Rhetorical Theory and Praxis in the Business Communication Classroom

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Rhetorical Theory and Praxis in the Business Communication Classroom is a collection of essays on the many ways rhetorical theory (e.g., Aristotle, Bourdieu, Cicero, Devitt, Miller) serves as the foundation for business communication pedagogy. This book is the first in the field of business communication to illustrate this connection. Topics of the essays include assessment, rhetorical grammar, genre awareness in business communication, the role of big data in message strategy, social media and memory, and the connection between rhetorical theory and entrepreneurship.