

Preconference of the
American Society for the
History of Rhetoric
1997



A Brief History of the American Society for the History of Rhetoric

In 1977 a small group of historians of rhetoric gathered at the Speech Communication Association Convention in Washington, D.C. Concerned about the lack of panels on the history of rhetoric at SCA conferences and encouraged by the inaugural meeting of the International Society for the History of Rhetoric (held in Zurich in June of 1977), these scholars proposed the formation of the American Branch of the ISHR. They sponsored at least one panel under that rubric at the 1978 SCA meeting in Minneapolis.

Between 1978 and 1990 the organization grew in both size and diversity. It sponsored panels at the annual SCA conference and, in 1986, held its first "preconference" on the day before the SCA conference. In 1990 the organization changed its name to the American Society for the History of Rhetoric. In the late 1980s or early 1990s, ASHR affiliated with the Eastern Communication Association and, in 1996, affiliated with the Southern States Communication Association. ASHR now sponsors panels at both regional conferences.

In addition, the Society has recently committed to bringing out an Annual, Advances in the History of Rhetoric. The first volume, published earlier this year, carries the theme of last year's preconference, "Disputed and Neglected Texts in the History of Rhetoric." Papers presented at this preconference will be eligible for publication in the second volume, "The Centrality of Rhetoric," due out in 1998. The Annual's editor is Richard Leo Enos.

Chairs of the ISHR-American Branch

- 1977-78: Phantom chair—who put together the Minneapolis panel?
- 1978-79: Michael C. Leff, University of Wisconsin
- 1979-80: James J. Murphy, University of California, Davis
- 1980-81: Richard Leo Enos, Carnegie-Mellon University
- 1981-82: William L. Benoit, Bowling Green State University
- 1982-83: Beth S. Bennett, University of Alabama
- 1983-84: James Benjamin, Southwest Texas State University
- 1984-85: Keith V. Erickson, Texas Tech University
- 1985-86: Charles Kneupper, University of Texas, Arlington
- 1986-87: Robert N. Gaines, University of Maryland
- 1987-88: Molly Meijer Wertheimer, Pennsylvania State University, Hazleton
- 1988-89: Raymie E. McKerrow, University of Maine
- 1989-90: Takis Poulakos, University of Pittsburgh

Presidents of the American Society for the History of Rhetoric

- 1990-91: Jane Sutton, Pennsylvania State University, York
- 1991-92: Victor Vitanza, University of Texas, Arlington
- 1992-93: John Poulakos, University of Pittsburgh
- 1993-94: Barbara Warnick, University of Washington
- 1994-95: Beth S. Bennett, University of Alabama
- 1995-96: Robert G. Sullivan, University of Maryland/Ithaca College
- 1996-97: Sean Patrick O'Rourke, Vanderbilt University
- 1997-98: Glen A. McClish, Southwestern University

Officers & Committees of the American Society for the History of Rhetoric

(with terms of office)

President:	Sean Patrick O'Rourke, Vanderbilt University (November 1997)
Vice President:	Glen A. McClish, Southwestern University (becomes President, November 1997; term ends November 1998)
Treasurer:	James M. Tallmon, South Dakota State University (November 1998)
Steering Committee:	Terence S. Morrow, Gastavus Adolphus College (November 1998) Carol Poster, Montana State University (November 1998) C. Jan Swearingen, University of Texas, Arlington (November 1997) Glen A. McClish, Southwestern University (November 1998) Sean Patrick O'Rourke, Vanderbilt University (November 1997) James M. Tallmon, South Dakota State University (November 1997)
Dissertation Committee:	Dale Sullivan, Chair (November 1997) James M. Farrell (November 1998) Karen Whedbee (November 1999)
Publication Committee:	Richard Leo Enos, Editor and Chair Sean Patrick O'Rourke, President Glen A. McClish, Vice President Carol Poster, Steering Committee Representative Beth S. Bennett, Member-At-Large

Business Meetings of the American Society for the History of Rhetoric

General Meeting of the Membership:

<u>Date:</u>	Friday, November 21, 1997, 1:00-2:15 p.m.
<u>Place:</u>	Conference Room 5A, Fifth Floor, Chicago Hilton
<u>Agenda:</u>	Report from the President Election of three new members to the Steering Committee (replacing member Swearingen, O'Rourke, & Tallmon) Old & New Business

Steering Committee Meeting:

