

Text + Field: Innovations in Rhetorical Method

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From Penn State University Press : Text + Field: Innovations in Rhetorical Method before purchasing it in order to gage whether or not it would be worth my time, and all praised Text + Field: Innovations in Rhetorical Method:

Rhetorical critics have long had a troubled relationship with method, viewing it as at times opening up provocative avenues of inquiry, and at other times as closing off paths toward meaningful engagement with texts. Text + Field shifts scholarly attention from this conflicted history, looking instead to the growing number of scholars who are

supplementing text-based scholarship by venturing out into the field, where rhetoric is produced, enacted, and consumed. These field-based practices involve observation, ethnographic interviews, and performance. They are not intended to displace text-based approaches; rather, they expand the idea of method by helping rhetorical scholars arrive at new and complementary answers to long-standing disciplinary questions about text, context, audience, judgment, and ethics. The first volume in rhetoric and communication to directly address the relevance, processes, and implications of using field methods to augment traditional scholarship, *Text + Field* provides a framework for adapting these new tools to traditional rhetorical inquiry. Aside from the editors, the contributors are Roberta Chevrette, Kathleen M. de Ons, Danielle Endres, Joshua P. Ewalt, Alina Haliliuc, Aaron Hess, Jamie Landau, Michael Middleton, Tiara R. Naputi, Jessy J. Ohl, Phaedra C. Pezzullo, Damien Smith Pfister, Samantha Senda-Cook, Lisa Silvestri, and Valerie Thatcher.

Text + Field productively emphasizes the praxis of methodology, augmenting and amplifying the innovative possibilities available to students and scholars researching the rhetoric of everyday life. The collection advocates methods that are ethically responsive as well as intellectually insightful, looking to embodied approaches such as interviewing, critical ethnography, participant-observation, and personal narrative. Jeffrey Bennett, Vanderbilt University This exceptional editorial collective, themselves ethnographic rhetorical critics, here assemble gifted critical travelers who venture from Omaha to Guhan to challenge and entice us to reconsider method, context, textuality, embodiment, judgment, and ethics by means of innovative movement in rhetorical research. This volume will inspire all those who dream of new critical destinations. Charles E. Morris III, coeditor of *QED: A Journal in GLBTQ Worldmaking* Reinforces an interdisciplinary, synergistic approach to the field that allows critical ethnographic research and gives greater attention to bodies, nonhuman elements, and everyday technologies to deeply inform rhetorical theory. This book is an essential read for courses in ethnography as well as a useful supplemental text for undergraduate and graduate-level courses in rhetoric. K. L. Majocha, *Choice* About the Author Sara L. McKinnon is Assistant Professor of Communication Arts at the University of WisconsinMadison. Robert Asen is Professor of Communication Arts at the University of WisconsinMadison. Karma R. Chavez is Associate Professor of Communication Arts at the University of WisconsinMadison. Robert Glenn Howard is Professor of Communication Arts and the chair of the Department of Comparative Literature and Folklore Studies at the University of WisconsinMadison.