

# REPERFORCING OF MACHINE AESTHETICS

Presented by: The speaker(s)

# Rhetoric Of Machine Aesthetics

**Rebekah Rousi, Catharina von  
Koskull, Virpi Roto**



## **Rhetoric Of Machine Aesthetics:**

**Rhetoric of Machine Aesthetics** Barry Brummett, 1999-07-30 Brummett addresses the question of how the aesthetic experience of machines can have rhetorical influence. He develops a theory of machine aesthetics showing nine dimensions of the aesthetic experience of machines and machine-like objects or activities. He identifies three general types of machine aesthetics: Mechtech (classical machine aesthetics based on hardware: gears, pistons, and so forth), Electrotech (high technology machine aesthetics based on the ability of electricity to put machinery on the human scale), and Chaotech (the aesthetic appeal of the decayed machine). In each case, rhetorical applications of the aesthetic are explored. A final critical application shows how the film *Brazil* warns its audience that fascism can be supported by simulations based on machine aesthetics. Brummett's book develops and articulates ideas in the fields of rhetoric and literature that have not been brought together before. In a radical departure, Brummett sees machines not as passive backdrops to human intercourse but rather as possessing a powerful rhetoric of their own. The book will be of great interest to scholars and students of communications, art, and aesthetics.

**Rhetoric in Popular Culture** Barry Brummett, 2022-09-19 The Sixth Edition of Barry Brummett's *Rhetoric in Popular Culture* provides readers with in-depth insight into the techniques of rhetorical criticism to analyze the full spectrum of contemporary issues in popular culture. Exploring a wide range of mass media texts, including advertisements, magazines, movies, television, popular music, and social media, Barry Brummett presents key rhetorical concepts and applies them with critical analysis to a variety of exciting examples drawn from today's popular culture. Ideal for courses in rhetorical criticism, the new edition includes new and updated sample critical essays and case studies that demonstrate for readers how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

**Rhetoric in Popular Culture** Barry Brummett, 2017-09-20 An accessible introduction to contemporary rhetorical theory and its applications in everyday life, Cory Brewster's *Eastern Oregon University Rhetoric in Popular Culture* Fifth Edition shows you how to apply growing and cutting-edge methods of critical studies to a full spectrum of contemporary issues seen in daily life. Exploring a wide range of mass media, including current movies, magazines, advertisements, social networking sites, music videos, and television shows, Barry Brummett uses critical analysis to apply key rhetorical concepts to a variety of exciting examples drawn from popular culture. You are guided from theory to practice in an easy-to-understand manner, providing you with a foundational understanding of the definition and history of rhetoric as well as new approaches to the rhetorical tradition. The highly anticipated Fifth Edition includes new critical essays and case studies that demonstrate for you how the critical methods discussed can be used to study the hidden rhetoric of popular culture.

**Rhetoric, Inc.** Timothy Johnson, 2020-10-14 In 1914 the Ford Motor Company opened its Motion Picture Laboratory, an in-house operation that produced motion pictures to educate its workforce and promote its products. Just six years later, Ford films had found their way into schools and newsreels, travelogues, and even feature films in theaters across the country. It is estimated that by 1961 the company's movies had

captured an audience of sixty four million people This study of Ford s corporate film program traces its growth and rise in prominence in corporate America Drawing on nearly three hundred hours of material produced between 1914 and 1954 Timothy Johnson chronicles the history of Ford s filmmaking campaign and analyzes selected films visual and narrative techniques and genres He shows how what began as a narrow educational initiative grew into a global marketing strategy that presented a vision not just of Ford or corporate culture but of American life more broadly In these films Johnson uncovers a powerful rhetoric that Ford used to influence American labor corporate style production practices road building suburbanization and consumer culture The company s early and continued success led other corporations to adopt similar programs Persuasive and thoroughly researched *Rhetoric Inc* documents the role that imagery and messaging played in the formation of the modern American corporation and provides a glimpse into the cultural turn to the economy as a source of entertainment value and meaning *The World and How We Describe It* Barry Brummett,2003-05-30 What kind of claim is being made or accusation leveled when such a term is used How do the dimensions and parameters of meaning facilitated by each term work in the management and distribution of power **A Rhetoric of Style** Barry Brummett,2008-07-07

