

Organizational Rhetoric



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"Organizational Rhetoric" introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers. This textbook provides students a theoretically-grounded understanding of the basic building blocks of organizational rhetoric, the types of rhetorical situations faced by organizational communicators, and the specific strategies used to address six common organizational rhetorical situations (such as image management). Students will gain an understanding of the power of organizations in contemporary society and be able to think critically about organizational messages. The text is organized in two units. In the first unit, authors Mary Hoffman and Debra Ford introduce the rationale for a rhetorical approach to organizational messages, and introduce the basic rhetorical building blocks and principles behind the rhetorical situation and the analysis of strategies. In the second unit, the authors cover six specific rhetorical situations commonly faced by organizations, image and identity management, issue management, impression management, risk management, crisis management and organizational apologia, and internal message management. Each chapter is structured similarly, in conjunction with the ideas developed in unit one, and each ends with a case study that exemplifies the content presented in that chapter. The first unit in the text will introduce the details of analyzing situations and identifying strategies. The second unit will examine six specific recurring rhetorical situations for organizations. It covers organizational schema centered on situations and strategies. It features use of real-life case studies. It focuses on careers in organizational rhetoric and on thinking critically about organizations in society.

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目录:

[Organizational Rhetoric_ 下载链接1](#)

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