<u>Date:</u>	Friday, November 21, 1997, 5:30-6:45 p.m.
<u>Place:</u>	Conference Room 4J, Fourth Floor, Chicago Hilton
<u>Agenda:</u>	Election of Vice President (who will become President in November, 1998) Committee Appointments Planning of 1998 meeting

Program

The Centrality of Rhetoric

American Society for

the History of Rhetoric

12th Annual Preconference

Wednesday, November 19, 1997

Conference Room 4M, Fourth Floor, Chicago Hilton

10:00-10:50:	Keynote Address: "Rhetoric as an 'Amulet of Justice': Apuleius' Apologia (De Magia)" Jeffrey Walker, Penn State University
10:50-11:15:	"The Centrality of Rhetoric in Early Modern Science" Beverly Sauer, Carnegie-Mellon University
11:15-11:40:	"'Colores rhetorici seriatim': An Unknown Work by Matthew of Vendome?" Martin Camargo, University of Missouri
11:40-12:05:	"Visions of the Probable: Transition from Rhetorical to Mathematical Models of Probability" Terri Palmer, Carnegie-Mellon University
12:05-1:30 pm:	Lunch Break
1:30-1:55:	"Trony and Secularity: Hobbes and the Tone of British Philosophy" John D. Schaeffer, Northern Illinois University
1:55-2:20:	"How Rhetoric Became Inseparable from Political Life: A Reading of Socrates' Definition of Rhetoric in the <i>Gorgias</i> " Bernard E. Jacob, Hofstra University
2:20-2:45:	"The Significance of the Redpath Lyceum Bureau in Molding Self-Improvement in the Middle West, 1868-1900" John E. Tapia, Missouri Western State College
2:45-3:10:	"Issues and Style in McKinley's Front Porch Campaign: The Early Weeks" William D. Harpine, University of Akron
3:10-3:25:	Coffee Break
8:00-8:05 am:	Welcome and Opening Remarks Glen A. McClish, Southwestern University
8:05-8:30:	"The Centrality of Rhetorical Reason in Shared Moral Inquiry" James M. Tallmon, South Dakota State University
8:30-8:55:	"Richard M. Weaver and Social Constructionism" Charles L. Fierz, Northern Illinois University
8:55-9:20:	"Taking Liberty: Signifying in the Rhetoric of African-American Abolitionists" Jacqueline Bacon, Southwestern University
9:20-9:45:	"Who Can Claim 'Evidence' for Its Own?" Kirk W. Junker, The Open University
9:45-10:00:	Coffee Break

- 3:25-3:50: "Rhetorical Centrality on Brown v. Board of Education: Judicial Discourse as a Strategic Narrative"
Dan Mangis, University of Alabama
- 3:50-4:15: "Restoring the Centrality of Rhetoric and Civic Discourse to Basic Oral and Written Communication Courses"
William N. Denman, Marshall University
- 4:15-4:40: "Let's Re-enact Rhetoric's History: Narratives of Rhetoric's Idea, Imitatio, and Conversion"
John C. Adams, Syracuse University
- 4:40-4:55: *Coffee Break*
- 4:55-5:20: "The Centrality of Rhetoric Under a Monarchy: Rhetoric and Life in the Early Empire"
Robert W. Cape, Jr., Austin College
- 5:20-5:45: "Being, Time, and Definition: Notes Towards a Semiotics of Figural Rhetoric"
Carol Poster, Montana State University
- 5:45-6:00: *Coffee Break*
- 6:00-7:30: President's Seminar: "The Centrality of Rhetoric in the Criticism of Lawyers"
 "Unnecessary Arts: British Lawyer Attitudes Toward Rhetoric in the 17th Century"
Lisa Perry, University of Maryland
 "Scottish Suspicions of Legal Rhetoric"
Susan Griffin, U.C.L.A.
 "Rhetoric as Lawyer's Vice in the Early American Republic"
Sean Patrick O'Rourke, Vanderbilt University

ASHR Sponsored Panels and Meetings

at the

National Communication Association Convention

Chicago, Illinois
November 1997

Thursday, November 20, 1997

1155 8:30-9:45 a.m. Conf Room 5C Fifth Floor Chicago Hilton

REVISING THE HISTORY OF RHETORIC: NEW PERSPECTIVES ON ENDURING QUESTIONS

Sponsor: American Society for the History of Rhetoric
 Chair: Linda C. Mitchell, Pepperdine University

