

Index

- Abbott, Don Paul, 68, 231
Abbott, Michael, 160
Accommodation Theory, 131, 171, 186
Achebe, Chinua, 196
Aeschines, 28
African American Vernacular English, 50, 93, 154, 163, 170–172
Agricola, 6
Alabi, Taofiz Adedayo, 177
Alberic, 58
Alcidamas, 31
alternate style, 84, 113, 116, 117
Alvarez, Julia, 196
Amare, Nicole, 103
amplification, 7, 34, 42, 60, 69, 167, 206–207
Anaximenes, 23
Annas, Pamela J., 15, 136
Anson, Chris, 156
Antiphon, 23
Antisthenes, 29
Antonius, 36
Anzaldúa, Gloria, 135, 196
aoidos, 21
Aphthonius, 206–207
applied linguistics, 169
Aristotle, 28–39, 45–47
ars dictaminis, 57
ars poetria, 57
ars praedicandi, 57
Asiatic, 10, 38, 62, 69, 72, 222
Aspasia, 48, 153, 229
Attic style, 10, 25, 28, 38, 50, 62, 72, 222
Augustine, St., 37, 53–55, 57, 60, 66
Baca, Damien, 48
Bacon, Francis, 70–72
Bacon, Nora, 3, 4, 14, 192–193
Baehr, Craig, 156
Bain, Alexander, 82–83
Bakhtin: dialogism, 94, 101, 116, 230; heteroglossia, 94–96, 100, 116, 125
Bakhtin, Mikhail, 94–100, 141–142, 209
bards, 21
Bartholomae, David, 92, 118, 148
basic writers, 124
basic writing, 17, 85, 125–127
Bateman, Donald, 117
Bawarshi, Anis, 137–139, 141, 143, 175
Bazerman, Charles, 137, 139
Bean, Janet, 93
Beaugrande, Robert, 114
Bell, Alan, 170–171
Berlin, James, 77, 80, 92, 118
Bialostosky, Don, 158
Binkley, Roberta, 48, 52
Birkenstein, Cathy, 186
Bishop, Wendy, 72, 116, 155
Bitchener, J., 133
Bizzell, Patricia, 5, 22, 27, 53, 58–61, 70–75, 118, 127
Black English Vernacular, 129
Bloch, David, 174
blog, 141–142, 149

- Boethius, 20, 55, 56, 59–60
 Bolter, Jay David, 141
 Braddock, Richard, 14, 103, 120, 133, 183
 Brandt, Deborah, 152, 155
 Brereton, John, 77, 81
 Brooke, Collin Gifford, 146–147
 Brooks, Cleanth, 153
 Brueggemann, Brenda, 148
 Burke, Kenneth, 103, 165
 Butler, Judith, 85–88, 103, 126, 136, 138, 143, 151–153
 Butler, Paul, 85–88, 143, 151–153
- Campbell, George, 12, 73, 76, 80, 129, 202
 Canagarajah, A. Suresh, 119, 124, 128–130, 152, 168, 172–173
 Carr, Jean Ferguson, 84
 Carr, Stephen, 84
 Casanave, Christine, 134
 Chatman, Seymour, 111
 Chiseri-Strater, Elizabeth, 155
 Christensen, Francis, 90, 103, 108–109, 113–119, 149, 184, 189
 Cicero, 34–40, 47, 54–55, 58, 60–75, 109
 Cisneros, Sandra, 196
 Cixous, Helene, 24, 49, 135–136, 150, 153
 clarity, 29–33, 36–40, 53–54, 70–80, 121–122, 135, 154, 192
 Clark, Donald Lemen, 67
 Clark, Gregory, 74
 Clark, Matthew, 199–200
 classical devices: alliteration, 21, 37, 47, 178, 221; anaphora, 105, 165; *antimetabole*, 159; *antisthecon*, 145; antithesis, 24, 31, 75, 122, 190; assonance, 178, 221; *asyntedon*, 69; *chiasmus*, 36, 189; ellipsis, 49, 106, 217; *energeia*, 29, 31–32; *engargeia*, 31–32, 196; *epistrophe*, 105; *gradatio*, 6; hyperbole, 30–31, 40, 75, 166–167; irony, 35, 65, 70, 86, 140, 160, 167; *metabole*, 38; *metalepsis*, 146; metaphor, 29–37, 46, 65, 69–75, 127, 132, 144, 152, 159, 165, 196; *metaplasm*, 112, 145; metonymy, 35, 40, 52, 65, 70, 146, 196; *plоче*, 159; *poikilian*, 38; *polyptoton*, 159, 200; *polysyndeton*, 69; *sorites*, 6; *symploce*, 105; *synechdoche*, 146
 clause, 45, 79, 106–107, 113–114, 121, 162, 171, 185, 191, 196, 198–199, 204
 code-meshing, 100, 128–130, 145, 173
 code-mixing, 130, 173, 177
 code-switching, 129–130, 173, 222
 coherence, 82, 103, 107, 119, 175, 200, 213
 cohesion, 75, 105–107, 113, 135, 191
College Composition and Communication, 15, 96, 103
College English, 82–83, 87, 91, 104, 109, 112–113, 121, 129–130, 136, 153, 154
 Colomb, Gregory, 121, 193, 195, 218
 Conley, Thomas, 36, 53, 56, 60, 64, 68
 Connors, Robert, 45, 77–81, 108, 118, 152–153, 201–206, 211
 Consigny, Scott, 23
 consonance, 178, 221
 copia, 42, 68–69, 110, 131, 221
 Corbett, Edward, 45, 99, 115, 201–206, 210–211, 224
 corpus, 52, 156, 169, 173–177, 181, 186

