

CSSR/SCÉR 2016 CONFERENCE / CONGRÈS 2016

Canadian Society for the Study of Rhetoric (CSSR)
Société Canadienne pour l'Étude de la Rhétorique (SCÉR)

University of Calgary, May 31 – June 2 / 31 mai – 2 juin

MacEwan Hall 280 Council Chambers

FINAL Programme / Programme FINAL

<https://app.box.com/v/CSSR-2016-programme>

Tuesday, May 31 / Mardi 31 mai

8:30–9:15 — Coffee, pay membership dues, and meet and greet / Café, règlement de la cotisation, rencontres informelles

9:15–9:25 — Conference Welcome / Ouverture: John Moffatt, CSSR Vice-President / Vice-Président SCÉR

9:30–9:35 — Keynote Speaker Introduction: Pierre Zoberman, CSSR Past-President / Ancien président SCÉR

9:40–10:30 — Keynote session 1 / Conférence d'honneur 1: Teaching Rhetoric across Time and Countries / Enseigner la rhétorique à travers le temps et le monde

CHIRON, Pierre, Université Paris-Est (International CSSR Keynote speaker)

"The progymnasmata today" / "Les progymnasmata aujourd'hui"

C'est intentionnellement que nous présentons le dossier des progymnasmata antiques comme un dossier d'actualité : la recherche philologique et papyrologique a depuis quelques décennies considérablement amélioré notre connaissance des pratiques éducatives gréco-latines, et tout spécialement d'un cycle d'exercices préparatoires de rhétorique, en usage de l'époque hellénistique jusqu'à Byzance, appelé progymnasmata.

[Dr. Chiron's speech will be presented in French. It will explain the historical and contemporary importance of a series of exercises in rhetorical education, known as the progymnasmata, which trained students through multiple genres such as fable, story, maxim, re-elaboration, and contradiction. Dr. Chiron will explore this humanistic educational tradition and its ability to transcend time and cultures.]

10:30–10:45 — Coffee break / Pause-café

10:45–11:45 — Teaching Rhetoric / Enseigner la rhétorique

Session Chair/Président : Benoît Sans

SHCHERBAKOVA, Olena, Académie nationale des sciences pédagogiques de l'Ukraine (Kyiv) – *La culture de la rhétorique de la personnalité dans l'enseignement supérieur en Ukraine et dans le monde*

Suite aux processus de transformation, de mobilisation et de mondialisation en Ukraine et dans le monde en général, la culture de rhétorique incite aux réformes systémiques urgents en matière d'éducation, encourage la recherche de nouvelles approches pour l'étude des principes de rhétorique de la culture communicative destinée au moins à trois auditoires ciblés – étudiants, professeurs et cadres de la gestion organisationnelle. / *The transformation process, mobilization and globalization of Ukraine and the world in general has incited urgent systemic reforms in education, and has encouraged the search for new approaches to the study of rhetoric for three target audiences - students, teachers, and organizational management.*

DEN OTTER, Alice, Lakehead University, Orillia, Ontario – *Teaching Rhetoric with Taste*

This paper will explore the significance of taste in the teaching of rhetoric. More specifically, it will examine Hugh Blair's (1783) discussions of taste, which go beyond the aesthetic scope of his definition, suggesting that "the exercise of taste is ... moral and purifying" (36).

11:45–13:45 — Lunch / Pause-déjeuner

On campus: Congress usually provides outdoor tents where food is for sale. Other venues:

1. MacEwan Hall food court (next to our meeting room)
2. Basement between Law & Professional Faculties
3. Education tower main floor

Off campus:

4. Stadium shopping center SW of campus (Uxbridge Dr & 16 Ave NW) has The Keg, or Redwater grill.
5. Brentwood shopping center NE of campus across Crowchild has *Kilkenny Irish pub*, *Kim w. Vietnamese*, and *Sangster's*.
6. Crowchild Trail 3 blocks SE of campus: *Green Chili*, *Joey's Seafood*, and *Saigon Y2K Vietnamese*.
7. Take C-Train SE to Lion's Park station: North Hill Mall has *Ricky's*, *Chili's*. Two blocks NW of Lion's Park station is *Juree's ThaiPlace*. (Allow extra time for transportation)

12:15–13:15 — Optional Congress Event / Événement libre organisé par le Congrès:

Chantal Hébert, National affairs writer with the *Toronto Star* and a guest columnist for *L'actualité*.
"Losing the thread of the conversation: Covering Canadian politics in the social media era." In a world wired 24 hours a day, are the political class and the media covering it better connected to the reality or the opposite? And is the electorate better informed?

