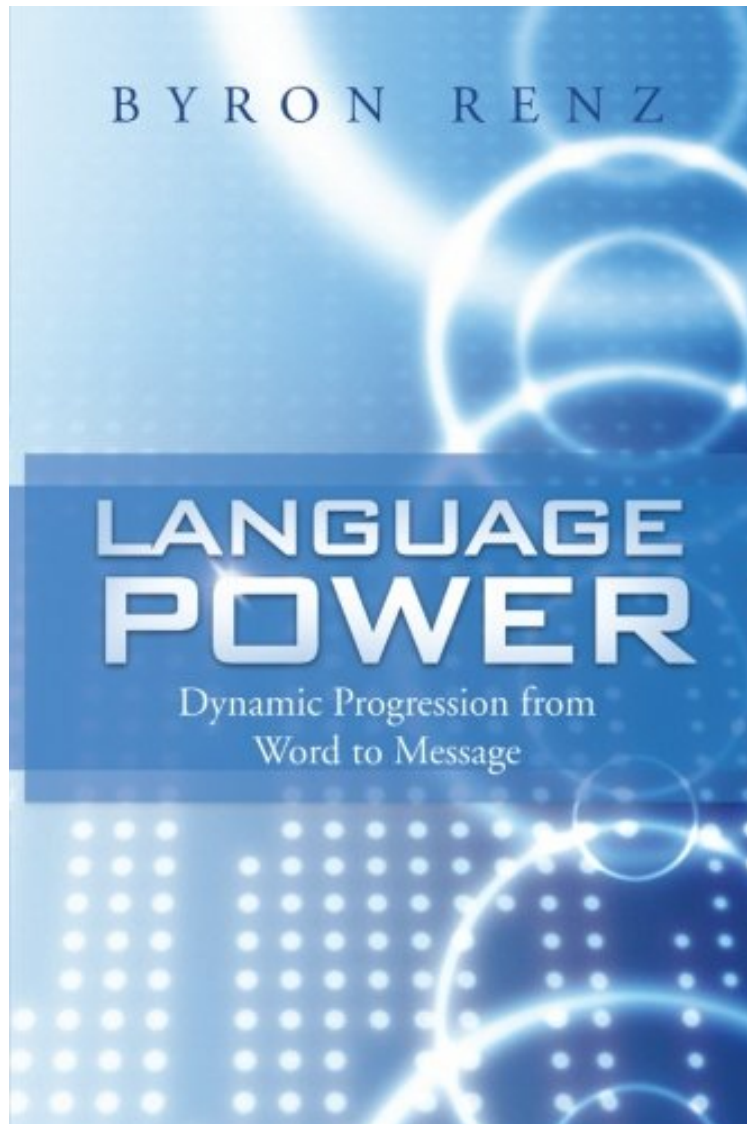


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## **Language Power: Dynamic Progression from Word to Message**

**Byron Renz : Language Power: Dynamic Progression from Word to Message** before purchasing it in order to gage whether or not it would be worth my time, and all praised [Language Power: Dynamic Progression from Word to Message](#):

1 of 2 people found the following review helpful. Must haveBy Bryan ThomsenLanguage Power is an excellent "field manual" for guiding the writer through nearly all forms of written expression. It examines the inherent meaning, nuance, and feelings that words convey. This is the starting point for the construction of effective written

communication. Language Power then proceeds to fully fleshed-out examples of nearly all forms of informative and persuasive communication. This second section of the book provides not only the form for effective wording of main points, subpoints, and arguments, but also suggests the types of explanation and evidence that might be used to support informative points and arguments. The third section of the book provides a pathway for developing various forms of full message development--letter composition, the rsum, the cover letter, business plans, and grant writing. The ideas are highly informative and the step-by-step guide to writing forms is thorough. Although not necessarily meant to be read cover to cover (but it could be), the reader could discover any aspect of writing that is of immediate concern to that person (such as developing an argument for a political issue), find the appropriate section of the book, see an example that could serve as a template, and see a discussion of forms of evidence that might be used to support the arguments. This is an informative read and an excellent resource to have on one's shelf or in one's electronic reader.

1 of 2 people found the following review helpful. Language Power By amy anderson Professional, amateur, teacher, student. Anyone involved in developing organized messages would benefit from Renz's Language Power. The title of this book might suggest a continuous discourse on some aspect of communication. That is not its purpose. Language Power is a communication manual that discusses and illustrates language use, from the way that words convey meaning, to the way that messages can be organized in informational and persuasive structures, to techniques for preparing complete business forms--from business letters to grant proposals. This book has both textbook and reference work qualities. For example, if you wanted to compare, let's say, the single payer health care plan with the private insurance with public option reform plan (now codified as the Affordable Health Care Act), you might want to use a comparative-advantages order of persuasive argument. You could then look at pages 148 through 159 and use the argumentative approach, illustrated there, as a pattern for the development of your own arguments. This is an unusual, but useful, communication manual that provides a crystal clear path to developing various forms of informative and persuasive messages. I highly recommend this book for professional communicators, as well as teachers and students of communication.

The focus of Language Power: Dynamic Progression from Word to Message is on words and how they convey meaning and feeling. The microscopic focus on the word itself evolves into the logical organization of words into meaningful sentences, paragraphs, and document sections. The focus is on the somewhat divergent nonfiction elements of information and persuasion. From an examination of the principles of information and persuasion, the book evolves into an examination of specific applications of the informative and persuasive principles in business letter writing, the rsum, the cover letter, the business plan, and the grant proposal. Language Power gets the serious student of writing away from the glib advice about writing do's and don'ts or templates that can simply be copied. This is a book about the process of thinking that goes into effective informative and persuasive writing. The book teaches the writing process. Although the discussion of process is illustrated with examples, the examples serve not as templates but to help teach the process. The book's rationale is that solid academics will ultimately outperform the mundane. After examining how words convey meaning, words are next examined as collective structures to convey information or persuasion. Finally, language structures are analyzed in specific forms of business writing.

About the Author Byron Renz, Ph.D. Wayne State University, has served as a major market broadcaster and a university professor of mass communication. He has taught writing from academic and journalistic forms to business forms. He has held Fulbright lectureships at the University of Latvia and at Belarusian State University in Minsk.