- corpus linguistics, 18, 186
 corpus stylistics, 173
 correction, 70, 79, 135, 187, 224
 correctness, 10–12, 33–34, 77–82,
 86–87, 90–93, 100–103, 153,
 168
 counterpublic, 88, 90, 149
 Coupland, Nikolas, 170–171
 Crassus, 36
 Crowley, Sharon, 77, 103, 152,
 166, 205–207
 Crystal, David, 142–143, 230
 Cumming, Alister, 131
 cumulative sentence, 113–115,
 119, 199
 current–traditional, 80, 103
 Cushman, Ellen, 155
- Daiker, Donald, 118, 121
 Dawkins, Richard, 144
 de Pizan, Christine, 59, 61–63
 Delpit, Lisa, 126
 Demetrius, 19, 45–46, 201
 Demosthenes, 28, 38
 Devitt, Amy, 137
 dialect, 93, 125–128, 170–172;
 dialect density measure, 171;
 dialectology, 85, 126, 151,
 169–172
 diction, 33, 45–46, 69, 73, 75,
 95, 100, 141, 146, 168, 173,
 191–192
 digital genres, 85, 123, 141–144,
 146, 148–149, 215, 219
 Diotima, 48
 discourse analysis, 151, 161–162,
 164, 169, 177, 181
dissoi logoi, 27
 Donahue, Christiane, 83
 Donahue, Patricia, 130
 Duncan, Mike, 82, 229, 230
- Eagleton, Terry, 85, 88–89
- Eastman, Richard, 212–214
 eloquence, 9–12, 22–29, 41–53,
 64–72, 111, 136, 180
 English as a Second Language,
 133, 187
 Englishes, 123, 126, 130, 151,
 154, 168, 172, 177, 181, 187
 Enheduanna, 52
 Enoch, Jessica, 83, 152
 Enos, Richard Leo, 21, 38, 43, 50
 Erasmus, 15, 19, 58, 65–69,
 109–110, 115, 221
ethos, 47, 86, 130, 165
exercitatio, 202
- Fahnestock, Jean, 5–6, 16, 18,
 31–35, 42, 85, 103–107, 142,
 158, 165–167
 Faigley, Lester, 148
 Fairclough, Norman, 164
 Farmer, Frank, 16, 87–88, 100
 Farrell, T.J., 125–126
 Faulkner, William, 213
 feedback, 9, 66, 133–134, 161,
 184, 215–216
 feminist rhetorics, 48–49, 61, 123,
 135–137, 152, 158–159
 Ferreira-Buckley, Linda, 74, 231
 Ferris, Dana, 134
 figure, 6, 35, 44, 47, 50, 52, 65,
 75, 166
 figure of expression, 224
 figure of thought, 75
 Firth, Alan, 179, 180
 Fish, Stanley, 86, 88, 112, 157,
 160, 167
 Flannery, Katherine, 87
 Fleming, David, 43, 77, 78
 Flesch, Rudolf, 109, 113
 Flower, Linda, 90
 Fogarty, Daniel, 103
 Folk, Moe, 146, 230
 Foreceville, Charles, 160