Présentation en français avec traduction simultanée en anglais. /The speech will be delivered in French, with simultaneous interpretation in English.

LOCATION/LIEU: Rozsa Centre — Eckhardt Gramatte Hall, U of C campus.

13:45–14:45 — Teaching rhetoric in Brussels / Enseigner la rhétorique : l'expérience bruxelloise

Session Chair/Président : Shannon Purves-Smith

DAINVILLE, Julie, Université libre de BruxellesBelgique (GRAL) – *L'éloge paradoxal à l'école : rhétorique, citoyenneté et pédagogie / paradoxical praise at school: rhetoric, citizenship and education*

Dans cette communication, je voudrais montrer l'intérêt que peut présenter un enseignement de la rhétorique dans la formation des adolescents d'aujourd'hui. Je m'appuierai tant sur la littérature scientifique en rhétorique et en pédagogie que sur mon expérience personnelle d'enseignante. / **EN:** *In this paper I would like to show the interest that may have a teaching of rhetoric in the formation of today's teenagers. I will use both the scientific literature and rhetoric in teaching as my teaching personal experience.*

SANS, Benoît, Université libre de Bruxelles (GRAL) – *La controverse : un exercice de rhétorique antique pour les citoyens d'aujourd'hui / "The controversia: an Ancient rhetorical exercise for contemporary citizens"*

Depuis juillet 2013, mon équipe de recherche et moi-même avons engagé un projet expérimental visant à réintroduire des exercices de rhétorique, inspirés par ceux qui étaient pratiqués dans l'Antiquité, dans les classes de l'enseignement secondaire belge afin de mieux comprendre le fonctionnement des exercices imaginés par les Anciens par la pratique, mais aussi d'en observer les effets sur les élèves. L'objectif de cette présentation sera de présenter les travaux et les expériences menées autour de la « controverse », et leurs premiers résultats. / *Since July 2013, my research team and I have been reintroducing rhetorical exercises inspired by Antiquity into Belgian secondary schools. We aim to understand how these exercises worked through practice and to observe their effects on pupils. I will present our research and early results.*

14:45–15:00 — Coffee break / Pause-café.

15:00–16:00 — Rhetorical Education in Science and Technology / L'éducation à la rhétorique dans l'espace technico-scientifique

Session Chair/Président: John Moffatt

BREWSTER, Cori, Eastern Oregon University – *From Separate Spheres to Separate Screens: Neoliberal Affordances and State-Sponsored Rhetorical Education of Women Farmers in the US*

This presentation focuses on the methods and political contexts of rhetorical instruction currently being provided to women farmers across the western United States by the Washington State University Extension Service's Women in Agriculture program.

LAIDLAW, Tess, Mount Saint Vincent University – *An argument for a "situational rhetoric" of pathogens*

This paper explores the construction of the "rhetorical situation" in public communication on the topic of disease outbreaks. A case study of SARS reportage diverges from the conventions of media coverage described in research (Wallis and Nerlich, 2005), indicating a regional context-specific effect. Knowledge about the influence of context on communication about pathogens may inform public health messaging aiming to educate and protect lay publics.

**16:00–18:00 — Department Reception for CSSR and three other associations /
Réception offerte à la SCÉR et à trois autres associations**

You are cordially invited to a reception during Congress on Tuesday, May 31 from 4-6 pm in **Social Sciences 217** in the Department of Communication, Media and Film at the University of Calgary / *Vous êtes cordialement invité/es à la réception offerte par le Département de Communication, Médias et Cinéma de l'Université de Calgary, le 31 mai, de 16h à 18h, lieu : Social Sciences 217. We welcome all members and attendees of / Les membres et les participants des associations sont chaleureusement invités :*

- The Canadian Communication Association
- The Canadian Society for the Study of Rhetoric
- The Canadian Association for the Study of Discourse and Writing
- The Film Studies Association of Canada

