Rhetorical Agency as Haciendo Caras and Differential Consciousness Through Lens of Gender, Race, Ethnicity, and Class: An Examination of Dolores Huerta's Rhetoric

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This study explores the rhetoric of Dolores Huerta, cofounder of the United Farm Workers of America, and expands theoretical understandings of rhetorical agency as a negotiation of the intersectional aspects of gender, ethnicity, race, and class. Huerta's rhetoric illustrates how rhetorical agency can function through what Gloria Anzaldúa calls haciendo caras [making face, making soul] and what Chela Sandoval calls differential consciousness. Using these rhetorical caras, Huerta embodies collaborative agency through rhetorical styles of emotionality, familia [family], egalitarianism, and optimism, using factors from social and material dispositions relating to ethnicity, gender, and class, that both enable and constrain her sense of rhetorical agency. Ultimately, Huerta's caras and negotiation of habitus shape rhetorical agency through optimism, resistance, and transformation.
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