

CONTENTS

In (New) Media Res, a Preface	xi
Acknowledgments	xxi
1 Interface	1
New New Criticism	7
Remediation	15
From Text to Interface	22
Notes	26
2 Ecology	27
The Rhetorical Canons	29
Reframing the Canons as Ecology	35
Classical Rhetoric 2.0	41
Trackbacks as an Ecology of Practice	52
Notes	58
3 Proairesis	61
A Disciplinary Ecology of Invention	63
The Death of the Hypertext Author	68
Hermeneutic and Proairetic Invention	74
Virtual(ized) Authorship	78
Proairesis: Inv-engines	82
Notes	86
4 Pattern	89
From Sequence to Pattern	92
Databases, Data Mining	97
Personal Patterns: Mapping and Mining	105
Notes	112

5	Perspective	113
	Understanding (Visual) Rhetoric	115
	The Emergence of Perspective	119
	An Old Perspective on Metaphor	123
	Literacies of Style?	126
	Interfacial Perspectives	131
	Notes	140
6	Persistence	143
	Memory as Presence/Absence	145
	Memory as Pattern/Randomness	148
	Persistence of Cognition	151
	Presence and Persistence in New Media	157
	Notes	167
7	Performance	169
	Delivery as Circulation, Medium	171
	To Deliver: An Intransitive Canon?	176
	Delivery as Performance	182
	Notes	192
8	Discourse Ex Machina, A Coda	195
	What's With the Letter P?	197
	Is the Interface/Object Distinction That Crucial?	198
	What About All the Social Factors That Affect Technology?	199
	What Else Is Missing?	199
	What Exactly Is It That This Book Does Do Again?	200
	Bibliography	203
	Author Index	213
	Subject Index	

LIST OF FIGURES

Fig. 1.1	A screenshot of the Kairos essay	2
Fig. 1.2.	The history page from the Wikipedia entry on George W. Bush	12
Fig. 3.1.	A screenshot of Amazon's automated recommendations	46
Fig. 2.2.	An illustration of a traceback link, taken from my weblog	54
Fig. 2.3.	A weblog conversation mapped by Anjewierden and Efimova	56

Fig. 3.1. A screen shot of the social bookmarking service CiteULike.org	84
Fig. 4.1. Screenshot of Amazon purchase page	100
Fig. 4.2. Screenshot of a Flickr "365 Days" project	102
Fig. 4.3. Visualization of book network from Krebs	106
Fig. 4.4. A tagcloud representing keywords appearing in CCC articles, Vols. 47–57	111
Fig. 5.1. The World of Warcraft interface for a beginning character	135
Fig. 5.2. The World of Warcraft interface for an advanced character	136
Fig. 5.3. The WOW World Map	137
Fig. 5.4. Ideazon's WOW keyboard	139
Fig. 6.1. Screenshot of Google Reader	159
Fig. 6.2. Google Reader Trends	161
Fig. 6.3. Screen shot of Zoom Clouds	163
Fig. 6.4. Screenshot of presidential speeches tag cloud	165
Fig. 7.1. Screenshot of Stanford's WCP	183
Fig. 7.2. Invisible adjunct blog	187
Fig. 7.3. Wikipedia front page	189