

Contents

<i>List of Figures</i>	ix
<i>Acknowledgments</i>	xi
Introduction: Rhetoric, Fusion, Borders, and Liminality	1
1 How the Digital is Rhetorical, Cognitive, and Cultural	16
2 Rhetorical Literacy on the World Wide Web: Syntax, Tropes, Schemes, and Figures	40
3 Classification on the World Wide Web	57
4 Rhetoric, Context, and Culture on the World Wide Web: Analyzing the Internet's Virtual Mall	83
5 Rhetorical Delivery, Digital Performance, and Media Fusion on Web 2.0	107
6 Border Work: Hybrid Texts and Analytic Fusion in Digital Space	151
<i>Notes</i>	169
<i>Bibliography</i>	177
<i>Index</i>	191