



Rhetorical Style: The Uses of Language in Persuasion

By Jeanne Fahnestock

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A comprehensive guide to the language of argument, *Rhetorical Style* offers a renewed appreciation of the persuasive power of the English language. Drawing on key texts from the rhetorical tradition, as well as on newer approaches from linguistics and literary stylistics, Fahnestock demonstrates how word choice, sentence form, and passage construction can combine to create effective spoken and written arguments. With examples from political speeches, non-fiction works, and newspaper reports, *Rhetorical Style* surveys the arguer's options at the word, sentence, interactive, and passage levels, and illustrates the enduring usefulness of rhetorical stylistics in analyzing and constructing arguments.

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Review

"A rich and rewarding textbook that shows how stylistic features make for persuasion. It provides readers with a good introduction to the study of figures in the sense of classical rhetoric."--*Linguist List*

About the Author

Jeanne Fahnestock is Professor of English at the University of Maryland. She is the author of *Rhetorical Figures in Science*, and co-author of *A Rhetoric of Argument*.

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