American Society for the History of Rhetoric
2003 ASHR Conference Program

8:00–8:30 a.m.
Coffee and tea welcome reception

8:30–10:00 a.m.
Session 1: Revisiting the feud between rhetoric and poetics: historical and pedagogical perspectives
Chair: Robert Gaines, University of Maryland, College Park

Presenters:
J. Michael Sproule, Bowling Green State University, “Rhetoric Influenced by Orality, Literacy, and Postmodernity: the Historical Context for Poetic and Purposive Communication.”


Mark A. E. Williams, California State University, Sacramento, “The Good Point, Beautifully Made: How Invention Adopted Style in the Era of the Roman Empire.”

Rebecca Hettich, University of the Incarnate Word, “Teaching Rhetoric as a ‘Productive Art.”

10:15–11:45 a.m.
Session 2: Rhetoric and Aesthetics in Renaissance and Modern England
Chair: Arthur Walzer, University of Minnesota

Presenters:
Robert G. Sullivan, Ithaca College, “‘Pasquil the Playne’: Sir Thomas Elyot and the Rhetoric of Counsel.”

Edward Armstrong, University of Arkansas, “‘Such as Might Best Be’: Edmund Spenser’s Civic Rhetoric.”

Carol Poster, Florida State University, “Rhetorical Theology and Biblical Interpretation: the Debates between Richard Whately and James Hessey.”


12:00–12:45 p.m.
First Keynote: David J. Depew, University of Iowa, “Instrumentalism of Aristotle’s Rhetoric.”
12:45--1:45 p.m.
Lunch break
1:45—3:00 p.m.
Session 3: Reading Visual Culture: Rhetorical Aesthetics and Cultural Politics

Chair: David Hoffman, CUNY Baruch

Presenters:
Ekaterina V. Haskins, Boston College, “A Visual Turn in Memory Studies: Interpreting Iconography and Space.”

3:15—4:15 p.m. Session 4: Challenging Dominant Aesthetic Norms

Chair: Beth Bennett, University of Alabama

Presenters:
Anne Meade Stockdel-Giesler, University of Tampa, “Outsider Rhetoric.”
Cynthia King, American University, “‘It Ain’t Pretty’: the Aesthetically Unattractive Rhetoric of Charlotta Spears Bass.”

4:30—5:30 p.m.

Session 5: American Perspectives on the Aesthetics of Democracy.

Chair: David Beard, University of Wisconsin, River Falls

Presenters:
Nathan Crick, University of Pittsburgh, “‘To Affect the Quality of the Day:’ American Philosophy and the Aesthetics of Democracy.”
M. Elizabeth Weiser, Texas Christian University, “Symbolic War: Kenneth Burke’s (Not Aesthetic Enough) Commentary on the Rhetorical Value of (Propagandistic) Literature.”

5:45—6:30 p.m.

Second Keynote: Ronald Walter Greene, University of Minnesota, “Rhetorical Labor: the Aesthetic Turn as Bio-political production.”

6:30—7:30 p.m.

Wine and cheese reception