The American Society for the History of Rhetoric

“The Contemporary Relevance of the History of Rhetoric”

February 15–17, 2019
Belo Center for New Media
University of Texas at Austin

www.ASHR.org
What is the value of rhetoric's history for our contemporary worries over the powers of persuasion, the misuse of political discourse, and the subverting of democratic forms of discourse? How might traditional concepts in rhetorical theory help us make sense of our contemporary trends in digital rhetoric, online communication, and the functioning of political communities? What can the rhetorical tradition contribute to our discussions concerning fake news, incivility, political gridlock, racism, populist leaders, sexual harassment, environmental degradation, and beyond?

Building upon a diverse range of voices and approaches, this conference seeks to enliven our scholarship on the history of rhetoric, as well as its application in our teaching. Beyond talks by prominent keynote speakers and various opportunities to interact with other scholars, this conference features a discussion session on diversifying the teaching of the history of rhetoric.

Acknowledgements

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Scott R. Stroud, University of Texas at Austin

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Media Ethics Initiative, University of Texas at Austin
Society for the Advancement of American Philosophy
International Society for the History of Rhetoric
Taylor & Francis
FRIDAY, FEBRUARY 15

12:00–12:15 pm
Introductory Remarks

Jay M. Bernhardt, Dean of the Moody College of Communication, University of Texas at Austin
Scott R. Stroud, ASHR President, University of Texas at Austin

12:15–1:30 pm
Rhetoric, Pedagogy, and Protest
Chair: Paul Stob, Vanderbilt University

“Reclaiming Sophistic Pedagogies in Contemporary Classrooms to Counter Injustice and Foster Activism”
Ryan Wheeler, Texas Christian University

“Rhetoric in U.S. Higher Education’s First and Latest Global Turn: Rhetorical Education in Early 20th Century Student Peace Movements”
Christopher Minnix, University of Alabama at Birmingham

“Women’s Protest Rhetorics: Tension and Solidarity across Space and Time”
Liane Malinowski, University of North Texas

“Revisiting the 1930 Attempt to Establish a World Center for Women’s Archives”
Lynee Lewis Gaillet, Georgia State University

1:40–2:55 pm
Culture, Difference, and Rhetoric
Chair: Martha Sue Karnes, University of Texas at Austin

“The Things We Knew: Pre-WWII Jewish Homiletics and the Refiguring Narratives of American Innocence”
Jamie Downing, Georgia College

“Lands of Sacrifice”
Allison Hahn, Baruch College

“Lay Rhetorical Theory and Argumentum Ad Hitlerum”
Trish Roberts-Miller, University of Texas at Austin

“Towards a Translingual Epideictic: The Rhetoric of I. A. Richards”
Katie S. Homar, North Carolina State University

3:00–4:15 pm
Keynote Address 1

“Good People? Speaking Well?”
David Zarefsky, Northwestern University
 Introduced by Ned O’Gorman, University of Illinois, Urbana-Champaign
FRIDAY, FEBRUARY 15

4:30–5:45 pm
Present and Past in Rhetorical History
Chair: Kathleen Lamp, Arizona State University
“Eventuality, Porosity, Boundedness, Power, and Communication”
   Barry Brummett, University of Texas at Austin
“The Present Is Ever Present: The Dilemmas of Relevance in Rhetorical History”
   Angela G. Ray, Northwestern University
“Modernity, Measurement, Memory, and the Modulor”
   Dave Tell, University of Kansas
“Imagining the Geopolitical Topos: Or, Coming Together Around a Commonplace”
   Allison Prasch, Colorado State University

6:00–8:00 pm
Reception at Littlefield Mansion
Co-Sponsored by the Society for the Advancement of American Philosophy

SATURDAY, FEBRUARY 16

8:00–8:30 am
Coffee

8:30–9:45 am
Classical Rhetorical Concepts, Creative Rhetorical Situations
Chair: Richard Enos, Texas Christian University
“‘On Being Included’ in the History of Debate”
   Carly S. Woods, University of Maryland
“Cicero in Contemporary African Political Contexts”
   Fred Jenga, University of Texas at Austin
“Crisis, Kairos, and Constitutional Argument”
   Donovan S. Bisbee, University of Illinois Urbana-Champaign
“Praise Bee! Ecological Persuasion and the Allegorical Encomium”
   Jordan T. Loveridge, Mount St. Mary’s University

