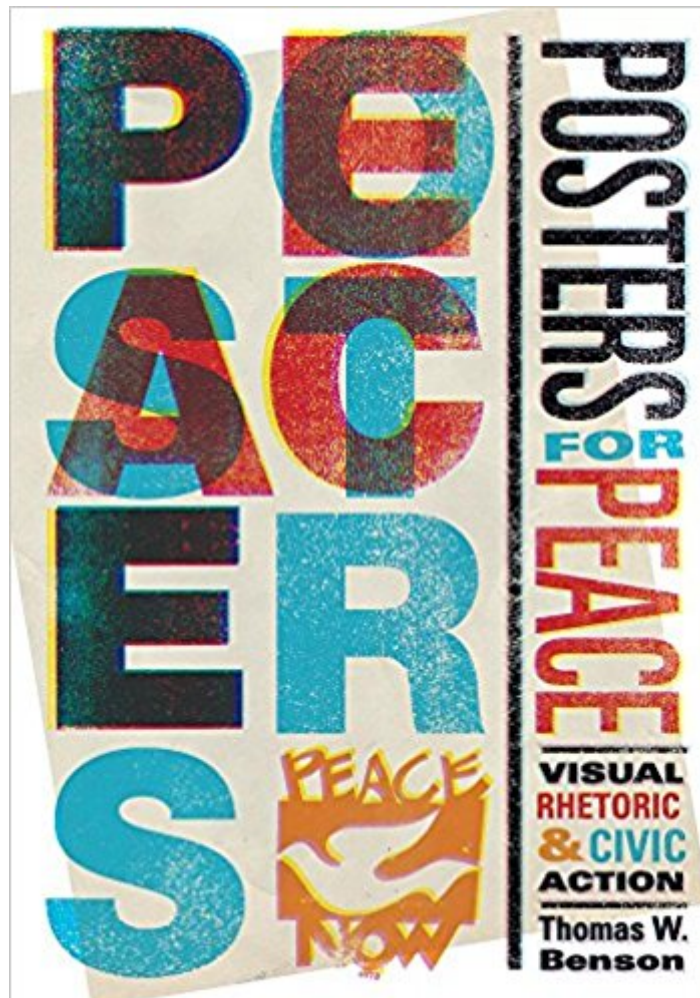




The book was found

# Posters For Peace: Visual Rhetoric And Civic Action



## Synopsis

By the spring of 1970, Americans were frustrated by continuing war in Vietnam and turmoil in the inner cities. Students on American college campuses opposed the war in growing numbers and joined with other citizens in ever-larger public demonstrations against the war. Some politicians—including Ronald Reagan, Spiro Agnew, and Richard Nixon—exploited the situation to cultivate anger against students. At the University of California at Berkeley, student leaders devoted themselves, along with many sympathetic faculty, to studying the war and working for peace. A group of art students designed, produced, and freely distributed thousands of antiwar posters. *Posters for Peace* tells the story of those posters, bringing to life their rhetorical iconography and restoring them to their place in the history of poster art and political street art. The posters are vivid, simple, direct, ironic, and often graphically beautiful. Thomas Benson shows that the student posters from Berkeley appealed to core patriotic values and to the legitimacy of democratic deliberation in a democracy—even in a time of war.

## Book Information

Paperback: 224 pages

Publisher: Penn State University Press; Reprint edition (November 5, 2015)

Language: English

ISBN-10: 0271065877

ISBN-13: 978-0271065878

Product Dimensions: 7 x 0.8 x 10 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #368,518 in Books (See Top 100 in Books) #95 in Books > Reference > Words, Language & Grammar > Semantics #284 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Political Advocacy #604 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Civics & Citizenship

