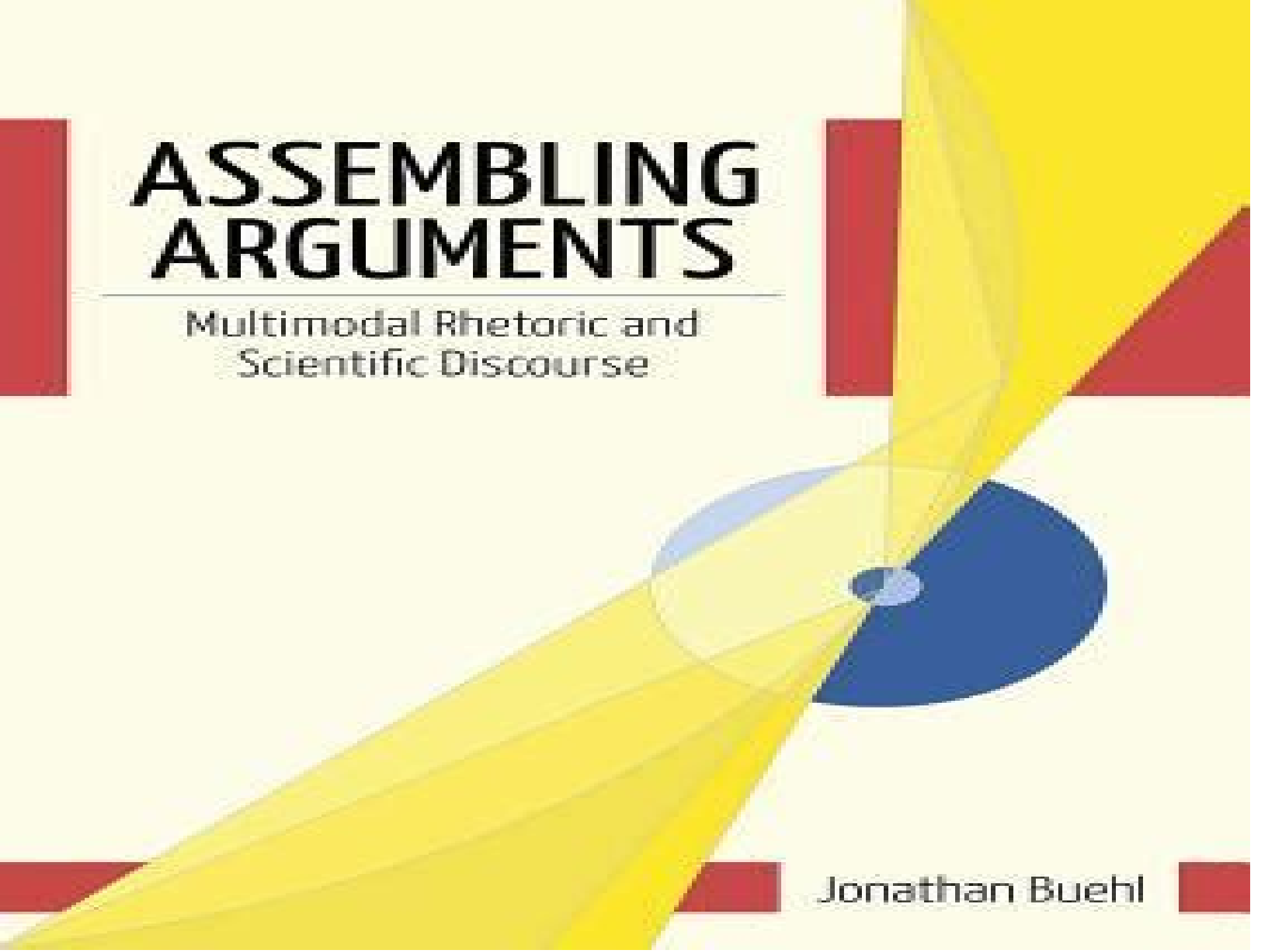


ASSEMBLING ARGUMENTS

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Multimodal Rhetoric and
Scientific Discourse

