Samuel Beckett, The Pursuit of Phaeton

1. need agreement on facts of analysis:
   a. meaning?
   b. argument?
   c. word?

2. pg 33, "We need more historical, critical
   studies which provide data on communication,
   which operate to prevent"

3. and not how a communication is received
   but rather how the maintained equilibrium
   1. Kennedy's speech about cheap pacifism

4. When we focus on major speakers, we
   tend to understand pictures by which
   public decisions affect; it is affected
   by the society in which it occurs

5. pg 37, if one of our rhetorical theories
   are to shed light on contemporary
   communication processes -- she should
   proceed immediately -- really the
   communication that is going on now.

6. aim of rhetorical scholarship is to
   explain the function of discourse in
   our society; the effects of that

7. We need literary impact of the
   corporate communication. 32 people in
   one view
9. We need to concern with the
"syntactic speech" - change demonstration
4. mixed media - multi screen production

Despite the effects of individual sources
we do not get our message organized
and person gets a different experience,
subjective set of multiple images; then
from there, abstracts some sort of
relatively organized story.

10. people see relationships between quite
independent stimuli [King assassination
- looting stores - galleria soldiers] - thus
change to some effect the meaning of both.

11. an audience is not a large homogeneous
bloc (a mass). We must categorizing audiences
in terms of content in which a particular
message act is served