

studies in rhetoric+ culture

Series 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.

Volume 1

culture+rhetoric

edited by Ivo Strecker + 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.

Ivo Strecker is Professor Emeritus of Cultural Anthropology at the Johannes Gutenberg University of Mainz and co-founder of the International Rhetoric Culture Project in 1998. His empirical work has dealt with Hamar ethnography, and his theoretical work has focused on symbolism, ritual and rhetoric. He is (together with Jean Lydall) author of *The Hamar of Southern Ethiopia* (1979); *The Social Practice of Symbolization* (1988); and *Essays on Culture, Conflict and Rhetoric* (2009).

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