



Rhetorics of Names and Naming (Routledge Studies in Rhetoric and Communication)

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This volume takes up rhetorical approaches to our primarily linguistic understanding of how names work, considering how theories of materiality in rhetoric enrich conceptions of the name as word or symbol and help explain the processes of name bestowal, accumulation, loss, and theft. Contributors theorize the formation, modification, and recontextualization of names as a result of technological and cultural change, and consider the ways in which naming influences identity and affects/grants power.

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