



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:

Mike Greene:

Book is to be different for every grade. Book for children until finally adult are different content. To be sure that book is very important usually. The book The Power of Words: Unveiling the Speaker and Writer's Hidden Craft had been making you to know about other understanding and of course you can take more information. It is quite advantages for you. The guide The Power of Words: Unveiling the Speaker and Writer's Hidden Craft is not only giving you more new information but also to get your friend when you truly feel bored. You can spend your current spend time to read your book. Try to make relationship together with the book The Power of Words: Unveiling the Speaker and Writer's Hidden Craft. You never experience lose out for everything when you read some books.

Marion Richey:

The experience that you get from The Power of Words: Unveiling the Speaker and Writer's Hidden Craft will be the more deep you looking the information that hide in the words the more you get serious about reading it. It doesn't mean that this book is hard to be aware of but The Power of Words: Unveiling the Speaker and Writer's Hidden Craft giving you enjoyment feeling of reading. The article author conveys their point in certain way that can be understood by means of anyone who read it because the author of this e-book is well-known enough. This book also makes your personal vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We recommend you for having this The Power of Words: Unveiling the Speaker and Writer's Hidden Craft instantly.

Alexandra Robbins:

Playing with family in a very park, coming to see the water world or hanging out with good friends is thing that usually you may have done when you have spare time, then why you don't try point that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love The Power of Words: Unveiling the Speaker and Writer's Hidden Craft, you are able to enjoy both. It is very good combination right, you still wish to miss it? What kind of hang type is it? Oh can happen its mind hangout people. What? Still don't get it, oh come on its identified as reading friends.

Kristi Rowden:

This The Power of Words: Unveiling the Speaker and Writer's Hidden Craft is great reserve for you because

the content that is full of information for you who have always deal with world and possess to make decision every minute. This particular book reveal it facts accurately using great manage word or we can point out no rambling sentences within it. So if you are read that hurriedly you can have whole information in it. Doesn't mean it only will give you straight forward sentences but hard core information with attractive delivering sentences. Having The Power of Words: Unveiling the Speaker and Writer's Hidden Craft in your hand like obtaining the world in your arm, facts in it is not ridiculous one. We can say that no publication that offer you world in ten or fifteen second right but this e-book already do that. So , this is good reading book. Heya Mr. and Mrs. occupied do you still doubt in which?

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 #0X6ENJMW9S

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

0X6ENJMWR9S: The Power of Words: Unveiling the Speaker and Writer's Hidden Craft By David S. Kaufer, Suguru Ishizaki, Brian S. Butler, Jeff Collins