

Rhetoric in Society 7

Rhetoric as Equipment for Living



September 11-13, 2019, Ghent University, Belgium

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1. INTRODUCTION

It is our pleasure to welcome you to the 7th edition of *Rhetoric in Society* - the biannual conference of the Rhetoric Society of Europe - organized by the Department of Educational Studies of Ghent University.

The theme of this year's conference is "rhetoric as equipment for living".

As a rhetorician and literary critic interested in how we use symbols, Kenneth Burke famously described the human being as the *symbol-making*, *symbol-using* and *symbol-misusing* animal. He argued that our interpretations, perceptions, judgements and attitudes are all influenced and 'deflected' by the symbols that we make, use and misuse, and that we are at the same time used by these symbols. This implies that we can approach the world either *symbol-wise* or *symbol-foolish*.

The conference aims to explore how rhetorical concepts, theories and methods from a broad range of rhetorical traditions can be used as tools – equipment – to make students, teachers, scholars, activists and citizens *symbol-wise*: to understand the way linguistic, cultural, narrative, affective... symbols work, and to develop critical engagement with, as well as on behalf of, those symbols. At the same time the conference aims to critically unpack what it implies to *become symbol-wise* within different institutional contexts. It furthermore wants to explore if and how rhetoric can still be relevant in an increasingly media-saturated knowledge society that is continuously in transition and that is becoming ever more complex and

paradoxical by political, economic and cultural differences on a global scale.

Based on the large amount of qualitative proposals that were submitted we have been able to compose what we hope to be an engaging and invigorating program that brings together panels and paper sessions that broadly and non-exhaustively explore the theme of *Rhetoric as Equipment for Living* in relation to topics such as education, politics, citizenship, art, science, literature, literacy, technology and media.

We have also been able to programme paper and panel sessions that are more generally concerned with the history, theory, practice or analysis of rhetoric from a broad range of perspectives. The program furthermore consists of a number of roundtables, a plenary panel on silence, performance and listening as equipment for living and a session that will showcase content from *The Wordman*, a feature-length documentary film now in development that focuses on the life and times of Kenneth Burke.

We hope that the *formal* program will stimulate intellectual discussions among peers, that the *informal* program will stimulate conversation and dialogue among colleagues and friends and, of course, we especially hope that you will enjoy your time in Ghent.

If you have any questions, do not hesitate to ask!

The RiS7 Organizing Committee

The Rhetoric Society of Europe (RSE) is an organization for European researchers and teachers working on the art of rhetoric.

The purpose of RSE is to promote and advance the research, study and teaching of rhetoric in Europe, and to facilitate professional cooperation between its members. The society provides a forum where researchers and others involved in rhetorical research and teaching can meet and exchange ideas, information and documentation about their work.

Even though it is an important aim of the RSE to stimulate European research and teaching in rhetoric, we welcome members from all parts of the world. The RSE not only wishes to improve and enhance European research, but also to facilitate international cooperation in the research, study and teaching of rhetoric.

More information: <http://eusorhet.eu/en/>

2. ORGANIZATION

Scientific committee

Kris Rutten (Ghent University, Belgium)

Maria Freddi (University of Pavia, Italy)

Hilde Van Belle (KULeuven, Belgium)

Martijn Wackers (TU Delft, The Netherlands)

Anne Ulrich (Tübingen University, Germany)

Louise Therese Schou Therkildsen (Uppsala University, Sweden)

Esben Bjerggaard Nielsen (Aarhus University, Denmark)

Michael Hoppmann (Northeastern University
USA/Germany)

Ivanka Mavrodieva (Sofia University "St. Kliment
Ohridski" Bulgaria)

Maria Załęska (University of Warsaw, Poland)

Jens E. Kjeldsen (University of Bergen, Norway)

Alan Finlayson (University of East-Anglia, United
Kingdom)

Organizing committee

Kris Rutten (Ghent University, Belgium)

Amber De Clerck (Ghent University, Belgium)

Laura Van Beveren (Ghent University, Belgium)

Hari Prasad Adhikari Sacré (Ghent University, Belgium)

3. CONFERENCE VENUE

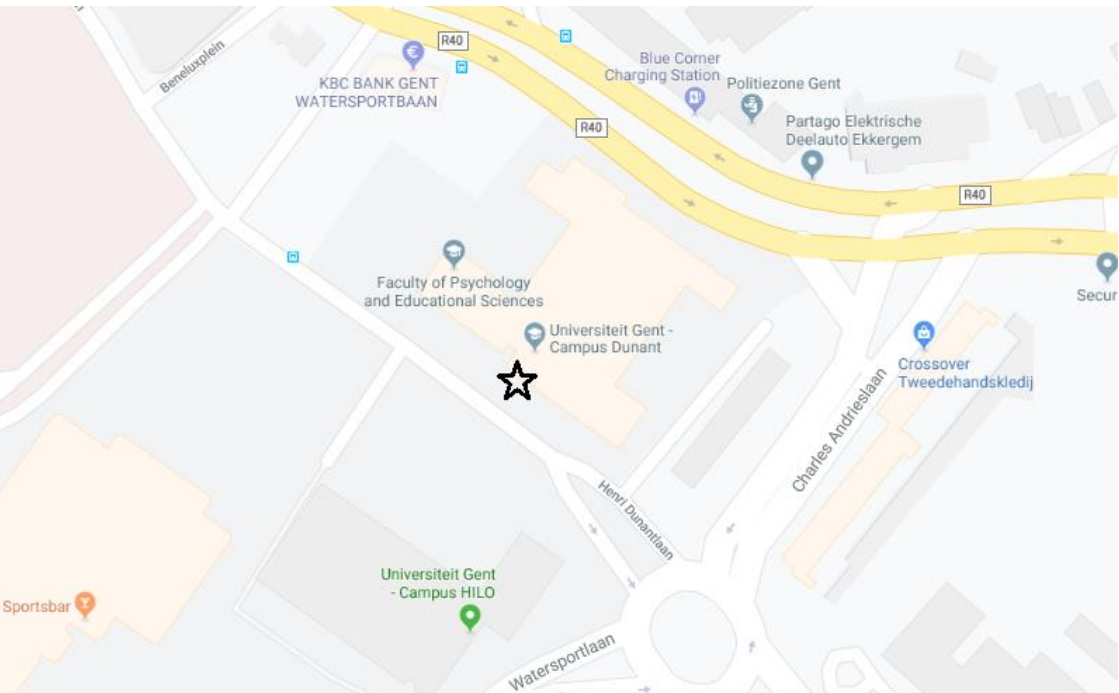
Conference Venue

Faculty of Psychology and Educational Sciences

Henri Dunantlaan 2 – 9000 Gent

☆ = main entrance

To get to the conference venue, see '11. Public transport & directions.'





Conference locations

Registration on Wednesday September 11th: Main entrance (ground floor)

Coffee, Lunch & Welcome reception: Corridor (second floor)

Opening & closing word, Keynote speeches & Plenary sessions: Auditorium 1 (ground floor)

Paper & panel sessions: room 1.1 (first floor), rooms 2.1; 2.2; 2.3; 2.4 (second floor), room 3.2; 3.3 (third floor), rooms 4.2; 4.3 (fourth floor)

3. WIFI

Eduroam

Or

Network: RiS7

Login: guestRis7

Password: eDpmgg7x

4. CONFERENCE DINNER

The conference dinner will take place at the '**Foyer Restaurant**', which is situated on the first floor of the impressive municipal theatre 'NTGent'. The balcony terrace has a lovely view over Saint Bavo's Cathedral and the Belfry.

We welcome you at **20:00** at the entrance of the NTGent for a walking dinner. Please do not forget to bring your badge.

5. PROGRAM OVERVIEW

	Wednesday 11/09	Thursday 12/09	Friday 13/09
8:30 - 9:00		Coffee	Coffee
9:00 - 9:30	Coffee and registration	Keynote speaker <i>Lisa Flores</i>	Keynote speaker <i>Gert Biesta</i>
9:30 - 10:00			
10:00 - 10:30	Welcome		
10:30 - 11:00	Keynote speaker <i>David Grüber</i>	Paper and panel sessions C	Paper and panel sessions F
11:00 - 11:30			
11:30 - 12:00			
12:00 - 12:30	Lunch	Lunch	Lunch
12:30 - 13:00			General assembly*
13:00 - 13:30	Paper and panel sessions A	Paper and panel sessions D	Paper and panel sessions G
13:30 - 14:00			
14:00 - 14:30			
14:30 - 15:00	Coffee	Coffee	Paper and panel sessions H
15:00 - 15:30	Paper and panel sessions B	Plenary session <i>C. Glenn, S. W. Logan, & K. Ratcliffe</i>	
15:30 - 16:00			
16:00 - 16:30			Closing Reception
16:30 - 17:00	Welcome reception	Paper and panel sessions E	
17:00 - 17:30			
17:30 - 18:00			
18:00 – 20:00			
20:00 – 23:00		Conference dinner	

6. KEYNOTE LECTURES



David Gruber, *University of Copenhagen*

Mixing Up Material-Semiotic Rhetoric: What Can A Milkshake Do?

