your theoretical knowledge of the rhetoric and philosophy of communication. 2. Metaphor and Argument: State the central question(s) of scholarly inquiry guiding the book. Locate the dominant themes or idea clusters (metaphor or metaphor pattern) and relate it to the key scholarly argument you encountered in the book. Respond to the author's position, making explicit your own rhetorical or philosophical standpoint (assumptions, biases, perspectives, etc.) 3.Relevance: Make a case for the relevance of this book to the communication classroom and the marketplace. In what ways you can appropriate and apply what you have learned? Please observe a 200-250 word limit per section for 1, 2, 3 above. This is a 600-750 word total for this book.

course material, and any other outside resources in supporting your task, using proper citations in APA style. Directions In addition to fulfilling the specifics