

## Rhetoric Talking Points

Simmons, M. (2018). *Engaging Circulation in Urban Revolution*. Gries, L.E. & Brooke, C.G. (Eds.), *Circulation, Writing and Rhetoric*, (pp. 43-60). University Press of Colorado. <https://www.doi.org/10.2307/j.ctt21668mb.6n>.

In 1999, Hamilton was the largest city in Ohio. Years prior the city declined to have an interstate through town during booming industries which proved costly when industries shut down isolating the city. In 2003, the city began to decline and by 2014 was changing through revitalization efforts. City officials began using social media to forward a new identity. The goals of the social media were to create greater social interaction, foster engagement and increase citizen participation throughout the community. This chapter addresses the circulation of digital images and digital media strategies for revitalizing a midsize postindustrial town into a city with economic and social capital.

- Circulating images of nostalgia and digital image strategies.
- Influence perception of the city itself.
- Circulation is useful in generating ubiquitous urban infrastructure.

Questions:

1. How does rhetoric circulate for long term civic involvement?
2. How does ubiquitous transform urban infrastructures?
3. Would transforming nostalgic images resurrect a city's ghost rather than celebrate it inspiring compliments toward urban renewal, or would it?

Edward, D. & Lang, H. (2018). *Entanglements that Matter: A New Materialistic Trace of #YesAllWomen*. Gries, L. E. & Brooke, C. G. (Eds.), *Circulation, Writing and Rhetoric*, (pp. 118-134). University Press of Colorado. <https://www.doi.org/10.2307/j.ctt21668mb.10>.

On May 23, 2014, Elliott Rodger shot and killed seven people, including himself, and injured 13 others in Isla Vista, California. Before the rampage, Rodger uploaded several videos to social media sites claiming that he had been sexually frustrated and isolated for much of his life because of being ignored by women. #NotAllMen a well-established tag on Twitter in 2013, gained traction after the killings as men sought to distance themselves from acts of violence against women. In response 24 hours later 1.2 million tweets had been added to #YesAllWomen.

- Network activism – face-to-face (sit-ins and flash mobs).
- New forms of argument, persuasion and identity in update culture & the afterlife of digital writing.
- Exist by an ongoing act of circulation.
- Gained rhetorical velocity in the days/weeks following its arrival on Twitter.

Questions:

1. How has hashtags influenced the digital world?
2. How have we become entangled (or not) in the movement of hashtags?
3. Do you consider hashtags data? Why or why not?

