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The Museum of Modern Art

THE MODERN VOCABULARY OF PERSUASION IN ART REFLECTS PIVOTAL CONFLICTS OF THE 1930S

Addressing and persuading a mass audience was a central artistic motive in the contentious climate of the 1930s. *The Rhetoric of Persuasion*, organized by Peter Galassi, Chief Curator, Department of Photography, and Wendy Weitman, Associate Curator, Department of Prints and Illustrated Books, seeks to define the modern vocabulary of persuasion by bringing together nearly 75 posters, prints, photographs, and paintings that share the aim of conveying an unambiguous social message. The exhibition includes works by Margaret Bourke-White, Gustav Klucis, Dorothea Lange, Jacob Lawrence, Tina Modotti, Diego Rivera, Ben Shahn, and by Leopoldo Méndez and other members of Mexico's Taller de Gráfica Popular, or People's Printmaking Workshop. *The Rhetoric of Persuasion* is on view from April 30 through September 26, 2000, as part of *Making Choices*, the second cycle of **MoMA2000**.

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No. 49

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