

American Society for the History of Rhetoric

Program

Pre-Conference to NCA Convention

31 October, 2001

Joseph W. Jones Room, Woodruff Library

Emory University

The American Society for the History of Rhetoric

... was organized in 1977 as the American branch of the International Society for the History of Rhetoric. Its purpose is to foster the study of rhetoric in all historical periods in American as well as other cultures. The Society sponsors panels of scholarly papers at the annual meetings of the National Communication Association, Eastern Communication Association, and Southern States Communication Association. In addition, it sponsors an independent "Preconference" at the NCA meeting each year. The Society also publishes an annual journal, *Advances in the History of Rhetoric*.

The Society confers the Outstanding Dissertation Award in an annual competition for the best dissertation in the history of rhetoric and a Best Student Paper Award for the best paper submitted by a student for the ASHR-sponsored panels at the NCA meetings.

Special Thanks

Without our sponsors, this ASHR pre-conference would not have been held. Thanks to the following for their generous support:

English Department, Emory University

English Department, Kent State University

English Department, Texas Christian University

Conference Organizer: Sara Newman, Kent State University, English Department.

Emory Liaison: Jeffrey Walker

Morning Sessions

8:00 Breakfast Service

8:15 Welcome: Celebrating Five Years of *Advances in the History of Rhetoric*.

8:30: RETHINKING STYLE in CLASSICAL RHETORIC

"Aristotle and Style." Sara Newman, Kent State University

"The Written and Agonistic Styles in Aristotle's Rhetoric and After." Richard Graff, University of Minnesota

"Types of Style in Historical and Future Context." Stanley Dambroski, University of Maryland, College Park.

"Style of an Ancient Textbook." Janet Davis, Truman State University

Respondent: Jeffrey Walker, Emory University

Our panel reconstructs a more inclusive account of style, the rhetorical canon conventionally associated with ornament. Our foci are ancient texts from Isocrates to Quintilian, sources which have not been fully elucidated with regard to style. Individually, our papers respond to this gap by discussing four issues that are significant to it: (1) the role of the figures of speech in Aristotle's Rhetoric whose account this issue has customarily been neglected despite traces of a more systematic discussion; (2) the treatment of style in post-Aristotelian Greek authors such as "Demetrius," "Longinus," and Dionysius of Halicarnassus; (3) the ancient distinction between agonistic/competitive style and "written" style, starting with Isocrates and Aristotle and moving on to later developments in "Demetrius" and Quintilian primarily; and (4) the status and role of style in rhetorical theory, a reconsideration grounded in the developments of theories of stylistic types, in particular, those of "Longinus" and "Demetrius." Combined, our papers offer a more complete account of ancient style than presently exists, one exposing alternatives to the traditional perspective that style is ancillary and/or opposed to argument.

10:00. Break

10:15. Featured Speaker, William Fortenbaugh, Rutgers University.

"Peri Lexeos: What Hides Behind a Title"

Mid-Morning Sessions

11:00. Panel: The Future of the Rhetorical Tradition.

"Traditions, Pedagogies, and Critical Memory: The Case of Sappho." Susan Jarratt, University of California, Irvine.

"What to Say about the Future of Rhetoric when All we Know is Its Past." John Poulakos, University of Pittsburgh

"The Historiography of Sophisticated Modernism." Edward Schiappa, University of Minnesota.

12:15: Break for Lunch

Afternoon Session

1:30. Panel: The Future of the Rhetorical Tradition.

"Directions for the Next Century: Renaissance Rhetoric." Lawrence D. Green, USC.

"Decanonizing Ancient Rhetoric." Robert Gaines, University of Maryland College Park.

2:30. Break

2:45. Late Afternoon Session

2:34 STYLE in the 18th and 19th CENTURIES

“Campbell on Style and the Classical Tradition.” Arthur Walzer, University of Minnesota. Although George Campbell is the exemplar of what Wilbur Samuel Howell has called the “new” rhetoric, the writers most cited in the *Philosophy of Rhetoric* (POR) are not Hume, Locke, Reid or du Bos, but Quintilian and Cicero. In the Introduction to the POR Campbell is clear that his intention is not to supersede the Ancients but to deepen our understanding of them—to provide a causal explanation in psychological terms for the efficacy of the techniques the Ancients wisely recommended. Indeed, although Campbell’s point of departure is typically quite different from the Ancients’, he usually proudly reaches the same conclusions as Cicero or Quintilian. But Campbell is more original than his deference to tradition suggests. The examination of rhetoric from his eighteenth-century, empiricist, psychological perspective yields new insight. This is notably the case in Campbell’s analysis of style, an analysis that is rooted in the Classical tradition but that is, nonetheless, distinctive and, indeed, superior in some important ways to Roman tradition he honors.

