# Heuretics: The Logic of Invention

Ulmer, Professor Gregory L.

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# **Heuretics The Logic Of Invention**

**Gregory L. Ulmer** 

#### **Heuretics The Logic Of Invention:**

Heuretics Gregory L. Ulmer, 1994 In Heuretics a word defined as the branch of logic that treats the art of discovery or invention Gregory Ulmer sets forth new methods appropriate for conducting cultural studies research in an age of electronic **Heuretics** Gregory L. Ulmer, 1994 A Counter-History of Composition Byron Hawk, 2007-11-25 hypermedia publisher A Counter History of Composition contests the foundational disciplinary assumption that vitalism and contemporary rhetoric represent opposing disconnected poles in the writing tradition Vitalism has been historically linked to expressivism and concurrently dismissed as innate intuitive and unteachable whereas rhetoric is seen as a rational teachable method for producing argumentative texts Counter to this Byron Hawk identifies vitalism as the ground for producing rhetorical texts the product of complex material relations rather than the product of chance Through insightful historical analysis ranging from classical Greek rhetoric to contemporary complexity theory Hawk defines three forms of vitalism oppositional investigative and complex and argues for their application in the environments where students write and think today Hawk proposes that complex vitalism will prove a useful tool in formulating post dialectical pedagogies most notably in the context of emerging digital media He relates two specific examples of applying complex vitalism in the classroom and calls for the reexamination and reinvention of current self limiting pedagogies to incorporate vitalism and complexity theory Rhetoric of Cool Jeff Rice, 2007-05-11 The Rhetoric of Cool Composition Studies and New Media offers a historical critique of composition studies rebirth narrative using that critique to propose a new rhetoric for new media work Author Jeff Rice returns to critical moments during the rebirth of composition studies when the discipline chose not to emphasize technology cultural studies and visual writing which are now fundamental to composition studies Rice redefines these moments in order to invent a new electronic practice The Rhetoric of Cool addresses the disciplinary claim that composition studies underwent a rebirth in 1963 At that time three writers reviewed technology cultural studies and visual writing outside composition studies and independently used the word cool to describe each position Starting from these three positions Rice focuses on chora appropriation commutation juxtaposition nonlinearity and imagery rhetorical gestures conducive to new media work to construct the rhetoric of cool An innovative work that approaches computers and writing issues from historical critical theoretical and practical perspectives The Rhetoric of Cool challenges current understandings of writing and new media and proposes a rhetorical rather than an instrumental response for teaching writing in new media contexts Florida Jeff Rice, 2015-04-01 This collection proposes Florida as a nexus of various contested moments ideas concepts and relations In the age of networks it is not enough to only think of computerized economic or labor intensive systems as networks Florida is both a site of exploration what does Florida mean and a model for spatial work in general how do we trace out the networked connections of a given space Florida taps into an existing conversation regarding space and it contributes a new approach by offering up the state as a network of both objective and personal meanings **Strategies for Theory** R. L. Rutsky, Bradley

J. Macdonald, 2003-06-05 Interdisciplinary essays on the role of high theory in politics and popular culture The Open Knowledge Society Miltiadis D. Lytras, John M. Carroll, Ernesto Damiani, Robert D. Tennyson, David Avison, Gottfried Vossen, Patricia Ordóñez de Pablos, 2008-09-24 It is a great pleasure to share with you the Springer CCIS proceedings of the First World Summit on the Knowledge Society WSKS 2008 that was organized by the Open Research Society NGO http www open knowledge society org and hosted by the American College of Greece http www acg gr during September 24 27 2008 in Athens Greece The World Summit on the Knowledge Society Series is an international attempt to promote a dialogue on the main aspects of a knowledge society toward a better world for all based on knowledge and learning The WSKS Series brings together academics people from industry policy makers politicians government officers and active citizens to look at the impact of infor tion technology and the knowledge based era it is creating on key facets of today s world the state business society and culture Six general pillars provide the constitutional elements of the WSKS series Social and Humanistic Computing for the Knowledge Society Emerging Te nologies and Systems for the Society and Humanity Knowledge Learning Education Learning Technologies and E learning for the Knowledge Society Information Technologies Knowledge Management Systems E business and Enterprise Information Systems for the Knowledge Society Culture and Cultural Heritage Technology for Culture Management Management of Tourism and Entertainment Tourism Networks in the Knowledge Society Government and Democracy for the Knowledge Society Research and Sustainable Development in the Knowledge Society The summit provides a distinct unique forum for cross disciplinary fertilization of research favoring the dissemination of research that is relevant to international re **Inter/vention** Jan Rune Holmevik, 2012-03-23 A proposal that electracy the special skills needed to navigate and understand our digital world can be developed through play In today s complex digital world we must understand new media expressions and digital experiences not simply as more technologically advanced forms of writing that can be understood and analyzed as texts but as artifacts in their own right that require a unique skill set Just as agents seeking to express themselves in alphabetic writing need to be literate egents who seek to express themselves in digital media need to be to use a term coined by cybertheorist Gregory Ulmer electrate In Inter vention Jan Holmevik helps to invent electracy He does so by tracing its path across the digital and rhetorical landscape informatics hacker heuretics ethics pedagogy virtual space and monumentality and by introducing play as a new genre of electracy Play he argues is the electrate ludic transversal Holmevik contributes to the repertoire of electrate practices in order to understand and demonstrate how play invents electracy Holmevik's argument straddles two divergences in rhetoric between how we study rhetoric as play and how we play rhetorically and in game studies between ludology and narratology Games studies has forged ludology practice by distinguishing it from literate practice and often allying itself with the scientific tradition Holmevik is able to link ludology and rhetoric through electracy Play can and does facilitate invention play invented the field of ludology Holmevik proposes a new heuretic in which play acts as a conductor for the invention of

