Discovering Arguments In And Around Code Sweetland Digital Rhetoric

Unveiling the Interplay of Code and Rhetoric in the Digital Age

In the ever-evolving digital landscape, where code and language intertwine, the boundaries of argumentation and persuasion have blurred. 'Discovering Arguments in and Around Code' by Whitney A. Sweetland, a groundbreaking book, delves into this captivating terrain, uncovering the hidden arguments embedded within code and the persuasive power it wields in shaping our digital interactions.

Rhetorical Code Studies: Discovering Arguments in and around Code (Sweetland Digital Rhetoric Collaborative) by Katharine Graves

★★★★☆ 4.7 out of 5

Language	: English
File size	: 2302 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 232 pages

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Navigating the Code-Rhetoric Nexus

Sweetland embarks on an illuminating journey, exploring the symbiotic relationship between code and rhetoric. She argues that code, traditionally seen as a technical tool, also serves as a vehicle for constructing and conveying arguments. Through meticulous analysis of real-world examples,

she demonstrates how code can encode persuasive strategies, shape user behavior, and even influence public opinion.

Delving into the realm of digital rhetoric, Sweetland unveils the nuances of how code can convey ethos, pathos, and logos—the pillars of persuasive writing. She reveals how the structure of code, the choice of programming languages, and the design of user interfaces can subtly influence our beliefs and actions.

Unveiling Hidden Arguments in Digital Spaces

Beyond the realm of programming, Sweetland extends her analysis to a broader range of digital spaces, including social media, online forums, and virtual reality environments. She deftly uncovers the hidden arguments that lurk within these platforms, exposing the persuasive techniques employed to sway our opinions, shape our perceptions, and even alter our behavior.

Through insightful case studies, Sweetland demonstrates how digital arguments can manifest in various forms, from targeted advertising algorithms to viral social media campaigns. She sheds light on the ethical implications of these persuasive tactics and empowers readers to critically evaluate the arguments they encounter online.

Empowering Critical Analysis and Persuasive Communication

'Discovering Arguments in and Around Code' not only uncovers the hidden arguments in digital spaces but also empowers readers to become more discerning consumers and persuasive communicators. Sweetland provides practical tools and frameworks for analyzing digital arguments, enabling individuals to identify persuasive strategies and evaluate their validity.

Furthermore, the book guides readers in harnessing the power of code and rhetoric to effectively convey their own arguments in digital spaces. It offers invaluable insights into designing persuasive user interfaces, crafting engaging online content, and using social media platforms to amplify one's message.

A Transformative Guide for the Digital Age

Whitney A. Sweetland's 'Discovering Arguments in and Around Code' is a transformative guide for anyone navigating the complex and persuasive digital landscape. It offers an unparalleled understanding of how code and rhetoric converge, empowering readers to become critical thinkers, persuasive communicators, and responsible stewards of the digital realm.

Engaging, thought-provoking, and meticulously researched, this book is essential reading for students, scholars, professionals, and anyone curious about the intersection of technology, language, and persuasion.
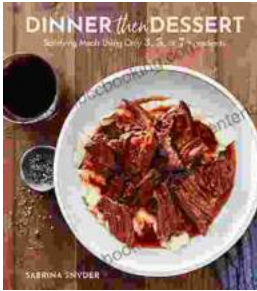
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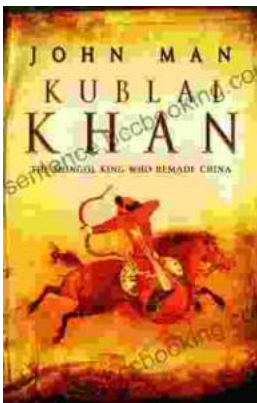
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