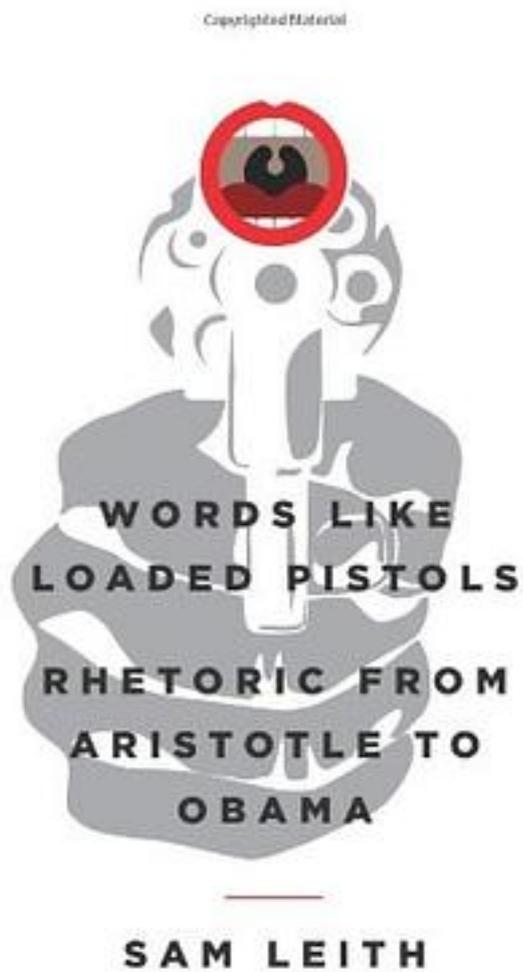


Words Like Loaded Pistols



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著者:Sam Leith

出版者:Basic Books

出版时间:2012-5-1

装帧:Hardcover

isbn:9780465031054

In *Words Like Loaded Pistols*, Sam Leith traces the art of persuasion, beginning in ancient Syracuse and taking us up to the Twitterverse. Along the way, he follows detours as varied and fascinating as Elizabethan England, Milton's Satanic realm, the Springfield of Abraham Lincoln and the Springfield of Homer Simpson. He explains how language has been used by the great heroes of rhetoric (such as Cicero and Martin Luther King Jr.), as well as some villains (like Adolf Hitler and Richard Nixon.) You'll find out how to build your own memory-palace; you'll be introduced to the Three Musketeers: Ethos, Pathos and Logos; and you'll learn how to use chiasmus with confidence and occultation without thinking about it. Most importantly of all, you will discover that rhetoric is useful, relevant -- and something you can master.

作者介绍:

Sam Leith is a former literary editor of the Daily Telegraph, and contributes regularly to the Wall Street Journal, Prospect, Guardian, Evening Standard and Spectator. He is the author of *How to Write and You Talkin' to Me?*, among other books. He lives in London.

目录:

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修辞

语言

英语

文化

思维

书评

专栏

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