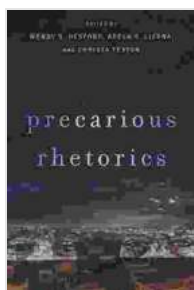


Precarious Rhetorics: New Directions in Rhetoric and Materiality

In an era marked by uncertainty and instability, the book "Precarious Rhetorics: New Directions in Rhetoric and Materiality" offers a timely and thought-provoking examination of how language and materiality intersect in shaping our perceptions and experiences. This captivating volume brings together a diverse group of scholars who explore the multifaceted ways in which precariousness manifests itself in rhetorical practices and material objects.

The Materiality of Language

One of the central themes explored in "Precarious Rhetorics" is the materiality of language. The authors argue that language is not merely a set of abstract symbols but a tangible force that shapes our physical and social world. They examine how language can be embodied in objects, architectures, and technologies, and how it can have material consequences for individuals and communities.



Precarious Rhetorics (New Directions in Rhetoric and Materiality) by Christa Teston

★★★★☆ 4.5 out of 5

Language : English
File size : 4941 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 312 pages



For example, in her chapter, Sivaramakrishnan examines the materiality of hate speech in the United States. She analyzes how hateful language is enacted through physical objects, such as flags and bumper stickers, and how it creates a physical and emotional landscape of fear and intimidation.

Precarity and the Body

Another key area of focus in the book is the relationship between precariousness and the body. The authors explore how rhetorical practices can shape and control bodies, especially those of marginalized groups. They also examine how bodies themselves can become sites of resistance and agency.

In her chapter, Helen Degen Cohen explores the rhetoric of health and beauty in relation to female bodies. She argues that these discourses often pathologize female bodies and create pressures for women to conform to unrealistic standards.

Materiality and Power

"Precarious Rhetorics" also sheds light on the role of materiality in power relations. The authors analyze how objects and spaces can be used to assert dominance, control, and surveillance. They also explore how materiality can be used to resist and challenge power structures.

In his chapter, Kevin DeLuca examines the materiality of surveillance in the United States. He argues that surveillance technologies, such as CCTV

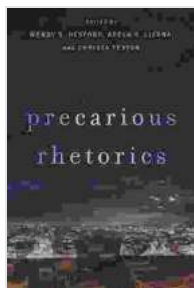
cameras and data mining, create a sense of constant watchfulness that can undermine privacy and freedom.

Precariousness in the Digital Age

The book also delves into the precarious nature of rhetoric and materiality in the digital age. The authors explore how digital technologies have transformed our relationships with language, objects, and bodies. They examine how digital spaces can both enable and constrain rhetorical practices, and how they can create new forms of precarity.

In her chapter, Patricia Ticineto Clough analyzes the rhetoric of hate speech online. She argues that digital spaces provide a platform for hate speech to spread quickly and easily, and that this can have serious consequences for individuals and communities.

"Precarious Rhetorics: New Directions in Rhetoric and Materiality" is a groundbreaking work that challenges traditional notions of rhetoric and materiality. It offers a rich and nuanced account of how language, objects, bodies, and power intersect in shaping our precarious contemporary world. This book is essential reading for anyone interested in rhetoric, materiality, and the pressing social and political issues of our time.



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