This paper will discuss the limitations of the analysis of style within Roman rhetoric as a prelude to a detailed discussion of how the perspective of faculty psychology and eighteenth-century empiricism enabled Campbell to clarify and develop features of the Classical analysis of style that were obscure and confused.

3:15. “Re-Imagining Rhetoric in a Mechanical Age: The Prophetic Style of Thomas Carlyle.” Lois Agnew, Rockford College

Thomas Carlyle has been perceived as an emblem of nineteenth-century Britain’s shift away from rhetoric. However, in spite of what at times seems to be his explicit denunciation of formal rhetorical instruction, Carlyle’s intense concern with language does build on principles of British rhetoric and makes possible the adaptation of those principles to meet the challenges of a new age. In the midst of industrial and technological advancements that were bringing dramatic changes to every aspect of British culture, Carlyle employs his own powerful rhetoric in arguing for society’s return to an imaginative vision that he believed to be endangered by the materialistic orientation of industrial society. His strident calls for his society’s reform reflect a fundamental assumption of British rhetoric from the sixteenth century—that the canon of style serves as the vehicle for social transformation.

3:45. “A performance of Plato’s Symposium,” University of Pittsburgh

5:00 Reception

News and Dates

Outstanding Dissertation Award:

David Hoffman, Temple University
"Rhetoric and the Culture of Display in Hellenic Greece"
Best Student Paper:
Beth Manolescu, University of Kansas

"Motives for Practicing Criticism as 'Rational Science' in Lord Kames' Elements of Criticism"

Important Dates
ASHR Business Meeting
When: Saturday, November 03, 9:30-10:45 a.m.

Where: Room 436, Fourth Floor, Hilton

ASHR Sponsored Call for NCA Papers

Deadline: 15 February 2002

4 copies to:

Sara Newman, President, ASHR

Department of English

Kent State University

P.O. Box 5190

Kent, OH 44242-0001

Pre-Conference:

Abstracts by early summer 2002.

Program Chair TBA at Business Meeting

ASHR at NCA

PUBLICS AND COUNTERPUBLICS: IDENTITY CONSTRUCTION IN THE RETICULATE PUBLIC SPHERE

When: Thursday, November 01, 8:00-9:15 a.m.
Where: Room 436, Fourth Floor, Hilton
Sponsor: American Society for the History of Rhetoric
Chair: Derek R. Sweet, University of Denver

"Public Bodies: Corporeality in the Public Sphere." Amy M. Corey, University of Denver

"Constructing Concerned Citizenship: Analyzing the Use of Manipulative Publicity in the Campaign to Defeat Colorado's Responsible Growth Initiative." Kara C. Heinrichs, University of Denver

"Constructing 'Blackness': The Black Public Sphere and Cultural Identity." Katia G. Campbell, University of Denver

"Rage Against the Machine: Vernacular Discourse and the Rhetorical Construction of Counterpublic Identity." Derek R. Sweet, University of Denver
RHETORIC AND THE THEATER IN GREEK ANTIQUITY

When: Thursday, November 01, 9:30-10:45 a.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Michelle Silva, University of Pittsburgh

"Theorizing the Visual in Rhetoric: The Case of Oedipus King." Michelle Silva, University of Pittsburgh

"Comedy and Rhetoric: Aristophanes' Ecclesiazousae as Status Quo and Radical Reform." Alessandra Beasley, University of Pittsburgh

"Rhetoric and Theatrical Spectacle: Promoting the Theoretical and Political Imagination." Marcy L.

Halpin, University of Pittsburgh

CHERWITZ' AND HIKINS' "CLIMBING THE ACADEMIC LADDER": REACTION AND EXTENSION

When: Thursday, November 01, 2:00-3:15 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Mark J. Porrovecchio, De Anza College

"Disciplinary Provincialism or Masculinist Parochialism: A Response to Cherwitz and Hikins." Amanda L. Granrud, North Carolina State University

"Catching Up With the Times: The Role of Ontic Rhetoric in the Digital Age." Scott Millward, University of Southern California

"Rhetoric and Reductionism." Trischa Goodnow, Oregon State University

"The Radical Return to Recognition: Agent and Agency in the 'Critical' Age of Text and Performance." Mark J. Porrovecchio, De Anza College

Respondents:

Richard A. Cherwitz, University of Texas, Austin; James W. Hikins, University of North Dakota

RHETORIC AND THE CONSTRUCTION OF IDENTITY

When: Thursday, November 01, 3:30-4:45 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: David Beard, University of Minnesota, Twin Cities

"The Rhetorical Import in Narrative Theories of Identity." Andreea Deciu, Carnegie Mellon University

"A Theory of Action, a Theory of the Rhetorical Subject." David Beard, University of Minnesota,

Twin Cities

"Legislating Identity: The Individuals with Disabilities Education Act and the Denial of Deaf Culture." Amy L. Jester, University of Minnesota, Twin Cities

