Rhetorical Delivery as Technological Discourse: A Cross-historical Study



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Reviews

Thorough information! Its this kind of good read. Yes, it is perform, continue to an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Loyal Grady)

RHETORICAL DELIVERY AS TECHNOLOGICAL DISCOURSE: A CROSS-HISTORICAL STUDY

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Southern Illinois University Press. Paperback. Book Condition: new. BRAND NEW, Rhetorical Delivery as Technological Discourse: A Cross-historical Study, Warren McCorkle, According to Ben McCorkle, the rhetorical canon of delivery traditionally seen as the aspect of oratory pertaining to vocal tone, inflection, and physical gesture has undergone a period of renewal within the last few decades to include the array of typefaces, color palettes, graphics, and other design elements used to convey a message to a chosen audience. McCorkle posits that this redefinition, while a noteworthy moment of modern rhetorical theory, is just the latest instance in a historical pattern of interaction between rhetoric and technology. In "Rhetorical" "Delivery as Technological Discourse: A Cross-Historical Study," McCorkle explores the symbiotic relationship between delivery and technologies of writing and communication. Aiming to enhance historical understanding by demonstrating how changes in writing technology have altered our conception of delivery, McCorkle reveals the ways in which oratory and the tools of written expression have directly affected one another throughout the ages. To make his argument, the author examines case studies from significant historical moments in the Western rhetorical tradition. Beginning with the ancient Greeks, McCorkle illustrates how the increasingly literate Greeks developed rhetorical theories intended for oratory that incorporated writerly tendencies, diminishing delivery s once-prime status in the process. Also explored is the near-eradication of rhetorical delivery in the mid-fifteenth century the period of transition from late manuscript to early print culture and the implications of the burgeoning print culture during the nineteenth century. McCorkle then investigates the declining interest in delivery as technology designed to replace the human voice and gesture became prominent at the beginning of the 1900s. Situating scholarship on delivery within a broader postmodern structure, he moves on to a discussion of the characteristics of contemporary hypertextual and digital communication and...

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