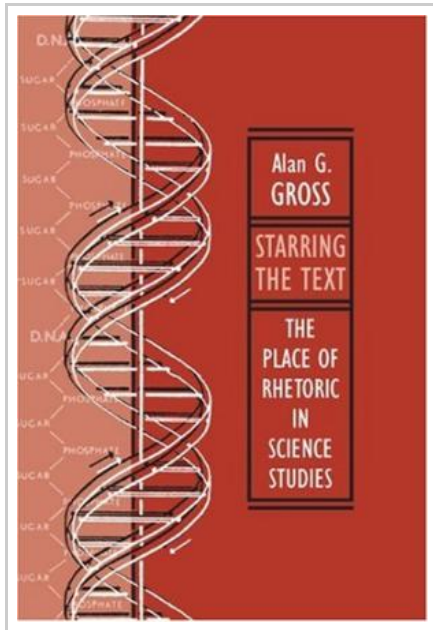



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Starring the Text: The Place of Rhetoric in Science Studies (3rd)

By Alan G. Gross

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...



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