Rhetoric, Culture, and Technology
James P. Zappen

Selected Bibliography

Rhetorical Theory and Criticism


Orality and Literacy


The Sophists


Plato


**Aristotle**


**Michel Foucault**


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**Mikhail M. Bakhtin**


**Walter Benjamin/Roland Barthes**


**Rhetoric, Intertextuality, and Contextuality**


**Kenneth Burke**


**Rhetoric, Identity, and Identification**


**Marshall McLuhan/Jean Baudrillard**


**The Rhetorical Situation**


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