

Rhetoric and the Arts of Design (Hardback)

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RHETORIC AND THE ARTS OF DESIGN (HARDBACK)



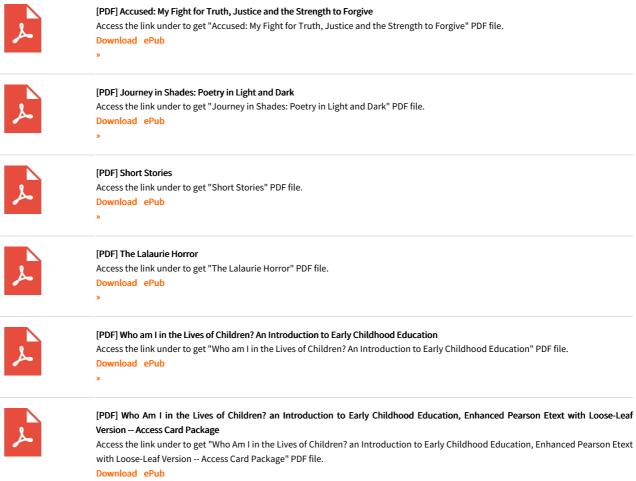
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Taylor Francis Inc, United States, 1996. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. The design arts -- from the design of buildings and machines to software and interfaces -- are associated with types of knowledge and performance thought to be structured, modular, and systematic. Such arts have become increasingly prestigious in our technocratic society. Since Aristotle, the art of rhetoric was conceived as a loosely structured practical art thought to be limited in the extent to which it could mimic more precise subject matters. The art of rhetoric has been controversial since classical times, but its status has sunk even lower since the industrial revolution -- a point when civic cultures began to cede authority and control to the cultures of specialized experts. Many sympathizers of rhetoric have resisted its decline by calling for a civic art of public discourse to stand in opposition to a technocratic specialized discourse that has come, increasingly, to disenfranchise the ordinary citizen. This is the first book to question the rhetoric/technical knowledge split from a more fundamental perspective. To get some perspective on what is at stake in rhetoric s traditional classification as a practical art, the authors: * explore the distinction between practical and design arts; * enumerate the various criteria cited in the literature for qualifying a cluster of knowledge and performative skills to count as an art of design; * propose a general architecture of rhetoric design, one descriptive both of civic address and specialized academic argument; * turn to the Lincoln/Douglas debates to embody and provide some...

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