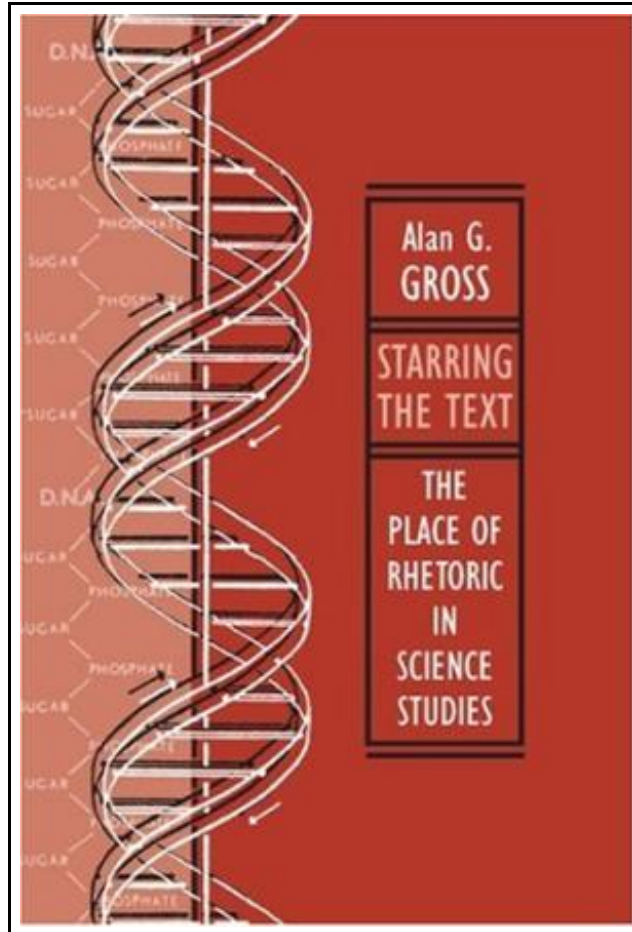


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Southern Illinois University Press. Paperback. Book Condition: new. BRAND NEW, Starring the Text: The Place of Rhetoric in Science Studies (3rd), Alan G. Gross, "Starring the Text: The Place of Rhetoric in Science Studies" firmly establishes the rhetorical analysis of science as a respected field of study. Alan G. Gross, one of rhetoric's foremost authorities, summarizes the state of the field and demonstrates the role of rhetorical analysis in the sciences. He documents the limits of such analyses with examples from biology and physics, explores their range of application, and sheds light on the tangled relationships between science and society. In this deep revision of his important Rhetoric of Science, Gross examines how rhetorical analyses have a wide range of application, effectively exploring the generation, spread, certification, and closure that characterize scientific knowledge. Gross anchors his position in philosophical rather than in rhetorical arguments and maintains there is rhetorical criticism from which the sciences cannot be excluded. Gross employs a variety of case studies and examples to assess the limits of the rhetorical analysis of science. For example, in examining avian taxonomy, he demonstrates that both taxonomical and evolutionary species are the product of rhetorical interactions. A review of Newton's two formulations of optical research illustrates that their only significant difference is rhetorical, a difference in patterns of style, arrangement, and argument. Gross also explores the range of rhetorical analysis in his consideration of the "evolution of evolution" of Darwin's notebooks. In his analysis of science and society, he explains the limits of citizen action in executive, judicial, and legislative democratic realms in the struggle to prevent, ameliorate, and provide adequate compensation for occupational disease. By using philosophical, historical, and psychological perspectives, Gross concludes, rhetorical analysis can also supplement other viewpoints in resolving intellectual problems. "Starring the Text", which includes...



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