## Customer Reviews

“Thomas Benson has rediscovered and shared a treasure of poster art, along with some history, brilliantly told.” —Tom Hayden “The historical material Benson offers is as valuable as his rhetorical scholarship. The essay gives readers insights into the meanings that the artists and their audiences found in 1970. The plates alone are worth the price of the book, making the volume as a whole valuable for readers interested in art, pop culture, and Vietnam War-era politics as well as

visual rhetoric.ââJ. E. Frost, ChoiceââWith *Posters for Peace: Visual Rhetoric and Civic Action*, Thomas Benson generously shares an archival treasure trove with readers. By itself that might be enough, but Benson doesn't stop there. He offers a thoughtful and sophisticated rhetorical analysis of the posters that reads them in historical context, elaborates the visual traditions from which they drew their representations, and considers how viewers of the era might have responded to them. In doing so, he makes a compelling case for the posters' rhetorical importance, both then and now. The book skillfully models the practice of visual rhetorical history for students and scholars alike.ââCara Finnegan, University of Illinois ââLong before there was a subdiscipline called âvisual rhetoric,ââ Thomas Benson was probing the rhetorical dimensions of visual images. His books on the films of Frederick Wiseman and on political documentaries set the standard for rhetorically informed criticism of documentary film. Now Benson has turned his attention to the political protest posters that appeared in Berkeley, California, throughout the tumultuous year of 1970. Benson was a visiting assistant professor at UCâBerkeley during the 1969â70 academic year, where he witnessed firsthand the distribution and placement of many of the posters he examines in this book. He places the posters in their political, cultural, social, and rhetorical contexts, and he engages in a close reading that uncovers the layers of meaning and significance that were clear to the creators at the time of production but which now, almost forty-five years later, are often lost in the mists of time. This is a masterful work of recovery that reminds us anew of that time when the whole world was watching.ââMartin J. Medhurst, Baylor UniversityââThomas W. Benson's *Posters for Peace* examines numerous political posters that circulated in Berkeley, California, in 1970 during intense controversies over the Vietnam War and racism. Benson's critical approach features close examination of the posters in combination with creative comparisons in order to explore their visual rhetoric in the national scene. To develop his central argument, he traces earlier sources of consequence pertaining to posters as a rhetorical medium with an international history. Benson's book offers his readers a wealth of previously unstudied primary materials, which are featured and catalogued in the course of his careful history and criticism of the protest rhetoric.ââLester C. Olson, University of Pittsburgh

Thomas W. Benson is Edwin Erle Sparks Professor of Rhetoric at The Pennsylvania State University.

[Download to continue reading...](#)

*Posters for Peace: Visual Rhetoric and Civic Action* How to Draw Action Figures: Book 2: More than 70 Sketches of Action Figures and Action Poses (Drawing Action Figures, Draw Action Figures

Book, How Draw Action Poses, Draw Comic Figures) Honda Civic & CR-V - Acura Integra: Honda Civic - 1996 thru 2000 - Honda CR-V - 1997-2001 - Acura Integra 1994 thru 2000 Reading and Writing for Civic Literacy: The Critical Citizen's Guide to Argumentative Rhetoric (Cultural Politics and the Promise of Democracy) Preaching Politics: The Religious Rhetoric of George Whitefield and the Founding of a New Nation (Studies in Rhetoric and Religion) The Mark of Criminality: Rhetoric, Race, and Gangsta Rap in the War-on-Crime Era (Albma Rhetoric Cult & Soc Crit) The Posters: 1,000 Posters from Toulouse-Lautrec to Sagmeister Graphic Organizer Posters: All-About-Me Web: Grades 3-6: 30 Fill-in Personal Posters for Students to Display with Pride The Complete Guide to Service Learning: Proven, Practical Ways to Engage Students in Civic Responsibility, Academic Curriculum, & Social Action Picture This: World War I Posters and Visual Culture (Studies in War, Society, and the Military) Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) Statues and Cities: Honorific Portraits and Civic Identity in the Hellenistic World (Oxford Studies in Ancient Culture and Representation) Ethnic Conflict and Civic Life: Hindus and Muslims in India Black Churches and Local Politics: Clergy Influence, Organizational Partnerships, and Civic Empowerment Civic Agriculture: Reconnecting Farm, Food, and Community (Civil Society: Historical and Contemporary Perspectives) The American Legal System and Civic Engagement: Why We All Should Think Like Lawyers Liberating Service Learning and the Rest of Higher Education Civic Engagement The Successful Internship: Personal, Professional, and Civic Development in Experiential Learning The Successful Internship: Personal, Professional, and Civic Development (Practicum / Internship) Beyond Transparency: Open Data and the Future of Civic Innovation

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)