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Organizational Rhetoric: Situations And Strategies



Synopsis

An unprecedented text explains how to analyze the role of rhetoric in organizations. Integrating rhetorical theories and methods with principles of organizational communication, this pioneering text provides students with a step-by-step method for analyzing and critiquing examples of organizational rhetoric. The first half of the book offers an accessible introduction to rhetorical research, theory, and criticism and equips students for analyzing the messages of organizations in a variety of contexts. The second half focuses on needs in real-life organizational situations: to create and maintain identity; to manage messages about issues, risk, and crisis; and to communicate with those "inside" the organization. Contemporary examples and case studies (including a dispute over clean energy in Texas, efforts on the part of restaurant owners in New York to fight food labeling requirements, and a university's announcement that it is building a "body farm") illustrate the importance of this area of study and provide opportunities for students to apply their emerging analytical and critical thinking skills.

Key Features

- Grounds the explanation and critique of persuasive organizational messages in traditional and contemporary rhetorical literature
- Shows students how to critique the messages organizations use to create and maintain organizational power
- Demonstrates the importance of rhetoric to the success of the organization
- Uses case studies and accompanying worksheets to help students move through the process of analyzing sample situations and messages
- Covers image/impression management, issue management, crisis management, and other key facets of organizational rhetoric
- Includes models of the book's method for analysis at the beginning of each chapter to help students visualize how each step fits into the larger system

Intended Audience

Organizational Rhetoric: Situations and Strategies is ideal for a wide range of courses at the upper-level undergraduate and master's level, including Organizational Communication, Organizational Studies, Public Relations, and Rhetorical Studies. This first-of-its-kind textbook is also an essential addition to the libraries of Communication/Rhetoric and Business instructors.

Book Information

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Customer Reviews

Mary F. Hoffman (Ph.D., University of Kansas) is associate professor and chair in the Department of Communication and Journalism at the University of Wisconsin-Eau Claire. She teaches courses in organizational rhetoric, organizational communication and rhetorical criticism. Her research is concerned with how individuals negotiate organizational demands that conflict with personal values. Her work on three organizations of Benedictine nuns has been published in *Communication Studies*, *Western Journal of Communication*, and *Journal of Communication and Religion*. Her work on how individuals and organizations negotiate the idea of work/life balance has appeared in *Qualitative Research Reports in Communication* and *Communication Quarterly*. Debra J. Ford (Ph.D., University of Kansas) is assistant dean for student affairs and research assistant professor at the University of Kansas School of Nursing. She also teaches in the University of Kansas Department of Communication Studies. She has worked for twelve years in recruitment, advising and administration in nursing education, and has taught for ten years. She teaches courses in organizational communication, organizational rhetoric, leadership, communication theory and health communication. Her research focuses on strategies used by organizations to influence public policy, group communication processes in public-private partnerships, and the scholarship of teaching and learning. She has published articles in *Communication Theory*, *Health Communication*, *Western Journal of Communication*, and *Communication Studies*, among others. She is the principal investigator on a U. S. Dept. of Education GAANN grant.

I got this for a class in communications. This is organizational communication from a rhetorical perspective. It was easy to understand and was helpful and informative.

Just what I expected.

This book was needed for a class. It is fascinating, but hard to initially get into. Without the teachers

guidance, I'd be lost.

Needed it for my class, it is a good book; I'm learning. Wish it was on KNO.

good

I put this book in my "shopping cart" to buy the next day. Overnight the price went from \$50 to \$999... thinking I wouldn't double check the price? So since there are dozens of other people selling this book on I would recommend you go elsewhere.

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