

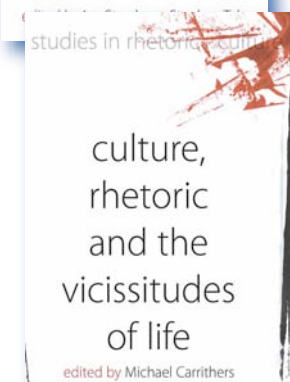


Editors

Ivo Strecker, Johannes Gutenberg University Mainz and Addis Ababa University,
Stephen Tyler, Rice University, and Robert Hariman, Northwestern University

Our minds are filled with images and ideas, but these remain unstable and incomplete as long as we do not manage to persuade both ourselves and others of their meanings. It is this inward and outward rhetoric which allows us to give some kind of shape and structure to our understanding of the world and which becomes central to the formation of individual and collective consciousness. This series is dedicated to the study of the interaction of rhetoric and culture and focuses on the concrete practices of discourse in which and through which the diverse and often also fantastic patterns of culture – including our own – are created, maintained and contested.

studies in rhetoric+ culture



VOLUME ONE CULTURE AND RHETORIC

Edited by Ivo Strecker and Stephen Tyler

While some scholars have said that there is no such thing as culture and have urged to abandon the concept altogether, the contributors to this volume overcome this impasse by understanding cultures and their representations for what they ultimately are – rhetorical constructs. These senior, international scholars explore the complex relationships between culture and rhetoric arguing that just as rhetoric is founded in culture, culture is founded in rhetoric. This intersection constitutes the central theme of the first part of the book, while the second is dedicated to the study of figuration as a common ground of rhetoric and anthropology. The book offers a compelling range of theoretical reflections, historical vistas, and empirical investigations, which aim to show how people talk themselves and others into particular modalities of thought and action, and how rhetoric and culture, in this way, are co-emergent. It thus turns a new page in the history of academic discourse by bringing two disciplines – anthropology and rhetoric – together in a way that has never been done before.

264 pages, 2 ill., bibliog., index • ISBN 978-1-84545-463-0 Hardback

VOLUME TWO CULTURE, RHETORIC AND THE VICISSITUDES OF LIFE

Edited by Michael Carrithers

Inspired by the Rhetoric Culture Project, this volume focuses on the use of imagery, narrative, and cultural schemes to deal with predicaments that arise during the course of life. The contributors explore how people muster their resources to understand and deal with emergencies such as illness, displacement, or genocide. In dealing with such circumstances, people can develop new rhetorical forms and, in the process, establish new cultural resources for succeeding generations. Several of the contributions show how rhetorical cultural forms can themselves create emergencies. The contributors bring expertise from a variety of disciplines, including anthropology and communications studies, underlining the volume's wider relevance as a reflection on the human condition.

200 pages, bibliog., index • ISBN 978-1-84545-429-6 Hardback

VOLUME THREE ECONOMIC PERSUASIONS

Edited by Stephen Gudeman

As the transition from socialism to a market economy gathered speed in the early 1990s, many people proclaimed the final success of capitalism as a practice and neoliberal economics as its accompanying science. But with the uneven achievements of the "transition"—the deepening problems of "development," persistent unemployment, the widening of the wealth gap, and expressions of resistance—the discipline of economics is no longer seen as a mirror of reality or as a unified science. How should we understand economics and, more broadly, the organization and disorganization of material life? In this book, international scholars from anthropology and economics adopt a rhetorical perspective in order to make sense of material life and the theories about it. Re-examining central problems in the two fields and using ethnographic and historical examples, they explore the intersections between these disciplines, contrast their methods and epistemologies, and show how a rhetorical approach offers a new mode of analysis while drawing on established contributions.

248 pages, 3 ill., bibliog., index • ISBN 978-1-84545-436-4 Hardback

50%
discount with
this flyer*

*Only for individual orders placed directly with the publisher



50%
discount with
this flyer*



Title/Author	ISBN		Price	Qty
CULTURE AND RHETORIC Edited by Ivo Strecker and Stephen Tyler	978-1-84545-463-0	Hardback	\$90.00 \$45.00 / £55.00 £27.50	___
CULTURE, RHETORIC AND THE VICISSITUDES OF LIFE Edited by Michael Carrithers	978-1-84545-429-6	Hardback	\$70.00 \$35.00 / £45.00 £22.50	___
ECONOMIC PERSUASIONS Edited by Stephen Gudeman	978-1-84545-436-4	Hardback	\$85.00 \$42.50 / £53.00 £26.50	___

Postage & Packing \$/£ _____

Total \$/£ _____

ORDER INFORMATION: Postage is \$6.50/£3.00 (£4.00 Europe/\$15.00 Int'l) for the first copy and \$1.50/£1.00 (£2.00 Europe/\$2.50 Int'l) for subsequent copies. Individual orders are subject to pre-payment by credit card or checks drawn in USD or Pounds Sterling (payable to Berghahn Books).
*Only for individual orders placed directly with the publisher

SHIPPING ADDRESS

Name _____
Affiliation _____
Address _____
City _____ State _____ Zip _____
Country _____

Payment Information

Check made payable to Berghahn Books
 Visa Master Card American Express
Card No. _____
Exp. Date _____ Security code _____
Signature _____
Email _____

ORDER INFORMATION

UK & Europe:

Marston Book Services
PO Box 269
Abingdon, Oxon OX14 4YN
United Kingdom
tel: +44 (0)1235 465500
fax: +44 (0)1235 465555
trade.enq@marston.co.uk

US & Rest of World:

Berghahn Books Inc,
PO Box 605
Herndon, VA 20172
USA
tel: 1(800) 540-8663 (US)
+1 (703) 661-1500 (RoW)
BerghahnMail@PressWarehouse.com



Berghahn Books
NEW YORK · OXFORD