

PROGRAM SET FOR THIRTEENTH BIENNIAL CONFERENCE WARSAW, JULY 23 – 29, 2001

The president of the International Society for the History of Rhetoric, Jerzy Axer, is pleased to invite members and friends of the Society to the forthcoming conference to be held in Warsaw from July 23 to July 29, 2001. The provisional program is included in this issue as well as conference and hotel registration forms. The conference will be held in the Reform Plaza in the city center, close to the Jan III Sobieski Hotel, where accommodation has been reserved for most of the participants. There is good public bus transportation and taxi service from the airport to the Jan III Sobieski and to the University hotels, Hera and Socrates. Since most participants will arrive in Warsaw by plane, the conference information desk will be open at the airport on Monday, July 23, and insofar as it is possible, planes will be met.

Summer weather in Warsaw is variable; the average temperature in July is about 18 °C but it can reach 25 – 30 °C also. Light or medium weight clothing and an umbrella are desirable.

Social Program

A "Welcome Reception" will be held on Monday, July 23, 19:00 – 21:00, in the Belvedere restaurant set in an old orangery in the Lazienki Royal Garden.

A selection of three excursions is planned for Saturday, July 28; all include lunch. The first one, to Krakow, visits Wawel, the seat of the first Kings of Poland; St. Mary Cathedral, famous for the magnificent 15th cent. altarpiece depicting the Virgin Mary's Quietus among the apostles; the Old Town and the Jagiellonian University Museum. The second excursion, "Warsaw and Zelazowa Wola", visits the Royal Castle; the Old Town; Lazienki Royal Garden (park and palace complex which served as residence of Stanislaw August Poniatowski, the last king of Poland) and Zelazowa Wola – the birthplace of Fryderyk Chopin. The third excursion visits Kazimierz Dolny, a beautiful Renaissance village on the Vistula River 140 km south-east of Warsaw, and palaces and historical monuments in the vicinity. All excursions require at least 45 participants; early registration is recommended.

The Conference Dinner will be held on Friday, July 27, 19:00 – 22:30, at the Jan III Sobieski Hotel. Early registration is advised.

Trip Advisory

In planning their trips, participants should check with local travel agents as to whether they will need a Polish entry visa. If so, it is essential that early application be made to the appropriate Polish Embassy or Consulate. Participants are also strongly advised to arrange travel and health insurance. The organizers will not be liable for any accident, injury, theft, loss, and property damage.

Program Schedule

Monday 23 July

16:00-18:00	Council Meeting
19:00-21:00	Welcome Reception

Tuesday 24 July

09:00-18:00	Registration
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09:30-10:00	Opening Ceremonies
10:00-11:00	Plenary Lecture
11:00-11:30	Coffee/tea break
11:30-12:30	Special Plenary Session
12:30-14:00	Lunch
14:00-16:00	Parallel Sessions
16:00-16:30	Coffee/tea break
16:30-18:30	Parallel Sessions

Wednesday 25 July

08:30-18:00	Registration
09:00-11:00	Parallel Sessions
11:00-11:30	Coffee/tea break
11:30-12:30	Plenary Lecture
12:30-14:00	Lunch
14:00-16:00	Parallel Sessions
16:00-16:30	Coffee/tea break
16:30-18:30	Parallel Sessions

Thursday 26 July

08:30-18:00	Registration
09:00-11:00	Parallel Sessions
11:00-11:30	Coffee/tea break
11:30-12:30	Parallel Sessions
12:30-14:00	Lunch
14:00-16:00	Parallel Sessions
16:00-16:30	Coffee/tea break
16:30-17:30	Plenary Lecture
17:30-18:30	Parallel Sessions

Friday 27 July

08:30-18:00	Registration
09:00-11:00	Parallel Sessions
11:00-11:30	Coffee/tea break
11:30-12:30	Plenary Lecture
12:30-14:00	Lunch
14:00-16:00	Parallel Sessions
16:00-16:30	Coffee/tea break
16:30-17:30	General meeting, ISHR Members
19:00-22.30	Conference Dinner

Saturday 28 July Excursions

Program Committee

The Program Committee includes: Martin Camargo, Chair, (United States), Laurent Pernot (France), Marc van der Poel (the Netherlands) and Catherine Sutherland (Canada).