RHETORIC IN THE TWENTIETH CENTURY

When: Thursday, November 01, 11:00-12:15 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Lisa A. Perry, Minnesota State University, Mankato

"The Stasis in Counter-Statement 'Applications of the Terms' as Attempted Reconciliation of the Formal and the Rhetorical." Andrew C. Hansen, Penn State University

"The Rhetoric of Nietzschean Resentment in McKinnon, Dworkin and Bell's Legal Theories." Caroline J.S. Picart, Florida State University

RADICALIZING ROOTS BY RE-VISITING SOPHISTIC CRITICISM AND RE-VISIONING THE POSTMODERN IN POPULAR CULTURE

When: Thursday, November 01, 12:30-1:45 p.m.

Where: Room 436, Fourth Floor, Hilton
Sponsor: American Society for the History of Rhetoric
Chair: Donna M. Kowal, State University of New York, Brockport

"The Hero in Feminine Form: A Sophistic Analysis of Female Action Heroes in Popular Culture." Kara L. Shultz, Bloomsburg University

"Sophistic Techniques in a Postmodern World: A Sophistic Analysis of the Postmodern Film *Strange Days* (1995)." Andrea M. McClanahan, Ohio University

"Sophistry in Practice: An Examination of the Construction of 'Lesbian' Identity with *Buffy the Vampire Slayer*." Sarah Ryan, Ohio University

"The Use of Hate Rhetoric by Rap, Punk Rock, and Heavy Metal Music Fans: A Sophistic Analysis."

Pamela L. Royle, Ohio University

RHETORIC AND PHILOSOPHY, IN THEORY AND PRACTICE, IN THE ANCIENT WORLD

When: Friday, November 02, 8:00-9:15 a.m.
Where: Room 436, Fourth Floor, Hilton
Sponsor: American Society for the History of Rhetoric
Chair: David M. Timmerman, Wabash College

"The Use of Antithesis and Mythos in Isocrates: Neo-Panhellenism in *Areopagiticus*." Christina Moss, Louisiana State University

"Political Deliberation: The Axle of Philosophy for Isocrates' and Plato's *Philosopher Kings*." Danielle R. Wiese, Illinois State University

"Augustan Rhetoric: The Declining Orator." Ilon M. Lauer, University of Georgia

MODERN IDEAS AND THEIR ROOTS IN CLASSICAL RHETORIC

When: Friday, November 02, 9:30-10:45 a.m.
Where: Room 436, Fourth Floor, Hilton
Sponsor: American Society for the History of Rhetoric
Chair: Margaret D. Zulick, Wake Forest University

"Rhetoric and Moral Action in Isocrates' *Nicocles*." Rachel F. Avon, Wake Forest University

"Institutionalizing an Idea: Isocrates' Radically Rhetorical Idea of a University." David C. Deifell, University of Iowa

"Chance, Probability, and Skill in Rhetoric: Classical Greek Rhetoricians Tell the Story."
Karen M. Taylor, University of Pittsburgh

Respondent: Margaret D. Zulick, Wake Forest University

RHETORIC'S FORMATIVE ROLE: EXAMPLES FROM THE EIGHTEENTH AND NINETEENTH CENTURIES

When: Friday, November 02, 11:00-12:15 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Arthur E. Walzer, University of Minnesota, Twin Cities

"Pedagogical Purposes of Human Nature in Lord Kames' Elements of Criticism." Beth I. Manolescu, University of Kansas

"A Well-Ordered City: Rhetorics of Public Space in the Wake of London's Great Fire of 1666." Daniel L. Emery, University of Iowa

"The Yale Report of 1828 Prudence and Classical Education in

Nineteenth-Century Oratorical Culture." Jason B. Munsell, Wesleyan College

ENRICHING THE "RHETORICAL TRADITION" BY TAKING IT ON THE ROAD: RHETORICAL EDUCATION AT NATIONAL PARKS, PUBLIC MONUMENTS, AND HISTORIC HOUSES

When: Friday, November 02, 12:30-1:45 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

"Rhetorical Education at the National Memorials." Carole Blair, University of California, Davis

"Rhetorical Lessons of the National Parks." Gregory D. Clark, Brigham Young University

"Rethinking What We're Teaching: The Matter of Rhetorical Education." Richard J. Graff, University of Minnesota, Twin Cities, Michael Leff, Northwestern University

"Historic Houses as Sites of Rhetorical Education." S. Michael

Halloran, Rensselaer Polytechnic Institute, Victoria Moore, Rensselaer

Polytechnic Institute

RHETORICS OF CITIZENSHIP

When: Friday, November 02, 2:00-3:15 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Frederick J. Antczak, University of Iowa

"Civic Rhetoric and Social Movements." Janet M Atwill, University of Tennessee, Knoxville

