



Rhetorical Landscapes in America: Variations on a Theme from Kenneth Burke

By Gregory Clark

University of South Carolina Press. Hardback. Book Condition: new. BRAND NEW, *Rhetorical Landscapes in America: Variations on a Theme from Kenneth Burke*, Gregory Clark, At the same time a reading of Kenneth Burke and of tourist landscapes in America, Gregory Clark's new study explores the rhetorical power connected with American tourism. Looking specifically at a time when citizens of the United States first took to rail and then highway to become sightseers in their own country, Clark traces the rhetorical function of a wide-ranging set of tourist experiences. He explores how the symbolic experiences Americans share as tourists have helped residents of a vast and diverse nation adopt a national identity. In doing so he suggests that the rhetorical power of a national culture is wielded not only by public discourse but also by public experiences. Clark examines places in the American landscape that have facilitated such experiences, including New York City, Shaker villages, Yellowstone National Park, the Lincoln Highway, San Francisco's 1915 Panama-Pacific International Exposition, and the Grand Canyon. He examines the rhetorical power of these sites to transform private individuals into public citizens, and he evaluates a national culture that teaches Americans to experience certain places as potent symbols...

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