Index

absolutism, 14, 47
academic discourse, 106, 118, 120, 173, 228, 230
active learning, 142
activity theory, 175; activity systems, 175
advertising, 26–28, 38, 60, 126, 129, 135, 137, 180, 197–198
agency, 13, 35, 39–40, 63, 68, 148, 200, 209, 215, 220, 233
Agonistic/Eristical argument, 199
"Argument and Evidence in the Case of the Personal" (Spigelman), 110, 241
"Aristotelian vs. Rogerian Argument: A Reassessment" (Lunsford), 158, 161
Aristotle, 12, 49–50, 56–61, 64–65, 67, 73, 78–79, 95, 99, 113, 141, 165, 180, 192, 201–203, 205, 207–208, 211, 219, 226, 237, 241, 243
Arnold, Thurman W., 121
artistic modes of persuasion: ethos, 61, 116–117, 185, 208, 218, 226, 237, 243; logos, 61, 205, 208, 218, 226, 237; pathos, 61, 208, 218, 226, 237, 243

Bacon, Francis, 171, 188, 192
Bakhtin, Mikhail, 119, 178
Bartholomae, David, 174–175, 177
Berkenkotter, Carol, 119
Berlin, James, 107, 149–151, 188
Bernhardt, Stephen, 193, 195
Berthoff, Ann, 109, 147, 151
Berube, Michael, 33, 109
"Beyond Argument in Feminist Composition" (Lamb), 158, 161
Bitzer, Lloyd, 19, 226–227
Bizzell, Patricia, 74, 76, 147–148, 151
Blakesley, David, 194–195
Blumenberg, Hans, 34, 40, 46, 50–52, 54, 68
"Blurred Genres" (Geertz), 119
Britton, James, 175
Brownell, Thomas, 184, 186
Brummett, Barry, 73
Buber, Martin, 27
Burke, Kenneth, 13, 18, 25–27, 29, 33–34, 39, 41, 43, 47, 52, 55, 59, 62–63, 67–74, 77, 80, 82, 97, 104, 108, 121, 123–125, 128–129, 131–136, 138, 159, 199, 200–201, 204, 206–207, 209, 213, 236; action vs. motion, 199; advantage-seeking, 18, 25, 28, 67, 73, 130; attitude, 14, 19, 33–34, 64, 68, 200; bureaucratization of the imaginative, 69, 72; casuistry, 200; dramatistic method, 68, 104; identification, 17, 25, 27, 41, 44, 47, 52, 77, 80, 95, 102, 200, 204, 208, 210, 239; mystification, 206; paradox of substance, 68, 70, 199, 207;

practice of courtship, 26; pure persuasion, 29, 30, 77, 122, 134; realism, 13, 69–72, 236; self interference, 26, 28–29, 67, 138; standoffishness, 26, 30, 134; terministic screen, 13, 67, 199

"Carl Rogers's Alternative to Traditional Rhetoric" (Hairston), 158, 161
Carver, Raymond, 113–117
categorical syllogism, 87–89, 92
Clueless in Academe (Graff), 120
"Community Service and Critical Teaching" (Herzberg), 166, 169
"Composition in the Eighties" (Fulkerson), 106
Computers and Composition (journal), 183–188
computers and writing, 183–184
"Condemnation without Absolutes" (Fish), 9, 17
continuum of argument practices, 25, 67, 122
Cooper, Marilyn, 154, 166, 168–169, 232
critical literacy, 31–36, 66, 108, 123, 125, 152
critical thinking movement, 32, 102–103
critical/cultural studies, 106
Crosswhite, James, 54, 140, 220
current-traditional, 3–4, 31–32, 64, 66, 106, 241
Curtius, Ernst Robert, 192, 195
Cushman, Ellen, 166–167, 169, 171

de Certeau, Michel, 111
Dewey, John, 166, 169, 172, 220, 226
discourse community, 225
Doom (video game), 194–195
Dowling, Carolyn, 184, 186
doxa: Protagoras, 53, 58, 202

