**Author and Textbook Introduction Video Transcript**

My name is Luke Winslow, and 25 years ago, I was introduced to rhetorical theory through an early edition of James Herrick's textbook. I fell in love with rhetoric, and I went on to earn a PhD in rhetorical studies at the University of Texas at Austin. I'm now an associate professor of rhetorical studies in the Department of Communication at Baylor University.

It is an honor and a privilege to join Dr. Herrick for the eighth edition of the History and Theory of Rhetoric. Our goal in this new edition is to provide students with an attractive survey of the history of rhetoric, primarily as it has developed in the Western world. By tracing the progression of rhetoric from the Greek sophists to contemporary theorists, this textbook offers a conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings, including oral, written, visual, and digital media.

Although James Herrick was not involved, his engaging and accessible approach to rhetoric remains evident throughout. Each chapter introduces readers to influential theories of rhetoric advanced by some of history's greatest thinkers. In this new edition, we pay greater attention to non-Western rhetorics, protest rhetoric, conspiracy theories, and digital rhetoric. The eighth edition also includes in-depth coverage of historical context, appealing illustrations, and applicable call-out boxes connecting rhetoric to the daily lives of our students.

The eighth edition of the History and Theory of Rhetoric offers a useful set of pedagogical features for effective classroom instruction. To help with syllabus design, assessment, and aligning the course with curriculum demands, you'll notice that each chapter begins with a clear set of student learning objectives. Each chapter concludes with discussion questions and key terms. And then within each chapter, the illustrations that add visual appeal to the chapter content.

We've also updated the instructor's manual featuring web resources, PowerPoint slides, and recorded chapter introductions like this one that can be found on the companion website. These short introductory lectures will feature me describing each chapter's key points, kind of contextualizing each chapter at the outset.

Although it might sound a bit trite, we live in a complex and dynamic world, and rhetoric remains essential to understanding and redressing some of our most complicated social challenges. We hope this book can offer an engaging and useful resource to do just that.