"Progressive-Era Journalism as a Rhetoric of Democratic Citizenship." Sharan L. Daniel, University of Texas, Austin

"Rhetorics of Citizenship: Political, Academic, Public." Rosa A. Eberly, University of Texas, Austin

Respondent: Frederick J. Antczak, University of Iowa

RHETORICAL STYLE AS RADICAL INVESTIGATIVE TOOL: SEVENTEENTH-CENTURY ENGLISH TOPICS

When: Friday, November 02, 3:30-4:45 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Jameela Lares, University of Southern Mississippi

"Rhetorical Style as Key to Lexicographical Entry: The Case of John Bunyan." Linda C. Mitchell, San Jose State University

"The 'Language of Canaan' in Later Seventeenth-Century England: The Decline of 'Scripture-Phrase' as a Communicative Model." Jameela Lares, University of Southern Mississippi

"Scriptural Elocutio." Lawrence D. Green, University of Southern California

NEW INSIGHTS ON PLATO'S RHETORIC

When: Saturday, November 03, 8:00-9:15 a.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

"Plato's Phaedrus: An Opportunity for Feminist Access to Classical Rhetoric." Margie A. McCue, University of Iowa

"Woman Under the Law: Plato's Conception of Justice as Gendered Justice." Michaela D. E. Meyer, Ohio University

"The Art of Enchanting the Soul: Plato's Use of Rhetoric and Myth in Phaedrus." Alyssa Wright, University of Iowa

"The Strongest Bond: Three Theories of Rhetoric in Plato's Symposium." Jessica Mudry, University of Pittsburgh

Respondent: Jane Sutton, Penn State University, York

BEYOND TRIA GENERA CAUSARUM: EXPLORING NATIVE TYPOLOGIES OF ANCIENT DISCOURSE

When: Saturday, November 03, 11:00-12:15 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Takis Poulakos, University of Iowa

"Pre-Aristotelian Theories of Rhetorical Genre." Robert G. Sullivan, Ithaca College

"Beyond the Kairos-Genre Polarity in Ancient Greek Discourse." Ekaterina V. Haskins, Boston College

"Gathering in the Moment: The Panegyric in Ceremonial Context."

David C. Hoffman, Temple University

"Letter-Writing Outside the Tria Genera Causarum." Carol Poster, Florida State University

Respondent: Jeanne D. Fahnestock, University of Maryland

RHETORIC AND OTHER ALTERED STATES

When: Saturday, November 03, 12:30-1:45 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Jonathan E. Sterne, University of Pittsburgh

"The American War on Drugs and the Western War on Rhetoric: Some Continuities in the Rhetoric of Proscription." William D. Fusfield, University of Pittsburgh

"Rhetorical Medicines: From Gorgias' Apothecary to Derrida's Drugstore, Through Plato's Pharmacy." John Poulakos, University of Pittsburgh

"Digestive Remedies for the Political Rhetoric of Injury." Carrie A. Rentschler, University of Illinois, Urbana-Champaign

"Drugs, Madness, and Rhetorical Construction of Authenticity in the Canonization of Rock Music." Frank Joseph, University of Pittsburgh

Respondent: Jonathan E. Sterne, University of Pittsburgh

THE ROOTS OF TWENTIETH CENTURY RHETORICAL STUDIES: CENTRALITY AND CHANGE

When: Saturday, November 03, 2:00-3:15 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Jim A. Kuypers, Dartmouth College

"Reclaiming a Usable Past, Waldo Braden Would be Proud." Andrew A. King, Louisiana State University

"Robert Gray Gunderson: Historian and Rhetorician as a Citizen-Scholar." Kurt Ritter, Texas A&M University

"Wilbur Samuel Howell: The Trilogy of Rhetoric, Logic and Science." John E. Tapia, Missouri Western State College

"Our Roots are Strong and Deep: In the Shadow of Hoyt Hopewell Hudson's Nuclear Rhetoric." Jim A. Kuypers, Dartmouth College

Respondents:

James W. Chesebro, Indiana State University

Mei Zhang, Missouri Western State College

"IT TAKES TIMING": RHETORIC AS SITUATED ART

When: Saturday, November 03, 3:30-4:45 p.m.

Where: Room 436, Fourth Floor, Hilton

Sponsor: American Society for the History of Rhetoric

Chair: Sara J. Newman, Kent State University

"'Who Measures Due Measure?': Or, Kairos Meets Counter-Kairos: Implications of Isegoria on Athenian Notions of Kairos." Jerry Blitefield, University of Massachusetts, Dartmouth

"'Time Appeases Anger': The Temporal Dimension of the Paradigmatic Passion of Orge in Aristotle's Rhetoric and Politics." Renu Dube, University of Pittsburgh "Education and Border Skirmish: The Fantastic Rhetoric of Frontier Civility." Donovan S. Conley, University of Illinois, Urbana-Champaign