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Soggetti	Technical editing Editing English language - Rhetoric Electronic books.
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The canons of rhetoric -- Invention. Rhetorical theory of invention ; Practice -- Arrangement. Rhetorical theory of arrangement ; Practice -- Style. Rhetorical theory of style ; Practice -- Delivery. Rhetorical theory of delivery ; Practice -- Epilogue : integrating the canons.
Sommario/riassunto	This book is intended to familiarize readers with the theoretical basis and practical applications of the editing process. This involves the examination of the rhetorical canons-invention, arrangement, style, delivery; and the corresponding rhetorical objectives of editing - accuracy, clarity, propriety, and artistry. We envision a diverse audience for this book. For aspiring editors, we offer an introduction to rhetorical principles as a vehicle for developing a repertoire of theoretically sound and effective strategies. For professionals-directors of communications, public relations specialists, experienced writers and editors of professional and technical publications - this book will serve as a reference and guide reinforcing their intuitive understanding and appreciation of the art of editing.