Contents

Preface

The Problems and Promises of Rhetorical Style
Bradford Vivian, Syracuse University xi

Introduction

Politics and the Rhetoric of Style
Barry Brummett, University of Texas at Austin xxvii

Part I: Style in the Rhetoric of Politics

1 Preserving America: The Tea Party Movement and
the Cultivation of Revolutionary Conservatism
Amanda Davis Gatchet, Eastern New Mexico University 3

2 Stylizing Sotomayor: Style as Rhetoric of Caricatures
Clariza Ruiz De Castilla, University of Texas at Austin 17

3 Political Style for the People: Nonviolence
as Political Power
Jennifer J. Asenas, California State University-Long Beach 33

4 The Narcissistic Style of American Politics:
The Rhetorical Appeal of Sarah Palin
Matthew B. Morris, University of Texas at Austin 47

5 Experiential Political Style: Oprah Winfrey’s
Identification with the Electorate
Maegan Stephens, Austin Community College and
the University of Texas at Austin 59
6 Read Her Pins: Analyzing Madeleine Albright's Brooches as a Means of Procuring Space for Women in Politics through Image and Aesthetics
Mary Anne Taylor, University of Texas at Austin
71

7 The Decider and the Debater: George W. Bush, Barack Obama and Two Very Different Democratic Styles
Jay P. Childers, University of Kansas
87

Part II: Style in the Politics of Culture

8 The Rhetoric of Style for a New Millennium: Project Runway's Tim Gunn as Apocalyptic Prophet
Joseph Faina, University of Texas at Austin
105

9 The Roots of Style: Hair, Cultural Politics, and Epideictic Rhetoric
Teresita Garza, St. Edward's University
119

10 On Drawing Knives and Experience: The Rise of the Ekphrastic Text in Bravo's Top Chef
Ashley Noel Mack, University of Texas at Austin
139

11 Style as Othering: Authenticity, Class, and Identity in Meet the Natives: U.S.A.
Tiara Naputi, University of Texas at Austin
155

12 The First Amendment and Rhetorical Style: The Politics of School Dress Codes
Kevin A. Johnson, California State University-Long Beach
173

13 Sinister Surfaces and the Style of Simulacra in the Modern Stylized Horror Film
Sean Tiffee, University of Texas at Austin
191

14 Ce n'est pas une pipe. C'est rhétorique.
Carlnita P. Greene, Nazareth College
205

15 Eccentri(cities): The Rhetoric of Style Through the Lens of the Weird
Kristin Stimpson, University of Texas at Austin
221
16 Everybody was Kung Fu Fighting: Commemoration, Camp, and Countering the Traumatic 237
Sarah Vartabedian, University of Texas at Austin

17 A Politics of Affectation, Or, How to Out-dead the Undead 251
Jaime Wright, St. John's University

18 Quaffable, but Uh ... Far from Transcendent: Wine, Rhetorical Style and Politics 263
Anna M. Young, Pacific Lutheran University

Index 279

About the Contributors 285