

PUBLISHER'S NOTE

AfricaRhetoric Publishing is proud to release volume III of the special series *The Elephant & the Obelisk* and, on this occasion, to step outside Africa and meet South America. This is also our first ebook.

Rhetoric Studies live in a strange world made of parallel universes: the North American world, with the richness and variety and depth of its enquiries into rhetoric, remains somewhat fixated on a few emblematic figures, indigenous or appropriated, some of which have little to do with rhetoric but help nurture an otherwise honest, yet jarring fiction of otherness within monolingualism. The Europeans, who are at the genetic fount of rhetoric, have to contend with a multitude of traditions, a profusion of languages, classical and vernacular, and the deep furrows of national heritages. Islamic studies in rhetoric, however ancient, are a world on their own, and this world, mainly expressed in a classical language of brilliant difficulty, needs extraordinary knowledge and flair to be understood. The further into the Orient Western rhetoric scholars move, the more undecipherable or questionable the reach of rhetoric becomes, to the point where the very use of the word, “rhetoric”, becomes an aporia, as in China today.

This volume on *Rhetoric in South America* is an attempt at bringing to the fore the discipline as it now is, in that large, Catholic domain once spliced by pontifical decree, and spliced again from and by the North along ideological lines. This “America”, which is the foundational America re-qualified as South America, stands apart, and it stands its ground. This book is an attempt not to impose Northern views on what exotic rhetoricians believe South American Rhetoric Studies to be, but to open a door onto research, writing and intellectual engagement, of which we have, by and large, outside South America, little awareness. Since the early 16th century Latin American universities, the most venerable of the New World, have taught rhetoric, printed books of rhetoric, and made rhetoric a powerful instrument of acculturation. And so do they, today.

AfricaRhetoric Publishing wishes to thank the authors, the South American editor, Alejandra Vitale, the translators and the managing editor Mouad Khateb, for making this publication possible. We welcome readers who, thanks to an open access on www.africanrhetoric.org, are able to join us and we wish them food for thought.

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