Easley, Alexis, 159, 161
"Ecology of Writing, The" (Cooper), 166, 169
Ede, Lisa, 59, 158, 161; "Is Rogerian Rhetoric Really Rogerian?", 158, 161
Ellsworth, Elizabeth, 147, 151
Ellul, Jacques, 123–126, 128–135
Emig, Janet, 32, 175, 177
Euthydemus (Plato), 99
exigence, 19–21, 227
expressivist pedagogy, 109

fallacies, informal, 4, 98–99, 102, 203, 205, 225; language-independent fallacy, 99; slippery slope, 101
feminism, 107, 163, 210
"Feminism and Expository Writing" (H. Miller), 160
"Feminist Responses to Rogerian Argument" (Lassner), 158, 161
Feyerabend, Paul, 111
Fish, Stanley, 9, 11–15, 17–22, 24, 32, 41, 48, 50–51, 53, 69
Fisher, Walter, 114, 223; narrative fidelity, 114, 116; narrative probability, 114
Flores, Richard, 113
Folklore of Capitalism, The (Arnold), 121
Frascina, Francis, 193, 195
Fraser, Nancy, 159, 161
Freedman, Aviva, 119
Freire, Paolo, 32, 146–147, 151–153, 155, 166; banking system of education, 146; generative themes, 147
Fulkerson, Richard, 78, 98, 100, 104, 106–107, 109–111, 116, 118, 120, 158–161, 203, 213, 224, 232

Fundamentals of Argumentation Theory (van Eemeren and Grootendorst), 99, 103

Gage, John, 74, 97, 225
Gardner, Hunter, 113, 115–116, 193, 195
Geertz, Clifford, 119
"Genre as Social Action" (Miller), 119
genre-based approach, 118–120
good life, the, 40, 42, 69, 104
good man speaking well, 167
Graff, Gerald, 120

Hairston, Maxine, 158, 161
Handa, Carolyn, 191, 195
Hartley, John, 194–195
Haswell, Rich, 115; "Minimal Marking", 115
Hawisher, Gail, 183, 187
Hayes, Dick, 32
Heller, Joseph, 25
Herzberg, Bruce, 74, 76, 166, 169, 171, 173
Hill, Charles, 186–187, 193, 195
Hillocks, George, 116, 141–143
Hitler, Adolf, 27, 124, 128–134, 138
Hobbs, Catherine, 192, 195
Huckin, Thomas, 119

identity: rugged individualism, 36
ideologue, 55–56
"Intelligent Eye and the Thinking Hand, The" (Berthoff), 147, 151
International Society for the Study of Argument, 103
"Inventing the University" (Bartholomae), 174, 177
invention, 46, 59, 63, 66, 77, 97, 107–109, 134, 143, 147, 151, 193, 205, 211, 219, 222, 225, 228, 237

James, Henry, 14, 54, 72, 107, 113, 117, 140, 149, 151, 175, 188, 199, 205, 218, 220
James, William, 14, 54, 72, 107, 113, 117, 140, 149, 151, 175, 188, 199, 205, 218, 220
Jarratt, Susan, 50, 58, 158, 161, 210

Kahane, Howard, 100
kairos, 65, 205, 234, 243
Kennedy, George, 64–65
Kiefer, Kate, 183, 187
Kress, Gunther, 193, 195

Lakoff, George, 126–127; framing, 127, 137, 221
Lamb, Catherine, 158, 161
Lassner, Phyllis, 158, 161
Lazere, David, 148, 151
LeGuin, Ursula, 42
Leo, John, 7, 11–24, 33, 48, 51, 53, 69, 84–85, 197
liberatory rhetoric, 140, 144, 146, 148–149, 151, 156
Lunsford, Andrea, 59, 158, 161

Mauk, Jonathan, 166, 168–169
McAllister, Carole, 184, 187
McCloud, Scott, 194–195
Medway, Peter, 119
Miller, Carolyn, 119, 160–161, 238
Miller, Hildy, 119, 160–161, 238

New Rhetoric, The (Perelman and Olbrechts-Tyteca), 73, 75, 78, 204, 224
Nydahl, Joel, 194–195

