

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$640.00

**Editorial:**

**Año:** 2011

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780415741026

Rhetoric in the Flesh is the first book-length ethnographic study of the gross anatomy lab to explain how rhetorical discourses, multimodal displays, and embodied practices facilitate learning and technical expertise and how they shape participants' perceptions of the human body. By investigating the role that discourses, displays, and human bodies play in the training and socialization of medical students, T. Kenny Fountain contributes to our theoretical and practical understanding of the social factors that make rhetoric possible and material in technical domains. Thus, the book also explains how these displays, discourses, and practices lead to the trained perspective necessary for expertise. This trained vision is constructed over time through what Fountain terms embodied rhetorical action, an intertwining of body-object-environment that undergirds all scientific, medical, and technical work.

This book will be valuable for graduate and advanced undergraduate courses in technical and professional communication (technical communication theory and practice, visual or multimodal communication, medical technical communication) and rhetorical studies, including visual rhetoric, rhetoric of science, medical rhetoric, material rhetoric and embodiment, and ethnographic approaches to rhetoric.