

# Contents

Introduction	vii
<b>Chapter 1</b>	
Theoretical Perspectives on the Rhetoric of Science	1
<i>Further Theoretical Foundations for the Rhetoric of Science</i>	5
<i>A Way to Study the Rhetoric of Science</i>	20
<b>Chapter 2</b>	
Precedents for Science as the Emerging Hegemony	22
<i>Philosophical Implications: Bacon and Descartes</i>	30
<i>Darwin and the Roots of the Evolution/Creation Controversy</i>	37
<b>Chapter 3</b>	
The New Age of Science	46
<i>Profile of the Scientist: The Iconographic Mythos</i>	55
<i>The Popular Press, the Popular Scientist, and the Solubility Ethos</i>	62
<i>Responses to Sputnik</i>	84
<b>Chapter 4</b>	
New Anxieties, New Solutions, and Nonnuclear Science	89
<i>Other Sources of Cold War Anxiety</i>	89
<i>The Symbolic Megaphone of Life</i>	116
<i>Dominant Attitudes</i>	128
<b>Chapter 5</b>	
The Images, Metaphors, and Religious Symbolism of Science	131
<i>Theory of Dominant Metaphors</i>	133
<i>Key Metaphors of the Cold War</i>	135

<i>The Convergent Manifestation of the Trinity Test and Hiroshima Bombings</i>	147
<i>Machines and Man</i>	156
<i>“Control and Smooth Performance”</i>	160
<i>The Metaphorical Cycle</i>	169
Conclusion: Cold War Leftovers	173
Notes	179
Bibliography	183
Index	195