

Contents

Acknowledgments	vii
Preface: Streets, Rhetoric and Revolution!	ix
Overview	xiii
Preview	xvii
1 A Call to Rhetorical Action	1
Why Rhetoric for Radicals?	1
Defining Rhetoric: Everything is Rhetorical!	8
Radicals and Rhetoric: Debunking Some Myths	23
Some Rhetorical Challenges for Our Times	29
2 Labors of the Multitude	37
Public Speaking	38
Writing	49
Creating a Rhetorical Package	57
Rhetorical Approaches: Persuasion, Argumentation, Storytelling and Invitation.	68
Building Rhetorical Knowledge	90
Conclusion	97
3 The Power of Language	99
The Nature of Language	101
Analyzing Language	107
The Language of Identity	109
Analyzing Propaganda	116
Political Correctness	129
Words of Change	135

4	Body Rhetoric	145
	Embodied Argumentation	146
	Street Theater	155
	Rhetorical Style	162
	The Vibe as Bodily Emanation	171
5	Twenty-First Century Radical Rhetoric	179
	The Rhetoric of Contemporary Activism	180
	Using These Observations to Mend the Gap	187
	Network Rhetoric	191
	Neo-Radicalism: A Proposal	198
	Conclusion	212
	Resources	213
	End Notes	221
	Index	225
	About the Author	235