

**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."

Robert W. Cape, Austin College, "The Rhetoric, Poetics, and Politics of copia in Cicero's Defense of the Poet Archias (62 BCE)."

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."

Karen Whedbee, Northern Illinois University, "Cultivating an Appreciation for 'Higher Pleasures': J. S. Mill on Poetry and Push-pin."

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:

S. Michael Halloran, Rensselaer Polytechnic Institute, "On the Rhetorical Aesthetics of Public Monuments."

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

Noriaki Tajima, University of Alabama, "Exploring the Relationship between Aesthetics and Culture: the Rhetoric of Japanese 'Love Hotels'.

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

Chair: Beth Bennett, University of Alabama

Presenters:

Anne Meade Stockdell-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