*Thursday September 12th, 10h30,
Auditorium 1 (ground floor)*

ABSTRACT

In a year that saw numerous U.K. politicians being doused in milkshakes, I want to open this talk by working through the storied history of the milkshake; along the way, I try to drink down the milkshake's material capacities. That is, I set out to follow Kenneth Burke and be "symbol wise" about this form of political protest, thinking within the situated context, but I also feel the force of the melty mess down the designer suit. I indulge in the sugary goodness. Stated in less foodie terms, my goal is to think the co-constitutive role of what Jane Bennet (2004) calls "thing-power" amid the representation of "milkshaking." As New Materialism pervades rhetoric and considerations of affect and materiality grow exponentially in rhetorical studies to bring a new focus on human-nonhuman relations and material agencies, I argue that rhetoricians must pivot to see as suspect the rationality of "symbol wisdom" and allow themselves, as Ott and Dickinson (2019) say, to be

“moved and influenced by the entwined character of matter-energy (thing) and cultural signs (symbol)” (p. 69). My addiction to milkshakes collaborates here with Ott and Dickinson who argue: “Long gone are the days that we can interpret political speeches by looking exclusively at printed texts, evaluate films by attending solely to narrative and dialogue, or assess places of public memory by reading only placards, brochures, and ancillary literatures” (74). I test this view of the ‘new’ new rhetoric within the RSE context likely without risk of being milkshaked, but I seek to stir discussion about a material-semiotic conception of rhetoric that blends aesthetic sensations into Kenneth Burke’s symbol wisdom. The talk ends with reflections on new approaches fitting to a material-semiotic rhetoric.

BIO

David R. Gruber is an Assistant Professor at the Department of Media, Cognition and Communication (MCC) at the University of Copenhagen, Denmark. His research focuses primarily on processes of negotiation and interpretation involved in scientific studies of bodies. He also conducts research into discourses of medical/ized bodies and has sought to theorise the role of bodies in political performances. A considerable focus of recent work has been on the making of neuroscience (and its remaking) amid public discussions about neuroscience’s uses and meanings. In terms of field areas, his work generally draws from rhetoric, science & technology studies, and the public understanding of science.



**Lisa A. Flores, University of
Colorado, Boulder**

***Equipped to See Race: On
Excess, Collapse, and the
Rhetorical Force of Racial
Recognition***

*Wednesday September 11th, 9
AM, Auditorium 1 (ground floor)*

ABSTRACT

So called “problems” and “crises” of borders and migration populate national and international conversation, prompting communities across the Global North to devote rhetorical energy to managing the “unwanted” entry of those from the Global South. Though responses to these named problems and crises vary, patterns in public discourse prevail. Unwanted migration has long been and continues to be named as a problem of excess, immensity and volume, with too many undesirable migrants flooding countries unprepared and unwilling to accept them. So too, discourses surrounding undesirable migration turn on what we might name collapse—frames of particular bodies merging with articulations of particular kinds of movement.

In this talk, I follow contemporary conversations among critical race scholars who argue that raced discourses, specifically those that insist upon naming bodies, emerge in response to fears around the so-called truth of racial difference. That is, as Nadine Ehlers argues, race is made

discursively and reiteratively largely in tension with, or even response to, fears that it does not exist. The vulnerable ontology of race, then, troubles the everyday presumption of racial difference, seemingly verified by the physicality of the racially-marked body. Turning to a historic and contemporary discourse within the U.S., I advance a theory of racial recognition that traces the making of race at the intersection of excess and collapse, and I suggest that racial recognition equips every day citizens concerned about the instabilities and insecurities of race and migration to manage and control the shifting impermanence of race. Tracing the ways racial recognition often functions to cultivate and sustain racism, I argue that some equipments for living produce the patterns that rhetorical scholars must interrupt.

BIO

Lisa Flores is Associate Professor of rhetoric and culture in the Department of Communication at the University of Colorado Boulder. Her research and teaching are guided by her belief that public discourse is a central site through which citizens come to occupy the worlds we envision. Her research and teaching interests lie in rhetoric, critical race studies, and gender/queer studies. Her most recent work examines historic narratives of immigrants and immigration, mapping an argument of race making, particular at the intersections of nation, citizenship, and labor. In this work, she asks questions about mobility and temporality, tracing the ways that raced bodies move through national spaces. As she completes this work, Lisa is beginning to envision the next project, which will center questions of labor and the state. A past president of the

Western States Communication Association and an active member of NCA, she has a strong commitment to disciplinary service and community. She has published in Text and Performance Quarterly, Communication and Critical/Cultural Studies, and the Quarterly Journal of Speech and is the book review editor for the Quarterly Journal of Speech and the forum editor for Women's Studies in Communication.



Gert Biesta, Maynooth University

***A matter of understanding?
Reconsidering the anthropology
of education.***

*Friday September 13th, 9 AM,
Auditorium 1 (ground floor)*

ABSTRACT

Nowadays it is generally assumed that education is first and foremost a matter of understanding. The recent 'turn' from teaching to learning has put the emphasis strongly on students and their sense-making and has redefined teaching as the facilitating of students' learning. The shift from teaching to learning not only has to do with pedagogy, didactics and curriculum. It also brings assumptions about human beings into play, albeit that such assumptions are often hidden or at least not openly discussed. It appears as if the current 'common sense' of education strongly relies on the idea of the human being as a meaning-making 'animal,' which seems to resonate well with Kenneth Burke's interesting definition of the human being as a "symbol-using, symbol-making and symbol-misusing animal" who, moreover, is also characterised as an "inventor of the negative" (Burke 1966) In my presentation I will focus on the anthropology of education, asking to what extent we can and should assume that education is indeed first and foremost a matter of understanding (including an understanding of understanding itself; Biesta 2012) or whether there may be a scope, and perhaps even a need, to highlight the limits of understanding and think of the human being first

and foremost as a being who can be taught or receive (a) teaching (Biesta 2017a; 2017b).

Biesta, G.J.J. (2012). Becoming world-wise: An educational perspective on the rhetorical curriculum. *Journal of Curriculum Studies* 44(6), 815-826.

Biesta, G.J.J. (2017a). Letting art teach: Art education after Joseph Beuys. Arnhem: ArtEZ Press.

Biesta, G.J.J. (2017b). The rediscovery of teaching. London/New York: Routledge.

Burke, K. (1966). Language as symbolic action. Oakland, CA: University of California Press.

BIO

Gert Biesta (www.gertbiesta.com) is part-time Professor of Public Education at Maynooth University Ireland, part-time Professorial Fellow for Educational Theory and Pedagogy at the Moray House School of Education and Sport, University of Edinburgh, and part-time NIVOZ Professor for Education at the University of Humanistic Studies, The Netherlands. In addition he holds a Visiting Professorship at the Departments of Education, Mental Health, and Fine Arts at the University of Agder, Norway. He is co-editor of the British Educational Research Journal and associate editor of Educational Theory. Gert Biesta writes about the theory of education and the theory and philosophy of educational and social research. Recent and forthcoming books include *The Beautiful Risk of Education* (Routledge 2014); *The Rediscovery of Teaching* (Routledge 2017); *Obstinate Education: Reconnecting School and Society* (Brill | Sense 2019); and *Educational Research: An Unorthodox Introduction* (Bloomsbury 2020). So far his work has appeared in 20 different languages.

7. Schedule Wednesday September 11th

Coffee & registration 9:00 – 10:00 *Corridor, 2nd floor*

Welcome

10:00 – 10:30

Auditorium 1, Ground floor

Keynote speech

10:30 - 12:00

Auditorium 1, Ground floor

Lunch 12:00 – 13:00 *Corridor, 2nd floor*

Panel & Paper Sessions A (13:00 – 14:30)

Coffee 14:30 – 15:00 *Corridor, 2nd floor*

Panel & Paper Sessions B (15:00 – 16:30)

Welcome reception

16:30 - 18:00

Corridor 2nd floor

Panel sessions A (13:00 – 14:30)

A1 Symbols of Power and Oppression as Rhetorical Equipments of Epistemic Violence

13:00 – 14:30

Room 3.3, 3rd floor

Questioning Tradition: Fracturing Antebellum and Confederate Symbolism and Discourse through the Dialogic

Whitney Jordan Adams

Irish Biopolitics in the 21st Century: Symbols of Church-State Oppression and Violence Against Women in the Wake of the Repeal The 8th Campaign

Westley Barnes

The Conjurers, the Carrot, and the Cudgel: Semiotics of Surveillance, Capitalist Violence, and Social Media Behavior Modification

Brian L. Gaines

A2 It's About Time: Temporal Topoi in Rhetorical Practice

13:00 – 14:30

Room 2.2, 2nd floor

Breaking the Promise of the Future: Greta Thunberg and Temporal Antagonisms

Frida Buhre (chair)

The arc of history is long and bends towards
pastiche: Obama, the Tea Party, and their rhetoric
of history, 2009-2010

Jelte Olthof

Intersecting temporal imaginaries of the EU: Going
back to move forward

Louise Schou Therkildsen

A3 "Same same but different!" Introducing rhetoric as
equipment for living in various ways and various places: a
common question about epistemology

13:00 – 14:30

Room 2.3, 2nd floor

Experimental rhetoric in robotics

Céline Pieters (chair)

Rhetoric as 'equipment for critical reflection' in
social disciplines: what can we learn from the
cases of psychology and social work?

Laura Van Beveren

Unpacking cultural logics in educational contexts.
A rhetorical approach.

Amber De Clerck

Paper sessions A (13:00 – 14:30)

A4 (Re)tracing rhetorical powers

13:00 – 14:30

Room 4.3, 4th floor

Rhetoric of Law in classical Athens as bulwark
against populism

Vasileios Adamidis

In search for Polish Ideographs - Comparison of
McGee's (1980), Pisarek's (1992) and Klosinika's
(2012) Theories.

*Kacper Andrychowski and Wydział
Polonistyki*

Decoding Donald Trump: Examining the
Vernacular Rhetoric of Presidential Discourse

Jason A Edwards and Maria Hegbloom

Legisprudence

Lorenzo Zoppellari

A5 Audiences, dialogue, persuasion I

13:00 – 14:30

Room 1.1, 1st floor

Bakhtinian Rhetoric as Equipment for Reading narratives

Don Bialostosky (chair)

Role and narrative images of an oratorical speech:
how many propositions are there?

Valeria V. Smolonenkova

A qualitative content analysis of the use of rhetorical figures in political speeches on the 2018 Flemish Municipal Election Day

*Edward De Vooght, Sarah Van Leuven and
Liselot Hudders*

Reflections on transparency; a rhetorical view on journalist reporting

Paul van den Hoven

A6 Rhetorical Persuasion

13:00 – 14:30

Room 3.2, 3rd floor

Broadening 'media' for the rhetoric of development communication: alternative rhetorical channels employed in Loja, Ecuador

*Benjamin R Bates, Claudia Nieto-Sanchez,
Diana L. Marvel and Mario J. Grijalva*

Cialdini's principles of influence revisited: Towards a present-day model of rhetorical persuasion

Michael Burke and Roos van Keule

Metaphor and Persuasion in Strategic communication: Sustainable perspectives

Federica Ferrari (chair)

A7 Institutional Rhetorics

13:00 – 14:30

Room 4.2, 4th floor

Rhetorical Pivots: Ethics, Prison Education, and the rewriting of lives

Patrick W. Berry (chair)

In dramatic pursuit of symbols: How authorities of small mazovian towns construct the local scene

Agnieszka Szurek

Computing the Grotesque: How Maps of Incongruous Symbols Can Serve as Tools for Intervention in Systems of Complex Inter-Institutional Judgment

Zoltan P. Majdik

The office as a rhetorical Management Symbol

Lena Lid Falkman and Emma Stenstör

Panel sessions B (15:00 – 16:30)

B1 Making The Wordman : The Life and Times of Kenneth Burke

15:00 – 16:30

Room 3.3, 3rd floor

During this session, audience members will be shown previews of content from *The Wordman*, a feature-length documentary film now in development that focuses on the life and times of Kenneth Burke.

David Blakesley

B2 It Takes Time: Rhetoric as Temporally-Situated Practice

15:00 – 16:30

Room 2.2, 2nd floor

Time, Ethos, and the Trial of Socrates

Collin Bjork (chair)

Take time – the scholarly under-appreciation of the time it takes to change your mind. Illustrated through a national working through of the immigration debate

Jens E. Kjeldsen

A Burkean dialectical perspective on shifting design trends

Anneli Bowie

B3 Ancient rhetorical tools and exercises: an equipment for contemporary citizens?

15:00 – 16:30

Room 2.3, 2nd floor

Round table

*Danielle van Mal-Maeder (chair),
Alessandra Rolle, Benoît Sans, Céline
Pieters and Lucie Donckier De Donceel*

B4 Networked Equipment, Rhetorical Networks

15:00 – 16:30

Room 2.3, 2nd floor

Distal Evidence and Embodied Rhetorics

Jenny Rice

Digital Outrage

Jeffrey Rice (chair)

Paper sessions B (15:00 – 16:30)

B5 Rhetoric, self-help and self-knowledge.

15:00 – 16:30

Room 1.1, 1st floor

Old Stereotypes, Worn Metaphors, outdated Fairy Tales: Stepmother Self-Help Books as (useless) Equipment for (Barely) Living.

Valerie Renegar (chair) and Kirsti Cole

Adjustments for living: Interpersonal healing in mediated chiropractic

Andrew Jones

Errors and successes in metonymic denominations. The task of goodwill in the use of symbols

Rafael Jiménez Cataño

B6 Audiences, dialogue, persuasion II

15:00 – 16:30

Room 3.2, 3rd floor

Non-verbal determinants of genre - elements of *actio* in debate and press conference

Agnieszka Budzyńska-Daca (chair)

'Flap those hands' – The influence of gestures on retention and speaker's assessment in an informative presentation

Sjaak Baars & Bas Andeweg

Spoken language as a Literacy Representation - a proposal to measure the quality of public speaking

Uri Sternberg and Vered Silber-Varod

Towards an integrative topos analysis: methodological reflections on a contested concept

Anders Horsbøl

B7 Religion and rhetoric

15:00 – 16:30

Room 4.2, 4th floor

My 600 Pound Pilgrimage: Ritual and Rhetorical Homology

Barry Brummett (chair)

Beneath Burkean Scapegoats: Sacrament as Rhetorical Equipment for Living

Bryan Crable

Dutch Political Eloquence: The rhetoric of political pastors in the nineteenth century

Henk Te velde, Jaap de Jong, Eva Dalmaijer and Solange Ploeg

8. Schedule Thursday September 12th

Coffee 8:30 – 9:00

Corridor 2nd floor

Keynote speech

9:00 – 10:30

Auditorium 1, Ground floor

Panel & paper sessions C (10:30 – 12:00)

Lunch 12:00 – 13:00

Corridor 2nd floor

Panel & paper sessions D (13:00 – 14:30)

Coffee 14:30 – 15:00

Corridor, 2nd floor

Plenary Session 15:00 – 16:30

Auditorium 1, Ground floor

Panel & paper sessions E (16:30 – 18:00)

Walking dinner

20:00 – 23:00

Foyer, NTGent, Sint-Baafsplein 17, 9000 Gent

Panel Sessions C

C1 Epideictic as Equipment for Politics (PART I)

10:30 – 12:00

Room 4.3, 4th floor

Epideictic Speeches as Rhetorical Equipment for
Royal Working through of Immigration and
Nationhood

Jens Elmelund Kjeldsen

“May God Bless You All”: The Rhetoric of Faith
and Family in the Queen’s Christmas Message

Judi Atkins

Shaping a Pluralistic Community: Ambiguous
Epideictic Rhetoric Facilitating Cooperation

Tommy Bruhn

The Prophetic Epideictic of Richard Rorty’s
Pragmatic Liberalism

Kristian Bjørkdahl (chair)

Defending Norwegian Values: The Receptive End
of Ideographs in Epideictic Rhetoric

Ida Andersen

C2 Perelman Physician (*Presentations will be in French.*)

10:30 – 12:00

Room 2.3, 2nd floor

The Etiquette of Pain: Epistolary Rhetoric in the Sixteenth Century

Bruno Capaci (chair) and Elena Grazioli

Impatient Patients: Analysing a Corpus of Recordings in a General Medical Practice

Bruno Capaci (chair), Gaia Gambarelli and Elvira Passaro

C3 Systems and Symbols that Matter: Rhetorical Investigations of Data, Debt, and Ignorance

10:30 – 12:00

Room 3.3, 3rd floor

The Datafication of Learning

Kathleen Daly

Rhetorical Debt as Equipment for Living

Kellie Sharp-Hoskins (chair)

Rethinking Ignorance and Belief in Terms of Systems and Emergence

Chris Mays

Paper sessions C (10:30 – 12:00)

C4 Rhetorics of truth-making

10:30 – 12:00

Room 1.1, 1st floor

The rhetoric of sincerity in the age of Post-truth

Mario Aquilina (chair)

Satire, subversion and subsequent struggle. The SKOLKO scandal as symbolic process.

Tommy Bruhn and Joanna Doona

“The Rhetoric of Truth in Eighteenth-Century Spain”

Braden M. Goveia

From fact-checking to rhetoric-checking

H. José Plug and Jean H. M. Wagemans

C5 Rhetorical Education

10:30 – 12:00

Room 2.2, 2nd floor

“Better Living through Prose Composition” – Even Today? Progymnasmata in Present-Day Schooling

Manfred Kraus (chair)

Rhetoric and democracy

Anders Sigrell

Classical rhetoric as equipment for living in 21st century education

Arlene Holmes-Henderson

C6 Becoming symbol-wise

10:30 – 12:00

Room 4.2, 4th floor

Rhetorical Practices of Linguistic Refraction:
Following Burke and Dewey in Becoming Symbol-
wise for Democracy

Michelle Iten

Kenneth Burke's Permanence and Change as a
Critical, Civic Pedagogy

Ann George (chair)

Rhetorical and Symbolic Representations of
Citizenship among Mercantile London Writings, c.
1350-c. 1500.

Malcolm Richardson

Life, Literature, and the Self in Between: Burkean
Lessons on Autobiography

Dana Anderson

Panel Sessions D (13:00 – 14:30)

D1 Epidictic as Equipment for Politics (PART II)

13:00 – 14:30

Room 4.3, 4th floor

Official Apologies as Political Tools

Lisa S. Villadsen

Green Epidictic(s): Environment, Sustainability,
and Climate Change in British Political Discourse
(1998-2018)

Sophia Hatzisavvidou

Self-Interest in New Wrapping: Epidictic Rhetoric
in Modern Lobbying

Ketil Raknes

Chair: Kristian Bjørkdahl

D2 Dissent and rhetorical argumentation in the public sphere: some insights from ancient Greek thought

13:00 – 14:30

Room 2.3, 2nd floor

Deliberation, dissent and rhetorical
argumentation: the Aristotelian framework

Francesca Piazza

Don't be persuaded too easily! Dissent and argumentation in Gorgias' Helen

Mauro Serra

At the heart of (potential) dissent: the rhetorical concept of eikos

Salvatore Di Piazza

D3 Round table: Public Engagement and Graduate Education in Rhetoric

13:00 – 14:30

Room 3.3, 3rd floor

Defining Public Engagement

Chris Mays

Building a Program in Public Engagement

Cathy Chaput (chair)

Programmatic Outreach: The RSA Project in Power, Place, and Publics

Lynda Walsh

Graduate Praxis

Elisabeth Miller and Chris Earle

Public Engagement in the Graduate Classroom

Jim Webber

Paper sessions D (13:00 – 14:30)

D4 Audiences, dialogue, persuasion III

13:00 – 14:30

Room 1.1, 1st floor

In search of populist symbols of the Croatian presidential rhetoric

Jagoda Poropat Darrer and Elenmari Pletikos Olof

The voice of the people' in populist discourse: the linguistic realization of a populist rhetorical strategy

Maarten van Leeuwen and Freek van Vliet

Rhetorical numbers: proofs, arguments or symbols?

Ewa Modrzejewska (chair)

Rhetoric as Equipment for Governing Oneself and Others: The Facebook Profile of the Professional Coach and Mentor as a Materialisation of Neoliberal Governmentality

Michał Mokrzan

D5 Visual Rhetoric

13:00 – 14:30

Room 2.2, 2nd floor

Holliday in Bullerby

Lisa Källström (chair)

Visual rhetorical literacy as an equipment for living:
Insights and recommendations from ongoing
research projects on online political campaigning

*Katarzyna Molek-Kozakowska and
Agnieszka Kampka*

The image of migrants: a self-reflexive review of a
collaborative film project

Arjang Omrani

“You Look Like a Woman, Not a Kid Anymore”:
Socialization, Pedagogy, and What Not to Wear

Sarah Idzik

D6 Rhetoric & Law

13:00 – 14:30

Room 4.2, 4th floor

A Foundation in Rhetoric Makes the Practice of
Common Law a Liberal Art, Not a Social Science

Kirk W. Junker (chair)

On *Dike* and *Eris*: The Rhetorical Roots of Law

Maurizio Manzin

Language, rhetoric and the law. The linguistic
essence of human being

Federico Puppo

**Plenary Session: Silence, Performance, Listening:
Equipment for Living 15:00 – 16:30**

Three panelists will explore the powerful, often metalinguistic work rhetoric performs through silence, performance, and listening, rhetorical displays that are essential equipment for living. They will attend to the ways in which rhetoric is delivered through purposeful silence, non-verbal performance, and intentional listening within communicative exchanges. Speaker 1 will recount the ways that marginalized groups in contemporary culture continue to use silence as an effective rhetorical tactic. Speaker 2 will consider how representations evoked by the rhetorical performances of nineteenth-century women could shed light on current responses to rhetorical performances. Speaker 3 addresses the challenge of listening across political affiliations, posing rhetorical listening as an alternative approach that generates reciprocal respect.

Auditorium 1, Ground floor

Delivering Silence: More Than Mere Words

Cheryl Glenn

Understanding Women's Rhetorical
Performances: More Than Mere Words

Shirley Wilson Logan

Rhetorical Listening across Political Affiliations:
More than Mere Words

Krista Ratcliffe

Panel sessions E

E1 Rhetoric of Catastrophe

16:30-18:00

Room 4.3, 4th floor

Coping with the Anthropocene: Technology and Biopolitics as Catastrophe-Mitigation in Contemporary Popular Culture

Esben Bjerggaard Nielsen

Rhetorics of Catastrophe in the Aftermath of the 2018 IPCC Report

Sophia Hatzisavvidou

Incorporating war: Fascist rhetoric and the body

James Martin

Chair: Kristian Bjørkdahl

E2 Ideology, Rhetoric & Aesthetics in Digital Conservative Politics

16:30-18:00

Room 2.3, 2nd floor

The *Disposito* of Anti-Discourse: Copypasta & the Rhetoric of Form.

Robert Topinka

“The Truth About Brexit”: A Case-Study in the
Rhetorical Political Analysis of You Tube

Alan Finlayson (chair)

The Rhetoric and Performance of the Public
Intellectual in Digital Culture: The Case of Jordan
Peterson.

Cassian Osborne-Carey

Paper sessions E (16:30 – 18:00)

E3 Environmental Rhetorics

16:30-18:00

Room 3.3, 3rd floor

Documentary and the symbolic resources to
address climate change: chasing corals with the
rhetorics of science and religion

Steven W. Schoen (chair)

Regional Rhetorics, Climate Change, and
“Invasive Species” in the American Mediterranean
Friction Zone

Peter Goggin

Resilience: le mot du jour or a symbol-strategy

Lavinia Hirsu

E4 Policy, Politics & Rhetorics

16:30-18:00

Room 1.1, 1st floor

Distinguishing Rhetoric from Propaganda: An Approach from Pragmatics

Robert N. Gaines

Cross-cutting Political Conversation: How, What, Why

Christian Kock (chair)

Interpreting the implicit in multicultural contexts: how translation influences a political speech

Ingrida Tatolytė

Racialization in Brussels Multilingual Art Policies

Hari P. Adhikari Sacré

E5 Rhetorical education II

16:30-18:00

Room 2.2, 2nd floor

Stability of public speaking skill over time: a longitudinal following a public speaking course

Uri Sternberg

Pedagogical Rhetoric Between the Tradition and the Challenges of Digital communications

Yanka Totseva (chair)

Teaching rhetoric in primary school - Why do we need it?

Janja Žmavc

Raising awareness on gender violence in the rhetoric classroom

M. Pilar Milagros

E6 Classical Rhetoric

16:30-18:00

Room 4.2, 4th floor

Ekphrasis as Equipment for Living

Susan C. Jarratt (chair)

Rhetorical Logos as Equipment for Living in Cicero? The Answers of Classical Humanism

Stefan-Sebastian Maftei

"How Many? And How Great? As an enhancement topic in rhetoric"

Rui Miguel Duarte

9. Schedule Friday September 13th

Coffee 8:30 – 9:00

Corridor, 2nd floor

Keynote: Gert Biesta

9:00 – 10:30

Panel & paper sessions F (10:30 – 12:00)

Lunch 12:00 – 13:00

Corridor, 2nd floor

General assembly of the Rhetoric Society of Europe

12:30 – 13:00

Auditorium 1, Ground floor

Panel & paper sessions G (13:00 – 14:30)

Panel & paper sessions H (14:30 – 16:00)

Closing reception

16:30 – 18:00

Panel sessions F (10:30 – 12:00)

F1 Rhetoric as a Spiritual Practice for Democratic Life

10:30 – 12:00

Room 4.3, 4th floor

Reminding as Rhetorical and Spiritual Exercise

William Keith

Theology as Rhetorical Equipment in the Prayer(s)
of Examen

James Vining

Becoming Symbol-wise in Democratic Relations:
The Whole Self as Rhetorical Action

Michelle Iten

Paper sessions F (10:30 – 12:00)

F2 Class, Activism & Citizenship

10:30 – 12:00

Room 1.1, 1st floor

Working Class Citizenship in the West Virginia
Teacher Rebellion

Brandon Daniels (chair)

Being portrayed as the protagonists of the self-
advocacy paradigm: Reflections of people in

poverty about the visual rhetoric of the photobook
“Courage” (BMLIK, 1998).

Heidi Degerickx

“It was like Chinese New Year”: Unpacking
Asian/Asian American Anti-Homeless Shelter
Activist Rhetorics

Jasmine Lee and Allison Dziuba

“Civilizing Sexuality: The Rhetoric of Same-Sex
Marriage in Vietnam”

Richard Quang-Anh Tran

F3 Rhetorics of Science & Technology

10:30 – 12:00: *Room 4.2, 4th floor*

The Changing Rhetoric of Science: knowledge
dissemination and public engagements in science
blogs

Maria Freddi

When All Facts Are Fake, What Happens to
Science: Creating Interdisciplinary Pedagogies to
Equip Rhetorical Critics

Jason Ludden

Epideictic C: Creating a symbol-wise community
through The C Programming Language

Mike Henry and Andrew C. Jones

F4 Rhetorical Strategies

10:30 – 12:00

Room 2.3, 2nd floor

Rhetorical strategies for denying literal or implicated meaning

Ronny Boogaart, Henrike Jansen and Maarten van Leeuwen

Do questions make memorable messages? The use of question figures by scholars, politicians and TED speakers

Martijn Wackers

Rethinking Rhetorical Failure: The Sensational Strategies of Loreta Janeta Velazquez

Patty Wilde

Is it reasonable to be persuasive?

Michael Hoppmann

F4 Rhetorical Tools & Tactics

10:30 – 12:00

Room 3.2, 3rd floor

Equipped to Live, Ready to die: Engagement and Escape as Rhetorical Tools in Folk Punk

Ryan Bince (chair)

Banquet Speech at Nobel Prize Award Ceremony
- more than an acceptance speech

Zdravka Biočina

Humour as a tool for conversation management

Viktorija Romascenko

Panel Sessions G (13:00 – 14:30)

G1 A Cluster Criticism of U.S. Senate Confirmation Hearing for Betsy Devos

13:00 – 14:30

Room 4.3, 4th floor

The Terministic Screens of Betsy Devos

Emily Baker

A Dramatic Approach to the U.S. Senate

Connor Ryan

The Cluster Criticism Method: Engaging with
Burke, Foss, and Blakesly

Christopher Malley

Chair and respondent: Matthew Kim

G2 Using comment sections, press photographs, and comedy as equipment for working through the immigration issue

13:00 – 14:30

Room 3.3, 3rd floor

«My comment was not racist»: Working through immigration criticism in Scandinavian comment section debates

Ida Andersen

Press photographs as equipment for working through the immigration crisis

Jens E. Kjeldsen

The “Pig Democrats” and comedy as equipment for moral condemnation

John Magnus Dahl

Chair: Eirik Vatnøy

G3 Rhetorics of contemporary populism

13:00 – 14:30

Room 1.1, 1st floor

The ‘Crisis’ of Rhetorical Culture in British Politics: From Personality Politics to ‘Moralising’ Populism

Alan Finlayson

Rhetoric as Equipment for Living: Populism and the Problem of Trust

James Jasinski

Populism in Germany and the Rise of the AfD: How Social Media are Transforming Political Speech

Dietmar Till and Anne Ulrich (with co-author Olaf Kramer)

Scientist Citizens VS No-Vaxx Populists in Italy: Resisting Anti-Science Rhetorics in the Controversy over Mandatory Vaccinations

Pamela Pietrucci

Chair: Lisa Villadsen

Discussant: Christian Kock

Paper sessions G (13:00 – 14:30)

G4 Citizenship, Identity & Rhetorics

13:00 – 14:30

Room 4.2, 4th floor

Citizenship deserts: theorizing rhetorical non-place-ness

Allesandra Von Burg

Attrition through enforcement: the dangerous logic of the Rhetoric of Immigration Control

Ryan Solomon (chair)

Positionality through Genealogy

Hari Prasad Adhikari Sacré

Confronting Lynching: The Case of the National
Memorial for Peace and Justice

David Worthington

G5 Rhetoric & Philosophy

13:00 – 14:30

Room 2.3, 2nd floor

The Rhetorical Self: Perelman, Ricoeur, and the
philosophy of argument

Blake Scott (chair)

Rhetoric for Living, Philosophy for Surviving: Truth
and verisimilitude in False Stories

Ana Isabel Correia Martins

The Philosophy of Symbolic forms revisited - a
rhetorical take on Ernst Cassirer's conceptual
contributions

Mats Rosengren

The Myth of the Metaphor of "Transparency": The
Return of the Rhetorical Problem of Epistemology,
Ethics, and Style on a Global Scale

Steven B Katz

G6 Sensorial Rhetorics

13:00 – 14:30

Room 3.2, 3rd floor

A Genealogy of Hurt: Fallenness, Fixity, and the
Rhetorical Wound

Bailey Flynn (chair)

Speak as you live, live as you speak: words as
mirrors and self-portraits: Erasmus and Montaigne

Elaine C. Sartorelli

A home that sparks joy: affective discourses of
home and work

Kristin Swenson

Carpentry and Pedagogy in Rhetorical Studies

John Jones

Panel Sessions H (14:30 – 16:00)

H1 Transcendental Symbol-Wisdom in Uncertain Times

14:30 – 16:00

Room 4.3, 4th floor

Evoking the Terror of Reform: Ralph Waldo Emerson on the Rhetoric of ‘Circles’

Nathan Crick (chair)

Margaret Fuller’s *Phronēsis*: The Pleasure of Becoming Transcendental

Ira Allen

Rhetorical Pantheism

Jeremy Engels

H2 Living in the Global Memoryscape: Rhetorical Negotiations of Remembrance

14:30 – 16:00

Room 3.3, 3rd floor

Remembering “Africa”: Belgium’s exploration into the (Belgian) Congo

Thomas K. Nakayama

“A matter for historians”: Political justifications for non-recognition of the Armenian Genocide

Lisa S. Villadsen

Immersive Spectacle in Peter Jackson's *They Shall Not Grow Old* (2018)

Kendall R. Phillips (chair)

Global Memoryscapes & the Plague: AIDS, Mnemonic Worldmaking, and the World Health Organization

Charles E. Morris III

Paper sessions H (14:30 – 16:00)

H3 Rhetoric and migration

14:30 – 16:00

Room 1.1, 1st floor

By Your Bootstraps: The Shifting Ideograph of <Immigrant> in the United States

Jacquelyne Kibler

Diverse Interpretations to Diversity: A Discursive Approach to Rhetoric in the Global Context

Irit Sholomon-Kornblit

Ending Illiteracy, Rhetorically: Literacy as Euphemism

Peter Mortensen (chair)

H4 Rhetoric & Culture

14:30 – 16:00

Room 4.2, 4th floor

Symbols of the Underground: Adversary Rhymes
from Ankara

Secil Deren van het Hof

Persuasive Innovation: Rhetorical Homologies at
Work in Design Processes

*Per Liljenberg Halstrøm and Christine
Isager*

Arabic-Islamic and Western Rhetoric: The Locus
of Tropes in Two Incommensurable Traditions

Melvin Hall and Fayez Al-Ghamdi

The interactional negotiation of identity
construction in Belgian World War II testimonies

Kim Schoofs and Dorien Van de Mieroop

H5 Rhetoric and media

14:30 – 16:00

Room 2.3, 2nd floor

Authenticity and proximity as the rhetoric for trust
in local news media

Jaap de Jong and Willem Koetsenruijter

Rhetoric and Digital Media Literacy

Ivanka Mavrodieva

Whyever would anyone write like this to someone they don't know? – Making sense of hate mail

Kristine Marie Berg (chair)

Metarhetorical awareness. A case study of Italian newspapers

Maria Zaleska

H6 Rhetoric and argumentation

14:30 – 16:00

Room 3.2, 3rd floor

Arguments without biases in modern history of rhetoric?

Koppang Haavard

Imagery for and against an argument itself

Magdalena Ryszka-Kurczab

Defending Norwegian values: The receptive end of ideographs in epideictic rhetoric

Eirik Vatnøy and Ida Andersen (chair)

Rhetorical Argumentation in Decision making

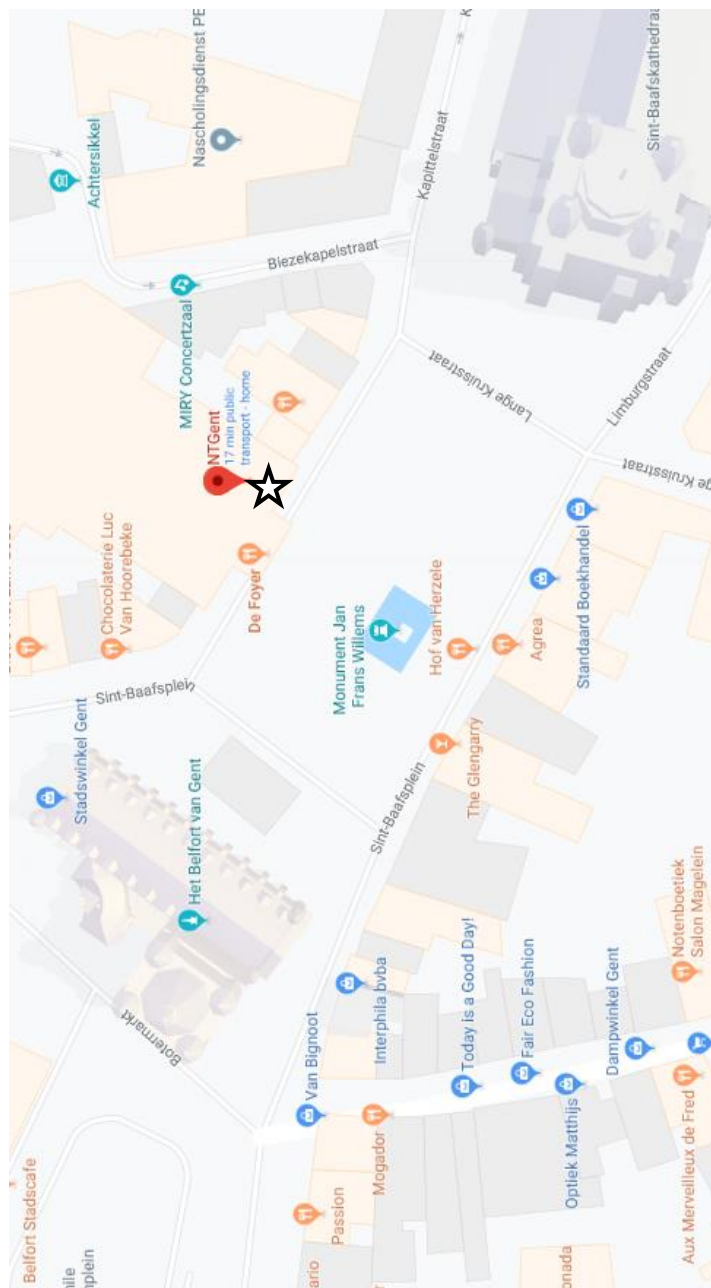
Ana Vlah

10. DIRECTIONS CONFERENCE DINER

Venue: Foyer NTGent, Sint-Baafsplein 17, 9000 Gent, ☆
= main entrance.



Foyer



11.PUBLIC TRANSPORT & DIRECTIONS

From the airport to Ghent Sint-Pieters train station

Ghent does not have an airport of its own but is easy to reach from the two main airports in Belgium: Brussel Zaventem Airport and Brussels South Charleroi Airport.

From Brussel Zaventem Airport to Ghent

The most convenient way to travel from Brussel Zaventem Airport to Ghent is by train.

Train: On the lowest level you will find the airport's own railway station, Brussel-Nationaal-Luchthaven, accessible by lift and escalator from the arrivals hall. There are several connections to the Ghent Sint-Pieters train station. The train ride takes approx. 1 hour. A ticket from Brussel Zaventem Airport to Ghent Sint-Pieters stations costs approx. 16 euros.

From Brussel South Charleroi Airport to Ghent

The most convenient way to travel from Brussel South Charleroi Airport to Ghent is by shuttle.

Shuttle: Nine times a day a shuttle bus travels between Charleroi Airport and Bruges via Ghent, making Ghent more accessible to tourists visiting Flanders via Charleroi Airport. The bus will take you to Ghent Sint-Pieters train station. The bus ride takes approx. 1 hour and 20 minutes. Ticket

prices range from 5 to 20 euros. You can book a shuttle on the Flibco website: <https://www.flibco.com/booking>.

Public transport in Ghent

The city has a well-organised public transport system with an extensive tram and bus network. You can get anywhere in and around Ghent by tram or bus from early in the morning to late at night: <https://visit.gent.be/en/good-know/good-know/getting-around/public-transport-ghent>.

Bus & tram: Tram lines 1, 2 and 4 take you from one end of Ghent to the other, passing right through the city centre. Visit the website of *De Lijn* for detailed information about tram- and bus transport: <https://www.delijn.be/en/routeplanner?vertaling=true>

Tickets: For both tram and bus, make sure to buy your tickets in the '*Lijnwinkels*' or outside at the dispensers (requires coins). On the bus or tram, it will cost you about 50% extra. You will find a 'Lijnwinkel', or ticket shop, at Gent-Sint-Pieters railway station, Korenmarkt and Gent-Zuid (Woodrow Wilsonplein).

Taxis: Taxis are waiting for you at the Gent Sint-Pieters and Gent Dampoort train stations, and at many other strategic locations around the city: Korenmarkt, Woodrow Wilsonplein ('de Zuid') and Flanders Expo. For a taxi service call **00329 222 22 22** or consult this document which contains a list of taxi firms in Ghent:

https://stad.gent/sites/default/files/page/documents/Taxibedrijven_0.pdf.

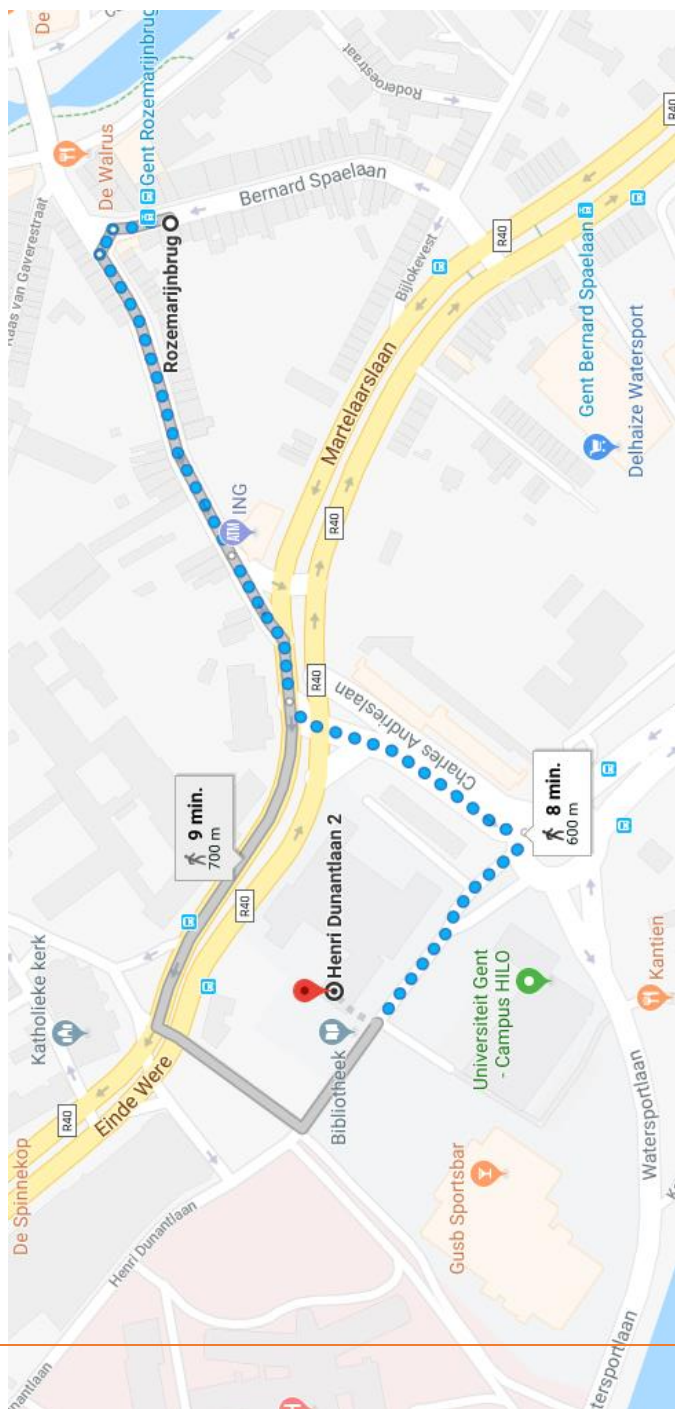
Bike: For an overview of organisations in the city from which you can rent bikes, consult this link: <https://visit.gent.be/en/good-know/good-know/getting-around/cycling-ghent/bicycle-rental>. Ghent also works with the system of 'Blue Bikes': Blue Bike has bike rental points at stations (e.g. Gent Sint-Pieters train station) where you can rent a bike using a key dispenser or get assistance from staff during opening hours. Afterwards you return your bike to the place from which you borrowed it.

From the city centre to the faculty

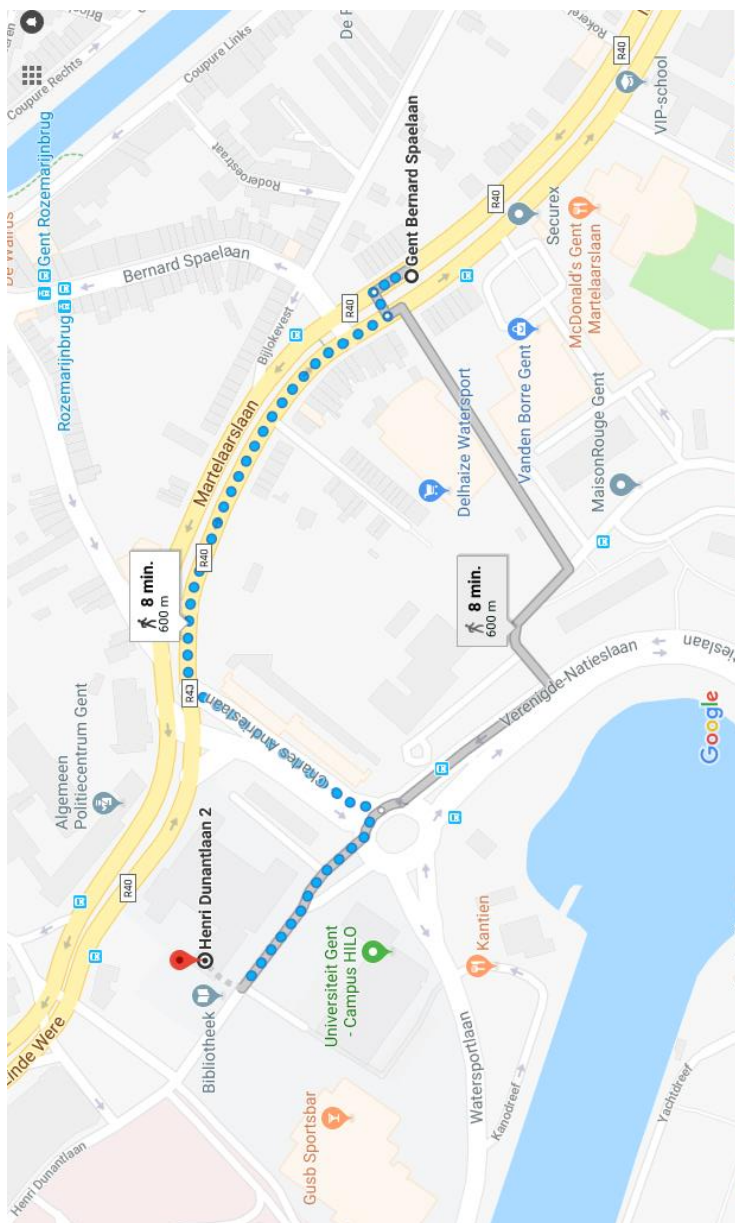
The Faculty of Psychology and Educational Sciences is located at Henri Dunantlaan 2, 9000 Gent, a little bit outside the historical city centre. It is, however, easily accessible by public transport.

The easiest way to reach the faculty is by tram. Take **Tram 2** to the **Rozemarijnbrug stop**.

The walk from the Rozemarijnbrug to **Henri Dunantlaan 2** takes 8 minutes. We will welcome you at the main entrance of the faculty building!



You can also take **Tram 4** from the city centre to the faculty. Get off at the **Bernard Spelaan stop**. The walk to the **Henri Dunantlaan 2** takes 8 minutes. We will welcome you at the main entrance of the faculty building!



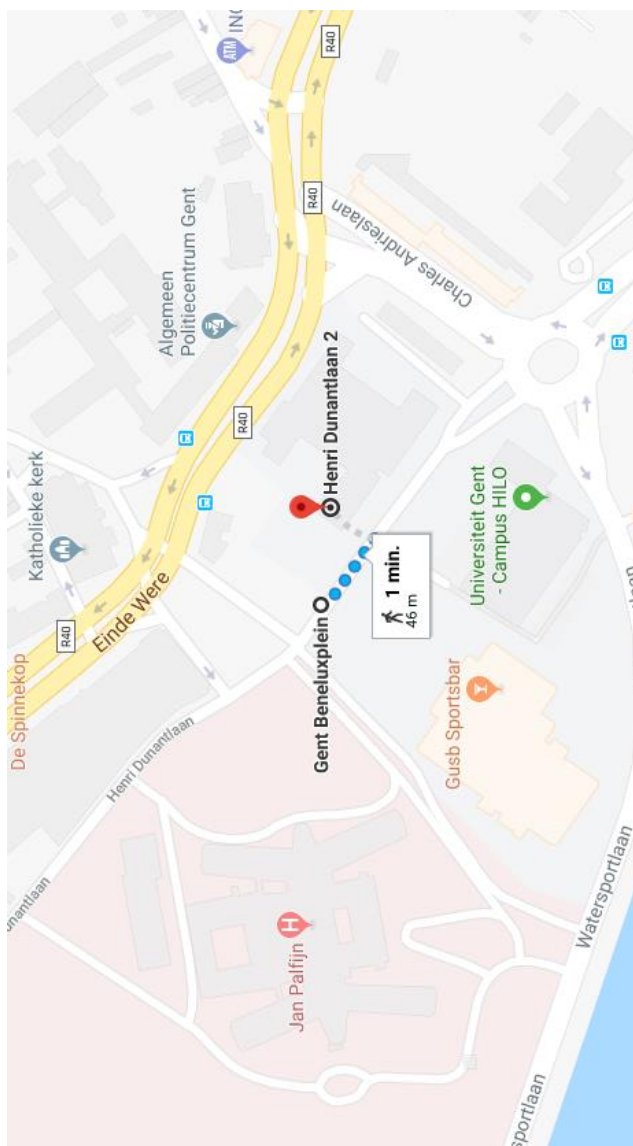
Bus:

There are two bus stops close to the faculty.

Beneluxplein stop (bus 9, 38, 39).

> get off at the Beneluxplein stop

> walk 1 minute until you reach the faculty's main entrance. We will welcome you there!



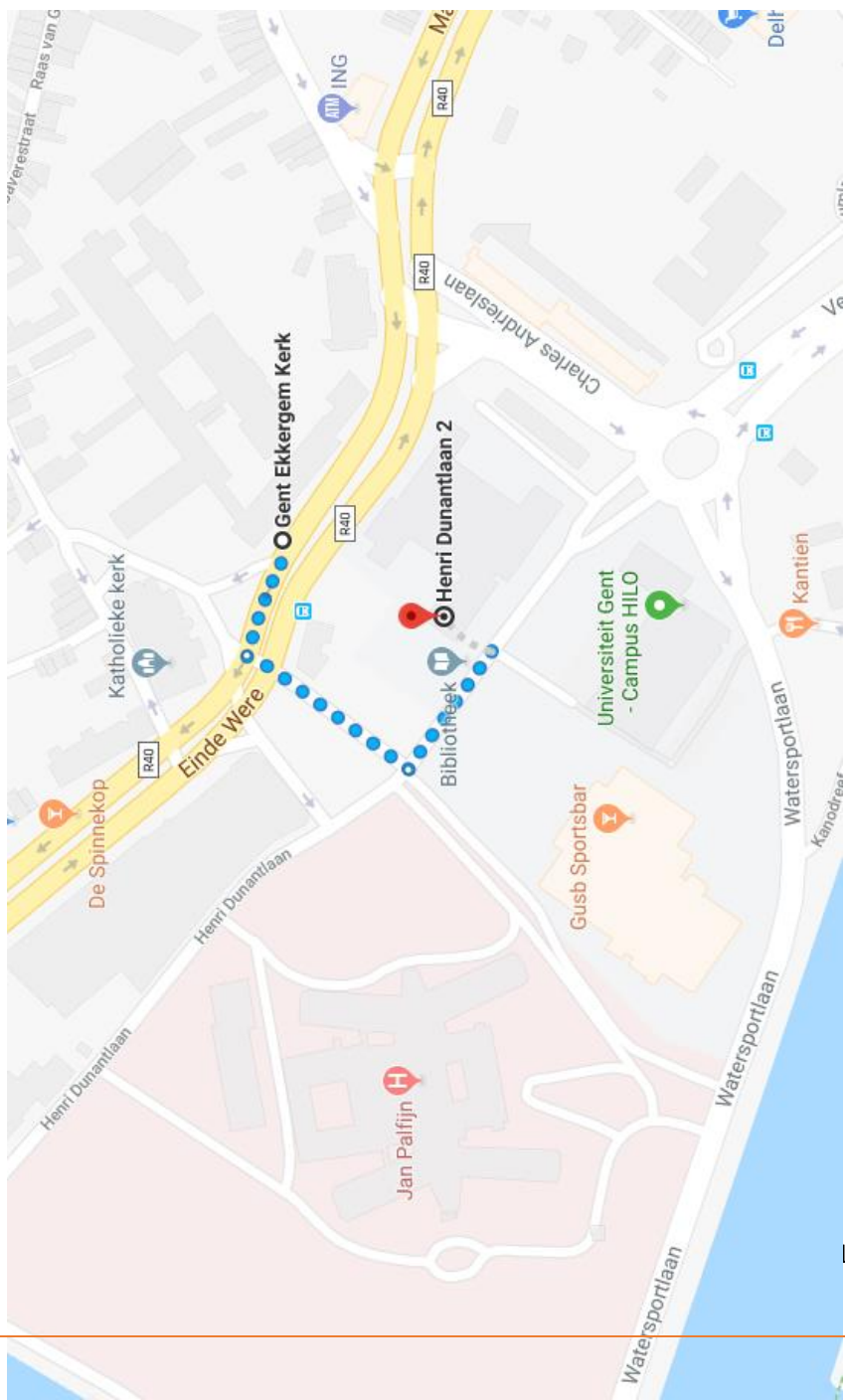
Ekkergem-Kerk stop (bus 14, 15, 65, 69)

