



## Kinematic Rhetoric

Non-Discursive, Time-Affect Images in Motion

By Joddy Murray

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### A theory of rhetoric in the age of dynamic texts

Joddy Murray, in “Kinematic Rhetoric,” puts forward a theory of rhetoric that adds the elements of movement, sound, image, affect and duration to traditional accounts of digital, visual and multimodal rhetorics. His concept of “time-affect” images provides a complex and nuanced theory for composing that builds upon his earlier concept of “nondiscursive texts.” By turning to Deleuze’s work on cinema, Murray presents the “time-affect image,” which “generates” and amplifies affectivity through duration and motion, and is the key concept in this rhetorical theory. Motion, he argues, creates meaning that is independent of the content and, like all images, carries with it the potential for persuasion through the affective domain.

### Contents

Introduction: What Is Kinematic Text?; 1. Motion and Image in Kinematic Texts; 2. Composing Time; 3. Immersion and Immanence in Kinematic Text; 4. Composing Kinematic Texts; Frequentatio; Notes; Media; Works Cited.

### About the Author

Joddy Murray is associate professor of rhetoric and new media in the English department at Texas Christian University, USA.

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