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Jodi R. Cohen is an associate professor of speech communication at Ithaca College where she teaches courses in the practice, theory, and criticism of public communication. She received her B.A. and M.A. from Colorado State University in 1976 and 1979, respectively, and completed her Ph.D. at The Pennsylvania State University in 1984. Her research interests are communication and culture.

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Dr. Jodi Cohen is a Senior Lecturer in the Department of Communication. She received her Ph.D. in Speech Communication from The Pennsylvania State University, and is a Professor Emerita at Ithaca College. She has thirty years of experience teaching courses in the practice, theory, and criticism of public communication.

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[SAGE Books - Language as Style](#)

Style is one of several critical approaches to language that will be discussed in this unit. Style is the verbal clothing of ideas. The ancient study of rhetoric developed theories of

style or eloquence to explain how to use spoken words to inform and influence people.