Contrasting Rhetorics/Contrasting Cultures: Why CR Needs a Better Conceptualization of Culture

Dwight Atkinson
Purdue University
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Current issues in the study of culture:

1) Received culture versus postmodern culture versus cultural studies culture

*Peoples-and-cultures view of culture:* "The idea that a world of human difference is to be conceptualized as a diversity of separate societies, each with its own culture." (Gupta & Ferguson, 1997, p. 1).

2) Culture as product versus cultural as process

3) Culture in the head versus culture in the world

*Geertz:* Culture "consists not of "happenings in the head"...but of a traffic in what have been called...significant symbols--words for the most part but also gestures, drawings, musical sounds, mechanical devices like clocks, or natural objects like jewels--anything, in fact, that is disengaged from its mere actuality and used to impose meaning upon experience. From the point of view of any particular individual, such symbols are largely given. He finds them already current in the community when he is born, and they remain, with some additions, subtractions, and partial alterations he may or may not have had a hand in, in circulation after he dies." (Geertz, 1973, p. 45)

*Quinn & Holland:* Culture is "what people must know in order to act as they do, make the things they make, and interpret their experience in the distinctive way they do." (Quinn & Holland, 1987, p. 4).

4) Big culture versus small culture

Some Sources on Culture (including those referred to in this presentation):