Exploring style in a global culture In *A Rhetoric of Style* Barry Brummett illustrates how style is increasingly a global system of communication as people around the world understand what it means to dress a certain way to dance a certain way to decorate a certain way to speak a certain way He locates style at the heart of popular culture and asserts that it is the basis for social life and politics in the twenty first century Brummett sees style as a system of signification grounded largely in image aesthetics and extrarational modes of thinking He discusses three important aspects of this system its social and commercial structuring its political consequences and its role as the chief rhetorical system of the modern world He argues that aesthetics and style are merging into a major engine of the global economy and that style is becoming a way to construct individual identity as well as social and political structures of alliance and opposition It is through style that we stereotype or make assumptions about others political identities their sexuality their culture and their economic standing To facilitate theoretical and critical analysis Brummett develops a systematic rhetoric of style and then demonstrates its use through an in depth exploration of gun culture in the United States Armed with an understanding of how this rhetoric of style works methodologically students and scholars alike will have the tools to do their own analyses Written in clear and engaging prose *A Rhetoric of Style* presents a novel discussion of the workings of style and sheds new light on a venerable and sometimes misunderstood rhetorical concept by illustrating how style is the key to constructing a rhetoric for the twenty first century

**Wonderlands of the Avant-Garde** Julia Vaingurt,2013-05-31 In postrevolutionary Russia as the Soviet government was initiating a program of rapid industrialization avant garde artists declared their intent to serve the nascent state and to transform life in accordance with their aesthetic designs In spite of their professed utilitarianism however most avant gardists created works that can hardly be regarded as practical instruments of societal transformation Exploring this paradox

Vaingurt claims that the artists investment of technology with aesthetics prevented their creations from being fully conscripted into the arsenal of political hegemony The purposes of avant garde technologies she contends are contemplative rather than constructive Looking at Meyerhold s theater Tatlin s and Khlebnikov s architectural designs Mayakovsky s writings and other works from the period Vaingurt offers an innovative reading of an exceptionally complex moment in the formation of Soviet culture

*New Approaches to Rhetoric* Patricia A. Sullivan, Steven R. Goldzwig, 2004 *New Approaches to Rhetoric* provides fresh perspectives on the study of rhetoric and its ability to affect change in today s society Although traditional approaches e g neo Aristotelian to the study of rhetoric have utility for the twenty first century communication in a complex mass mediated postmodern age calls for new critical approaches The contributors of this volume including James Darsey Kathryn M Olson and G Thomas Goodnight George Cheney Dana Cloud and Barry Brummett explore possibilities for bridging rhetorical studies of the past with rhetorical studies of the future The original essays invite students to join rhetorical theorists and critics in an ongoing dialogue concerning what it means to study communication in a postmodern world Divided into three Parts *New Approaches to Rhetoric* challenges and expands the definitions approaches and assumptions governing rhetorical scholarship Part I Rhetorics Ethics and Values addresses in different ways a central question for the study of rhetoric today How and under what conditions will moral arguments be articulated in the 21st century Part II Rhetoric Institutions and Contexts features real life case studies showing students the function of rhetoric in today s world Part III Rhetorics Cultures and Ideologies encourages students to examine ideological approaches to criticism and issues associated with class race and gender Features of this volume Original never before published pieces by leading rhetorical theorists and critics including James Darsey Kathryn Olson and G Thomas Goodnight George Cheney Dana Cloud and Marouf Hasian and John M Murphy and Thomas R Burkholder among others Each part opens with a brief introduction to frame discussion for students Topics and case studies will appeal to students and scholars e g film Disney political keynote addresses autobiography labor union discourse Barry Brummett s Conclusion speculates on what the collection suggests about rhetoric in the 21st century and offers ideas to guide students as they contemplate the future of rhetorical studies *New Approaches to Rhetoric* is ideal for upper level undergraduate and graduate courses in Rhetoric and in Political Communication in departments of Communication English and Political Science This book is suitable for use as either a primary or supplemental course text and will be invaluable as a general reference for scholars of rhetoric social movements and public sphere studies

**Relics of Modernity** Andrew F. Wood, 2025-06-12 This collection of essays expands upon an emerging topic within and beyond the field of communication studies that challenges students and scholars of the built environment to peer beyond the somewhat typical collection of monuments museums and memories often found in essays related to space and place to consider the role of ruins as lenses upon modernity These locales which include economic ghost towns industrial relics prison sites and other places associated with so called dark tourism generally conjure feelings of

melancholy connotations of failure While their assemblages of moldy floors waterlogged walls shattered windows and sagging roofs do not make for traditional tourist snapshots ruins possess a potential to inspire awe an awareness of the tenuous nature of modern confidence a reverence for the passing of things In their inquiry and investigation one may encounter oddly sublime traces and fragments of the contemporary age Seeking to better understand the rhetoric and performances of ruins contributors to this book have crafted chapters that are theoretically sophisticated and vividly authored The resulting collection of nine essays surveys ruins within and beyond the United States to examine a unique and unexpected constellation of ideas related to authenticity identity memory representation and power