PROVISIONAL PROGRAM

TUESDAY, 24 July

09:30 – 10:00 Official opening – welcoming address

10:00 – 11:00 Plenary lecture

Tomás Albaladejo Mayordomo, Vives' rhetorical ideas and the oratory of the Spanish political *transición*: two proposals for political life

11:30 – 12:30 Special plenary session – panel discussion

The creativity of the figures of speech

Jeanne Fahnestock, Figures in seventeenth century science: the generation evidence

Panelists: Lynette Hunter, Michael Leff, Judith Henderson

Chair: Jean Dietz Moss

14:00 – 16:00 Parallel sessions

Classics

1. Marie-Pierre Noël, Aristote et les «début» de la rhétorique
2. Richard J. Graff, Writing and reading in Aristotle's theory of rhetorical style
3. Michael J. MacDonald, Rhetoric and the rise of medicine
4. Frédérique Woerther, L'influence hippocratique sur la construction du concept de l'ethos en rhétorique

Middle Ages

1. John O. Ward, Rhetoric from the fall of the Roman Empire to the Renaissance of the eleventh century in Europe: antiquarian theory or pragmatic practice ?
2. Alan M. Rosiene, Inventing, making, and containing: ancient and medieval metonymic species.
3. Alan P. Church, The rhetorical Bede: invention and the story of Caedmon

Au delà de la rhétorique ?

1. François Rigolot, Les silences éloquents à la Renaissance: une échappatoire à la rhétorique
2. Marie-Madeleine Fragonard, La grâce et l'impuissance de la parole
3. Jan Miernowski, Au delà de la rhétorique: la haine

Early Modern

1. Robert L. King, Ethos, fictional character and political rhetoric: the example of Charles I
2. Arthur E. Walzer, Gorge Campbell on evidence and reasoning. The acceptability of moral evidence
3. John D. Schaeffer, Toward a rhetorical foundation for natural law: Vico on *auctoritas*
4. Beth Manolescu, The style of Scottish judicial rhetoric in George Mackenzie's *Pleadings* (1672)

New Phenomena in Twentieth-Century Rhetoric

1. Stephen McKenna, Oratory in a propaganda campaign: the U.S. committee on public information's *Four Minute Men*, 1917-18
2. Mary Minock, No rescue mission! The values and limits of traditional rhetoric in interpreting the means of persuasion in an urban multicultural setting
3. María Isabel Navas Ocaña, La rhetorica en España: una aproximación desde la teoría literaria
4. Leonardo Martínez Carrizales, Un comentarista de Bufón en el Anahuac: Manuel Revilla, traductor del discurso sobre el estilo (1911)

Rhetoric of Transformation

1. Hans-Jochen Schild, Aesthetic and power politics: problems of research into political rhetoric

2. Tihamér Margitay, A questioning strategy of political debates
3. Marek Czyzewski, Algorithmization of public debates. Main tendencies and their sociocultural preconditions.
4. Carlos Sanguino-Fernández, Estructuras retóricas que conforman el liderazgo político

16:30 – 18.30 Parallel session

Classics

1. Harvey Yunis, Rhetoric and hermeneutic in Thucydides' *Peloponnesian War*
2. Anne-Marie Cheval, Les preuves logiques dans l'exorde du discours *Sur les Mystères d'Andocide*
3. Pierre Chiron, Quelques remarques sur la diabolisation de Thérémène dans Lysias XII
4. Stefania Giombini, L'Elena di Gorgia e il suo peculiare "contratto comunicazionale"

Middle Ages

1. Ana Calvo Revilla, Contribución de la *poetria nova* al concepto de estructura textual
2. Marjorie Woods, The *poetria nova* in late medieval Poland
3. Wim Verbaal, *Transformamur cum conformamur*; Bernard of Clairvaux's rhetoric of conformation
4. Bonita M. Cox, Visual rhetoric in the "St. John *Incipit*" page of the *Lindisfarne Gospels*

Au delà de la Rhétorique

1. Marrie-Luce Demonet, Au delà de la rhétorique: le vrai et la fiction poétique
2. Emmanuel Naya, Le pyrrhonisme, adversus rhetores ?
3. François Cornilliat, Le syndrome de Monsieur Jourdain: y a-t-il une limite au retour du rhétorique dans la critique de poésie ?

Early Modern

1. Amund Ove Bordhal, Grammalectorica on a Ramist basis – Cunradus Aslacus Bergensis *De dicendi et disserendi ratione*
2. Judith Rice Henderson, Seventeenth-century approaches to letter-writing: the rival schools
3. Dietmar Till, Das „doppelte“ Erhabene - Stationen einer Denkfigur zwischen Antike und Neuzeit
4. Linda Mitchell, Rhetorical concerns influencing lexicographical decisions in early modern England

New Phenomena in Twentieth-Century Rhetoric

1. Donka Alexandrova, The rhetorical approach for the salvation of the Jews in Bulgaria during the Second World War
2. Peter W. Rose, Che Guevara and the rhetoric of empire
3. Eugenia Houvenaghel, La reivindicación de la "oratoria privada" como retórica educativa en México
4. Massimiliano Tomassi, History of western rhetoric in Japan: an outline