"Re-evaluating the 'Natural/Mechanical' Controversy of 18th Century Bloccoum," Scott P. Johnson, Regent University
 "Style and Ethos in Thomas Wilson's *Arte of Rhetorique*: Toward Re-defining Virtue," Lois P. Agnew, Texas Christian University
 "Attendant of Wisdom, the Master of Eloquence: Plato and Augustine as Forefathers of Transcendental Rhetoric," Roger Thompson, Texas Christian University
 "Play, Epideictic and Argument in Cicero's *Pro Archia*," David C. Hoffman, University of Iowa

1255 10:00-11:15 a.m. Conf Room 5C Fifth Floor Chicago Hilton

RHETORIC RECONSIDERED: FOUR LANDMARK TEXTS IN THE HISTORY OF RHETORIC

Sponsor: American Society for the History of Rhetoric
 Chair: James M. Tallmon, South Dakota State University
 "Kierkegaard, Poststructuralism, and the Rhetorical Tradition: Kierkegaard's Rhetoric of Virtue," Ryan Stark, Purdue University
 "Henry Noble Day's *The Art of Discourse*: An American Theory Reconsidered," Lisa R. Barry, Penn State University
 "The Rhetoric of Giambattista Vico," Susanne Jones, Arizona State University
 "Rhetoric and the Renaissance Man: *The Courtier* as a Chapter in the History of Rhetoric," Jennifer A. Burek, Indiana University

1355 11:30-12:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

DIALOGUS DE ORATORIBUS: WHO SPEAKS FOR TACTUS, OR TACTUS SPEAKS FOR WHOM?

Sponsor: American Society for the History of Rhetoric
 Chair: Robert D. Hartman, Drake University
 "Contemporary Questions Answered in Antiquity: Tactus' *Dialogus* as Defense of Authority," Mark J. Porrovecchio, Oregon State University
 "The Rhetorical Lessons of Tactus' *Dialogus*," Robert S. Hitts, Oregon State University
 "Rhetorical Form in Tacitus' *Dialogus de Oratoribus*," Michael C. Leff, Northwestern University
 Respondent: Hanns J. Hohmann, San Jose State University

1455 1:00-2:15 p.m. Conf Room 5C Fifth Floor Chicago Hilton

IDEAS OF ETHOS IN GRECO-ROMAN CULTURE

Sponsor: American Society for the History of Rhetoric
 Chair: Carol Foster, University of Northern Iowa
 "The Foxlike Rhetor: Justice and Expediency in the Creation of Rhetorical Ethos," John T. Kirby, Purdue University
 "Women and the Formation of Pausanias' Hellenic Past," Darice Birge, Loyola University, Chicago
 "The Legal Relevance of Ethos in Roman Forensic Oratory," Michael Alexander, University of Illinois, Chicago

1555 2:30-3:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

RHETORIC AND AESTHETICS IN GREEK ANTIQUITY

Sponsor: American Society for the History of Rhetoric
 Chair: Jane Sutton, Penn State University, York
 "The Aesthetics of Epic Poetry: From Homer to Plato's *Ion*," Marilee Mifsud, Penn State University
 "Plato's Aesthetical Rhetoric: How Divine Madness can Please the Gods," Kevin J. Ayotte, University of Pittsburgh
 "The Inseparability of Ethics and Aesthetics in Isocratean Rhetoric," Rachel Furman, University of Pittsburgh
 Respondent: John Poulakos, University of Pittsburgh

1655 4:00-5:15 p.m. Conf Room 5C Fifth Floor Chicago Hilton

THE CENTRALITY OF ARISTOTLE'S RHETORIC IN PUBLIC DELIBERATION

Sponsor: American Society for the History of Rhetoric
 Chair: Edward Schiappa, University of Minnesota
 "Aristotle's Definitions of Rhetoric in the Rhetoric: The Metaphors and their Message," Sara J. Newman, University of Minnesota
 "Rhetorical Activity in its 'Places': Aristotle's Decidedly Practical Art of Rhetoric," Michael Tiffany, University of Minnesota
 "Public Discourse on Rhetoric: How Aristotle's Rhetoric Reconfigured Public Discussion in Ancient Athens," David M. Timmerman, Wabash College
 Respondent: John T. Kirby, Purdue University

Friday, November 21, 1997

2155 8:30-9:45 a.m. Conf Room 5C Fifth Floor Chicago Hilton

RHETORICAL ISSUES IN EARLY MODERN ENGLAND

Sponsor: American Society for the History of Rhetoric

Chair: Gary Hatch, Brigham Young University

"Hypercan Homiletics in England: Christ's College, Cambridge and Doctrines, Reasons, Uses." Jameela Lares, University of Southern Mississippi

