

A Rhetoric Of Motives Kenneth Burke

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"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.

A Rhetoric of Motives : Kenneth Burke : 9780520015463
Quick Summary: Rhetoric of Motives continues Burke's earlier arguments about dramatism is that he attempts to show how rhetoric exists within literature that is not purposely intending to persuade. Instead of simply seeing literature as poetic, it should also be seen as rhetoric, particularly in terms of identification.

Burke, Kenneth. Rhetoric of Motives. | Comp/Rhession
Author: Kenneth Burke Publisher: Univ of California Press ISBN: 9780520015463 Size: 54.12 MB Format: PDF Category : Literary Criticism Languages : en Pages : 340 View: 4878 Get Book. Book Description: "The system is a coherent and total vision, a self-contained and internally consistent way of viewing man, the various scenes in which he lives, and the drama of human relations enacted upon ...

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Kenneth Duva Burke (May 5, 1897 - November 19, 1993) was an American literary theorist, as well as poet, essayist, and novelist, who wrote on 20th-century philosophy, aesthetics, criticism, and rhetorical theory. As a literary theorist, Burke was best known for his analyses based on the nature of knowledge. Furthermore, he was one of the first individuals to stray away from more traditional ...

Kenneth Burke - Wikipedia
A Rhetoric of Motives by Kenneth Burke Paperback \$31.95. In Stock. Ships from and sold by Amazon.com. FREE Shipping. ... "A Grammar of Motives," published in 1945, is the first volume of a gigantic trilogy, planned to include A Rhetoric of Motives and A Symbolic of Motives, which will be called something like On Human Relations.

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Kenneth Burke, A Rhetoric of Motives. University of California Press, 1950) "You're an improbable person, Eve, and so am I. We have that in common. Also a contempt for humanity, an inability to love and be loved, insatiable ambition--and talent.

The Rhetorical Strategy of Identification
A Grammar of Motives, and a Rhetoric of Motives book. Read reviews from world's largest community for readers. ... Kenneth Duva Burke was a major American literary theorist and philosopher. Burke's primary interests were in rhetoric and aesthetics. Books by Kenneth Burke.

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Burke, Kenneth. A Rhetoric of Motives. U of California P, 1969. Print. In this foundational, mid-century text, Burke expands the range of rhetoric beyond that of archaic lists of forms "by showing how a rhetorical motive is often present where it is not usually recognized, or thought to belong" and how "rhetorical analysis throws light on literary texts and human relationships generally ...

A Rhetoric of Motives | Reading Rhetoric
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Michael Feehan. Abstract. In a letter of April, 1969, Kenneth Burke suggested that the process of writing A Grammar of Motives contributed significantly to the choice of identification as key term for A Rhetoric of Motives. Burke proposed two representative anecdotes for the study of the composing process of the Rhetoric: The story of the shepherd that appears in the Rhetoric and the story of ...