



Rethinking Ethos: A Feminist Ecological Approach to Rhetoric (Studies in Rhetorics and Feminisms)

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Labels traditionally ascribed to women—mother, angel of the house, whore, or bitch—suggest character traits that do not encompass the complexities of women’s identities or empower women’s public speaking. *Rethinking Ethos: A Feminist Ecological Approach to Rhetoric* redefines the concept of ethos—classically thought of as character or credibility—as ecological and feminist, negotiated and renegotiated, and implicated in shifting power dynamics. Building on previous feminist and rhetorical scholarship, this essay collection presents a sustained discussion of the unique methods by which women’s ethos is constructed and transformed.

Editors Kathleen J. Ryan, Nancy Myers, and Rebecca Jones identify three rhetorical maneuvers that characterize ethos in the feminist ecological imaginary: ethe as interruption/interrupting, ethe as advocacy/advocating, and ethe as relation/relating. Each section of the book explores one of these rhetorical maneuvers. An afterword gathers contributors’ thoughts on the collection’s potential impact and influence, possibilities for future scholarship, and the future of feminist rhetorical studies.

With its rich mix of historical examples and contemporary case studies, *Rethinking Ethos* offers a range of new perspectives, including queer theory, transnational approaches, radical feminism, Chicana feminism, and indigenous points of view, from which to consider a feminist approach to ethos.

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