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Rhetoric, as Professor Richards defines it, is the study of misunderstanding and its remedies. The conventional rules of the old rhetoric and the formulations of scientific language have narrow application to conversational speech;

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Professor Richard's definition of rhetoric is based on a practical question: how do words work in discourse?

The Philosophy of Rhetoric (Galaxy Books): Richards, I. A ...

The Philosophy of Rhetoric. I. A. Richards. Description. In this in-depth work, Richards defines rhetoric as the study of

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misunderstanding and its remedies. Focusing on how words work in discourse, he examines the interaction of words with each other and with their contexts, demonstrating how a continual synthesis of meaning--or "principle of metaphor"--gives life to discussion.

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The Philosophy of Rhetoric by Ivor A. Richards

So low has Rhetoric
sunk that we would do
better just to dismiss it
to Limbo than to
trouble ourselves with
it--unless we can find
reason for believing
that it can become a
study that will minister
successfully to

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important needs” (3).
this is just what
Richards sets out to do
in a series of lectures
at Bryn Mawr that
eventually became the
thin book The
Philosophy of Rhetoric.
For Richards, a literary
scholar by training and
one of the founders of
the Close REading and
New Criticism ...

Mere Rhetoric: I.A. Richards Philosophy of Rhetoric

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I. A. Richards,
Philosophy of Rhetoric
From England –
educated at Magdalen
under G. E. Moore
(philosophy) Became a
lecturer in English at
Magdalen Defines
rhetoric as “how words
in discourse” and “the
study of
misunderstanding and
its remedies” A word’s
meaning is... A word’s
meaning is the function
...

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2) an art by which discourse is adapted to its end: a study of misunderstanding and its remedies. (read, a non-prescriptive equivalent to general semantics. 3) Proposes rhetoric as the center of a new understanding: how words work (or don't) as the central question

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in the order of
knowledge.

**I.A. Richards on
Rhetoric**

Richards, I. A. The
Philosophy of Rhetoric.
London: Oxford UP,
1936. Quick sum:
Examines how it is that
Rhetoric as been
treated in such a way
as to enable its
obscurity and even
repulsion from our
curiosity about
language. In taking

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Whately as a chief example, he examines how it is that vague generalities about language have been supplemented with specific treatments of the proper use of ...

I.A. Richards The Philosophy of Rhetoric -

Queer/strokes/

The Philosophy of
Rhetoric. New York:
Oxford University
Press, 1965, Richards

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argues that the purpose of rhetoric is to identify and clarify misunderstanding.

Richards is less concerned with persuasion, and more interested in how misunderstanding derails cooperation and action.

Richards: The Philosophy of Rhetoric | Heather's Prelim Notes

Ivor Armstrong
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Richards (26 February 1893 – 7 September 1979), known as I. A. Richards, was an English educator, literary critic, and rhetorician. His work contributed to the foundations of the New Criticism, a formalist movement in literary theory which emphasized the close reading of a literary text, especially poetry, in an effort to discover how a work of

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literature functions as
a self ...

**I. A. Richards -
Wikipedia**

The Philosophy of
Rhetoric. New York:
Oxford University
Press, 1965. (185
pages) Richards' focus
is on the meaning of
words, and points to
context as a guiding
principle to theorize
meaning. Lecture I:
Introductory In his first
of several lectures,

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Richards begins by defining rhetoric: “a study of misunderstanding and its remedies” ...

Richards, _Philosophy of Rhetoric_ - Joe's Prelim Notes

The philosophy of rhetoric Volume 3 of Mary Flexner lectures Volume 3 of The Mary Flexner lectures on the humanities: Author: Ivor Armstrong Richards: Publisher:

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Press, 1936: Original
from: the University of
California: Digitized:
Mar 31, 2008: Length:
138 pages: Subjects:
English language
Rhetoric : Export
Citation: BiBTeX ...

**The philosophy of
rhetoric - Ivor
Armstrong Richards**

...

Ivor Armstrong
Richards was an
influential English

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literary critic and
rhetorician. He was

educated at Clifton
College where his love
of English was nurtured
by the scholar 'Cabby'
Spence. His books,
especially The Meaning
of Meaning, Principles
of Literary Criticism,
Practical Criticism, and
The Philosophy of
Rhetoric, proved to be
founding influences for
the New Criticism.

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V 7 by Ivor A.

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question: how do
words work in
discourse?

**The Philosophy of
Rhetoric / Edition 1
by I. A. Richards ...**

114 The Philosophy of
Rhetoric our purposes
to say that what a word
means is the missin
arts of the con- texts
from which it draws its
dele ated effica At this
point I must remind
you of what I said a
few minutes ago about

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the primordial
generality and
abstractness of
meaning and about
how, when we mean
the simplest-seeming
concrete object, its
concreteness comes to
it from the way in
which we are bringing
it simultaneously into a
number of sorts.

Richards 1 -
myweb.fsu.edu
rhetoric: Toward a new
rhetoric ... criticism," as

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the English critic I.A. Richards called his 1929 book on the subject. But in turn the practical critic has helped preserve traditional rhetoric for the analyses of traditional literature, and through his work on modern literature, he has stimulated the demand for a new rhetoric....

**I.A. Richards |
British critic and**

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In this in-depth work, Richards defines rhetoric as the study of misunderstanding and its remedies. Focusing on how words work in discourse, he examines the interaction of words with each other and with their contexts, demonstrating how a continual synthesis of meaning--or "principle of metaphor"--gives life to discussion.

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**Galaxy Bks.: The
Philosophy of
Rhetoric by I. A.
Richards ...**

- In each of these seven lectures, Richards expands upon his definition of rhetoric – which he immediately terms as “a study of misunderstanding and its remedies” – by heavily emphasizing a specific textuality found within the text

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itself (3).

Rhetoric Rhetoric

**Richards' Philosophy
of Rhetoric | QuEst**

importance, Richards
says that a study.
which "sketches the
conditions of com-
munication... has to
put the Theory of.
Metaphor very much in
the forefront."1. Most
of what he has written
about the. subject
appears in The
Philosophy of. Rhetoric
and Interpretation in

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Teaching.2. But it is
never far from his
mind; he.
Rhetoric Rhetoric
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