

# Philippe-Joseph

Eighteenth Annual  
Kenneth Burke Lecture in Rhetoric

# Salazar

## Managing the Public: Melancholy Remarks on Rhetorical Technologies



Three nonvariant rhetorical functions comprise a coordinated vision of persuasive “technologies.” Operating simultaneously, these functions explain how rhetoric both deals with public, persuasive proposals and constructs public values, hence public knowledge.

**Saturday, March 27, 2010 | 7:00 p.m.**  
Alumni Lounge of the Nittany Lion Inn

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### The Center for Democratic Deliberation

The Pennsylvania State University

234 Sparks Building, University Park, PA 16802

### Sponsorship:

The Center for Democratic Deliberation, the Department of English, the Department of Communication Arts and Sciences

### Philippe-Joseph Salazar

One of the world’s leading rhetoricians, Distinguished Professor of Rhetoric and Oppenheimer Fellow Philippe-Joseph Salazar directs the Centre for Rhetoric Studies at the University of Cape Town, South Africa. He has authored or edited some twenty-two books, among which are *L’Hyperpolitique* and *An African Athens*. His work as a public intellectual and a consultant in “Eloquent Leadership” takes him all over the world.

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*The Kenneth Burke Prize in Rhetoric, for the best essay written by a rhetoric graduate student, will be awarded. A reception will follow.*



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