Please drop in for refreshments and stimulating conversation with colleagues in our department and from these related associations. I look forward to seeing you there / *Passez prendre un verre et rencontrer les collègues de notre département et des autres associations pour de stimulants échanges.*

- *Barbara Schneider*, Department Head; Department of Communication, Media and Film, University of Calgary

Wednesday, June 1 / Mercredi 1 juin

8:30–8:45 — Coffee, pay membership dues, and meet and greet / Café, règlement de la cotisation, rencontres informelles

8:50–9:00 — Welcome & Keynote Speaker introduction / Ouverture: Tania Smith, CSSR President / *Présidente de la SCÉR*

9:00–10:15 — Keynote session 2 / Conférence d'honneur 2: Teaching Rhetoric across Time and Countries / *Enseigner la rhétorique à travers le temps et le monde*

C. Jan Swearingen, Texas A & M University (Emerita / Émérite): *Ren Wen Baguwen: Understanding Chinese Rhetorical Pedagogy in Contemporary Contexts / Ren Wen Baguwen : comprendre la pédagogie chinoise de la rhétorique dans des contextes contemporains*

The “eight-legged essay” or baguwen became a staple of Chinese education, preparing students for the meritocratic civil service exam from the fifteenth century onwards. In addition to reviewing the history of the baguwen between the sixteenth and twentieth centuries, and the reasons for its abandonment, the presentation will compare the eighteenth-century British encounter with the baguwen with present-day assessments.

Le “baguwen,” composition « à huit jambes » (ou en huit parties), a constitué, à partir du quinzième siècle, un pilier de l'enseignement chinois, dans la préparation des étudiants aux examens qui devaient leur ouvrir les portes du fonctionariat méritocratique. L'exposé se propose deux fins : d'une part, explorer l'histoire du baguwen entre le seizième et le vingtième siècles et les raisons qui ont conduit à son abandon ; d'autre part, mettre en regard la rencontre opérée dans l'Angleterre du dix-huitième siècle avec le baguwen, et les manières dont on l'envisage aujourd'hui.

10:15–10:45 — Coffee break / Pause-café

10:45–12:15 — Rhetorical Education in A Global 21st Century, and Rhetoric in the Context of Global Organizations / Enseignement de la rhétorique et globalisation : les défis du XXI^e siècle ; & La Rhétorique dans le contexte des organisations mondiales

Session Co-Chairs : Alice Den Otter & Julie Dainville

PEDERSEN, Isabel, University of Ontario Institute of Technology, and
MERILLEES, Tanner, University of Ontario Institute of Technology – *Tracking the Rhetoric of Emergent Personal Technologies in a Digital Archive / Retracer la rhétorique des technologies personnelles émergentes dans une archive numérique.*

This presentation argues that digital humanities archiving can help to identify the workings of predictive rhetoric amid speculative commentary on emergent personal technologies. Using metadata modeled upon rhetorician Kenneth Burke's Terms for Order, the growing and evolving archive is geared to identifying persuasive tactics in the process of device invention.

DAVIS, Lori Leigh, University of St Andrews – *Organizational Rhetoric: Stakeholders in the Diamond Industry. An Exploration into the Kimberley Process and Certificate Scheme*

This paper will discuss organizational rhetorical strategies by the stakeholders of the only international regime organized to stem "conflict diamonds:" the Kimberley Process Certificate Scheme.

CHAUHAN, Ritika, University of Calgary – *The Rhetoric and Human Consciousness of Biotechnology and Risk Perception*

In technology development, various actors engage in discourses that influence public knowledge. Rhetorical analysis sheds light on the strategic use of language in discourse on biotechnology and may support policy recommendations for public communication of developments in biotechnology.

12:15–13:45 — Lunch / Pause-déjeuner

13:45–14:45 — Rhetoric in the Media / La Rhétorique dans les médias

Session Chair / Présidente: Tracy Whalen

GOUÉ, Oulai Bertrand, Université de Montréal – *The Newest News: How the Mechanism of the Journalistic Field Influences the Rhetoric of the Scoop*

The pursuit for "an exclusive news story" (Allan & Zelizer, 2010) or so-called "scoop," is to some extent so ingrained in the DNA of the journalistic practice that one could argue that it articulates the journalism field by and large, and as such, influences the professional rhetoric of its practitioners.

