DREAMING AND THE SELF
New Perspectives on Subjectivity, Identity, and Emotion
JEANNETTE MARIE MAGEO, EDITOR

Anthropological perspectives on dreams around the world.

Drawing upon original fieldwork, cultural theory, and psychological research, Dreaming and the Self offers new approaches to the self—particularly to subjectivity, identity, and emotion. Through an investigation of dreams in various cultures, the contributors explore how people as subjects actually experience cultural life, how they forge identities out of their cultural and historical experiences, how the cultural and historical worlds in which they live shape even their bodily habits and responses, and how the person as agent responds to and imaginatively recreates his or her culture. These essays demonstrate that dreams reflect tellingly on topics of great currency in anthropology, such as how people personally manage postcolonialism, transnationalism, and migration. Actual dreams are examined, including dreams of Samoan young people about race; of a Haitian priestess about vodou deities; of a Pakistani about spiritual teachers; of psychoanalytic clients in Los Angeles and San Diego about cars, witches, and sex; and of a young Balinese mother about a neglected dog.

“This outstanding anthology promises to propel the anthropological study of dreaming in important new directions. Indeed, researchers who assume that psychology and cognitive neuroscience are the primary disciplines of dream investigation will likely be surprised at the thought-provoking and critically acute discussions in this book.” — Kelly Bulkeley, author of The Wilderness of Dreams: Exploring the Religious Meanings of Dreams in Modern Western Culture

Jeannette Marie Mageo is Associate Professor of Anthropology at Washington State University and the editor of several books, including, most recently, Power and the Self. She is also the author of Theorizing Self in Samoa: Emotions, Genders, and Sexualities.

A volume in the SUNY series in Dream Studies
Robert L. Van de Castle, editor

For a list of contributors, see page 59.

COMMUNICATION BEST PRACTICES AT DELL, GENERAL ELECTRIC, MICROSOFT, AND MONSANTO
DONALD P. CUSHMAN AND SARAH SANDERSON KING
With a chapter by Ted J. Smith III and William C. Adams

Highlights successful communication practices at Dell, General Electric, Microsoft, and Monsanto.

Through case studies of communication best practices at Dell, General Electric, Microsoft, and Monsanto, this book provides specific and powerful theories for leadership, marketing, and stockholder communication. Best practice limitations are also revealed in the cases of IBM, the Bumper Works, and Asea Brown and Boveri, where organizational learning, a firm’s timeline, and corporate culture made implementation difficult. Taken collectively, these case studies suggest several ways in which benchmarking can become an important research methodology and theorist tool for understanding excellence in organizational practice.

“The book’s greatest strength is its focus on how some of the best corporations communicate. Such an approach is a fruitful way to link theory and practice in the field of organizational communication, a field of study that desperately needs such bridges between theory and practice.” — Branislav Kovacic, editor of Emerging Theories of Human Communication

Donald P. Cushman is CEO of The Cushman Group and Professor Emeritus of Communication, University at Albany, State University of New York. He is also the coeditor of the SUNY series, Human Communication Processes. Sarah Sanderson King is CFO of The Cushman Group and Professor Emerita of Communication at Central Connecticut State University. Together they have written many books, including Excellence in Communicating Organizational Strategy, also published by SUNY Press.

A volume in the SUNY series, Human Communication Processes
Donald P. Cushman and Ted J. Smith III, editors

www.sunypress.edu
THE GLOBALIZATION OF CORPORATE MEDIA HEGEMONY
Lee Artz and Yahya R. Kamalipour, editors

Shows how dominant commercial media practices secure a hold among and affect diverse national cultures.

When commercial media practices are insinuated into local cultures, existing cultural and media practices are often displaced and social inequalities are exacerbated—sometimes with the consent of consumers, but frequently confronting organized proponents.

The Globalization of Corporate Media Hegemony provides case studies from five continents—from government-promoted telecommunications programs and technologies in Canada and Britain, MTV Asia’s call-in request lines, and the pan-Latin ideology of a Mexican television variety show, to Islamic pop radio in Turkey, commercial radio in Africa, a “Millionaire” game show in India, and Hollywood’s muted influence on Korean cinema, among others. Each case offers new insight into the particulars of an expanding corporate hegemony and together they invite the conversation on media globalization to consider the dynamics of class conflict and negotiation as an analytical perspective having prescriptive potential.

“This book will become one of the important texts in the field of communication studies. Hegemony and globalization are topics that continue to expand in importance and this book provides an excellent global view of these concepts.” — Rick Rockwell, American University

At Purdue University Calumet, Lee Artz is Associate Professor of Communication and Yahya R. Kamalipour is Professor of Communication and Head of the Department of Communication and Creative Arts. Artz is the coauthor (with Bren Ortega Murphy) of Cultural Hegemony in the United States and is the editor of Communication Practices and Democratic Society. Kamalipour is the editor of Images of the U.S. around the World: A Multicultural Perspective, both also published by SUNY Press.

A volume in the SUNY series in Global Media Studies

METAPHOR AND KNOWLEDGE
The Challenges of Writing Science
Ken Baake
Foreword by Stephen A. Bernhardt

Analyzing the power of metaphor in the rhetoric of science, this book examines the use of words to express complex scientific concepts.

