

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft

By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins

Download now

Read Online ➔

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins

In 1888, Mark Twain reflected on the writer's special feel for words to his correspondent, George Bainton, noting that "the difference between the almost-right word and the right word is really a large matter." We recognize differences between a politician who is "willful" and one who is "willing" even though the difference does not cross word-stems or parts of speech. We recognize that being "held up" evokes different experiences depending upon whether its direct object is a meeting, a bank, or an example. Although we can notice hundreds of examples in the language where small differences in wording produce large reader effects, the authors of *The Power of Words* argue that these examples are random glimpses of a hidden systematic knowledge that governs how we, as writers or speakers, learn to shape experience for other human beings.

Over the past several years, David Kaufer and his colleagues have developed a software program for analyzing writing called DocuScope. This book illustrates the concepts and rhetorical theory behind the software analysis, examining patterns in writing and showing writers how their writing works in different categories to accomplish varying objectives. Reflecting the range and variety of audience experience that contiguous words of surface English can prime, the authors present a theory of language as an instrument of rhetorically priming audiences and a catalog of English strings to implement the theory. The project creates a comprehensive map of the speaker and writer's implicit knowledge about predisposing audience experience at the point of utterance.

The book begins with an explanation of why studying language from the standpoint of priming--not just meaning--is vital to non-question begging theories of close reading and to language education in general. The remaining chapters in Part I detail the steps taken to prepare a catalog study of English strings for their properties as priming instruments. Part II describes in detail the catalog of priming categories, including enough examples to help readers see how individual words and strings of English fit into the catalog. The final part describes how the authors have applied the catalog of English strings as priming tools to conduct textual research.

 [**Download** The Power of Words: Unveiling the Speaker and Writ ...pdf](#)

 [**Read Online** The Power of Words: Unveiling the Speaker and Wr ...pdf](#)

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft

By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins

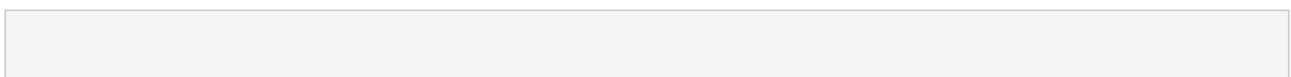
In 1888, Mark Twain reflected on the writer's special feel for words to his correspondent, George Bainton, noting that "the difference between the almost-right word and the right word is really a large matter." We recognize differences between a politician who is "willful" and one who is "willing" even though the difference does not cross word-stems or parts of speech. We recognize that being "held up" evokes different experiences depending upon whether its direct object is a meeting, a bank, or an example. Although we can notice hundreds of examples in the language where small differences in wording produce large reader effects, the authors of *The Power of Words* argue that these examples are random glimpses of a hidden systematic knowledge that governs how we, as writers or speakers, learn to shape experience for other human beings.

Over the past several years, David Kaufer and his colleagues have developed a software program for analyzing writing called DocuScope. This book illustrates the concepts and rhetorical theory behind the software analysis, examining patterns in writing and showing writers how their writing works in different categories to accomplish varying objectives. Reflecting the range and variety of audience experience that contiguous words of surface English can prime, the authors present a theory of language as an instrument of rhetorically priming audiences and a catalog of English strings to implement the theory. The project creates a comprehensive map of the speaker and writer's implicit knowledge about predisposing audience experience at the point of utterance.

The book begins with an explanation of why studying language from the standpoint of priming--not just meaning--is vital to non-question begging theories of close reading and to language education in general. The remaining chapters in Part I detail the steps taken to prepare a catalog study of English strings for their properties as priming instruments. Part II describes in detail the catalog of priming categories, including enough examples to help readers see how individual words and strings of English fit into the catalog. The final part describes how the authors have applied the catalog of English strings as priming tools to conduct textual research.

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins **Bibliography**

- Sales Rank: #2956019 in eBooks
- Published on: 2004-02-04
- Released on: 2004-02-04
- Format: Kindle eBook



 **[Download](#)** [The Power of Words: Unveiling the Speaker and Writ ...pdf](#)

 **[Read Online](#)** [The Power of Words: Unveiling the Speaker and Wr ...pdf](#)

Editorial Review

Users Review

From reader reviews:

Kelsey Dehart:

Now a day people who Living in the era everywhere everything reachable by talk with the internet and the resources included can be true or not call for people to be aware of each information they get. How people have to be smart in obtaining any information nowadays? Of course the correct answer is reading a book. Looking at a book can help folks out of this uncertainty Information specifically this The Power of Words: Unveiling the Speaker and Writer's Hidden Craft book as this book offers you rich data and knowledge. Of course the data in this book hundred percent guarantees there is no doubt in it you know.

Julie Ross:

Are you kind of hectic person, only have 10 as well as 15 minute in your day time to upgrading your mind proficiency or thinking skill perhaps analytical thinking? Then you have problem with the book than can satisfy your short period of time to read it because this time you only find publication that need more time to be go through. The Power of Words: Unveiling the Speaker and Writer's Hidden Craft can be your answer since it can be read by a person who have those short time problems.

Rosario Jones:

In this particular era which is the greater individual or who has ability in doing something more are more treasured than other. Do you want to become among it? It is just simple strategy to have that. What you need to do is just spending your time almost no but quite enough to get a look at some books. On the list of books in the top listing in your reading list is The Power of Words: Unveiling the Speaker and Writer's Hidden Craft. This book which can be qualified as The Hungry Inclines can get you closer in growing to be precious person. By looking up and review this book you can get many advantages.

Rosemary Lilly:

You will get this The Power of Words: Unveiling the Speaker and Writer's Hidden Craft by look at the bookstore or Mall. Simply viewing or reviewing it may to be your solve difficulty if you get difficulties to your knowledge. Kinds of this reserve are various. Not only by simply written or printed but additionally can you enjoy this book through e-book. In the modern era including now, you just looking of your mobile phone and searching what your problem. Right now, choose your own ways to get more information about your reserve. It is most important to arrange yourself to make your knowledge are still upgrade. Let's try to choose correct ways for you.

Download and Read Online The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins #5T1GK6DM8LE

Read The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins for online ebook

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins books to read online.

Online The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins ebook PDF download

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins Doc

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins Mobipocket

The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins EPub