

# Héctor P. García

## Everyday Rhetoric and Mexican American Civil Rights

By Michelle Hall Kells. Foreword by Rolando Hinojosa-Smith

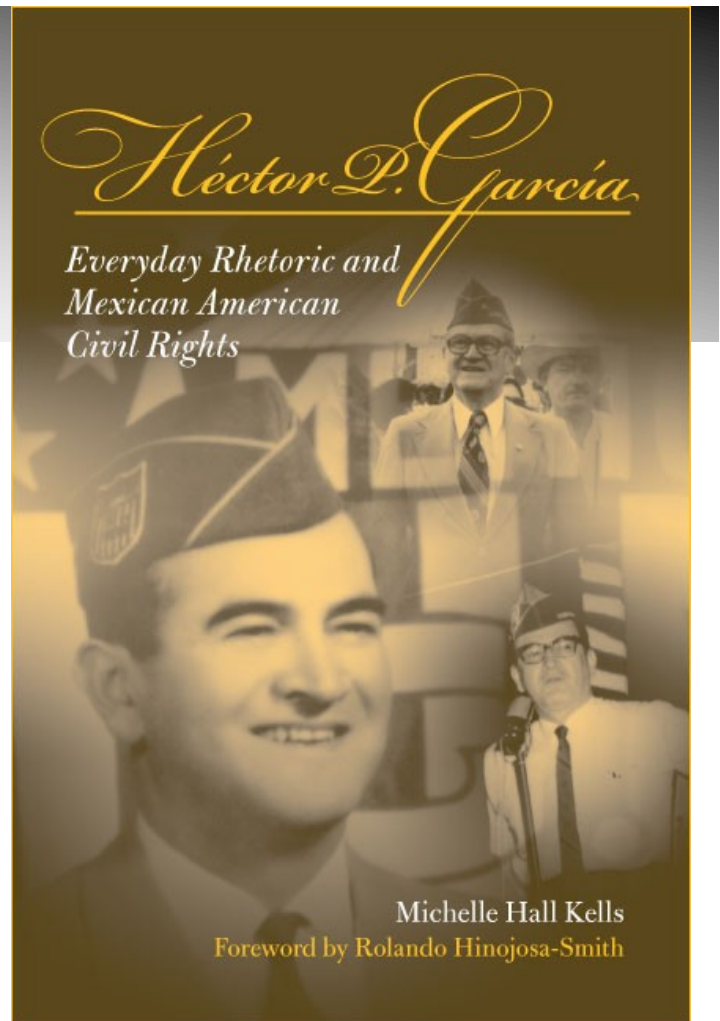
*Héctor P. García: Everyday Rhetoric and Mexican American Civil Rights* examines the transition of Mexican Americans from political and social marginalization to civic inclusion after World War II. Focusing on the public rhetoric of veteran rights activist and physician Dr. Héctor P. García, a Mexican immigrant who achieved unprecedented influence within the U.S. political system, author Michelle Hall Kells provides an important case study in the exercise of influence, the formation of civic identity, and the acquisition of social power among this under-represented group.

As a major influence in national twentieth-century civil rights reform, García effectively operated between Anglo and Mexican American sociopolitical structures. The volume illustrates how García, a decorated World War II veteran and founder of the American GI Forum in Texas in 1948, successfully engendered a discourse that crossed geographical, political, and cultural borders, forming associations with the working poor as well as with prominent national figures such as John F. Kennedy and Lyndon B. Johnson. Through his rhetoric and action, García publicly revealed the plight of Mexican Americans, crossing class, regional, and racial lines to improve socio-economic conditions for his people.

*Héctor P. García*, which is enhanced by sixteen illustrations, contributes to rhetorical, cultural, and historical studies and offers new scholarship establishing García's role on the national front, effectively tracing García's legacy of resistance, the process of achieving enfranchisement, and the role of racism in the evolution from social marginalization to national influence.

**Michelle Hall Kells**, an assistant professor of English at the University of New Mexico, is the coeditor of two books, *Attending to the Margins: Writing, Researching, and Teaching on the Front Lines* and *Latino/a Discourses: On Language, Identity, and Literacy Education*.

**Rolando Hinojosa-Smith**, a professor of English at the University of Texas, is a prominent Chicano poet and novelist.



***“Héctor P. García: Everyday Rhetoric and Mexican American Civil Rights* illustrates that the struggle for civil rights is a continuing struggle of success and retrenchment rather than an already-realized project. Likewise, the book presents an important case study in the rhetoric of political resistance.”**  
—*Rhetoric & Public Affairs*

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custserv@press.uchicago.edu

### Publicity Contact:

Bridget Brown

bcbrown@siu.edu

Phone: (618) 453-6633



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