electracy Play is a meta behavior that touches on every aspect of Ulmer's concept of electracy *Digital Humanities Pedagogy* Brett D. Hirsch,2012 The essays in this collection offer a timely intervention in digital humanities scholarship bringing together established and emerging scholars from a variety of humanities disciplines across the world The first section offers views on the practical realities of teaching digital humanities at undergraduate and graduate levels presenting case studies and snapshots of the authors experiences alongside models for future courses and reflections on pedagogical successes and failures The next section proposes strategies for teaching foundational digital humanities methods across a variety of scholarly disciplines and the book concludes with wider debates about the place of digital humanities in the academy from the field's cultural assumptions and social obligations to its political visions 4e de couverture

**Experimental Writing in Composition** Patricia Suzanne Sullivan, 2012-12-15 From the outset experimental writing has been viewed as a means to afford a more creative space for students to express individuality underrepresented social realities and criticisms of dominant socio political discourses and their institutions Yet the recent trend toward multimedia texts has left many composition instructors with little basis from which to assess these new forms and to formulate pedagogies In this original study Patricia Suzanne Sullivan provides a critical history of experimental writing theory and its aesthetic foundations and demonstrates their application to current multimodal writing Sullivan unpacks the work of major scholars in composition and rhetoric and their theories on aesthetics particularly avant gardism She also relates the dialectics that shape these aesthetics and sheds new light on both the positive and negative aspects of experimental writing and its attempts to redefine the writing disciplines Additionally she shows how current debates over the value of multimedia texts echo earlier arguments that pitted experimental writing against traditional models Sullivan further articulates the ways that multimedia is and isn t changing composition pedagogies and provides insights into resolving these tensions The Terministic Screen David Blakesley, 2007-09-28 The Terministic Screen Rhetorical Perspectives on Film examines the importance of rhetoric in the study of film and film theory Rhetorical approaches to film studies have been widely practiced but rarely discussed until now Taking on such issues as Hollywood blacklisting fascistic aesthetics and postmodern dialogics editor David Blakesley presents fifteen critical essays that examine rhetoric s role in such popular films as The Fifth Element The Last Temptation of Christ The Usual Suspects Deliverance The English Patient Pulp Fiction The Music Man Copycat Hoop Dreams and A Time to Kill Aided by sixteen illustrations these insightful essays consider films rhetorically as ways of seeing and not seeing as acts that dramatize how people use language and images to tell stories and foster identification Contributors include David Blakesley Alan Nadel Ann Chisholm Martin J Medhurst Byron Hawk Ekaterina V Haskins James Roberts Thomas W Benson Philip L Simpson Davis W Houck Caroline J S Picart Friedemann Weidauer Bruce Krajewski Harriet Malinowitz Granetta L Richardson and Kelly Ritter **Body/State** Jen Dickinson, 2016-04-08 Body State brings together original essays addressing various aspects of the evolving interaction between bodies and states While each essay

has different empirical and or theoretical focus authors consider a number of overlapping themes to appreciate the state s engagement with and concern about bodies Divided into five parts the first part Bodies Modified and Divided considers how the production regulation policing and maintenance of borders physical social sexual political religious etc are used to enable or constrain the physical re shaping of the body Part two Capital Bodies extends the state s concern with the flows of bodies that make up the nation to consider how they are enrolled in the complex structures of capitalist exchange that form the basis for maintaining and contesting a set of relationships between states and markets Part three Deviance and Resistance examines both how states seek to discipline non normal bodies and appreciates the capacity of changes in the socio cultural meaning and nature of bodies to resist and or escape states Part four Sovereignty and Surveillance develops themes of deviancy and resistance by considering the impact of new technologies both on the intimate regulatory reach of states into and across bodies and on the nature of embodiment itself Finally Part five The Body Virtual examines the impact of new technologies and online spaces both on the intimate regulatory reach of states into and across bodies and on the nature of embodiment itself A varied collection of essays that address important and complex topics in a readable and creative way