**From the American System to Mass Production, 1800-1932: The Development of Manufacturing Technology in the United States**

David Hounshell, 2023-11-25 In *From the American System to Mass Production* David A Hounshell has provided a detailed thoughtful and comprehensive examination of American industrial technology from the early 1800s through the 1930s Lavishly illustrated with 19th century prints and more recent photographs of factory interiors and industrial products this important work traces the direct and indirect routes down the road toward modern American industrial civilization For business and labor historians and for historians of American technology and industrialization Hounshell's book will fill many gaps in the history of the technical contours of modern industrial America the book begins with an examination of the origins of the American system of manufactures in government and private arms production and then moves to the sewing machine woodworking agricultural equipment bicycle and automobile industries It touches on the important inventors and innovators and describes their fundamental contributions in these American industries Most of the principal figures and institutions are covered Simeon North Eli Whitney Thomas Blanchard John H Hall and Samuel Colt in armories Eli Terry and Seth Thomas in the clockmaking industry the Wheeler and Wilson Willcox and Gibbs and Singer sewing machine firms the Singer woodworking plant the McCormick Reaper works the Columbia Pope and Western Wheel Works bicycle companies and the Ford and General Motors automotive corporations Hounshell's work is a major contribution to the social history of technical innovators and their innovations All in all *From the American System to Mass Production* is an impressive work In his documentation of the history of American industrial technology Hounshell has demonstrated the slow evolution and the near failure of large scale capital intensive and work degrading industrial systems Whereas other historians of technology have tended to tread too lightly on the social dimensions of technical change Hounshell has provided an excellent social analysis of the networks of innovators and their role in the diffusion of armory practices and other industrial advances from industry to industry Technology and Culture Mr Hounshell is an enthusiastic lively writer yet very careful scholar He is cautious in his conclusions and candid about what is debatable He offers several sides of every issue he does not judge particular technologies as good or bad What stands out in this history is how slowly what appears to be a sensible productive and efficient system of manufacturing was adopted chiefly because it required a change in the mind set of managers changes in

skills and work habits of workers and disciplined procedures and practices throughout the plants New York Times Book Review David Hounshell s history of the evolution of American production methods has few rivals in execution of the theme it has none Hounshell carefully documents the development transfer and modification of the technology of the manufacture of interchangeable parts from firm to firm and industry to industry A series of excellent technical photographs and Hounshell s own field trials support his argument Science A meticulous study of mass production s roots and early flowering An able researcher Hounshell follows the trail of early manufacturing ideas and shows how they were gradually perfected and diffused throughout different industries before converging in Ford s miracle at Highland Park Wall Street Journal An important study which offers a convincing reinterpretation of the development of mass production in the United States Hounshell has combined substantial new archival research with a synthesis of the mass of new work completed by others in the past three decades Journal of Economic History

Black Mirror and Critical Media Theory Angela M. Cirucci,Barry Vacker,2018-10-31 Black Mirror is The Twilight Zone of the twenty first century Already a philosophical classic the series echoes the angst of an era a civilization and consciousness fully engulfed in the 24 7 media spectacle spanning the planet With clever plots and existential themes Black Mirror presents near futures where humans collide with technology and each other tomorrows that might arrive in five years or five minutes Featuring scholars from three continents and ten nations Black Mirror and Critical Media Theory is an international collection of critical media theory applied to one of the most intellectually provocative TV shows of our time and the all too real conditions that inspire it Drawing from thinkers such as Michel Foucault Jean Baudrillard Guy Debord Marshall McLuhan and Paul Virilio the authors reverse engineer Black Mirror by probing the ideas meanings and conditions embedded in the episodes This book is organized around six key topics reflected and explored in Black Mirror human identity surveillance culture spectacle and hyperreality aesthetics technology and existence and dystopian futures

