

Enduring Legacy

Rhetoric and Ritual of the Lost Cause

W. Stuart Towns

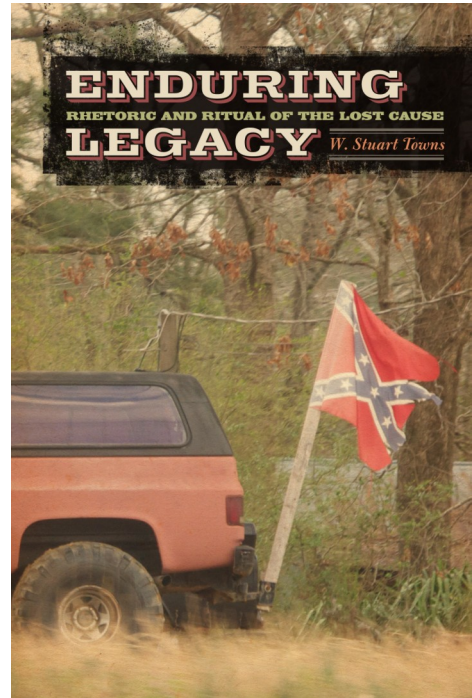
Rhetoric and ritual commemorating war has been a part of human culture for ages. In *Enduring Legacy: Rhetoric and Ritual of the Lost Cause*, W. Stuart Towns explores the crucial role of rhetoric and oratory in creating and propagating a “Lost Cause” public memory of the American South.

“By careful attention to the ceremonial settings and the persistence of the speech-making themes over several generations, the author shows how the status of the orators, the pervasiveness of the rituals, and the repetition of themes for so long created a new white-dominated southern public identity out of the social chaos, uncertainty, and despair at the end of the Civil War in the South.”—Charles Reagan Wilson is the Director of the Center for the Study of Southern Culture at the University of Mississippi.

W. Stuart Towns is a retired professor and department chair for the Communication Studies Department at Southeast Missouri State University. He is the author of *“We Want Our Freedom”*: *Rhetoric of the Civil Rights Movement*.

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