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## Digital Rhetoric and Global Literacies

Communication Modes and Digital Practices in the Networked World



Gustav Verhulsdonck and Marohang Limbu

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## Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the Networked World

Part of the Advances in Linguistics and Communication Studies Book Series

Gustav Verhulsdonck (University of Texas at El Paso, USA) and Marohang Limbu (Michigan State University, USA)

Current digital technologies, use rhetorical principles to engage, inform, instruct, persuade, and (inter)act in novel ways. These expressions of new digital modes and practices form a new digital rhetoric that extends traditional ancient rhetoric.

Understanding digital modes and practices of rhetoric is essential in studying information and interaction in human-to-human and human-computer contexts. These emerging technologies are essential in gauging information processes across global contexts.

Rather than persuasion, digital rhetoric uses information processes that require different modalities and practices that happen across global contexts and create novel literacies. Digital rhetoric is different from traditional rhetoric because it emphasizes information and interaction in human-computer-human and human-computer interaction contexts.

This edited collection, featuring the work of 20 scholars, traces new principles and understandings of the underlying rhetorical modes, practices, and literacies of communication through digital media. It provides a robust framework of digital rhetoric, a historical grounding of some of these technologies, theoretical/ practical approaches, and studies of emerging practices from a medialogical perspective as forming newer global literacies. In addition, it features exciting cross-disciplinary research by rhetoricians, educators, software engineers, information developers, game theorists, virtual reality designers, and other practitioners of digital media.

**Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the Networked World** compiles relevant theoretical frameworks, current practical applications, and emerging practices of digital rhetoric. Highlighting the key principles and understandings of the underlying modes, practices, and literacies of communication, this book is a vital guide for professionals, scholars, researchers, and educators interested in finding clarity and enrichment in the diverse perspectives of digital rhetoric research.

This book features the interdisciplinary work of twenty scholars with backgrounds in rhetoric, media production, computer-mediated communication, computer science, software design, human-computer-interaction, video game design, virtual reality, education, and literary studies. The foreword is written by Elizabeth Losh (UC San Diego), author of *Virtualpolitik: An Electronic History of Government Media-Making in a Time of War, Scandal, Disaster, Miscommunication, and Mistakes* (MIT Press, 2009), *The War on Learning: Gaining Ground in the Digital University* (MIT Press), the graphic guide (together with Jonathan Alexander, and Kevin and Zander Cannon) *Understanding Rhetoric* (Bedford/St. Martin's, 2013) and co-author of the forthcoming *Tweeting the Revolution: Networked Media, the Rhetorics of Activism, and Practices of the Everyday*.

**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.



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