**21st Century Communication: A Reference Handbook** William F. Eadie,2009-05-15 The discipline of communication has grown in popularity from the time professors of journalism and speech decided in the mid 1960s that the term communication was an excellent general descriptor for the theory and research that each group aspired to create Over time the two groups grew closer and recognized significant overlap in their theoretical and research interests but there were also differences in their traditions that kept them apart While both groups agreed that communication is a practical discipline journalism professors focused a great deal of their attention on the education of media professionals Speech professors on the other hand often were more oriented to the liberal arts and valued the fact that communication could be approached from a variety of traditions including the arts humanities social sciences and even the sciences A key term in 21st Century communication however is convergence Not only are media and technology converging with each other to produce new means of communicating but individuals are increasingly using both new and existing communication tools to create new forms of communication This convergence forces the various camps within the

communication discipline to draw upon each other's theories and research methods to keep up with explaining the rapidly changing communication environment. This convergence of ideas and theories provides a space to challenge conventional ways of thinking about the communication discipline and that's the goal of the SAGE 21st Century Reference Series volumes on Communication. General Editor William F. Eadie has sought to honor the diversity of the study of communication but also integrate that diversity into a coherent form, dividing communication study into four basic properties: 1 processes, 2 forms and types of communication, 3 characteristics to consider in creating messages, and 4 relationships between communicators. Via 100 chapters, this 2-volume set, available in both print and electronic formats, highlights the most important topics, issues, questions, and debates any student obtaining a degree in the field of communication ought to have mastered for effectiveness in the 21st Century. The purpose is to provide undergraduate majors with an authoritative reference source that will serve their research needs going forward in this exciting field with more detailed information than encyclopedia entries but not as much jargon, detail, or density as a journal article or a research handbook chapter. Comprehensive coverage captures all the major themes and subfields within communication. For instance, Volume 1 themes include the discipline of communication, approaches to the study of communication, key processes of communication, forms and types of communication, key characteristics of messages, key communication relationships, factors affecting communication, and challenges and opportunities for communication. Themes in Volume 2 are media as communication, communication as a profession, journalism, public relations, advertising, and media management. Authoritative content is provided by a stellar cast of authors who bring diverse approaches, diverse styles, and different points of view. Curricular-driven emphasis provides students with initial footholds on topics of interest in researching for term papers, in preparing for GREs, in consulting to determine directions to take in pursuing a senior thesis, graduate degree, career, etc. Uniform chapter structures make it easy for students to locate key information with a more or less common chapter format of Introduction, Theory, Methods, Applications, Comparisons, Future Directions, Summary, Bibliography, Suggestions for Further Reading, and Cross References. Availability in print and electronic formats provides students with convenient, easy access.

Marconi's Wireless and the Rhetoric of a New Technology Aaron A. Toscano, 2012-02-09. This book examines the discourse surrounding the wireless created by the Anglo-Italian inventor Guglielmo Marconi. The wireless excited early twentieth-century audiences before it even became a viable black box technology. The wireless adhered to modernist values: speed, efficiency, militarization, and progress. Language surrounding the wireless is a form of technical communication overlooked by today's practitioners. This book establishes a broader definition for technical communication by examining a selection of the discourse surrounding Marconi's wireless. The book's main themes are the following: 1 technical communication is all discourse surrounding technology; 2 the field of technical communication or technical writing should incorporate analyses of discourse surrounding technologies into its epistemology; 3 the wireless is a product of the society from which it comes, early twentieth-century Western civilization; and 4



the discourse surrounding the wireless is infused with tropes of progress speed efficiency evolution and ahistoricity

**Humane Autonomous Technology** Rebekah Rousi, Catharina von Koskull, Virpi Roto, 2024-10-21 This open access book takes a human focused multidisciplinary look at the ways in which autonomous technology shapes experience affecting human lives and ways of working in settings ranging from the arts design and service to maritime and industry The book focuses on the humane observing how technology can be designed and implemented in an ethical human centered way Chapters in this book highlight factors that impinge on the humane and ethical such as challenging questions of intellectual property rights roles of humans biases and the uptake of other deviant human traits Through delving into a range of dimensions and contexts from culture the arts and design to service heavy industry and maritime the contributors demonstrate that artificial intelligence and its related autonomous systems need to be understood holistically as a system of systems that should be working for the benefit of human present and future

**Infertility** Robin E. Jensen, 2016-09-29 This book explores the arguments appeals and narratives that have defined the meaning of infertility in the modern history of the United States and Europe Throughout the last century the inability of women to conceive children has been explained by discrepant views that women are individually culpable for their own reproductive health problems or that they require the intervention of medical experts to correct abnormalities Using doctor patient correspondence oral histories and contemporaneous popular and scientific news coverage Robin Jensen parses the often thin rhetorical divide between moralization and medicalization revealing how dominating explanations for infertility have emerged from seemingly competing narratives Her longitudinal account illustrates the ways in which old arguments and appeals do not disappear in the light of new information but instead reemerge at subsequent often seemingly disconnected moments to combine and contend with new assertions Tracing the transformation of language surrounding infertility from barrenness to infertility this rhetorical analysis both explicates how language was and is used to establish the concept of infertility and shows the implications these rhetorical constructions continue to have for individuals and the societies in which they live

