



Rhetorical Landscapes in America: Variations on a Theme from Kenneth Burke (Studies in Rhetoric/Communication)

Gregory Clark

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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.

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