“Metaphor and Knowledge offers a sweeping history of rhetoric and metaphor in science, delving into questions about how language constitutes knowledge. Weaving together insights from a group of scientists at the Santa Fe Institute as they shape the new interdisciplinary field of complexity science, Ken Baake shows the difficulty of writing science when word meanings are unsettled, and he analyzes the power of metaphor in science. He argues that metaphors function as musical notes, which sound “harmonics” in the process of transferring ideas from one term to another. These harmonics force scientists to confront implications, even paradoxes, of a theory.

“A real glory in this book is Baake’s engaging presentation. This work is a treat to read... [Baake] is able to write in ways that engage and propel the reader along on a highly enjoyable excursion. His prose is smooth and progressive; his arguments are well cast and a delight to follow. The text is populated with the voices and perspectives of his subjects, always showing them thoughtful and complex, even as they take diametrically opposed positions.” — from the Foreword by Stephen A. Bernhardt

Ken Baake is Assistant Professor of Rhetoric and Technical Communication at Texas Tech University.

A volume in the SUNY series, Studies in Scientific and Technical Communication

For a list of contributors, see page 59.
EXPRESSIONS OF ETHNOGRAPHY
Novel Approaches to Qualitative Methods
ROBIN PATRIC CLAIR, EDITOR

A different approach to contemporary ethnography, embracing the idea that alternative genres may be used to express cultural experience.

Expressions of Ethnography embraces the idea that alternative genres may be used to express culture. Using examples of a wide variety of cultural phenomena, contemporary ways to practice ethnography, and novel forms of expressing the cultural experience, the book offers an eclectic mix of short stories, novels, and poetry, as well as traditional scholarly reports of poignant, provocative, and powerful cultural phenomena. Included are accounts of recovery following the terrorist attacks of 9/11, life as a prison guard, surviving child abuse and coping via an eating disorder, dealing with disabilities, living the gay life, birthing babies, as well as searching for birth mothers. Special attention is given to dialogue, from dialogue with families and friends to American ethnographers interviewing Thai managers.

“This book covers a somewhat daunting range of perspectives and also introduces diverse, yet nuanced styles for representing ethnographic research. In that regard, I consider it to be an innovative book that will likely produce further interest in ethnography and in new forms of representing self and other in scholarship.”
— Steve May, University of North Carolina at Chapel Hill

Robin Patric Clair is Associate Professor of Communication at Purdue University. She is the author of Organizing Silence: A World of Possibilities, also published by SUNY Press and winner of the National Communication Association Organizational Communication Division’s Outstanding Book of the Year (2000).

For a list of contributors, see page 59.

FRACTURED FEMINISMS
Rhetoric, Context, and Contestation
LAURA GRAY-ROSENDALE AND GIL HAROOTUNIAN, EDITORS

Crucial conversations about feminist theories and how they can fall apart, rupture, and fragment.

This advanced analysis of gender issues in higher education represents a significant new turn in feminist thinking. Fractured Feminisms resists and reshapes boundaries by investigating how gender studies’ intersection with race and ethnicity, class, postcoloniality, sexuality, globalization, interdisciplinarity, technology studies, and administration exposes the “silenced other” of feminisms themselves. These crucial conversations about feminisms depend upon facing the perplexing rhetorical problems within feminist debates, yet work within these fractures to discover newly emerging, productive feminist practices. This book contends that it’s important to better understand the ways in which feminist rhetorics both empower and constrain and the kinds of identities feminisms afford as well as deny.

Laura Gray-Rosendale is Associate Professor of English and Co-Chair of the Commission on the Status of Women at Northern Arizona University. She is the coeditor (with Sibylle Gruber) of Alternative Rhetorics: Challenges to the Rhetorical Tradition, also published by SUNY Press. Gil Harootunian is Professional Writing Instructor in the Syracuse University Writing Program. She is the editor of The Personal Narrative: Writing Ourselves as Teachers and Scholars.

For a list of contributors, see page 60.
THE REALMS OF RHETORIC
The Prospects for Rhetoric Education
JOSEPH PETRAGLIA AND DEEPIKA BAHRI, EDITORS

Argues for a more theoretically-informed and cogent curricular space for rhetoric in the academy.

In The Realms of Rhetoric, contributors from a wide range of disciplines explore the challenges and opportunities faced in building a curricular space in the academy for rhetoric. Although rhetoric education has its roots in ancient times, the modern era has seen it fragmented into composition and public speaking, obscuring concepts, theories, and skills. Petraglia and Bahri consider the prospects for rhetoric education outside of narrow disciplinary constraints and, together with leading scholars, examine opportunities that can propel and revitalize rhetoric education at the beginning of the millennium.

