



## **Rhetoric Online: The Politics of New Media, 2nd Edition (Frontiers in Political Communication, Vol. 22)**

*By Barbara Warnick, David S Heineman*

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The second edition of *Rhetoric Online: The Politics of New Media* has been extensively revised and expanded in order to systematically examine how rhetorical theory can be applied to political activity across a wide range of new media technologies. Warnick and Heineman study the web as a public sphere, touching on how websites, social media, smartphone applications, blogs, viral video, and web-based anti-institutional practices such as hacktivism impact everything from electoral politics to activism. Furthermore, they provide critical insight into how rhetoricians might consider existing theories of persuasion, identity, narrative, intertextuality, social movements, and more in the context of evolving new media technology. This edition contains completely new chapters on viral video, social identity and social media, and anti-institutional politics online.

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## **Editorial Review**

### **Review**

«This new edition of ‘Rhetoric Online’ introduces students and scholars to key rhetorical theories and criticism of contemporary rhetorical practices occurring through Information and Communication Technologies (ICTs). Warnick and Heineman provide examples of rhetorical analysis of political communication and persuasion in ICTs, providing useful guidance to those interested in seeing rhetorical analysis of digital communication in practice. This book is essential reading for those interested in understanding and applying rhetorical analysis to digital and social media.» (Jennifer Stromer-Galley, University at Albany, SUNY)

«One of the most challenging aspects of studying new media is keeping up to date when rapid changes in technology and platforms combine with the explosion of content made possible through the Internet. Warnick and Heineman’s new edition of ‘Rhetoric Online’ helps scholars accomplish this goal by offering a rich variety of recent examples of online discourse as case studies for how rhetorical theory can best approach digital texts. New and expanded examples include the Tea Party, policy-making in the blogosphere, viral video, social media, and an extensive discussion of online campaigns in the 2010 U.S. midterm elections. Readers will find a similar breadth in theoretical insights, which combine to make ‘Rhetoric Online’ an important work for the study of digital discourse.» (Danielle Wiese Leek, PhD, Associate Professor, School of Communications, Grand Valley State University)

### **About the Author**

Barbara Warnick is Professor and Chair in the Department of Communication, University of Pittsburgh. Her research focuses on the rhetorical theory and criticism of persuasion in online public discourse.

David S. Heineman is an Assistant Professor in the Department of Communication Studies at Bloomsburg University. His primary research interests are located at the intersection of rhetorical theory and criticism and new media technologies.

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