The rhetoric of technology is both an object and field of study. It refers to the ways in which makers and consumers of technology talk about and make decisions regarding technology and also the influence that technology has on discourse. Studies of the rhetoric of technology are interdisciplinary. Scholars in communication, media ecology, and science studies research the rhetoric of technology. Technical communication scholars are also concerned with the rhetoric of technology. Go back to Intro/Table of Contents. Rhetoric is defined as the "art of effective or persuasive speaking or writing, especially the exploitation of figures of speech and other compositional techniques". It is the art of functional, public communication through words and symbols, making it a discursive practice. It can be mode of language or speech, effective use of speech (oxford), or even have the negative connotation of empty words. The classical view of rhetoric (most embodied by Aristotle Kairos: A Journal of Rhetoric, Technology, and Pedagogy is the premier online, peer-reviewed journal in computers and writing. Abigail Lambke extends Collin Gifford Brooke's (2009) theory of rhetorical canons as an ecology, in which choices in one canon influence others as in a dynamic ecological model, and applies that to the practice, process, composition, and reception of podcasting—a form that can be considered both a static text and an interface.