CONTENTS

Preface vii

Introduction: Working Past the Profession I Histories of the Four Corners of the Field, 6 / Literacy, Literacy Studies, the Literate and Literary, 15

Learning and the Learned in Colonial New England 24

The Corporation on the Hill, 27 / The "Circle of Learning" within the Curriculum, 32 / The Great Awakening, When "The word was sharper than a two-edged sword," 40 / The Introduction of Formal English Studies, 47 / Conclusion: From Public Seminaries to Private Corporations, 52

2. Republican Rhetoric 56

The First Professorships of English, 60 / Oratorical Literature and the New Learning, 67 / Moral Philosophy and the Politics of Republican Education, 72 / The Reading Public That Became the Republic, 76 / Conclusion: The Formation of English and the Transformation of Civil Society, 83

3. When Colleges Were Literary Institutions 87

The Diversification and Consolidation of Literate Expertise, 90 / Schooling the Public in "Republican Institutions of Self-Government," 97 / The Political Economy of the Liberal Arts, 103 / The Transition from Rhetoric through Composition to Literature, 112 / Conclusion: Literature and Literacy in the Extracurriculum, 120

4. How the Teaching of Literacy Gave Rise to the Profession of Literature 124

Articulating the Cost of Admissions, 130 / Mapping Out the Field of Work, 137 / How Work with Literacy Became Isolated from Language Studies and Public Discourse, 143 / The Pragmatics of Making a Difference, 151 / "Criticism, Inc.," 161 / Conclusion: Why College English Didn't Become a More Progressive Discipline, 167 5. At the Ends of the Profession 173 From Social Reconstruction to Life Adjustment in Postwar General Education, 177 / English Education in the "Golden Age" of the Profession, 184 / The Crisis in Literacy and Literary Studies in the 1970s, 193 / The Strategic Possibilities of Rhetoric in the Curricular Revisions of the 1980s, 203 / Conclusion: A "Humanistic Conception" of "An Active Participation in Practical Life," 212

Conclusion: Why the Pragmatics of Literacy Are Critical 218

Critical Junctures in the History of Literacy and Literacy Studies, 221 / Literary and Literacy Crises, or What's an English Major For?, 228 / Organizing Teaching, 237 / Realizing the Pragmatic Potentials of Departments of Literacy, 244

> Notes 251 Works Cited 281 Index 316