**Techniques of Close Reading** Barry Brummett, 2018-04-19 Techniques of Close Reading Second Edition helps you gain a deeper understanding of what texts may be saying whether they are written oral visual or mediated Renowned scholar and professor Barry Brummett explains and explores the various ways to read messages such as speeches cartoons or magazine ads teaching you how to see deeper levels of meaning and to share those insights with others You will learn techniques for discovering form rhetorical tropes argument and ideologies within texts New to the Second Edition A new Chapter 6 includes a selection of techniques from each chapter to show you how different techniques may be used together when reading text A close reading of a group of ads from the insurance company Liberty Mutual offers you an opportunity to apply the techniques to recent texts

*Rhetorical Homologies* Barry Brummett, 2004 One of the most widely used ideas in scholarship of the humanities and social sciences is that of homology a formal pattern structuring different kinds of texts ideas and experiences

Rhetorical Homologies explores the central meaning of this form in a variety of discourses and also examines the kind of homologies that shape audience responses to personal public and political issues Barry Brummett is most interested in homologies among very different orders of experience and texts experiences on the battlefield that are homologous to those at a dining room table for instance interesting and why homology is rhetorical are the subjects of this study Brummett focuses on a wide range of topics from the homologies between rhetoric and weapons throughout history to the homology of ritual injuries as manifested in representation of Christian martyrs Laurel and Hardy films the African American practice of playing the dozens and televised professional wrestling Brummett also explores the homology of the Wise Woman using rhetorical representation of Sojourner Truth and Oprah Winfrey important in understanding how social life is organized in general and that the centrality of discourse in organizing experience makes rhetorical homologies an important perspective for general knowledge beyond the boundaries of this study

Proceedings of the 2022 3rd International Conference on Big Data and Social Sciences (ICBDSS 2022) Guiyun Guan,Bo Qu,Ding Zhou,2024-03-13 This is an open access book As a leading role in the global megatrend of scientific innovation China has been creating a more and more open environment for scientific innovation increasing the depth and breadth of academic cooperation and building a community of innovation that benefits all Such endeavors are making new contributions to the globalization and creating a community of shared future The 3rd International Conference on Big Data and Social Sciences ICBDS 2022 was held on August 19 21 2022 in Hulunbuir China With the support of experts and professors the ICBDS 2022 conference successfully held its first conference last year In order to allow more scholars to have the opportunity to participate in the conference to share and exchange experience This conference mainly focused on big data social science and other research fields to discuss At present my country has entered the era of big data cloud migration that is the era of bigdata the Internet of things cloud computing and mobile Internet The market demand for big data talents is also increasing day by day The purpose of the conference is to provide a way for experts scholars engineering technicians and technical R D personnel engaged in big data and social science research to share scientific research results and cutting edge technologies understand academic development trends broaden research ideas strengthen academic research and discussion and promote the academic achievement industry Platform for chemical cooperation The conference sincerely invites experts scholars from domestic and foreign universities scientific research institutions business people and other relevant personnel to participate in the conference

The French Connections of Jacques Derrida Julian Wolfreys,John Brannigan,Ruth Robbins,1999-04-01 The French Connections of Jacques Derrida offers stimulating and accessible essays that address for the first time the issue of Derrida's relation to French poetics writing thought and culture In addition to offering considerations of Derrida through studies of such significant French authors as Mallarmé Baudelaire Valéry Laporte Ponge Perec Blanchot and Barthes the book also reassesses the development of Derrida's work in the context of structuralism biology and linguistics in the 1960s and looks at the possible

relationships between Derrida's writing and that of the Surrealist and Oulipian groups Derrida is introduced as one whose work is as much poetic as it is philosophical and who is strikingly French and yet not unproblematically so Contributors include Boris Belay John Brannigan Christopher Johnson John P. Leavey Jr. Ian MacLachlan Jessica Maynard Laurent Milesi Ruth Robbins Michael Syrotinski Michael Temple Burhan Tufail and Julian Wolfreys **Instruments for New Music** Thomas Patteson, 2016 Listening to instruments The joy of precision mechanical instruments and the aesthetics of automation The alchemy of tone Jürg Mager and electric music Sonic handwriting media instruments and musical inscription A new perfect musical instrument the trautonium and electric music in the 1930s The expanding instrumentarium

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## Rhetoric Of Machine Aesthetics Introduction

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