

# Being Made Strange: Rhetoric Beyond Representation (Suny Series in Communication Studies)

Associate Professor Bradford Vivian

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By elaborating upon pivotal twentieth-century studies in language, representation, and subjectivity, Being Made Strange reorients the study of rhetoric according to the discursive formation of subjectivity. The author develops a theory of how rhetorical practices establish social, political, and ethical relations between self and other, individual and collectivity, good and evil, and past and present. He produces a novel methodology that analyzes not only what an individual says, but also the social, political, and ethical conditions that enable him or her to do so. This book also offers valuable ethical and political insights for the study of subjectivity in philosophy, cultural studies, and critical theory.



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