Jonathan Buehl

Assembling Arguments Multimodal Scientific Communication

Jonathan Alexander, Jacqueline Rhodes



Assembling Arguments Multimodal Scientific Communication:

Assembling Arguments Jonathan Buehl, 2016-01-20 Scientific arguments and indeed arguments in most disciplines depend on visuals and other nontextual elements however most models of argumentation typically neglect these important resources In Assembling Arguments Jonathan Buehl offers a concentrated study of scientific argumentation that is sensitive to both the historical and theoretical possibilities of multimodal persuasion as it advances two related claims First rhetorical theory when augmented with methods for reading nonverbal representations can provide the analytical tools needed to understand and appreciate multimodal scientific arguments Second science an inherently multimodal enterprise offers ideal subjects for developing general theories of multimodal rhetoric applicable across fields In developing these claims Buehl offers a comprehensive account of scientific persuasion as a multimodal process and develops a simple but productive framework for analyzing and teaching multimodal argumentation Comprising five case studies the book provides detailed treatments of argumentation in specific technological and historical contexts argumentation before World War I when images circulated by hand and by post argumentation during the mid twentieth century when computers were beginning to bolster scientific inquiry but images remained hand crafted products and argumentation at the turn of the twenty first century an era of digital revolutions and digital fraud Each study examines the rhetorical problems and strategies of specific scientists to investigate key issues regarding visualization and argument 1 establishing new instruments as reliable sources of visual evidence 2 creating novel arguments from reliable visual evidence 3 creating novel arguments with unreliable visual evidence 4 preserving the credibility of visualization practices and 5 creating multimodal artifacts before and in the era of digital circulation Given the growing enterprise of rhetorical studies and the field's contributions to communication practices in all disciplines rhetoricians need a comprehensive rhetoric of science one that accounts for the multimodal arguments that change our relation to reality Assembling Arguments argues that such rhetoric should enable the interpretation of visual scientific arguments and improve science writing instruction

Assembling Arguments Jonathan Buehl, 2016 A comprehensive account of multimodal scientific persuasion with a framework for analysis and teaching **The Routledge Handbook of Language and Science** David R. Gruber, Lynda C. Olman, 2019-11-28 The Routledge Handbook of Language and Science provides a state of the art volume on the language of scientific processes and communications This book offers comprehensive coverage of socio cultural approaches to science as well as analysing new theoretical developments and incorporating discussions about future directions within the field Featuring original contributions from an international range of renowned scholars as well as academics at the forefront of innovative research this handbook identifies common objects of inquiry across the areas of rhetoric sociolinguistics communication studies science and technology studies and public understanding of science covers the four key themes of power pedagogy public engagement and materiality in relation to the study of scientific language and its development uses qualitative and quantitative approaches to demonstrate how

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The Routledge Handbook of Scientific Communication Cristina Hanganu-Bresch, Michael J. Zerbe, Gabriel Cutrufello, Stefania M. Maci, 2021-12-20 Given current science related crises facing the world such as climate change the targeting and manipulation of DNA GMO foods and vaccine denial the way in which we communicate science matters is vital for current and future generations of scientists and publics The Routledge Handbook of Scientific Communication scrutinizes what we value prioritize and grapple with in science as highlighted by the rhetorical choices of scientists students educators science gatekeepers and lay commentators Drawing on contributions from leading thinkers in the field this volume explores some of the most pressing questions in this growing field of study including How do issues such as ethics gender race shifts in the publishing landscape and English as the lingua franca of science influence scientific communication practices How have scientific genres evolved and adapted to current research and societal needs How have scientific visuals developed in response to technological advances and communication needs How is scientific communication taught to a variety of audiences Offering a critical look at the complex relationships that characterize current scientific communication practices in academia industry government and elsewhere this Handbook will be essential reading for students scholars and professionals involved in the study practice and teaching of scientific medical and technical communication

