Ethical Programs: Hospitality and the Rhetorics of Software (Digital Humanities)

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Living in a networked world means never really getting to decide in any thoroughgoing way who or what
enters your "space" (your laptop, your iPhone, your thermostat . . . your home). With this as a basic frame-
of-reference, James J. Brown's *Ethical Programs* examines and explores the rhetorical potential and
problems of a hospitality ethos suited to a new era of hosts and guests. Brown reads a range of computational
strategies and actors, from the general principles underwriting the Transmission Control Protocol (TCP),
which determines how packets of information can travel through the internet, to the Obama election
campaign's use of the power of protocols to reach voters, harvest their data, incentivize and, ultimately,
shape their participation in the campaign. In demonstrating the kind of rhetorical spaces networked software
establishes and the access it permits, prevents, and molds, Brown makes a significant contribution to the
emergent discourse of software studies as a major component of efforts in broad fields including media
studies, rhetorical studies, and cultural studies.

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