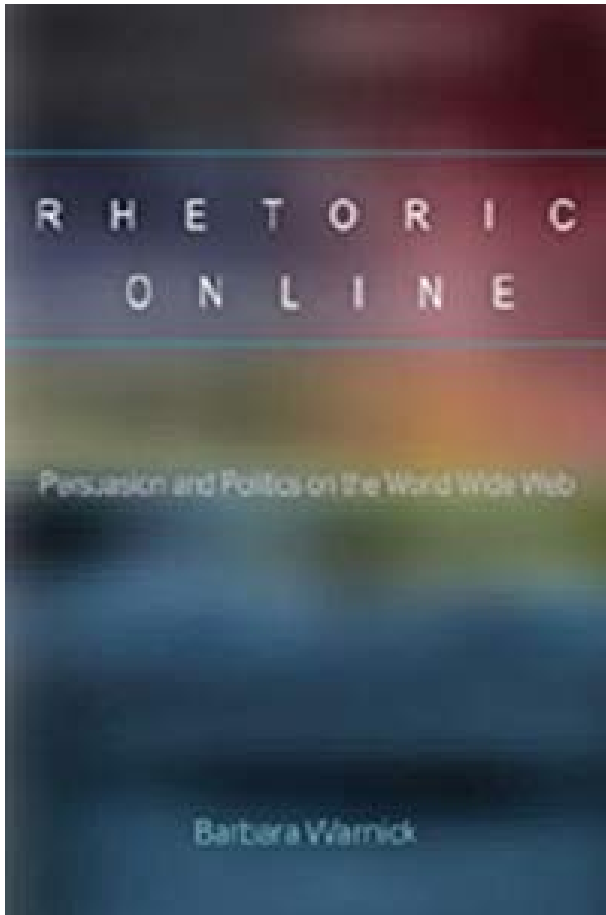


Rhetoric Online: Persuasion And Politics On The World Wide Web



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Rhetoric Online is a systematic examination of the forms and nature of Web-based public discourse in the fields of social activism, political campaigning, and other venues where rhetorical discourses are addressed to public audiences. Warnick develops and adapts existing rhetorical theories to the study of Web-based persuasive discourse in the public sphere.