Scientific Communication Han Yu, Kathryn M. Northcut, 2017-09-18 This book addresses the roles and challenges of people who communicate science who work with scientists and who teach STEM majors how to write In terms of practice and theory chapters address themes encountered by scientists and communicators including ethical challenges visual displays and communication with publics as well as changed and changing contexts and genres The pedagogy section covers topics important to instructors everyday teaching as well as longer term curricular development Chapters address delivery of rhetorically informed instruction communication from experts to the publics writing assessment online teaching and communication intensive pedagogies and curricula The Open Access version of this book available at <http://www.tandfebooks.com> has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

Aramaic Incantation Bowls in Their Late Antique Jewish Contexts Alexander W. Marcus, Jason Sion Mokhtarian, 2025-08-29 Outside of the Babylonian Talmud the Aramaic incantation bowls inscribed with elaborate magical texts are the only major extant written corpus produced by Jews during the late Sasanian and early Islamic periods ca 500-700 CE Contributors Siam Bhayro Anne Burberry Shira Eliassian James Nathan Ford Tal Ilan Reuven Kiperwasser Dan Levene Alexander W. Marcus Jason Sion Mokhtarian Ortal Paz Saar Harriet Walker and Daniel J. Waller approach the amulets

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Pauwels, Dawn Mannay, 2019-12-10 The second thoroughly revised and expanded edition of The SAGE Handbook of Visual Research Methods presents a wide ranging exploration and overview of the field today As in its first edition the Handbook does not aim to present a consistent view or voice but rather to exemplify diversity and contradictions in perspectives and techniques The selection of chapters from the first edition have been fully updated to reflect current developments New chapters to the second edition cover key topics including picture sorting techniques creative methods using artefacts visual framing analysis therapeutic uses of images and various emerging digital technologies and online practices At the core of all contributions are theoretical and methodological debates about the meanings and study of the visual presented in vibrant accounts of research design analytical techniques fieldwork encounters and data presentation This handbook presents a unique survey of the discipline that will be essential reading for scholars and students across the social and behavioural sciences arts and humanities and far beyond these disciplinary boundaries The Handbook is organized into seven main sections PART 1 FRAMING THE FIELD OF VISUAL RESEARCH PART 2 VISUAL AND SPATIAL DATA PRODUCTION METHODS AND TECHNOLOGIES PART 3 PARTICIPATORY AND SUBJECT CENTERED APPROACHES PART 4 ANALYTICAL FRAMEWORKS AND PERSPECTIVES PART 5 MULTIMODAL AND MULTISENSORIAL RESEARCH PART 6 RESEARCHING ONLINE PRACTICES PART 7 COMMUNICATING THE VISUAL FORMATS AND CONCERNS **Science and the Internet**

Alan Gross,Jonathan Buehl,2016-12-05 The essays in Science and the Internet address the timely topic of how digital tools are shaping science communication Featuring chapters by leading scholars of the rhetoric of science and technology the volume fills a much needed gap in contemporary rhetoric of science scholarship Overall the essays reveal how digital technologies may both fray the boundaries between experts and non experts and enable more collaborative democratic means of public engagement with science Lisa Ker nen PhD Associate Professor and Director of Graduate Studies

Department of Communication University of Colorado Denver The Routledge Handbook of Digital Writing and Rhetoric
Jonathan Alexander,Jacqueline Rhodes,2018-04-27 This handbook brings together scholars from around the globe who here contribute to our understanding of how digital rhetoric is changing the landscape of writing Increasingly all of us must navigate networks of information compose not just with computers but an array of mobile devices increase our technological literacy and understand the changing dynamics of authoring writing reading and publishing in a world of rich and complex texts Given such changes and given the diverse ways in which younger generations of college students are writing communicating and designing texts in multimediated electronic environments we need to consider how the very act of writing itself is undergoing potentially fundamental changes These changes are being addressed increasingly by the emerging field of digital rhetoric a field that attempts to understand the rhetorical possibilities and affordances of writing broadly defined in a wide array of digital environments Of interest to both researchers and students this volume provides insights about the fields of rhetoric writing composition digital media literature and multimodal studies

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