

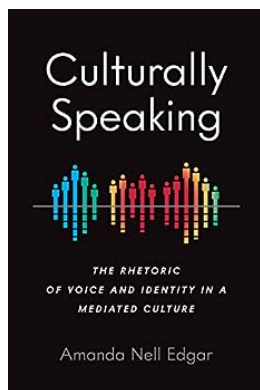
The Rhetoric Of Voice And Identity In Mediated Culture Intersectional Rhetorics

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The age of mediated culture has brought forth immense changes in various aspects of our lives. From the way we communicate to the way we consume information, media plays a significant role in shaping our understanding of the world. One crucial aspect affected by this mediated environment is the rhetoric of voice and identity. In this article, we will explore the intersectional rhetorics that come into play when discussing the representation of voices and identities in the context of mediated culture.

The Power of Mediated Culture:

In today's world, mediated culture refers to the influence of media platforms, such as television, film, social media, and digital platforms, on shaping our perceptions and understanding of diverse voices and identities. These platforms act as powerful tools that can amplify or suppress certain narratives. The ability to critically analyze and understand the rhetoric employed in these platforms is crucial to fostering inclusive and equitable discussions.



Culturally Speaking: The Rhetoric of Voice and Identity in a Mediated Culture (Intersectional Rhetorics) by Amanda Nell Edgar (Kindle Edition)

★★★★☆ 4.7 out of 5

Language : English

File size : 3583 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled



Intersectional rhetorics, rooted in Kimberlé Crenshaw's theory, recognize that individuals have multiple identities that intersect to shape their experiences. These intersections of race, gender, sexuality, class, and more have a significant impact on the way voices and identities are portrayed and perceived within mediated culture.

Unveiling the Rhetoric:

When we delve into the rhetoric of voice and identity within mediated culture, we often encounter two main aspects: representation and misrepresentation. Representation refers to the portrayal of diverse voices and identities in media, whereas misrepresentation pertains to the distortion or misinterpretation of these voices.

Historically, media platforms have been criticized for their lack of diversity and amplification of dominant narratives. This perpetuation of a single story can lead to the erasure of marginalized voices and further reinforce existing power structures. It is essential for us to critically analyze and challenge these representations, advocating for the inclusion of diverse voices and identities.

Intersectionality recognizes the interconnectedness of various identities and the need to address multiple intersecting oppressions. By incorporating intersectional rhetorics in our analysis of mediated culture, we can better understand how different identity markers intersect to produce different experiences and challenges within representation.

The Impact of Intersectional Rhetorics:

Intersectional rhetorics offer a lens through which we can unpack the complexities of power dynamics within mediated culture. By acknowledging the intersectionality of various identities, we can challenge the mainstream narratives that often marginalize minority voices.

One example of the power of intersectional rhetorics is the rise of the Black Lives Matter movement. Through social media platforms, black voices have been able to garner widespread attention and challenge systemic racism. Intersectional rhetorics played a crucial role in highlighting the intersectional struggles faced by black individuals, shedding light on the need for systemic change.

Moreover, intersectional rhetorics provide a framework for understanding and dismantling harmful stereotypes perpetuated through mediated culture. By recognizing the intersectionality of individuals, we can challenge the reductive narratives that often simplify complex identities.

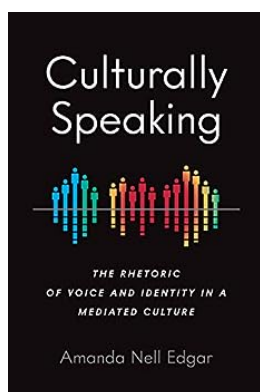
Fostering Inclusive Discourse:

Creating an inclusive mediated culture requires a conscious effort to amplify marginalized voices and challenge existing power dynamics. Intersectional rhetorics provide us with the tools to advocate for equitable representation and dismantling oppressive systems.

It is essential for media creators, consumers, and critics to engage in critical analysis, questioning the rhetoric employed within mediated culture. By actively seeking out and supporting diverse voices, we can foster a more inclusive and representative space.

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The rhetoric of voice and identity in mediated culture is a crucial aspect that requires our attention. By employing intersectional rhetorics, we can challenge existing power structures and advocate for inclusive and equitable representation. Understanding the complexities of identities and the various intersecting oppressions individuals face is essential in creating a mediated culture that embraces diversity and empowers marginalized voices. Let us actively engage in shaping a more inclusive and representative mediated culture.



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Winner, 2020 Outstanding Book Award, Critical/Cultural Studies Division of the National Communication Association

Recent pieces by NPR, the BBC, and Forbes have called attention to the power of voice—positing that “your voice is the secret to getting hired” and that “voice can accelerate or hold back a career.” While it has become clearer that such things as pitch and intonation can be tied to assumptions about one’s gender, race/ethnicity, and class, studying voice as a socially constructed artifact carries with it unique challenges. In response, *Culturally Speaking: The Rhetoric of Voice and Identity in a Mediated Culture* presents an innovative approach to studying

the spoken voice in media, showing how racial and gendered oppression bubble beneath the surface of American culture's most recognized speaking voices, spreading invisible messages about which kinds of vocal identities are privileged and which kinds should be silenced.

Through her analysis of prominent voices in American culture—including Morgan Freeman, Tina Fey, Barack Obama, Adele, Dave Chappelle, Richard Pryor, and George Lopez—Amanda Nell Edgar argues that voices carry a residue of the particular cultural environments in which they are formed, and that these environments can be traced and analyzed to add a sonic dimension to our understanding of race and gender as rhetorically situated identities—pushing back against the often-unnoticed systems of sound-based discrimination.



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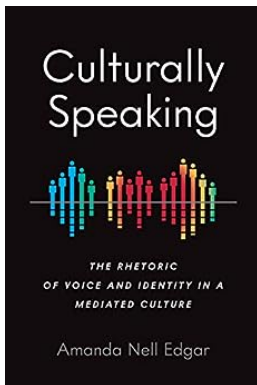
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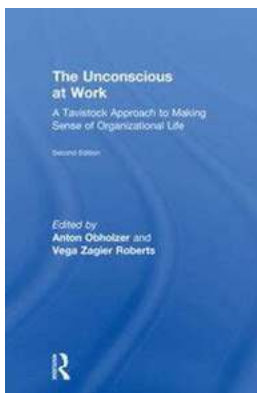
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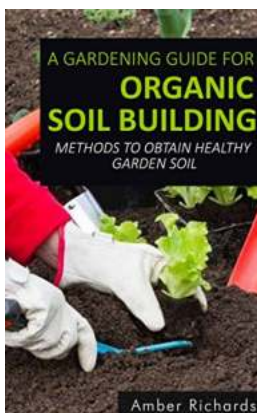
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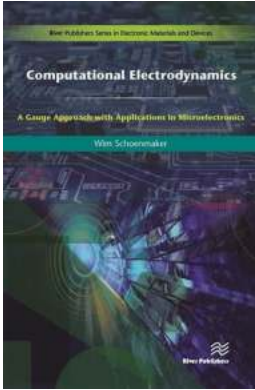
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