

Discovering Arguments in and Around Code: Sweetland Digital Rhetoric

Code is not just a set of instructions for a computer. It can also be a powerful tool for making arguments. In her book, *Digital Rhetoric*, Elizabeth Sweetland argues that code is a form of rhetoric that can be used to persuade, inform, and entertain.



Rhetorical Code Studies: Discovering Arguments in and around Code (Sweetland Digital Rhetoric Collaborative) by Katharine Graves

★★★★☆ 4.7 out of 5

Language : English
File size : 2302 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 232 pages



Sweetland identifies three main types of arguments that can be found in code:

1. **Functional arguments** are made through the code's functionality. For example, a program that sorts data into alphabetical Free Download is making an argument for the importance of organization.
2. **Structural arguments** are made through the code's structure. For example, a website that uses a hierarchical menu is making an

argument for the importance of clear navigation.

3. **Aesthetic arguments** are made through the code's appearance. For example, a website that uses bright colors and large fonts is making an argument for the importance of visual appeal.

Sweetland argues that these three types of arguments can be used to create a wide range of persuasive effects. For example, a functional argument can be used to convince someone to buy a product, a structural argument can be used to convince someone to visit a website, and an aesthetic argument can be used to convince someone to read a blog post.

Sweetland also argues that code can be used to make arguments about itself. For example, a program that generates code can be seen as an argument for the power of code. A program that analyzes code can be seen as an argument for the importance of code quality.

Sweetland's book is a valuable resource for anyone who is interested in the relationship between code and rhetoric. She provides a clear and concise overview of the different types of arguments that can be found in code, and she offers a number of examples of how code can be used to make persuasive arguments.

Examples of Arguments in Code from Sweetland Digital Rhetoric

Sweetland provides a number of examples of arguments in code in her book. Here are a few of the most interesting:

- **The Google search engine** uses a complex algorithm to rank websites. This algorithm is based on a number of factors, including the website's content, popularity, and backlinks. The algorithm is

constantly being updated, and it is one of the most closely guarded secrets in the tech industry. However, Sweetland argues that the algorithm is a form of rhetoric that makes an argument about the importance of relevance and authority.

- **The Facebook news feed** is another example of code that makes an argument. The news feed is designed to show users the most relevant and interesting stories from their friends and family. However, Sweetland argues that the news feed also makes an argument about the importance of social connection and community.
- **The Our Book Library recommendation engine** is a third example of code that makes an argument. The recommendation engine uses a variety of data to recommend products to users. This data includes the user's past Free Downloads, their browsing history, and their demographics. Sweetland argues that the recommendation engine is a form of rhetoric that makes an argument about the importance of personalization and convenience.

These are just a few examples of the many arguments that can be found in code. Sweetland's book provides a valuable resource for anyone who is interested in learning more about this important topic.

Code is a powerful tool that can be used to make a wide range of arguments. In her book, **Digital Rhetoric**, Elizabeth Sweetland provides a clear and concise overview of the different types of arguments that can be found in code. She also offers a number of examples of how code can be used to make persuasive arguments.

Sweetland's book is a valuable resource for anyone who is interested in the relationship between code and rhetoric. It is a must-read for anyone who wants to learn more about how code can be used to make arguments and persuade others.



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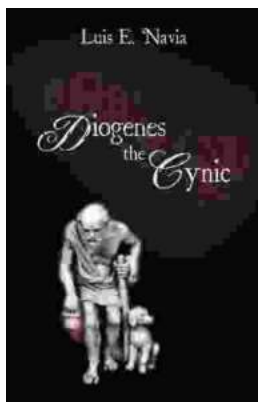
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