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The Prettier Doll: Rhetoric, Discourse, and Ordinary Democracy

By Karen Tracy, James P. McDaniel, Bruce E. Gronbeck, John Louis Lucaites

The University of Alabama Press. Paperback. Book Condition: new. BRAND NEW, The Prettier Doll: Rhetoric, Discourse, and Ordinary Democracy, Karen Tracy, James P. McDaniel, Bruce E. Gronbeck, John Louis Lucaites, This book examines political rhetoric at the grassroots level. Starting from a position that "Democracy depends on details, or else remains a formal abstraction," editors Karen Tracy, James P. McDaniel, and Bruce Gronbeck argue that a true understanding of the democratic body politic becomes most intelligible through a close study of its parts. An academic preference for grandiose, abstract political theory, the editors contend, undervalues and masks the patterns of social interaction, strategic discourse, and vernacular rhetorical resources - a public language, in short - to be found at the grassroots level and at the core of "ordinary democracy." Each essay focuses on the same local controversy. In 2001, in a predominantly white Colorado community, a third-grade girl submitted an experiment to the school science fair. She asked 30 adults and 30 fifth-graders which of two Barbie dolls was prettier. One doll was black, the other white, and each wore a different colored dress. All of the adults picked the Barbie in the purple dress, while nearly all of the...



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