10:00–11:15 am
Rhetoric and the American Tradition
Chair: Justin Pehoski, University of Texas at Austin
“Rhetoric, Hope, and the Future of Religion in Richard Rorty’s Neo-pragmatism”
   Jacob L. Goodson, Southwestern College
“Pragmatism as Religious Rhetoric”
   Paul Stob, Vanderbilt University
“Explosion and Exposure: Aerial Photography in America’s Wartime Vision”
   Katie P. Bruner, University of Illinois Urbana-Champaign
“Emerson’s Rhetoric and the Promise of Consensus”
   Roger Thompson, Stony Brook University
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| 11:30–12:30 pm | Diversity, Relevance, and Beyond in Teaching the History of Rhetoric  
Chair: Scott R. Stroud, University of Texas at Austin  
Discussants:  
   - David Zarefsky, Northwestern University  
   - Cheryl Glenn, Pennsylvania State University  
   - Susan C. Jarratt, University of California, Irvine  
   - Richard Enos, Texas Christian University  
   - Angela G. Ray, Northwestern University  
   - Rasha Diab, University of Texas at Austin  |
| Lunch        | Lunch                                                   |
| 1:45–3:00 pm | African-American Experiences and Rhetoric's History  
Chair: Mary Hedengren, University of Houston-Clear Lake  
“The Virtuosity of Frederick Douglass: Expanding and Questioning Rhetorical Traditions by Reading Douglass’s Oratorical Corpus”  
   - Bjorn F. Stillion-Southard, University of Georgia  
“Exploring the Epideictic Functions of Memoir: An Analysis of Susie King Taylor’s My Life in Camp with the 33rd United States Colored Troops”  
   - Patty Wilde, Washington State University Tri-Cities  
“Dismissing Black Radicals: Stokely Carmichael, Black Lives Matter, and Dissociation”  
   - Justin D. Hatch, University of Texas at Austin  
“Martin Had a Dream, Kendrick Have a Dream: Resurgence of Civil Rights Rhetorics in Contemporary Hip Hop Music”  
   - Colleen Wilkowski, Arizona State University  |
| 3:15–4:30 pm | Keynote Address 2  
“Rhetorical Feminism: Rooted in History, Practiced with Hope”  
   - Cheryl Glenn, Pennsylvania State University  
Introduced by Scott R. Stroud, University of Texas at Austin  |
| 4:30–6:00 pm | Greek Rhetoric and Contemporary Politics  
Chair: Hannah Foltz, University of Texas at Austin  
“Second Sophistic Tactics for the Pax Americana”  
   - Susan C. Jarratt, University of California, Irvine  
“Cicero’s Rhetoric of Partisanship”  
   - J. A. (Joanna) Kenty, Radboud University  
“From Gorgias to Giuliani: Reading the Sophists in ‘Post-Truth’ America”  
   - Brian Stone, Indiana State University  
“Reasonable Reconstruction of Socratic Irony in Modern Political Discourse”  
   - Michael Hoppmann, Northeastern University  
“‘Bodily Arts’ and the Erasure of LGBTQ+ Athletes in Sports Commemoration”  
   - Mary Anne Taylor, Emerson College  |
SUNDAY, FEBRUARY 17

8:00–8:30 am
Coffee

8:30–9:30 am
The Contemporary Relevance of Kenneth Burke
Chair: Teryl Sands, Mesa Community College
“The Origin Stories of the Twentieth-Century New Rhetorics: Kenneth Burke, Chaïm Perelman and Lucie Olbrechts-Tyteca’s Rhetorical Turns”
   David Frank, University of Oregon
“The Relevance of Kenneth Burke’s The War of Words to Rhetorical History”
   Kyle Jensen, University of North Texas
“Religious Ideologies and Secular Religions: The Rhetorics of Gaston Fessard and Kenneth Burke”
   Steven Mailloux, Loyola Marymount University

9:45–10:30 am
The History of Rhetoric’s Value for Digital Rhetoric
Chair: Cindy-Lou Holland, University of Texas at Austin
“Enacting Digital Deliberation through Stasis Theory”
   Philip Choong, Indiana University, Bloomington
“Everything’s a Narratio: Rhetoric’s Relevance to the Rise of Digital Storytelling”
   Eric Detweiler, Middle Tennessee State University

10:30–10:45 am
Break

10:45–11:45 am
Greek Rhetoric and Its Contemporary Echoes
Chair: Clayton Terry, University of Texas at Austin
“An Exercise in Fitting the Square Peg into a Round Hole: Reshaping Ancient Greek Καιρός into Contemporary Academic Kairos”
   Nicole Cardassilaris, Ball State University
“Competition in the Agora: Oliver Wendell Holmes and the Classical Origins of the Marketplace of Ideas”
   Karen Whedbee, Northern Illinois University
“Reading Carl’s Tears (with Help from Vico): Legal Irony and the End of the Nomos of the Earth”
   Margaret Elizabeth Franz, University of North Carolina

11:45–1:00 pm
Roman Rhetoric, Education, and the Cultivation of Habit
Chair: Joe H. Cutbirth, University of Texas at Austin
“Searching for Habits of Caring Rhetoric in Quintilian’s Rhetoric of Care”
   Benjamin Firgens, Pennsylvania State University
“The Children and the Ancients”
   Elizabeth Gardner, Westmont College
“Affective Poiesis, Roman Rhetorical Theory, and Contemporary Emotion Science”
   T. Kenny Fountain, University of Virginia
“Rhetorical Pedagogy, Dread, and the Notion of Home”
   Johanna Hartelius, University of Texas at Austin
About ASHR

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.

The purpose of ASHR is to promote the study of both the theory and practice of rhetoric in all periods and languages, as well as rhetoric’s relationship with philosophy, poetics, politics, religion, law, and other aspects of the cultural context.

The disciplinary interests of our members include classics, cultural studies, English, history, linguistics, modern languages, philosophy, and speech communication.

For more information visit www.ASHR.org.

Join ASHR

One year of membership in ASHR includes subscription to the society’s journal, Advances in the History of Rhetoric (with free access online), and notification and registration to all ASHR-sponsored events.

The graduated annual dues structure, listed below, makes membership affordable for younger scholars while assuring the sustainability of the organization and its journal through contributions from more established members. We especially encourage long-term supporters of ASHR to become “Sustaining Members.”

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Also consider giving charitable contributions to the organization by contacting an ASHR officer, in order to receive a receipt for tax deductions by donating to our 501(c)3.

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ADVANCES IN THE HISTORY OF RHETORIC

THE OFFICIAL PUBLICATION OF THE AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC

The journal welcomes contributions from scholars who take a historical approach to the study of rhetoric, including:

- Rhetorical theory
- Rhetorical discourse
- Rhetorical criticism
- Rhetorical instruction in writing & speaking
- Relations of rhetoric with other disciplines or cultural institutions, processes & events

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