1. Basic Knowledge: Identify three ways in which this book distinctively advanced 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: