Simmons, M. (2018). ENGAGING CIRCULATION IN URBAN REVITALIZATION. In L. E. GRIES & C. G. BROOKE (Eds.), *Circulation, Writing, and Rhetoric* (pp. 43–60). University Press of Colorado. <https://doi.org/10.2307/j.ctt21668mb.6>

**2. *Engaging Circulation in Urban Revitalization* – Michele Simmons**

**Summary**

Michele examines the town of Hamilton’s experience with circulation and urban revitalization. TLDR: Hamilton loses its historic paper mill,

And the town employs a digital circulation strategy for pushing a “new identity” for the town on social media, set on changing the perception of the town from one narrowly stuck in its past, to a town focused on the present—a modern place to live, work, and play, (FUN FOR THE WHOLE FAMILY!)

**Key Points**

1. Nostalgia can work as a positive strategy for encouraging a sense of community—*a longing to connect for and connection with something bigger than ourselves*. However, nostalgia can also stunlock a community with a sense of loss—the glory days are over, the town is past its prime/not a place to live/work in anymore.
2. Publics not shaped entirely by institutional/official texts. No single text creates a public, rather an intricate web of texts engaged with across time—lots of people + lots of time + digital presence = community? Image reshape?

**Discussion Questions:**

1. Suppose there aren’t always “rosy” cases for rhetoric of remaining/positive campaigns for recreating a city’s image through digital circulation. What are you supposed to do when the town’s historic paper mill gets replaced by a Walmart parking lot?

Yancey, K. B. (2018). TOMBSTONES, QR CODES, AND THE CIRCULATION OF PAST PRESENT TEXTS. In L. E. GRIES & C. G. BROOKE (Eds.), *Circulation, Writing, and Rhetoric* (pp. 61–82). University Press of Colorado. <https://doi.org/10.2307/j.ctt21668mb.7>

**3. *Tombstones, QR Codes, and the Circulation of Past Present Texts***

**Summary**

The physical cemetery/service for the deceased is being supplemented by circulating digital remembrances – memorial websites, FB posts, guestbooks, provide ways to continue online presence or new unique ways to memorialize loved ones/keep their memories alive thru online means.

**Key Points**

Circulation to Cemeteries: Going to cemeteries—physical tombstones, assemblage, part of public life, central location,

Circulation of Texts About the Deceased: From quotes and poems to decorations and their meanings on physical tombstones (and digital circs), we remember loved ones, educated those who may not have known them personally, and create representations of them (perhaps different from how they actually were?)

**Discussion Questions:**

1. **How do we feel about digital Facebook executors? The idea that we—as people—continue to “circulate” online, through others? Is that a good form of remembrance? Does that—living now—matter to us? (dead then?)**