"Literacy Instruction through Rhetoric in Early Modern Grammar Texts." Linda C. Mitchell, Pepperdine University

"Rhetorical *Elocutio* in Renaissance Grammar Books." Lawrence D. Green, University of Southern California

Respondent: Thomas M. Conley, University of Illinois, Urbana

2255 10:00-11:15 a.m. Conf Room 5C Fifth Floor Chicago Hilton

PATRISTIC RHETORIC

Sponsor: American Society for the History of Rhetoric

Chair: Carol Poster, University of Northern Iowa

"A Rhetorical Liturgy: *Ephesians 1* and the Problem of Race Relations in the Early Christian Church." Gary S. Selby, George Washington University

"The Role of Rhetoric in the Anti-Nicene Church." Morris M. Womack, Pepperdine University

"Recontextualization and Performance: The Epideictic Esponse of St. Irenaeus' *Against Heresies*." Dale L. Sullivan, Northern Illinois University

"A Rhetorical Commentary to Augustine's 'Address to the People of the Church at Caesarea'." Jean Goodwin, Northwestern University

2355 11:30-12:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

ORALITY, LITERACY, AND ELECTRONIC COMMUNICATION:
IMPLICATIONS FOR RHETORICAL RESEARCH IN THE 21ST CENTURY

Sponsor: American Society for the History of Rhetoric

Chair: Gerry F. Philipsen, University of Washington

"E-textualization and the Humanistic Scholar." Robert N. Gaines, University of Maryland, College Park

"Representation, Reference, Truth in Medieval Rhetoric: Insights for the 21st Century." Beth S. Bennett, University of Alabama

"From Print to Computer-mediated Communication: Modality Shift and its Implications for Communication in the 21st Century." Barbara Warnick, University of Washington

Respondent: Edward Schiappa, University of Minnesota

2453 1:00-2:15 p.m. Conf Room 5A Fifth Floor Chicago Hilton

AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC GENERAL
BUSINESS MEETING

Sponsor: American Society for the History of Rhetoric

2555 2:30-3:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

RHETORIC AND LAW IN HISTORY

Sponsor: American Society for the History of Rhetoric

Chair: Glen A. McClish, Southwestern University

"Professional Legal Rhetoric in the Middle Ages: The Early Collections of Brocardica." Hanns J. Hohmann, San Jose State University

"Legal Handbooks as Rhetoric Books for Common Lawyers, 1600-1758." Lisa A. Perry, University of Maryland, College Park

"John Dickinson's Rhetoric of Moderation as a Rationale for the First Amendment to the Constitution." Sandra J. Sarkela, SUNY, Potsdam

"The Field Code and the Decline (?) of American Forensic Oratory." Terence S. Morrow, Gustavus Adolphus College

2655 4:00-5:15 p.m. Conf Room 5C Fifth Floor Chicago Hilton

THE CENTRALITY OF INVENTION IN THE HISTORY OF RHETORIC

Sponsor: American Society for the History of Rhetoric

Chair: Jameela Lares, University of Southern Mississippi

"Classical to Modern: Can Stasis Theory be Adapted for the Composition Classroom?." Amy L. Rupiper, Texas Christian University

"Sacred Texts as Crucibles of Invention: Austin Phelps on the Art of Text Taking." Russel Hirst, University of Tennessee

"Character, Invention, and Eloquence in Adam Smith's *Lectures on Rhetoric and Belles-Lettres**." Andrew C. Hansen, Penn State University

"Dialectic: Not Just a Game for Schoolboys." James M. Tallmon, South Dakota State University

*Recipient of American Society for the History of Rhetoric's best student paper award.