- Fowler, Roger, 159
 Fox, Helen, 5
 Fries, Charles, 108–109
 frigidity, 30
 Fulkerson, Richard, 156
- Gee, James Paul, 162, 164
 Geertz, Clifford, 198
 gender, 7, 11, 33, 135–137, 157, 171
 generative grammar, 8, 113, 157
 genre, 45–46, 53, 59, 64–65, 85, 98, 123, 137–151, 158, 167, 175, 206–214
 Genung, John, 77, 81–83
 Geoffrey of Vinsauf, 58
 Giles, Howard, 170–171
 Gilyard, Keith, 127, 129
 Glenn, Cheryl, 48–49, 62
 Gold, David, 83, 152
 Gorgias, 10, 22–31, 46
 Gorrell, Donna, 197–198
 Graff, Gerald, 29, 31, 186
 Graff, Richard, 29, 31
 grammar, 33–36, 42–46, 64–70, 76–80, 86–95, 99–122, 128–142, 177–187, 191–206
 grand style, 10, 20, 37–38, 54–55, 209
 Greco–Roman, 42, 49, 52, 97, 99, 201, 211
 Greece, 25–30, 35, 41–56, 61, 78, 85, 136, 199
 Gregoriou, Christiana, 159
 Grusin, Richard, 141
guwen style, 51
- Hairston, Maxine, 103
 Hake, Rosemary, 121
 Halasek, Kay, 16, 99
 Halliday, M.A.K., 92, 138, 156–157, 193
 Halloran, Michael, 74
- Harris, Joseph, 92, 94
 Harvard, 76–77, 81–83, 102, 113, 153
 Haswell, Richard, 133, 156
 Hawhee, Debra, 152, 166, 205–207
 Heath, Shirley Brice, 155
 Heloise, 48
 Hermogenes, 42, 45, 47–48, 55, 63–64
 Herzberg, Bruce, 22, 27, 53, 57–62, 70–75
 Hesford, Wendy, 148
 Hillocks, George, 14, 104, 133
 Himley, Margaret, 126
 Hodge, John, 78
 Holcomb, Chris, 85, 88, 143, 159, 207–211, 218
 Homer, 20–22, 27, 205, 211
 Horner, Bruce, 80, 124–127, 130–134, 188
 Horner, Winifred Bryan, 67, 74
 Hortensia, 48
 hybridity, 85, 126–127, 135, 137
 Hyland, Fiona, 134
 hypotaxis, 100, 107
- imitation, 42–45, 57–58, 67–69, 96–101, 112–117, 149–150, 199–205; *imitatio*, 43, 202
 Indrasuta, 132
 invention, 22, 32, 51, 68–70, 98–99, 103, 145, 189, 201–212
 Isocrates, 27–28, 36, 47, 50, 201
- Jacobson, Roman, 118, 156, 157
 Jarratt, Susan, 23–24, 49, 136, 152
 Jeffries, Leslie, 160
 Johnson, T.R., 25–26, 85, 111, 136, 151–152, 188–190
 Jones, Easley S., 78, 83
Journal of Basic Writing, 126–127
Journal of Second Language Writing, 132–133

- Journal of Writing Research*, 156,
174
Joyce, James, 112, 135, 213
- kairos*, 205
Karolides, Nicholas M., 184–185
Kerek, Andrew, 118, 121
Killingsworth, Jimmie, 16, 85,
207–211, 218
Kingston, Maxine Hong, 196
Kirkpatrick, Andy, 51
Kirsch, Gesa, 151, 153
Kitzhaber, Alfred, 77
Kolln, Martha, 46, 90, 103, 108,
110, 115, 119–120, 191–199
kosmos, 29
Krashen, Stephen, 133
Kui, Chen, 51
- Labov, William, 126, 170–171
Lakoff, Robin, 136, 163–164
Lancaster, Zak, 138, 230, 232
language difference, 123–131, 151,
168–169, 172–178, 187–188,
207
Lanham, Carol, 57–58
Lanham, Richard, 86, 146,
215–217
Lazere, Donald, 126
Leff, Michael, 67
Leki, Ilona, 131
Leonard, Rebecca Lorimore,
154–155
levels of style, 34, 41, 45, 47, 54,
57, 206
Licklider, Patricia, 183
Lillis, Theresa, 168
linguistic, 34, 39–43, 48, 96–113,
122–135, 141–166, 170–183,
191–192
linguistic diversity, 87, 93, 122
Linguistics, 99, 108, 140, 156,
159, 173
- Lloyd, David, 109, 165
Locke, John, 70, 72
Lockhart, Tara, 85, 153
logos, 20, 165
Longinus, 19, 45–47, 201
loose sentence, 14, 107, 114
Lu, Min–Zhan, 89, 124–128, 130,
133–134, 152, 188
Lukeman, Noah, 217–218
Lysias, 28
- Mac Donald, Heather, 87
Machin, David, 164
Macrorie, Ken, 91
Maier, Paula, 132
Marrou, H.I., 43, 45
Marzluf, Philip, 93
Matsuda, Paul, 13, 80, 93, 127,
132
McCarthy, Guo s., 132
McIntyre, Dan, 160
McNeely, Trevor, 63
McQuade, Christine, 148
McQuade, Donald, 148
Medieval, 57, 59–62
Melanchton, Philip, 6
meme, 144–146
Menand, Louise, 86
Mendoza-Denton, Norma, 158
Menelaus, 20
meter, 21, 31, 46, 138, 201
Meyer, Michael, 164
Meyerhoff, Miriam, 169
Micciche, Laura, 46, 110, 119–
120, 167, 183
Middle Ages, 17, 20, 55–59
middle style, 37, 54, 167
Milic, Louise T., 111, 114, 156
Miller, Carolyn, 137, 141, 143,
206
Miller, Thomas, 83, 152
Milton, John, 63, 67–68
Minock, Mary, 97, 98

