 11 Nov 2018 10:04:00 GMT A rhetoric of motives (Book, 1969) [WorldCat.org] - A Rhetoric of Motives expands the field to human ways of persuasion and identification. Persuasion, as Burke sees it, "ranges from the bluntest quest of advantage, as in sales promotion or propaganda, through courtship, social etiquette, education, and the sermon, to a 'pure' form that delights in the process of appeal for itself alone, without ulterior purpose. Fri, 09 Nov 2018 10:07:00 GMT A Rhetoric of Motives - Kenneth Burke - Google Books - Identification is a key term for the discussion of rhetoric in Kenneth Burke's A Rhetoric of Motives. He uses it to evaluate the traditional perception of rhetoric as persuasion. Burke suggests that whenever someone attempts to persuade someone else, identification occurs, because for persuasion to occur, one party must "identify" with another. That is, the one

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who becomes persuaded sees that one party is like another in some way. Thu, 08 Nov 2018 18:08:00 GMT Identification in Burkean rhetoric - Wikipedia - Burke describes rhetoric as using words to move people or encourage action. [citation needed] Furthermore, he described rhetoric as being almost synonymous with persuasion (A Rhetoric of Motives, 1950). Burke argued that rhetoric works to bring about change in people. Sun, 09 Sep 2018 05:50:00 GMT Kenneth Burke - Wikipedia - Kenneth Burke 1 Kenneth Burke Kenneth Duva Burke (May 5, 1897 - November 19, 1993) was a major American literary theorist and philosopher. Burke's primary interests were in rhetoric and aesthetics. Burke became a highly distinguished writer after getting out of college, and starting off serving as an editor and Sun, 11 Nov 2018 03:16:00 GMT A brief introduction - RhetInfo - Motives. The addition of A Dialogue of Motives, will rectify Burke's lack of emphasis on ethics and upon the Other, and together, Burke's A Grammar of Motives, A Rhetoric of Motives, and A Dialogue of Motives, Tue, 30 Oct 2018 01:43:00 GMT Dialogue of Motives - Project MUSE - a rhetoric of motives Download a rhetoric of motives or read

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