

Craft Obsession

THE SOCIAL RHETORICS OF BEER

Jeff Rice

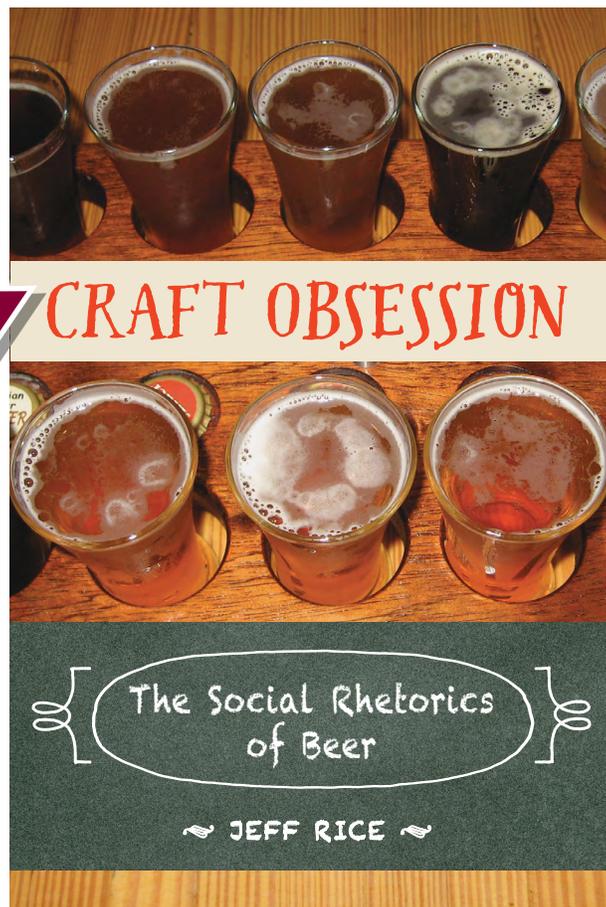
“Combining micronarratives of his own history with craft beer and the intersections of his relationships with beer, family, and friends across multiple social media platforms, as well as the relationship of craft brewers with social media, Rice gives key insights into the operation of narrative in creating sense across many real and imagined fragmented global villages. Not a traditional academic text, **this book will resonate with anyone interested in the digital landscape (or craft beer, for that matter)**.”—John M. Sloop, author, *Disciplining Gender: Rhetorics of Sex Identity in Contemporary U.S. Culture*

“In a **fascinating exploration of the role and function of social media**, Jeff Rice uses his own obsession with craft beer to show readers how networks function as sites for invention and expression, information exchange and aggregation, and identity formation. This book is critical reading for anyone who is interested in social media platforms, sociotechnical networks, and the rhetorical elements that structure working and living today.”—Stuart Selber, author, *Multiliteracies for a Digital Age*

“Craft Obsession . . . **brings focus to the parallels between craft and social media**: how each breeds obsession, invites assumptions and interruptions, thrives on participation, repetition, and sharing. The result is **a book that performs the network dynamics it seeks to index**. Best to enjoy it with a beer. Pairs well with a Belgian pale, a little wild, a touch spicy, and a clean dry finish.”—William Hart-Davidson, coeditor, *Rhetoric and the Digital Humanities*

Exploring the operation of social media through the lens of craft beer

Rice weaves together theories of writing, narrative, new media, and rhetoric with a personal story of his passion for craft beer. He identifies six key elements of social media rhetoric— anecdotes, repetition, aggregation, delivery, sharing, and imagery—and examines how each helps to transform small, personal experiences with craft into a more wide-spread movement.



Paper: 978-0-8093-3528-2
E-book: 978-0-8093-3529-9
\$40, 296 pages, 50 illus.

Jeff Rice is the chair and a professor of writing, rhetoric, and digital studies at the University of Kentucky. He is the author, the editor, or a coeditor of six previous books.

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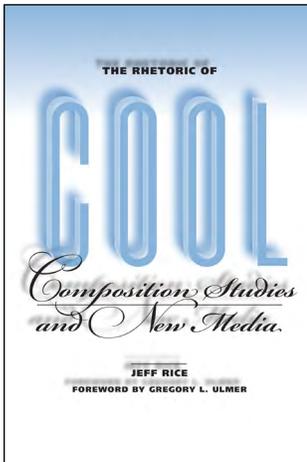
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ALSO BY JEFF RICE

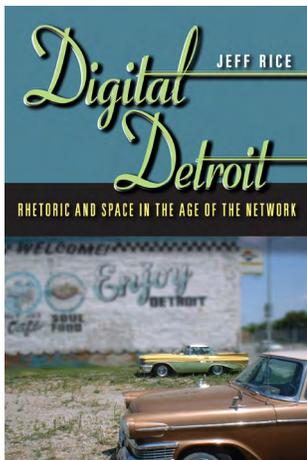


The Rhetoric of Cool Composition Studies and New Media

“This volume makes it clear that to refuse students a formal education in cool is to miss the opportunity to teach them oral and print writing.”—Victor J. Vitanza, Clemson University

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.

Paper: 978-0-8093-2752-2
E-book: 978-0-8093-8760-1
\$38, 208 pages



Digital Detroit Rhetoric and Space in the Age of the Network

“In *Digital Detroit*, Jeff Rice demonstrates that the relatively static and measurable boundaries that give a city the status of a territory do not solely determine that city’s identity, which is being rewritten at each moment according to the dynamic relations of its inhabitants. Captivating in its writing, compelling in its argument, and innovative in its method and performance, this book makes a major contribution to the rhetorics of space and place, specifically, and to rhetorical theory and digital rhetorics more generally.”—Diane Davis, author of *Breaking Up [at] Totality: A Rhetoric of Laughter and Inessential Solidarity*

Paper: 978-0-8093-3087-4
Ebook: 978-0-8093-3088-1
\$39.95, 264 pages, 20 illus.