

Contents

Preface: The Quest of Carroll C. Arnold, Stanley F. Paulson	ix
Introduction, Eugene E. White	1
PART I: THE NATURE OF RHETORIC	
Eugene E. White, Rhetoric as Historical Configuration	7
Lloyd F. Bitzer, Functional Communication: A Situational Perspective	21
Robert L. Scott, Intentionality in the Rhetorical Process	39
Henry W. Johnstone, Jr., Rhetoric and Death	61
Edwin Black, The Mutability of Rhetoric	71
PART II: THE USES OF RHETORIC	
Douglas Ehninger, Toward a Taxonomy of Prescriptive Discourse	89
James R. Andrews, "Charting Cultural Paths": Toward a Method for Investigating Rhetorical-Cultural Interaction	101
Herbert W. Simons, Are Scientists Rhetors in Disguise? An Analysis of Discursive Processes Within Scientific Communities	115
Lawrence W. Rosenfield, The Practical Celebration of Epideictic	131
Carroll C. Arnold, Oral Rhetoric, Rhetoric, and Literature	157
Index	175