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Nota di contenuto	Cover; Contents; Foreword; Preface; Introduction: On Defining Rhetoric as an Object of Intellectual Inquiry; Glossary of Concepts; A; B; C; D; E; F; G; H; I; J; L; M; N; O; P; R; S; T; V; Name Index; Name Index.; Subject Index; About the Author
Sommario/riassunto	This glossary of key terms and concepts in contemporary rhetorical studies offers an introduction to the definitional ambiguities of the central concept of rhetoric itself. The primary emphasis is on the contemporary tradition of rhetorical studies as it has emerged in the discipline of speech communication.