



# Idea of Identification, The (Sunny Series in Communication Studies)

*Gary C Woodward*

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## **Idea of Identification, The (Suny Series in Communication Studies) Gary C Woodward**

Drawing on examples from contemporary life, Woodward explores rhetorical conditions that create powerful moments of identification.

Illustrated with interesting examples drawn from politics and art, *The Idea of Identification* draws on classical social and rhetorical theories to establish a systematic framework for understanding the varieties and forms of identification. Woodward references a variety of contexts in contemporary life to explore the rhetorical conditions that create powerful and captivating moments. By invoking the influential ideas of Kenneth Burke, George Herbert Mead, Joshua Meyrowitz and others, he shows how the rhetorical process of identification is separate from psychological theories of identity construction. Woodward concludes with an argument that film theory has perhaps offered the most vivid descriptive categories for understanding the bonds of identification.

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