**Verhulsdonck, Gustav “Digital Rhetoric and Globalization: A Convergence-Continuum Model” Chapter 1**

Digital rhetoric studies the implications of how our use of technology impacts, reflects, represents, guides, and co/re/creates evolving forms of digital human action, behavior, communication, logic and knowledge. (2)

* Heavy reliance (known and unknown) in our everyday lives
* Overview of digital rhetoric scholars

**Lanham**

* 4fold model of various spectrums of motivation at/through
* revitalizes Burke’s idea of “rhetoric of motives”- that we engage in meaning-producing, semiotic actions which give us agency because we identify with particular motives for producing them

**Gustav**

* continuum model of convergence, relying on tying digital rhetorical practices as a continuum of signals encompassing all forms of human action, behavior, kinesics, communication and interaction from a macro-level of global production to that of a mico-level individual private rhetorical communication practices.

**Zappen**

* digital rhetoric extends traditional rhetoric and she be disassociated with Aristotle’s constrictive definition of “the art of persuasion;”
* digital rhetoric uses digital spaces where collaboration between participants allows them to create novel rhetorical techniques for communication
* defines digital rhetoric as how traditional rhetorical strategies function in digital spaces and suggest how these strategies are being reconceived and reconfigured within these spaces

**Bogost**

* procedural rhetoric
* using processes persuasively

Digital rhetoric functions as a warning, political agenda, current technology under investigation, and as textual analysis.

Importance of activity theory

**Emerging Voices: Upvoting the Exordium: Literacy Practices of the Digital Interface**

**Benedict Anderson**

**Imagined community**