



## The Rhetoric of Mao Zedong: Transforming China and Its People (Hardback)

By Xing Lu

University of South Carolina Press, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Mao Zedong fundamentally transformed China from a Confucian society characterized by hierarchy and harmony into a socialist state guided by communist ideologies of class struggle and radicalization. It was a transformation made possible largely by Mao s rhetorical ability to attract, persuade, and mobilize millions of Chinese people. Xing Lu s book, Rhetoric of Mao Zedong, analyzes Mao s speeches and writings over a span of sixty years, tracing the sources and evolution of Mao s discourse, analyzing his skills as a rhetor and mythmaker, and assessing his symbolic power and continuing presence in contemporary China. Lu observes that Mao s rhetorical legacy has been commoditized, culturally consumed, and politically appropriated since his death. Applying both Western rhetorical theories and Chinese rhetorical concepts to reach a more nuanced and sophisticated understanding of his rhetorical legacy, Lu shows how Mao employed a host of rhetorical appeals and strategies drawn from Chinese tradition and how he interpreted the discourse of Marxism-Leninism to serve foundational themes of his message. She traces the historical contexts in which these themes, his philosophical orientations, and his political views were formed...



[READ ONLINE](#)  
[ 4.01 MB ]

### Reviews

*This book may be really worth a read through, and far better than other. it was actually writtern extremely completely and valuable. I am just very easily will get a satisfaction of looking at a published ebook.*

-- Lillie Toy

*It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.*

-- Miss Marge Jerde