> get off at Ekkergem kerk

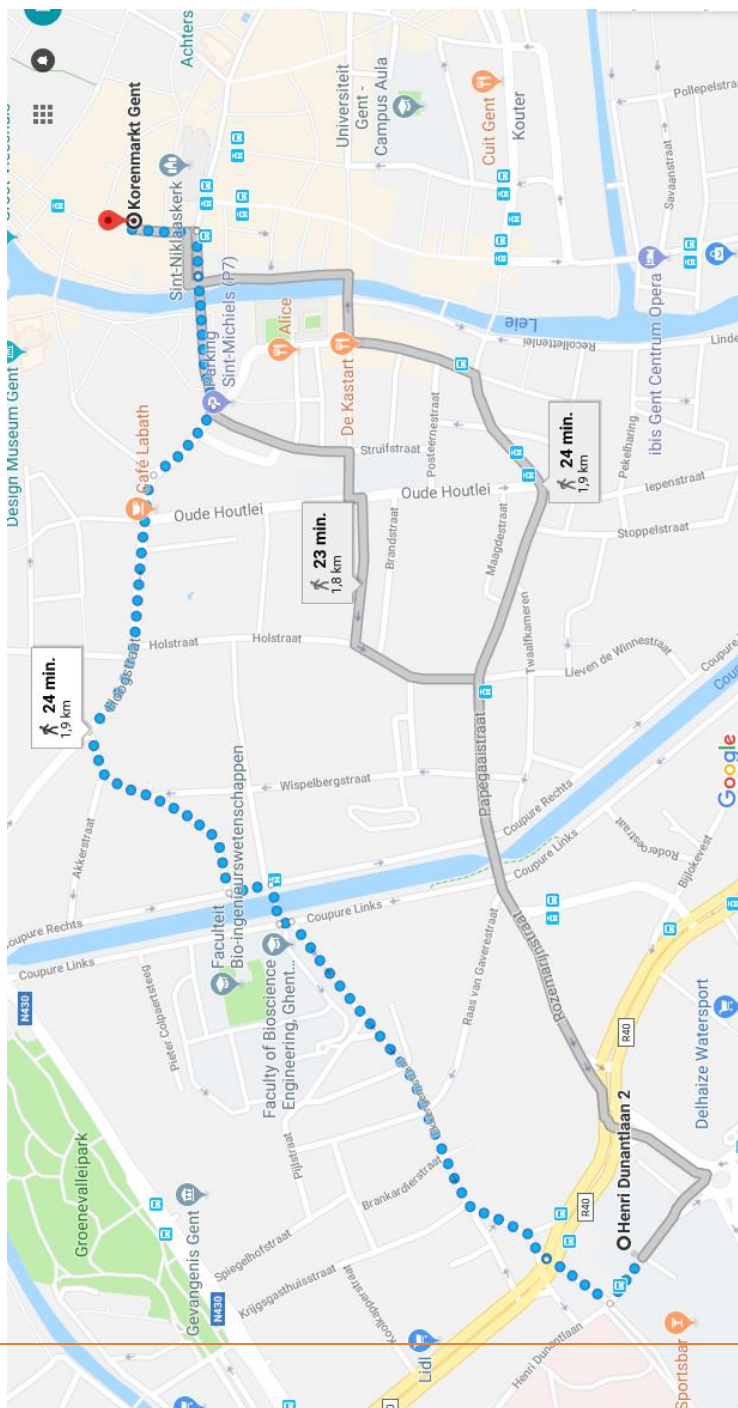
> go to your right and walk until you reach Beneluxplein

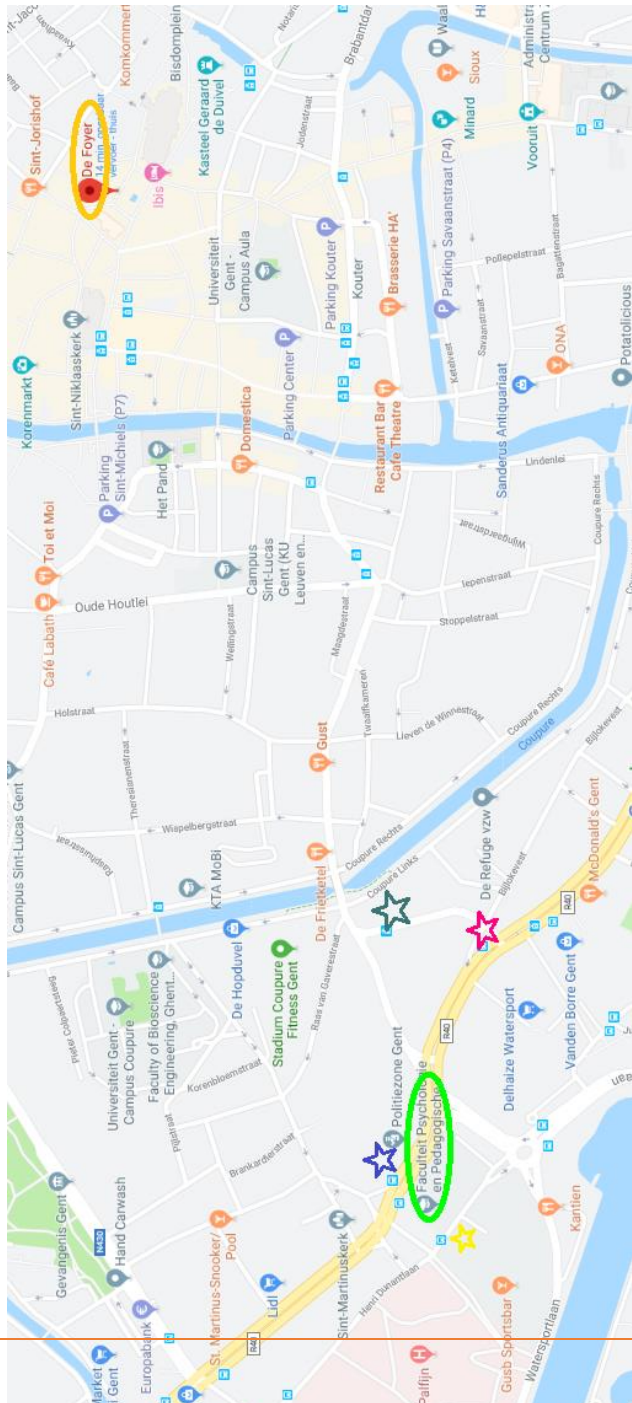
> walk on the Beneluxplein until you reach the Henri Dunantlaan

> walk until you reach the faculty's main entrance. We will welcome you there!



On foot: Those of you who prefer some morning exercise can walk to the faculty. From the city centre, it takes approx. 25 minutes to reach Henri Dunantlaan 2.





OVERVIEW OF LOCATIONS



= FACULTY OF
PSYCHOLOGY &
EDUCATIONAL SCIENCES



FOYER – CONFERENCE
DINNER VENUE



= BUS STOP EKKERGEM
KERK
= TRAM 4 STOP
BERNARD SPAELAAN



= BUS STOP
BENELUXPLEIN
= TRAM 2 STOP
ROZEMARIJNBRUG

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