

Ambient Rhetoric

Ambient Rhetoric Tracing Rhetoric and Material Life A Theory of Spectral Rhetoric Engaging Ambience A New Rhetoric A System of Rhetoric Readings in Contemporary Rhetoric Composition and Rhetoric The Philosophy of Rhetoric Elements of Rhetoric Rhetoric in transition The Philosophy Of Rhetoric Thomas J. Rickert Bridie McGreavy Seth Pierce Brian McNely Francis Christensen Karen A. Foss Alfred M. Hitchcock George CAMPBELL (Professor of Divinity in Marischal College.) Richard Whately George Campbell

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in ambient rhetoric thomas rickert seeks to dissolve the boundaries of the rhetorical tradition and its basic dichotomy of subject and object with the advent of new technologies new media and the dispersion of human agency through external information sources rhetoric can no longer remain tied to the autonomy of human will and cognition as the sole determinants in the discursive act rickert develops the concept of ambience in order to engage all of the elements that comprise the ecologies in which we exist culling from martin heidegger s hermeneutical phenomenology in being and time rickert finds the basis for ambience in heidegger s assertion that humans do not exist in a vacuum there is a constant and fluid relation to the material informational and emotional spaces in which they dwell hence humans are not the exclusive actors in the rhetorical equation agency can be found in innumerable things objects and spaces as rickert asserts it is only after we become attuned to these influences that rhetoric can make a first step toward sufficiency rickert also recalls the foundational greek philosophical concepts of kairos time chora space place and periechon surroundings and cites their repurposing by modern and postmodern thinkers as informational scaffolding for how we reason feel and act he discusses contemporary theory in cognitive science rhetoric and object oriented philosophy to expand his argument for the essentiality of ambience to the field of rhetoric rickert then examines works of ambient music that incorporate natural and artificial sound spaces and technologies finding them to be exemplary of a more fully resonant and experiential media in his preface rickert compares ambience to the fermenting of wine how its distinctive flavor can be traced to innumerable factors

including sun soil water region and grape variety the environment and company with whom it is consumed further enhance the taste experience and so it should be with rhetoric to be considered among all of its influences as Rickert demonstrates the larger world that we inhabit and that inhabits us must be fully embraced if we are to advance as beings and rhetors within it

this volume brings together three areas of scholarship and practice rhetoric material life and ecology the chapters build a multi layered understanding of material life by gathering scholars from varied theoretical and critical traditions around the common theme of ecology emphasizing relationality connectedness and context the ecological orientation we build informs both rhetorical theory and environmentalist interventions contributors offer practical theoretical inquiries into several areas rhetoric's cosmologies the trope bioregional rhetoric's nuclear colonialism and more collectively forging new avenues of communication among scholars in environmental communication communication studies and rhetoric and composition this book aims at inspiring and advancing ecological thinking demonstrating its value for rhetoric and communication as well as for environmental thought and action

this book synthesizes Jacques Derrida's hauntology and spectrality with affect theory in order to create a rhetorical framework analyzing the felt absences and hauntings of written and oral texts the book opens with a history of hauntology spectrality and affect theory and how each of those ideas have been applied the book then moves into discussing the unique elements of the rhetorical framework known as the rhetorrectional situation three case studies taken from the Christian tradition serve to demonstrate how spectral rhetoric works the first is fictional C. S. Lewis the Great Divorce the second is non-fiction Tim Jennings the God-shaped Brain the final one is taken from homiletics Bishop Michael Curry's Royal Wedding 2018 sermon after the case studies conclusion offers the reader a summary and ideas future applications for spectral rhetoric

engaging ambience is an in depth exploration of contemporary rhetorical theory drawing from rich traditions of visual and sensory research it is the first book to develop comprehensive empirical approaches to ambient rhetoric and the first to offer systematic approaches to visual research in studies of rhetoric and writing these approaches address the complexities of everyday life and offer practical advice for understanding the factors that shape individuals and communities how they understand one another and the kind of world they envision by articulating theoretically sound methodologies and methods for the empirical study of rhetoric conceived as ordinary immanent and enveloping Brian McNely contributes a methodological perspective that furthers new materialist theories of rhetoric McNely demonstrates how scholars emergent theories of rhetoric call for new methodologies that can extend their reach and in the process he proposes a new conception of visual rhetoric engaging ambience delineates methodologies and methods that help researchers in rhetoric and writing studies discover the ambient environments

that condition and support everyday communication in all its forms engaging ambience details and demonstrates visual and multisensory methodologies and methods for exploring the wondrous complexity of everyday communication it will appeal to scholars and students of rhetorical theory visual and multisensory rhetorics and composition and writing studies

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