Rhetoric of Transformation

1. Hellmut Geissner, Politischer Wandel – ohne rhetorische Konsequenzen?
2. Alejandro Tapia Mendoza, La invención de la creencia: la metáfora como organizador de la transformación social
3. Sinaida Fomina, Wörter – Chronofakten als Spiegel historischer Umbrüche
4. Lucia Amalia De Leon Zamora, The Czech writer Vaclav Havel and the Mexican writer Octavio Paz

WEDNESDAY, July 25

09:00 – 11:00 Parallel sessions

Classics

1. Michael Edwards, Isaeus the forgotten classic
2. Elisabetta Villari, Le démagogue, l'orateur et le musicien: rhétorique et musique chez Aristoxène de Tarente
3. Miriam Peixoto, Démocrate en arbitre de la rhétorique: éloge ou blâme ?
4. Livio Rosetti, Elementi del "contratto comunicazionale" impostato da Platone nei dialoghi espositivi

Middle Ages

1. Giovanni Rossi, *Ars dictandi* e diritto a Bologna nella prima metà del Duecento: Boncompagno da Signa
2. Hans Hohmann, Presumptions in medieval legal rhetoric
3. Rafal Perkowski, Les idées du Cosmos dans la topique littéraire (Chrétien de Troyes et François Rabelais)
4. Juan Carlos Gómez Alonso, Estructuras retóricas en la literatura medieval: *argumentatio y exemplum* en el *Libro de Buen Amor*

Renaissance

1. James J. Murphy, Prospects for a history of Renaissance rhetoric
2. Hélène Cazes, Herrenius, Mary Stuart, Henri Estienne et les autres: les enfants rhétoriciens de la Renaissance
3. Virginia Cox, Rhetoric and humanism in quattrocento Venice
4. Thomas Conley, Ibrahim's speech at the coronation of Maximilian II

Early Modern

1. Myriam Álvarez, Retórica y enseñanza en el compendio de la *Retórica* de J.A. Cesena
2. Gary Lane Hatch, Hugh Blair's art of preaching in theory and practice
3. Merete Onsberg, The sermon and the American revolution
4. Sean Patrick O'Rourke, The rhetorical ideals of the early American republic

New Phenomena in Twentieth-Century Rhetoric

1. Luigi Spina, Il buon uso dell'oblio nei rivolgimenti costituzionali (tra slogan e argomentazione persuasiva)
2. Daniel M. Gross, Being-moved: the pathos of Heidegger's rhetorical ontology
3. Lena Anderson, The practical handicraft of rhetoric and leadership
4. Robert Cockcroft, A new way with invention?

Rhetoric of Transformation

1. Andrzej Wiszniewski, Communication in post-totalitarian countries
2. Philippe-Joseph Salazar, The transformative tension of deliberative and epideictic rhetoric in emerging democracies
3. Esperanza Morales López, Political discourse in a new democracy: building the center
4. Emevwo Biakolo, Rhetoric as tool for social organization among the Urhobo of Nigeria

11:30 – 12:30 Plenary lecture

Maria Silvana Calentano, Greek and Romans towards laughter: rhetorical perspective

14:00 – 16:00 Parallel sessions

Classics

1. Terry L. Papillon, The theology of Isocrates
2. Michael Gagarin, Words as deeds in Isocrates' *Antidosis*
3. Robert G. Sullivan, Isocrates' method of rhetorical composition: the structure of the *Encomium to Helen*
4. Marsha Keller, Isocrates' ethical appeal and the social construction of "good character"

Nineteenth Century

1. Peter Verkruyse, The evolution of ethos: the rhetorical leadership of Alexander Campbell
2. Carol Poster, Religious hermeneutics and the nineteenth reconstruction of Protagoras
3. Michele Mason, A veritable renaissance: the rhetorical education of 19th century African-Americans in the district of Columbia public schools
4. Wendy Dasler Johnson, Black U.S. ventriloquist poet: Frances Ellen Watkins Harper

Renaissance

1. Marc van der Poel, Ortensio Lando and Cicero
2. Kees Meerhoff, Barthélemy Latomus (1485-1570): la rhétorique à l'heure de la Réforme
3. Ruxandra I. Vulcan, La variété: les fleurs ingénieuses de Théodor Zwinger
4. Pernille Harsting, Rhetorical textbooks in Denmark 1537-1660

Early Modern

1. Vicki Tolar Burton, Democratizing the rhetorical arts: John Wesley and the working classes
2. Jameela Lares, *Not with enticing words*: pulpit reception of I Corinthians 2:4 and "plain style" in Reformation England
3. Jaconelle Schuffel, Clear or eloquent? The use of rhetoric in sermons and religious poetry written by Dutch protestant 17th-century ministers
4. Marián Díez Coronado, La oratoria sagrada del siglo XVII español vista desde el siglo XVIII: Antonio Ferrer del Río y su discurso de ingreso en la Real Academia Española

