Lit Review

Environmental Rhetoric – definition

How rhetoric of environmental issues is addressed/thought of, etc.

**Rosteck & Frentz – Myth and Multiple Readings in Environmental Rhetoric: The Case of *An Inconvenient Truth***

**Druschke** – address the deep communication by way of questions of engagement and deliberation. This is not an issue of delivery only, but of how the public is invited to engage in the discussion, and be part of the deliberation.

To do this from a scholarly perspective there must be a transdisciplinary approach. To do this as rhetoricians there must be a move away from the materiality we are trained in, and attempt “to understand people’s commitment and engagement to a variety of places, processes, and ecosystems” (Druschke 3).

Open multilevel inquiry (5) is needed to achieve the transdisciplinary approach. Shared interest and different approaches are key elements of the transdisciplinary approach. (5).

Grabil –

R.M Cruse and C.G. Herndl – Balancing corn stover harvest for biofuels with soil and water conservation

Participation and Power (book) – Michele Simmons 🡪 influence of policy by the “ordinary” public

**The Issue – Water Conservation in Southern California (Los Angeles)**

* History of water conservation/drought in LA
* Role of govt./agencies in policy
* Communication of risk of

**Yoso Cultural Capital**

Multimodal discourse analysis

How do the differences make it risky? What is taken out? What has changed? Will the same audience get the same message? Time of each commercial and how it affects the message?