Study Guide Unit I

In preparation for the Unit I Test please define each term independently and recognize how they combine to create an overall understanding of class and unit content. Refer primarily to our readings and lecture notes. You may consult other resources to prepare for the test in an effort to gain a more general understanding of the material, but know that you will only be tested on how we discussed these terms in class.


1) Craig R. Smith, *Rhetoric and Human Consciousness: A History*, Greek notion of consciousness, naturalists, mythologists, mystics, objectivity, empirical methods, sophists, truth is relative, noumenal world, Plato, Platonism, mythos, logos, sophists, virtue, Protagoras, Gorgias, kairos, Isocrates, Socrates, techné


6) Melissa A. Goldthwaite, *Food, Feminisms, Rhetorics*, Kristen Winet, “From Street Food to Digital Kitchens,” food journeys, culinary tourism, transformative power, feminist perspective, four rhetorical strategies: cosmopolitanism, decontextualization, devouring, and escapism, acceptance, difference, consumer cannibalism, commodity fetishism, Karl Marx, bell hooks, eating-other, fixed, static, tourist-gaze, overidentification, feminist rhetorics, Consuelo Carr Salas, “The Commodification of...,” “ethnic” aisle, stereotypical representation, Mexican women representation, food packaging, visual rhetoric, images, presence, mundane practices, single story, ersatz nostalgia, simulacra