- Modern Language Association, 4,
 89, 172
 Moon, Gretchen, 83
 Morenberg, Max, 118, 121
 Moss, Beverly, 155
 Mountford, Roxanne, 54
 Muckelbauer, John, 99
 Mueller, Derek, 148
 multilingual, 132–134, 154–155,
 180, 204
 multilingualism, 130
 Murphy, James J., 42–43, 57, 69
 Myers, Sharon, 185

 Nabokov, Vladimir, 200
 Nash, Walter, 159
 NeCamp, Samantha, 130
 Negro, Francesco, 65
 Nelson, Gerald, 178
 New Curriculum, 17, 76, 81–82,
 90, 102, 113
 new media, 146–147, 159, 162
 Nichols, Eljenholm, 111
 Nikolaus the Sophist, 58
 Noguchi, Rei, 182

 O'Rourke, Sean Patrick, 23
 Obama, Barack, 105, 186–187,
 193
 Odysseus, 20, 45
 Ohmann, Richard, 111–112,
 156–157
 Olinger, Andrea, 140, 232
 Olusunle, Toba, 177
 oxymoron, 35, 224

 Pace, Tom, 85, 114–115, 136, 151
 Pain, Charles, 83
 Paine, Charles, 160
 Paltridge, Brian, 164
 paragraph, 36, 77–78, 82, 84, 114,
 190, 194, 200, 204, 213, 217
 parataxis, 100, 107, 167

pathos, 165, 166
 periodic style, 45, 75, 114
 Petrosky, Anthony, 148
 plain style, 27, 37–38, 54, 65, 88,
 109, 141
 Plato, 22, 24–29, 33, 36, 47, 53
 pluralingual, 178
 Polio, Charlene, 133
 Polus, 25, 29
 Pratt, Mary Louise, 159
 prelection, 203
 prescriptive, 77–78, 80, 83, 87,
 103, 108, 110
 prescriptivism, 73, 84, 108, 110
 Priam, 20, 45
 process, 94–98, 101, 122, 154,
 158, 167, 184, 188, 190; post-
 process, 118
progymnasmata, 42–44, 58, 69, 86,
 149, 205–206, 210
 public intellectual, 88, 90, 159,
 213

 Quintilian, Marcus Fabius, 34–48,
 62–64, 68–75, 97–99, 106,
 109, 112, 166, 180

 Ramsey, Alexis, 153
 Ramsey, Shawn, 56, 59
 Ramus, Petrus, 69, 70, 76
 Ratcliffe, Krista, 136–137
 register, 163
 Reiff, Mary Jo, 137, 141
 remediation, 141, 144
Research in the Teaching of English,
 104, 156
rhapsodes, 21, 25
Rhetoric Review, 16, 85, 88, 138,
 159
Rhetoric Society Quarterly, 48, 56
 rhetorical grammar, 13, 84–85,
 110, 113, 120, 122, 138, 167
 Rhodian, 72

