

Abstract in English

In this thesis I will inquire into the subject of rhetoric used in the discourse of social rights activism connecting the modernity of the 1950's and after, with the contemporary cultural context dominated by digital media technology to draw possible lines of complement and contrast. The major purpose of this thesis is to reflect on the textual and intertextual connections among the chosen rhetorical devices and themes that have been appealing to the audiences in the latter half of the twentieth century in contrast to the present moment, revealing in this comparative process the differences and changes that have taken place, and more importantly, which vectors of change will continue playing a key role in the formation of rhetoric in the future, perhaps shaping its value as an autonomous innovative interdisciplinary field. The purpose of this research is to argue that a combined intellectual, pragmatic and critical approach to operating rhetoric can 'deweaponise' it to a versatile composition tool of effective representation and empowerment, conscious decision-making and problem-solving, amplified by the potential of mass media technology and data literacy. Moreover, the thesis aims to enrich the seemingly insufficient supply of critical theory in regards to the contemporary pressing issues in relation to the spheres of media technology. Therefore, the minor purpose is to contribute to the task of critical social theory of the present which explores more positive opportunities for the freedom of speech and expression to be exercised in the contemporary digital society. From the past century in modernity, rhetoric will be represented by a profile of work, of among many talents, a writer and Civil Rights Movement leader, James Baldwin. The main focus of this thesis is to include the analysis of the profile of Baldwin's writing and public speaking and performance practices, with linguistic focus, e.g., syntactic-semantic and literary device analysis, into the larger cultural analysis of contemporary state and forms of social activism

rhetoric. Furthermore, I will attempt to create a balanced framework of critical comparative analysis to explore the connection between the form and the function of rhetoric in the interaction with contemporary subjectivity in the context and its effects on identity formation and individualization both on the individual and societal levels in relation to the changing conditions of interpersonal communication.