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Adaptive Rhetoric Evolution Culture And

By introducing evolutionary biology into the study of rhetoric, this book serves as a model of a biocultural paradigm. Being mindful of biological and cultural influences allows for a deeper view of rhetoric, one that is aware of the ubiquity of persuasive behavior in nature.

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This work presents a case for the biocultural study of rhetoric. Following in the tradition of E.O.Wilson's 'consilient' program of research into evolution and the arts, I combine the study of biology and culture to create a more complete view of rhetorical theory and practice.

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Alex C. Parrish Adaptive Rhetoric Evolution, Culture, and ...

Abstract. Thesis (Ph.D.), Department of English, Washington State UniversityThis work presents a case for the biocultural study of rhetoric. Following in the tradition of E.O.Wilson's 'consilient' program of research into evolution and the arts, I combine the study of biology and culture to create a more complete view of rhetorical theory and practice.

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James Madison University - Alex Parrish: Associate Professor

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Cognitive rhetoric refers to an approach to rhetoric, composition, ... Such narrative flow is a highly adaptive process, crucial for planning, evaluating, explaining, as well as recalling the past and imagining a future. ... Parrish, Alex C. Adaptive Rhetoric: Evolution, Culture, and the Art of Persuasion. New York: Routledge, 2013.

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