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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- "Building the Dream": The Making of the King Memorial -- The Rhetorical Form and Force of the King Memorial -- Interpretation, Politicization, and Institutionalization: A Rhetorical Analysis of the King Memorial's Dedication Ceremony -- Conclusion.
Sommario/riassunto	Exploring the Dr. Martin Luther King, Jr. National Memorial (King Memorial) in Washington, DC through a multi-faceted rhetorical analysis of the site's visual and textual components, Jefferson Walker reveals multiple critical, popular, privileged, and vernacular interpretations of the site and Dr. Martin Luther King's memory. Walker argues that the King Memorial and its related texts help to universalize and institutionalize King's ethos - creating a contentious rhetorical battleground where various people and organizations contest the "ownership" and use of King's memory. Walker uses these analyses to uncover how the site contributes to the public memory of Dr. Martin

Luther King, Jr.

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