WILLS, Jeanie, University of Saskatchewan – *Success Rhetoric for Women: Curriculum in Advertising Classes at Women's Advertising Clubs in the Progressive Era*

By 1916, Women's Advertising Clubs offered classes to women in the advertising business that taught the pragmatics of advertising, but more importantly, offered a rhetoric of professional conduct to the businesswoman so that she might earn career respect and economic success in her field.

14:45–15:00 — Coffee break / Pause-café

15:00–17:00 — CSSR Annual General Meeting / SCÉR Assemblée Générale Annuelle

2016 AGM Agenda and Documents at <https://app.box.com/v/cssr-2016>

- Nominations and votes for open positions on CSSR / SCÉR committees
- Progress, challenges and the future of CSSR / SCÉR
- Theme for next year's conference

Refreshments provided for those who attend.

19:00 — Conference Dinner / Dîner festif: CHIANTI's CALGARY CROWFOOT

300, 20 Crowfoot Crescent NW, Calgary. (See Sign-up sheet and handouts in CSSR's room).

Thursday, June 2 / Jeudi 2 juin

**8:30–10:00 — Rhetoric in Games, Science Documentaries and Ideologies /
*Rhétorique dans le contexte des Jeux, Sciences Documentaires et
Idéologies***

Session Chair/Président : David Beard

ENCHEVA, Lyuba, Ryerson University – *The Grammar and Rhetoric of Gamification*

This paper examines the political implications of the “mechanization of work” within games and the concept of “work” as the end result of a game. I engage in a close reading of Michael Hugos' 2013 book *Enterprise Games* through Burkean dramatism. The examination of rhetorical devices in the book unveils a contradiction at the core of the “gamification” concept: it rests on the presumption that players' engagement or “intrinsic motivation” can be externally stimulated.

**OWEN, Corey, University of Saskatchewan – *The Sublime Abyss in “Cosmos: A
Spacetime Odyssey”***

This paper explores the rhetorical nature of scientific documentaries by identifying “the sublime abyss” (the arousal of fear and awe) as a rhetorical topos of the genre. It explores how, in *Cosmos: A Spacetime Odyssey* (miniseries, 2014), the writers use this special rhetorical topos to isolate fear from the experience of the sublime and transform it into contempt.

**OFILI Patricia Enimien, University of Waterloo – *Gender in Eclipse: Dominant
Ideologies***

In identifying with any ideology, we not only imbibe the values of that ideological framework, but the ideology eventually becomes firmly embedded within our psyche. Gender, racial, and class inequalities are sometimes steeped in the teaching community through which we are formed and they are often recognizable as the cultural, academic, and religious frameworks that form the bedrock of societal values.

10:00–10:15 — Coffee break / Pause-café

10:15–11:45 — Rhetoric in the Renaissance and Early Modernity / La Rhétorique à la Renaissance et dans la première modernité

Session Chair/Président : Michael Purves-Smith

ZOBERMAN, Pierre, Université Paris 13 SPC/ Centre d'Études et de Recherches Comparatistes (Université Sorbonne Nouvelle SPC) – *A Rhetoric of Alterity: The Didactic Dialectic T/Here in Renaissance Travel Literature / Une rhétorique de l'altérité : la dialectique didactique "t/here" dans la littérature de voyage à la Renaissance*

I explore the didactic/persuasive strategies in More's fictional dialogue, *Utopia* (1516), and Léry's anthropological narrative, *Voyage... en la terre du Brésil* (1st ed. 1578). Both develop a discourse on their world, instrumentalizing the Other, through opposition, comparison, irony, to promote and argue their own agendas, philosophical, political, or religious.

STREIT, Sigrid B., University of Detroit Mercy – *Reassessing Gilbert Austin's Use of Illustrations in the Chironomia, or a Treatise on Rhetorical Delivery*

Gilbert Austin's *Chironomia* (1806), one of the first rhetoric texts to include illustrations depicting movements, is often regarded as too mechanical. I suggest that the illustrations maintain an older scientific and medical tradition, aimed at exact replication, and that his rudimentary attempts to incorporate movement intersect with current rhetorical perspectives involving the body.

PURVES-SMITH, Shannon, Wilfrid Laurier University (retired) – *The Ethos of Dance in Le Maître à Danser (The Dancing Master) of Pierre Rameau*

Rameau's treatise on early-eighteenth-century French court dancing and "guide to contemporary social etiquette in the ballroom" is not only a source of detailed, expert information on dance postures, steps, and patterns, but an endorsement of the art as a rhetorical tool to persuade others of one's social and national superiority.

11:45–13:00 — Lunch / Pause-déjeuner

13:00–14:30 — Rhetoric in politics and discourses of identity / Rhétorique dans la politique et les discours de l'identité

Session Chair / Président : Randy Harris

MOFFATT, John, University of Saskatchewan – *A Question of Displacement: Reading the Cooperative Commonwealth Federation's Wartime Defence of Asian-Canadians*

An analysis of the CCF-sponsored pamphlet "Oriental Canadians: Outcasts or Citizens?" (1943) reveals a serious contradiction in its rhetoric of social justice. The text posits a rhetorical audience ostensibly motivated to end discrimination against Asian Canadians, but its language consistently opposes Asian-Canadian identity to the harmony of the Cooperative Commonwealth.

GERBER, Kyle, University of Waterloo – *Rhetorical Figuration in Joseph Lowery's Benediction*

Dr. Joseph Lowery, a Methodist minister, delivered the Benediction at the inauguration of President Obama in January, 2009. This paper discusses the way rhetorical figures function within the benediction. The use of parallel figures, such as isocolon and homoioteleuton, highlights the dual performance of the prayer as an address to both divine and human audiences.

WHALEN, Tracy, University of Winnipeg – *Memory, Representative Form, and National Identity: The Statue of Winnie the Bear and Captain Harry*

This presentation engages with questions of identity and memory as these relate to a celebrated statue of Winnie the Bear and Captain Harry Colebourn (a Canadian veterinarian and soldier) in the London Zoo and in Winnipeg's Assiniboine Park. Drawing on Janis Edwards and Carol Winkler's notion of "representative form," I examine the material form of the statue and its contributions to narratives of nation and commemoration.

14:30–14:45 — Coffee break / Pause-café.

14:45–16:15 — Rhetoric in the Context of Theory / Rhétorique et théorie

Session Chair / Président : Corey Owen

DADEY, Bruce, University of Waterloo – *A General Systems Approach to Rhetoric*

People often maintain belief systems in spite of contradictions or new information. This paper uses general systems theory to construct a model of how elements of belief systems are dynamically integrated. It also re-frames rhetorical tools as mechanisms that intervene in how integration occurs and how new information is incorporated.

PURVES-SMITH, Michael, Wilfrid Laurier University (retired) – *Topics of Figurative Communication: Contrast, Analogy, Symbol, Simultaneity, and Universality*

This paper examines arguments for introducing the teaching of rhetorical practices to the modern school curriculum and finds it advisable in order to reinvigorate Kenneth Burke's concept of "poetic reason." The paper proposes five "master" topics of figurative communication as a part of the scaffold of a contemporary curriculum for the study of rhetoric.

HARRIS, Randy, University of Waterloo – *Ploche, Uberscheme*

Repetition is so fully enmeshed in moment-to-moment cognition that its importance is virtually self-evident, and is clearly embodied. Many rhetorical schemes rely on repetition. The most basic is *ploche*, lexical repetition, as in: Lycidas is dead—dead ere his prime. (John Milton). My argument, relying on the taxonomy of figuration, cognitive science, and a wealth of examples, claims that *ploche* is *the* master scheme.

End of Conference

17:00–19:00 — [Optional] Congress 2016 President's Reception / Réception du Président (événement libre)

Location / *Lieu*: EEEL Building

Registered attendees of an association receive one free beverage ticket with their registration package and are encouraged to attend on the date of their association's reception. CSSR registered attendees are scheduled for the June 2 Congress President's Reception at 17:00 to 19:00. Refreshments are served.

Les délégué/es d'une association inscrit/es au Congrès reçoivent une contremarque pour une boisson gratuite parmi les documents qui leur sont remis et sont invité/es à assister à la réception du jour assigné à leur association. — La date de la réception prévue pour la SCÉR est le 2 juin de 17h à 19h. (Avec des rafraîchissements)