

2008 ASHR Conference

20 November 2008

San Diego, CA

David Timmerman, Wabash College

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2008 ASHR Conference

Thursday, 20 November 2008

8:00 am - 6:00 pm

Gallery Room

Manchester Grand Hyatt San Diego

One Market Place

San Diego, California, USA 92101

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Maps and Directions

"Thinking Through Rhetoric:

A Symposium on Rhetoric, Cognition, and Culture"

Human cognition and human culture, in their rich diversity and stunning complexity, are now the focus

points for scholars representing a broad range of disciplines from neuroscience and evolutionary biology to

rhetoric and literary studies. The fall 2007 issue of Rhetoric Society Quarterly, included a translation of Dan

Sperber's 1975 essay, "Rudiments of Cognitive Rhetoric." Prof. Sperber is a French cognitive scientist and

linguist. Historically, various cultural and/or scholarly conceptions of cognition – how the human minds

come to know and understand – have had profound influence on rhetorical theory, the teaching of rhetoric,

and rhetorical practice. Indeed, every practical or pedagogical rhetorical program has relied upon implicit or

explicit notions of cognition, or what might be called "cultures of cognition." Furthermore, the ups and

downs of the art of rhetoric's fortune have been more than once tied to theories of cognition, as in the oft-cited

disrepute into which rhetoric fell in the Enlightenment due in part to Cartesian theories of cognition.

Rhetoric's history, therefore, is closely related to the history of conceptions of cognition, and conceptions of

cognition are closely related to culture. Today, both the science of cognition and the study of rhetoric

represent dynamic intellectual fields, each with rich histories. This symposium considers these histories, as

well as the present state of studies in these areas and their overlap.

2008 ASHR Conference Program

8:00 Welcome -- Coffee and Pastries
Panel 1: Medieval and Contemporary

8:30 Views on Invention, Creativity, and
Cognition

Chair: Beth Bennett, University of Alabama
Invited

Speaker:

Martin Camargo, University of Illinois, "Rhetoric as
Medieval Episteme."

Robert Danisch, Concordia University, "Can
Rhetoricians Teach Scientists and Engineers to be
Innovative Thinkers? Yes, and Here's How ..."

Stephanie Grey, Louisiana State University, "The
Wounds of Creation: Exploring the Possibilities for
Cognition (Dys)function and Rhetorical Theory."

9:45 Break

10:00

Panel 2: The Relationship of Language,
Language Use, and Cognition

Chair: Richard Graff, University of Minnesota
Invited

Speaker:

Carol Poster, York University, "Language and
Perception in Plato's Cratylus: The Case Against
Cognitivism."

Hunter W. Stephenson, University of Houston,
Clear Lake, "Our Minds are Our Selves? Rhetoric,
Writing, and Cognitive Representations."

11:00 Break

11:15

Panel 3: Alternate Perspectives on
Narrative, Emotion, Understanding,
and Persuasion

Chair: Art Walzer, University of Minnesota

James J. Kimble, Seton Hall University, "From Zelizer to
Aristotle: Conceiving of Rhetorical History as a Reverse Chronology."

Brian Jackson, Brigham Young University, "Subcortical Rhetoric
and the New Handbooks."

12:15-1:30 Lunch Break

Conference Keynote Address

1:30

"Descartes' Error or Descartes'
Dream?"

Cognitive Science's Need for History."

Thomas Habinek, University of Southern California

Thomas Habinek is Professor and Chair of the Department of Classics at the University of Southern California. His many publications in Latin literature and ancient cultural history include *The World of Roman Song: From Ritualized Speech to Social Order* (Hopkins 2005), *Ancient Rhetoric and Oratory* (Blackwell 2005), and *The Politics of Latin Literature* (Princeton 1998). His current research examines new models of mind and their potential impact on traditional humanistic and historical modes of inquiry.

2:30 Break

2:45

Panel 4: Views on Cognition in the History of Rhetoric

Chair: Robert Gaines, University of Maryland

Mark Robinson, "Towards a Theory of Monsters: Economics and the New Architecture of Cognitive Process."

Jay Brower, Southern Illinois University, Carbondale, "Cognition, Rhetoric and the Origin of Language in Locke and Rosseau."

Cory Holding, University of Illinois, "Who Has His Soule in His Fingers: John Bulwer & a Hand's Mind to Reason."

4:00 Break

4:15 Panel 5: Language and Cognition:

Mathematical, Religious, and Ordinary

Chair: Dave Tell, University of Kansas

Shawn Rice, "Paul de Man's Reluctance: the Past and Future of the Literary - Ordinary Language Split."

Brent Yergensen, University of Nebraska, Lincoln, American Society for the History of Rhetoric--Conference

"Rational Religion: Popular Science Literature as the Cognitive Link Between Mankind and God in Enlightenment Europe."

Sophia A. Estante, University of California, Los Angeles,

"Thinking and Feeling through Numbers: Mystic Symbolism, Colonial Exploits, and Truth-Telling in the Age of Exploration."

6:00 ASHR Reception & Cocktail Hour (Location TBD)