- rhythm, 28–33, 37–47, 57, 65, 68,
138, 191–192, 197, 200–204,
214–218
- Rivenburgh, Viola, 109
- Romano, Tom, 214–215
- Rome, 10, 11, 17, 19, 34–48,
55–56, 67, 109, 118, 156, 158,
166, 202–214
- Royal Society, 70, 72
- Royster, Jacqueline Jones, 83, 130
- Sappho, 48, 153
- scheme, 35, 36, 60, 105
- Sclafani, Jennifer, 163
- Scott, Fred Newton, 23, 45, 62,
77, 81, 205
- second language writing, 131–134
- Selzer, Jack, 140, 165–167
- Semino, Elena, 160, 174–175
- Senecan style, 71
- sentence-combining, 84, 110, 113,
117–121, 184–186
- sermon, 54
- Shakespeare, William, 63, 189,
213
- Shaughnessy, Mina, 14, 124–128
- Shipka, Jody, 148, 215
- Short, Mick, 42–43, 58, 67–68,
160, 174–175, 207
- Silva, Tony, 131
- Simpson, Paul, 160
- Singapore English, 176, 178
- Smart, Graham, 155
- Smitherman, Geneva, 126–127,
154
- Sociolinguistics, 163, 168–169
- Socrates, 25–26, 106
- sophists, 17, 21–33, 38, 49, 72,
136, 152, 205
- speech act, 98, 222
- Spivak, Gayatri, 85, 88
- Spooner, Michael, 5
- Sprat, Thomas, 72
- Stalker, J.C., 132
- Stalker, J.W., 132
- Standard English, 3, 17, 34, 41,
102, 110, 122–130, 139–143,
168–172, 177
- Sternglass, Marilyn, 152, 154
- Stevens, David, 114
- Stewart, Martha, 163–164
- Stopera, Matt, 147
- Stratton, R.E., 126
- Strunk, William, 3, 87, 89, 152,
154, 172
- Stull, William, 119
- style-shifting, 16, 158, 171–172
- stylistics, 28, 85–86, 99, 111–118,
136, 139–143, 156–161, 166,
173
- stylization, 94, 96
- sublime, 47
- Sullivan, Patricia A., 20, 31, 151
- Sydney, Sir Phillip, 63
- Systemic Functional Linguistics,
138
- Talon, Omer, 65
- Teranishi, Masayuki, 160
- Theon, 43, 58
- Theophrastus, 34, 39
- Thomas, Owen, 20, 28, 36, 72, 83,
108, 110, 125, 196
- Tolson, Melvin, 83
- Toolan, Michael, 157
- Tougaw, Jason, 142–143
- Toulmin, Toulmin, 165
- Transformational Generative
Grammar, 108–119
- transformational grammar, 108,
109, 117–118
- translingual, 130–131, 196, 231
- Traugott, Elizabeth Closs, 159
- Trebizond, George of, 48, 63
- Trimbur, John, 80, 130, 231
- trope, 35, 47, 112, 136

- Truscott, John, 133
 Truss, Lynn, 87
 Twitter, 143–144, 148–149
- usage, 57, 73, 75, 102–103, 108,
 120, 128, 182, 197, 201–204
- Verdonk, Peter, 157–158
 vernacular, 66–67, 93, 125, 128,
 142–146, 172
 Vico, Giambattista, 70
 Villanueva, Victor, 48, 127
 virtue, 27, 39–40, 44, 63, 68, 109,
 205
 virtues of style: *decorum* (propri-
 ety), 34, 36, 68, 70; *dignitas*,
 34, 36; *latinitas*, 34, 36, 39;
ornatus, 34, 36, 38; propriety
 (*decorum*), 30, 39, 79, 205
 Vitanza, Victor, 23–24
 Vognar, Chris, 143
 voice, 9–14, 20, 42–45, 67, 79,
 82–96, 100–110, 131–144,
 167–173, 182, 186–193,
 200–208, 212–218
- Wagner, Johannes, 179–180
 Wales, Katie, 160
 Walker, Jeffrey, 46, 205
 Warner, Michael, 89
 Warren, Robert Penn, 153
 Weathers, Winston, 103, 108,
 115–116
 Weaver, Richard, 182
 Webb, Ruth, 43
 Weber, Jean Jacques, 157
 Wendell, Barrett, 77, 82–83
 Whatley, Richard, 75
 White English Vernacular, 129,
 139
 White, E.B., 87, 89, 129, 139,
 152, 154, 167, 172, 200
 Whitehall, Harold, 109
- Williams, James D., 104, 118
 Williams, Joseph, 12, 46, 90, 100,
 108, 115–121, 149, 193–199
 Winterowd, Ross, 117–118
 Wodak, Ruth, 164
 Wolfram, Walt, 170–172
 Women's Language, 163
 Woodward, William Harrison,
 66–67
 Woolley, Edwin C., 78
 World Englishes, 18, 129, 169,
 176, 181, 187
World Englishes journal, 177
 Writing Across the Curriculum,
 123, 137–140
Written Communication, 99, 104,
 140, 156
- Xu, Zhichang, 51
- Young, Richard, 15, 103, 117
 Young, Vershawn, 128, 154, 173