2747 5:30-6:45 p.m. Conf Room 4J Fourth Floor Chicago Hilton

AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC STEERING
COMMITTEE BUSINESS MEETING

Sponsor: American Society for the History of Rhetoric

2755 5:30-6:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

PUBLICS IN TRANSITION: STAKING CLAIMS ON SHIFTING GROUNDS

Sponsor: American Society for the History of Rhetoric

Chair: Gabrielle C. King, University of Puget Sound

"The Speciousness of Old Rhetoric: Deforming the Sublime." Thomas B. Farrell, Northwestern University

"From *Babbitt* to *Primary Colors*: Fictional Publics and Public Persuasion." Catherine M. Hastings, Susquehanna University

"From Zeus to Dike: Public Discourse and the Transition from Mythopoesis to Naturalistic Cosmology." Christopher Johnstone, Penn State University

Saturday, November 22, 1997

3155 8:30-9:45 a.m. Conf Room 5C Fifth Floor Chicago Hilton

RHETORIC AND CIVIC LIFE

Sponsor: American Society for the History of Rhetoric
 Chair: Sean O'Rourke, Vanderbilt University

"Reading Virtues, Phronesis, and Rhetoric as *Dynamis*: A Response to Garver," Jackson Niday, University of Texas, Austin
 "Discourse of Dis-ease: Hobbesian Surgery and the Power of Rhetoric," Daniel L. Emery, University of Iowa
 "Authority, Freedom and Liberal Judgment: The 'Presumptuousness' of Whately, Mill and Tocqueville," Karen E. Whebe, University of Maine
 "Middle East Meets West: Society and Rhetoric in Ancient Greece and Ancient Israel," Jordana M. K. Signer, University of Southern California

3331 11:30-12:45 p.m. PDR I Third Floor Chicago Hilton

STYLE IN 17TH CENTURY SCIENTIFIC PROSE

Sponsor: American Society for the History of Rhetoric
 Chair: Arthur E. Watzel, University of Minnesota

"Style in 17th Century Scientific Prose: Method," Alan G. Gross, University of Minnesota
 "Style in 17th Century Scientific Prose: Results," Joseph Harmon, Argonne National Laboratory
 "Style in 17th Century Scientific Prose: Significance of Results," Michael Reidy, University of Minnesota

3355 11:30-12:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

PROBLEMS AND SOLUTIONS IN TRANSLATING ISOCRATES

Sponsor: American Society for the History of Rhetoric
 Chair: Janet B. Davis, Truman State University

"Myths in Isocrates," Terry Pappillon, Virginia Tech University
 "Isocrates' Uses of *Doxa*," Takis Poulakos, University of Iowa
 "Idea, Eidos in Isocrates," Robert G. Sullivan, Ithaca College

Respondent: John T. Kirby, Purdue University

3655 4:00-5:15 p.m. Conf Room 5C Fifth Floor Chicago Hilton

HISTORIC PERFORMANCES OF RHETORIC

Sponsor: American Society for the History of Rhetoric
 Chair: Robert G. Sullivan, Ithaca College

"Marvell's Use of the Enthymeme in 'To His Coy Mistress,'" Joonna S. Trapp, Texas Christian University
 "Apuleius' Apologia and the Forensic Genre in Antiquity," Craig R. Smith, California State University, Long Beach
 "Blind Love and Deliberate Passivity," Marilee Mifsud, Penn State University
 "The Performance of Rhetoric: Classical Representations of Speech-as-Body," Richard J. Graff, Northwestern University

3755 5:30-6:45 p.m. Conf Room 5C Fifth Floor Chicago Hilton

THREE PERSPECTIVES ON THE EPISTOLARY TRADITION: LETTER WRITING IN THEORY AND PRACTICE

Sponsor: American Society for the History of Rhetoric
 Chair: Linda C. Mitchell, Pepperdine University

"The Interplay of Natural and Conventional Norms in Angel Day's Letter Writing Manual," "The English Secretorie," Stephen Collins, Northwestern University
 "The Diasporic Aesthetic - Mass Migration and Letter Writing: Immigrant Letters as Rhetorical Forum," Kathleen A. DeHaan, Northwestern University
 "Letter Writing Instruction in 19th Century Schools: A Rhetorical Forum for Reproducing Hegemonic Cultural Values," Lucille Schultz, University of Cincinnati

Respondent: Carol Poster, University of Northern Iowa

1996 AHSR Award Winners

Outstanding Dissertation Award

“Apocalyptic & Rhetoric in the Epistles of the New Testament”

Gary Selby

Outstanding Paper

“Telemachus Learns to Deliberate”

Marilee Mifsud

Note of Thanks

The Vice President wishes to recognize the Department of Theatre and Communication at Southwestern University and the Department of English at Montana State University, which financed all printing and postage associated with the preconference. In addition, Amie Bond deserves special praise for her fine work producing this program. Finally, Sean Patrick O'Rourke provided just the right amounts of advice and encouragement.

In Memoriam

This gathering is dedicated to Arthur J. Quinn, whose scholarship and teaching exemplified the centrality of rhetoric.