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Rhetorical Agency as *Haciendo Caras* and Differential Consciousness Through Lens of Gender, Race, Ethnicity, and Class: An Examination of Dolores Huerta's Rhetoric

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Abstract

*This study explores the rhetoric of Dolores Huerta, cofounder of the United Farm Workers of America, and expands theoretical understandings of rhetorical agency as a negotiation of the intersectional aspects of gender, ethnicity, race, and class. Huerta's rhetoric illustrates how rhetorical agency can function through what Gloria Anzaldúa calls *haciendo caras* [making face, making soul] and what Chela Sandoval calls differential consciousness. Using these rhetorical *caras*, Huerta embodies collaborative agency through rhetorical styles of emotionality, familia [family], egalitarianism, and optimism, using factors from social and material dispositions relating to ethnicity, gender, and class, that both enable and constrain her sense of rhetorical agency. Ultimately, Huerta's *caras* and negotiation of habitus shape rhetorical agency through optimism, resistance, and transformation.*

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