Occam, 34, 69, 71
Olson, Gary, 106
On Rhetoric (Aristotle), 59, 61, 95

Palamini, Dennis, 176; rhetorical cases, 176
Pedagogy of the Oppressed (Freire), 151
Perelman, Chaim, and Olbrechts-Tyteca, Lucie, 37, 74–75, 77, 83, 85, 87, 97, 112, 116, 141, 191, 202, 204–205; adherence, 46, 76, 84, 86, 200–201, 208, 239; inertia, 183, 204; quasi-logical arguments, 80; universal audience, 77, 84, 220
Perry, William, 15, 17, 48; duality and multiplicity, 15
persuasive practices, 26–28, 122
philosophy and rhetoric, 49–51, 57, 62
"Planning and Implementing the Right Word Processing System" (Brownell), 184, 186
Plato, 13, 48, 50, 52–56, 58, 99, 141, 192, 210, 219, 240–241; *Socrates*, 6, 52, 210, 240
Poetics (Aristotle), 59
pragma-dialectical (P-D) approach, 103
praxis, 183
procedural rhetoric, 118
propaganda, 27–28, 33, 98, 122–123, 125–130, 132–139, 209
Propaganda: *The Formation of Men's Attitudes* (Ellul), 125
Protagoras, 53

Quintilian, 167–168

Raymond, James, 113, 118
"Reading the Visual in College Writing Classes" (Hill), 193, 195
Realm of Rhetoric, The (Perelman and Olbrechts-Tyteca), 74
"Rethinking the Public Sphere" (Fraser), 159, 161
Rhetoric: *Discovery and Change* (Young, Becker, and Pike), 158, 162
Rhetoric of Reason: *Writing and the Attractions of Argument, The* (Crosswhite), 140, 220
"Rhetoric of Television News, The" (Nydahl), 194–195
rhetorical situation, 19, 54, 61, 65, 145, 166–167, 209, 211, 222, 225–227
"Rhetorician as an Agent of Social Change, The" (Cushman), 166, 169
Rogerian argument, 209
"Rogerian Problem Solving and the Rhetoric of Argumentation" (Teich), 158, 162
Rogers, Carl, 97, 157–158, 163, 165
Rorty, Richard, 14–15, 50, 67, 104, 131, 227
Russell, David, 152, 175, 177

Schutt, Robin Muksian, 150–151
Scriven, Michael, 102
Secor, Marie, 78, 97
"Seeing the Text" (Bernhardt), 193, 195
Selfe, Cynthia, 183, 187–188, 196
service learning, 107, 144–145, 166–173, 181
Shor, Ira, 146–149, 151–153
Smith, Craig, 151, 193–196
Sommers, Elizabeth, 184, 188
Sophists, 13, 48, 49–50, 52, 58, 65, 99, 210, 229
Speech Genres and Other Late Essays (Bakhtin), 119
Spigelman, Candace, 110–114, 116–118, 241
stasis theory, 41, 74, 78, 85, 205, 211, 219, 245

Stephens, Gary, 184, 188
Stroupe, Craig, 192, 196

Taylor, Charles, 40, 42, 50
"Teaching Argument: A Theory of Types" (Secor), 78
Teaching Writing as Reflective Practice (Hillocks), 141
Teich, Nathaniel, 158, 162, 165
"Television News as Rhetoric" (Smith), 194, 196
textbook, 3, 20, 78, 98, 100, 120, 196
"Those Who Walk Away from Omelas" (LeGuin), 42
tone, 18, 21–24, 38, 128, 138, 216
Toulmin, Stephen, 45, 86–89, 91–94, 97, 105, 163, 175, 177, 184, 190, 212–215, 218, 222–225, 229, 232, 235, 237, 239, 244, 245; Toulmin schema, 86, 88, 91, 97

Uses of Argument (Toulmin), 87, 175, 177, 232
Uses of Television (Hartley), 194–195

van Eemeren, Frans, and Rob Grootendorst, 103
Van Leeuwen, Theo, 193, 195
visual argument, 61, 197–198, 214, 241
Vygotsky, Lev, 143, 175; zone of proximal development, 4, 143

"What Works in Teaching Composition: A Meta-analysis of Experimental Treatment Studies" (Hillocks), 116
"When Computer Writers Compose by Hand" (Collier and Werier), 186
"Why Doesn't this Feel Empowering?: Working Through the Repressive Myths of Critical Pedagogy" (Ellsworth), 147
Williams, Sean D, 184, 188, 215, 244
writing across the curriculum, 34, 171, 174
Writing Arguments (Ramage, Bean and Johnson), 79
"Writing as a Mode of Learning" (Emig), 175, 177
Writing the Community: *Concepts and Models for Service-Learning in Composition (*Adler-Kassner et al.*)*, 166, 169–170

Zagacki, Kenneth, 193, 196