“The teaching of rhetoric—of how to think together and talk together and read and write together—is the most important of all vocations, and this book is a step toward uniting those of us who, under whatever disciplinary label, see it that way.” — from the Foreword by Wayne C. Booth

“...Petraglia and Bahri were able to collect essays that all pursue a common goal—the articulation of a common, trans-disciplinary rhetoric education—without sacrificing coherence.” — Bruce McComiskey, author of Gorgias and the New Sophistic Rhetoric

Joseph Petraglia is Co-Director of Global Health Communications and an International Project Manager for the Centers for Disease Control and Prevention. He is the author of Reality by Design: The Rhetoric and Technology of Authenticity in Education and editor of Reconceiving Writing, Rethinking Writing Instruction. Deeptika Bahri is Associate Professor of English at Emory University. She is the coeditor (with Mary Vasudeva) of Between the Lines: South Asians and Postcoloniality.

For a list of contributors, see page 60.

THE LANGUAGE OF BATTERED WOMEN
A Rhetorical Analysis of Personal Theologies
CAROL L. WINKELMANN

Shows how battered women’s personal theologies help them survive and heal, despite the women’s knowledge that religion may also have contributed to their oppression.

This study of battered women living in a shelter offers a rhetorical analysis of survivors’ personal theologies. Author Carol L. Winkelmann holds that while it is virtually ignored in the domestic violence literature, the Christian heritage of many battered women plays a significant, if complicated, role in their language, thoughts, and lives. The women’s religious faith serves not only to sustain them through periods of profound suffering, but also to develop solidarity with other culturally-different women in the shelter. Designed to assist women to greater independence, the shelter actually functions as a culture of surveillance where women turn to one another and to their faith to cope with the trauma of violence. To heal, the women engage in dialogue that is dense in religious imagery, talking about the relationship of God and the church to suffering and evil. At the same time, these women also acknowledge that organized religion is very much involved in the maintenance of patriarchal marriage and its attendant abuses in their own lives. Together, battered women are sometimes able to construct creative theological responses to the problem of suffering and evil. A mix of religious and secular languages compels them to devise new ways of thinking about their role in family, church, and society.

“An honest assessment and dramatic rendering of the paradoxical relationship between battered women and theology. Winkelmann’s analysis of the unique problems of conscience faced by battered women is mature and nuanced, keyed to the ironies and difficulties real people face when they try to make real changes in their lives. This is a very moving book.” — Robert Inchausti, author of Thomas Merton’s American Prophecy

Carol L. Winkelmann is Associate Professor of English Language and Literature at Xavier University.
WRITING POWER
Communication in an Engineering Center
DOROTHY A. WINSOR

Adds to our understanding of the powerful nature of texts and writing.

Writing Power examines the way that texts, knowledge, and hierarchy generate and support one another within a for-profit corporation. By encouraging us to see texts and writing as powerful operators in the corporate world, this book presents a case-study focused on how one engineering organization uses texts to create and maintain its knowledge and power structure. Based on over five years of observations, the book describes the co-generation of power/knowledge/text from several points of view, including that of managers, engineers, interns, and blue-collar workers. These groups of people use texts to build knowledge within their own areas and establish control over their work when it is passed along to the other groups. Employing Bourdieu’s notion that people possess different kinds of “capital” that can be converted to one another under the right circumstances, the book demonstrates that text is one of the major ways that this conversion of capital takes place, and is thus one of the major ways that power and knowledge are generated and accumulated.

“I find her analysis brilliant and original. It breaks new ground in our understanding of genre theory and lends new insight into the intertwining of knowledge, text, and social structures, and to current understandings of the relationship between power and writing in organizational contexts. This is a treasure.”

—Rachel Spilka, coeditor of Reshaping Technical Communication: New Directions and Challenges for the Twenty-first Century

Dorothy A. Winsor is Professor of English at Iowa State University. She is the author of Writing Like an Engineer: A Rhetorical Education.

A volume in the SUNY series, Studies in Scientific and Technical Communication
James P. Zappen, editor

THE IDEA OF IDENTIFICATION
Gary C. Woodward

Drawing on examples from contemporary life, Woodward explores rhetorical conditions that create powerful moments of identification.

Illustrated with interesting examples drawn from politics and art, The Idea of Identification draws on classical social and rhetorical theories to establish a systematic framework for understanding the varieties and forms of identification. Woodward references a variety of contexts in contemporary life to explore the rhetorical conditions that create powerful and captivating moments. By invoking the influential ideas of Kenneth Burke, George Herbert Mead, Joshua Meyrowitz and others, he shows how the rhetorical process of identification is separate from psychological theories of identity construction. Woodward concludes with an argument that film theory has perhaps offered the most vivid descriptive categories for understanding the bonds of identification.

“The book captures the basic idea behind the concept of identification, and then shows how it is central to multiple disciplines and indeed to the humanistic impulse itself. The concept’s application and relevance to a wide range of human activities is masterfully explicated here. This book is a pleasure to read.”

—Vanessa B. Beasley, Southern Methodist University

Gary C. Woodward is Professor of Communication Studies at The College of New Jersey. He is the author of Perspectives on American Political Media; Persuasive Encounters: Case Studies in Constructive Confrontation; and coauthor (with Robert E. Denton Jr.) of Political Communication in America; and Persuasion and Influence in American Life.

A volume in the SUNY series in Communication Studies
Dudley D. Cahn, editor