The Rhetoric of Videogames as Embodied Practice Steve Holmes, 2017-09-11 The Rhetoric of Videogames as Embodied Practice offers a critical reassessment of embodiment and materiality in rhetorical considerations of videogames Holmes argues that rhetorical and philosophical conceptions of habit offer a critical resource for describing the interplay between thinking writing and rhetoric and embodiment The book demonstrates how Aristotle's understanding of character ethos habit hexis and nature phusis can productively connect rhetoric to what Holmes calls procedural habits the ways in which rhetoric emerges from its interactions with the dynamic accumulation of conscious and nonconscious embodied experiences that consequently give rise to meaning procedural subjectivity control and communicative agency both in digital game design discourse and the activity of play The Homesick Phone Book Cynthia Haynes, 2016-09-28 Cover Title Page Copyright Dedication Contents Illustration List Acknowledgments Introduction 1 Party Lines 2 Casuistic Code 3 Mechanical Faith 4 Writing Offshore 5 Glitch Rhetoric 6 Torture and Absolution 7 Postconflict Pedagogy 8 Marine Media 9 Accidental Metaphysics 10 Armageddon Army 11 Endgame Rhetorics Notes Works Cited Index About the Author Back Cover New Media/New Methods Jeff Rice, Marcel O'Gorman, 2008-07-22 The essays in New Media New Methods The Academic Turn from Literacy to Electracy pose an invention based approach to new media studies They represent a specific school of theory that has emerged from the work of graduates of the University of Florida Working from the concept of electracy as opposed to literacy contributors pose various heuristics for new media rhetoric and theory Language Machines Jeffrey Masten, Peter Stallybrass, Nancy J. Vickers, 2016-03-23 Language Machines questions any easily progressive model of technological change demonstrating the persistence rather than the obsolescence of language technologies over time the continuous and complicated overlap of pens presses screens and voice In these essays new technologies do not simply

replace but rather draw upon absorb displace and resituate earlier technologies The Digital Age Detective Brendan Riley, 2017-07-05 Imagining the figure of the fictional detective as an archetype in the study of modern culture the author argues that contemporary detective fiction can help us better comprehend fundamental shifts of the Digital Age in communication family entertainment society even the way we think as individuals The nature of the detective story itself models how we build and share knowledge Drawing on concepts from literature and media studies the author reveals clues about modern phenomena like conspiracy theory groupthink and the nature of our digital identities Digital Humanities David M. Berry, Anders Fagerjord, 2017-05-30 As the twenty first century unfolds computers challenge the way in which we think about culture society and what it is to be human areas traditionally explored by the humanities In a world of automation Big Data algorithms Google searches digital archives real time streams and social networks our use of culture has been changing dramatically The digital humanities give us powerful theories methods and tools for exploring new ways of being in a digital age Berry and Fagerjord provide a compelling guide exploring the history intellectual work key arguments and ideas of this emerging discipline They also offer an important critique suggesting ways in which the humanities can be enriched through computing but also how cultural critique can transform the digital humanities Digital Humanities will be an essential book for students and researchers in this new field but also related areas such as media and communications digital media sociology informatics and the humanities more broadly Rhetorical Delivery and Digital Technologies Sean Morey, 2015-11-19 This book theorizes digital logics and applications for the rhetorical canon of delivery Digital writing technologies invite a re evaluation about what delivery can offer to rhetorical studies and writing practices Sean Morey argues that what delivery provides is access to the unspeakable unconscious elements of rhetoric not primarily through emotion or feeling as is usually offered by previous studies but affect a domain of sensation implicit in the overlooked original Greek term for delivery hypokrisis Moreover the primary means for delivering affect is both the logic and technology of a network construed as modern digital networks but also networks of associations between humans and nonhuman objects Casting delivery in this light offers new rhetorical trajectories that promote its incorporation into digital networked bodies Given its provocative and broad reframing of delivery this book provides original robust ways to understand rhetorical delivery not only through a lens of digital writing technologies but all historical means of enacting delivery offering implications that will ultimately affect how scholars of rhetoric will come to view not only the other canons of rhetoric but rhetoric as a whole **Network of Bones** Sean Morey, 2019-03-27 Both a far removed place of refuge for the fringe of society and a high status vacation destination the Keys remain a legendary yet fragile place still threatened by a human made disaster the 2010 Deepwater Horizon oil spill Likewise Key West Florida can be many things to many people evoking laidback Margaritaville for some and Ernest Hemingway for others In this mixture of memoir travel writing philosophical reflection natural and cultural history and meditation on language Sean Morey wrestles with the varied and often contradictory nature

of his hometown Morey turns a sharp eye inward teasing out the layers of natural and cultural developments that have shaped the Keys for both millions of years and the past few decades He asks What does it take for humans to accept our impact on Earth and more importantly what will move humans to take action to reverse adverse impacts The answer Morey posits lies in imaginative thinking in building connections between locations and individual interests and backgrounds to create a foundation for widespread ecological ethics In Network of Bones Morey guides readers through different images of Key West and connects them to global environmental issues including overfishing rising sea levels and polluted oceans Morey s writing stimulates memory and invites engagement with the world as he shows us how learning about one place no matter how specific and eccentric that place might be can teach us about all other places It s just a matter of imagination The author s proceeds from the sale of this book will benefit Coastal Conservation Association Florida

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