ABSTRACT


STUDENT: Austin Fleming
DEGREE: Master of Arts
COLLEGE: Sciences and Humanities
DATE: May 2018
PAGES: 94

Since the 1970s labor unions have experienced significant decline, leading to an immense wealth gap between the wealthiest of Americans and the poorest. Reversing this tide will require a revitalization of organized labor. This study examined the organizing rhetoric of the Industrial Workers of the World, a historic labor union which this study argues offers organizational strategies that might return organized labor to its previous strength. The IWW employs constitutive rhetoric to instill workers with a sense of class consciousness before asking them to take principled collective action in solidarity. I argue that this action is offers a viable strategy to counter expanding right to work laws and the privatization and deregulation movement.