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Sommario/riassunto	The Rhetoric of Cool: Composition Studies and New Media offers a historical critique of composition studies' rebirth narrative, using that critique to propose a new rhetoric for new media work. Author Jeff Rice returns to critical moments during the rebirth of composition studies when the discipline chose not to emphasize technology, cultural studies, and visual writing, which are now fundamental to composition studies. Rice redefines these moments in order to invent a new electronic practice. The Rhetoric of Cool addresses the disciplinary claim that com