Kitzhaber W6 Post Notes

Kitzhaber’s dissertation credited with initiated the “reevaluation of rhetoric in American education that made the so-called paradigm shift in composition during the 1960s possible” (vii).

Continued transitional shifts in rhetoric and composition (ix)

Product vs. process (x)

p. xii reinventing 19th century theory as contemporary

Ch. 1 Attention to American Higher Education system and curriculum

* Religious power over curriculum and university system/development
* American students going to Germany
* Low enrollment at Ivy League schools
* Land-grant/state universities on the rise

Ch. 7 his definition of rhetoric 🡪 compare to Bain’s

* Rhetoric’s attention to audience (long standing focus on audience)
* No awareness as rhetoric as communication