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Organizational Rhetoric Situations and Strategies

By Mary F. Hoffman

SAGE Publications, Inc. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.8in. x 6.1in. x 0.8in. 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...



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