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## The Boundaries of the New Frontier: Rhetoric and Communication at Fermi National Accelerator Laboratory

By Joanna S. Ploeger, Thomas W. Benson

University of South Carolina Press. Hardback. Book Condition: new. BRAND NEW, The Boundaries of the New Frontier: Rhetoric and Communication at Fermi National Accelerator Laboratory, Joanna S. Ploeger, Thomas W. Benson, This is a rhetorical case study in the evolving presentation of science to the public. Joanna S. Ploeger examines the communicative practices of the Fermi National Accelerator Laboratory in suburban Chicago to show how the rhetoric of science functions as an indicator of the intellectual and political interests of scientific institutions. She delineates the rhetorical strategies by which Fermilab's founders, especially Robert R. Wilson, sought the consent, cooperation, and goodwill of its neighbors. Wilson's rhetoric was an attempt to distinguish Fermilab from other laboratories in the national network by emphasizing that Fermilab was not a nuclear-weapons laboratory and that its sole purpose was to advance theoretical physics for the sake of knowledge. To dissociate itself from weapons research, Fermilab incorporated the aesthetic of sublimity, emblematic of the laboratory's focus on high-energy physics, into the design of its buildings, grounds, public art, and outreach materials. Ploeger tests the success of Wilson's rhetoric through extensive interviews with researchers, administrators, and visitors at Fermilab. Wilson's visual rhetoric strategies were unable to counteract...



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