



Ambient Rhetoric: The Attunements of Rhetorical Being

By Thomas J. Rickert

University of Pittsburgh Press. Paperback. Book Condition: new. BRAND NEW, Ambient Rhetoric: The Attunements of Rhetorical Being, Thomas J. Rickert, In Ambient Rhetoric, Thomas Rickert seeks to dissolve the boundaries of the rhetorical tradition and its basic dichotomy of subject and object. With the advent of new technologies, new media, and the dispersion of human agency through external information sources, rhetoric can no longer remain tied to the autonomy of human will and cognition as the sole determinants in the discursive act. Rickert develops the concept of ambience in order to engage all of the elements that comprise the ecologies in which we exist. Culling from Martin Heidegger's hermeneutical phenomenology in *Being and Time*, Rickert finds the basis for ambience in Heidegger's assertion that humans do not exist in a vacuum; there is a constant and fluid relation to the material, informational, and emotional spaces in which they dwell. Hence, humans are not the exclusive actors in the rhetorical equation; agency can be found in innumerable things, objects, and spaces. As Rickert asserts, it is only after we become attuned to these influences that rhetoric can make a first step toward sufficiency. Rickert also recalls the foundational Greek philosophical concepts of...

[DOWNLOAD](#)



[READ ONLINE](#)

[5.89 MB]

Reviews

This pdf is wonderful. It is definitely simplified but excitement from the 50 percent in the ebook. You wont sense monotony at any time of your time (that's what catalogues are for relating to should you request me).

-- **Jaqueleine Kerluke**

I just started looking at this pdf. It can be rally fascinating throgh studying period of time. Its been printed in an extremely basic way and is particularly only following i finished reading through this publication where in fact altered me, change the way i really believe.

-- **Mr. Stephan McKenzie**