Neurorhetorics: Cybernetics, Psychotropics, and the Materiality of Persuasion

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Configurations

Johns Hopkins University Press

Volume 16, Number 2, Spring 2008

pp. 167-197

10.1353/con.0.0057

ARTICLE

View Citation

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"The cultural-technological standards do not represent Man and his Norm. They articulate and decompose bodies that are already dismembered."
Friedrich Kittler

"Will the turning point not be elsewhere, in the place where the brain is ‘subject,’ where it becomes subject? It is the brain that thinks and not man—the latter being only a cerebral crystallization."
Gilles Deleuze and Félix Guattari

