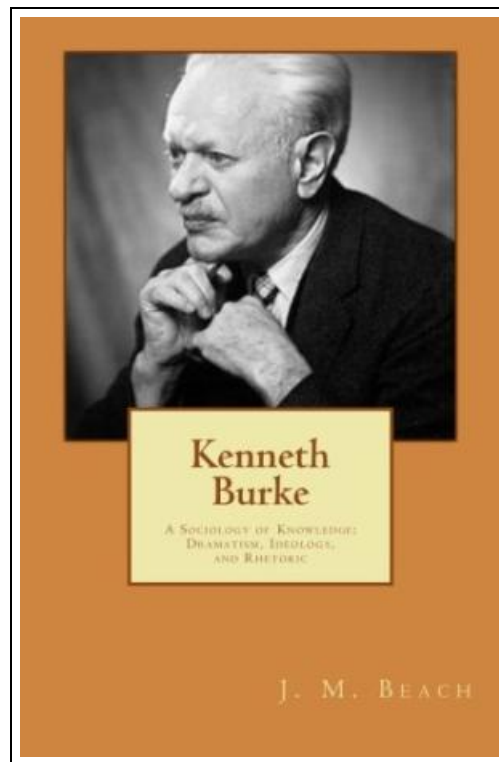


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Reviews

It is simple in read easier to understand. I am quite late in start reading this one, but better then never. Its been designed in an exceptionally easy way in fact it is just following i finished reading through this publication where basically transformed me, alter the way i really believe.

(Ms. Christy Ondricka DDS)

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Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The American philosopher and literary critic Kenneth Burke was an ideologist (although he never called himself this, and added to that, he spent most of his life avoiding the Marxist term of ideology to describe human systems of ideas). Burke instead used the terms orientation, rationalization, perspective, critical perspective, way of life, critical mind-frame, Weltanschauung, and gestalt to describe basically the main idea behind ideology: a system of ideas, aiming at social or political action. The first definition of ideology that Burke lists in *A Rhetoric of Motives* (his only book to mention the term ideology directly) is the study, development, criticism of ideas, which is exactly what Burke did for his entire philosophical life. Thus one could argue that the preeminent idea at the center of Burke's thought is the role and function of ideology in terms of human individual and socio-cultural development and communication. It is my purpose to critically locate and order the many divergent trails of ideology that Burke blazed in his major works in order to present, through his many models, a tangible theory of ideology.



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