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Sommario/riassunto	It has become increasingly difficult to ignore the ways that the centrality of new media and technologies - from the global networking of information systems and social media to new possibilities for altering human genetics - seem to make obsolete our traditional ways of thinking about ethics and persuasive communication inherited from earlier humanist paradigms. This book argues that rather than devoting our critical energies towards critiquing humanist touchstones, we should instead examine the ways in which media and technologies have always worked as crucial cultural forces in shaping ethi