New Phenomena in Twentieth-Century Rhetoric

1. Nan Johnson, Rhetorics of remembering: gender, identity, and survival in World War II interment narratives
2. Brenda Jo Brueggemann, Interpreting women, willing speech: the gendered rhetoric of deafness
3. Christopher Reid, Iron ladies: Margaret Thatcher and the gendering of political oratory

Rhetoric of Transformation

1. Cezar Ornatowski, Public discourse and political transition: Polish parliamentary rhetoric, 1980-1999
2. Katarzyna Mosiolek-Klosinska, L'opposition nous/eux dans la rhétorique de la politique polonaise après 1989
3. Dorota Gostynska, Freedom to hate: new phenomena in Polish political and social debates after 1989
4. Jerzy Bartminski, Where are we? A new language conceptualization of the national space

16:30 – 18:30 Parallel sessions

Classics

1. Maddalena Vallozza: Teoria e prassi dell'iperbole: MPER 2. 79-82 = MP 1274
2. Mariateresa Galaz, Rhetorical system in Aristophanic comedies
3. Dulce María P. Contreras Díaz, La retórica del engaño en el discurso de *Las asambleístas* de Aristófanes
4. Sophie Conte, L'action oratoire dans les discours opposant Eschine et Démosthène

Nineteenth Century

1. Danette Paul, Reaching for the stars: Maria Mitchell's rhetoric of science and suffrage
2. Edith Slembeck, Poesiealben als rhetorisches Genre
3. Esther Martínez Luna, Francisco Sánchez Barbero (Floralco Corintio entre los arcades). La retórica disidente

4. Linda Ferreira-Buckley, The Victorian reception of Blair's *Lectures*: the second generation of belletristic rhetorics

Renaissance

1. Laurence Green, The pathetic Renaissance
2. Nancy Christiansen, Renaissance *elocutio*: a model for an architectonic theory of style
3. Malcolm Richardson, Genre, rhetoric, and the language

Early Modern

1. Holt Meyer, Mariological and mariographical rhetoric as symptoms and instruments of confessional transformation in Poland, Germany and England of the 17th Century
2. Jean-Philippe Beaulieu, Stratégies d'authentification dans les „Homélies“ de Charlotte d'Auchy
3. Tania Sona Smith, The 18th century rhetorical pedagogies of Reeve and Macaulay

Rhetoric and Contemporary Theories

1. Don P. Abbott, Rhetoric and its enemies: disciplinary disputes from Antiquity to Post-Modernity
2. David Pujante, La operación *dispositio* como base de la construcción del significado discursivo
3. Carmen Marimón Llorca, *Aptum* retórico y variación lingüística: sobre la virtud social del discurso
4. Mauro Jiménez Martínez, Consideraciones textuales, pragmáticas y estéticas sobre el género epidíctico de la retórica y el moderno género ensayístico

Rhetoric of Transformation

1. Tomasz Tabako, On the role of tropes in social movements: the rhetoric and poetics of Poland's dissent, 1976-1989
2. Eleonora Lassan, Paradigmy t'ekstov v russkom obščestvennom diskurs'e 2-oi poloviny 20 v'eka
3. Michael Lane-Bruner, The rhetoric of democracy and free markets in post-Soviet Russia
4. Aleksander Sulejewicz, Rhetoric of economics and the conversation on the transformation in Central and Eastern Europe

THURSDAY, July 26

09:00 – 11:00 Parallel sessions

Classics

1. Régine Utard, Rhétorique de l'action et de l'affect dans le discours indirect chez Tite-Live
2. Marie-Laure Lepetit, La notion du polémique chez Cicérone. Essai de définition rhétorique
3. Christopher P. Craig, Cicero constrained: invective and proof in the speech for Milo
4. Gualtiero Calboli, Aper's oratory in the *Dialogus de oratoribus*

Nineteenth Century

1. José-Antonio Caballero, Retórica de la oratoria parlamentaria de Práxedes Mateo Sagasta
2. Isabel Paraiso, El ritmo de la prosa retórica en Emilio Castelar
3. Columba Camelia Galván Gaytán y Mariana Ozuna Castañeda: El pensador Mexicano, un predicador laico. (El sermón en las novelas de José Joaquín Fernández de Lizardi)
4. Ruggero Morresi, La "Nouvelle rhétorique" tra dialettica antica e dialettica moderna

Renaissance

1. Lynette Hunter, A rhetoric of "The Friend" in early sixteenth century England

2. Santiago U. Sánchez Jiménez, La apreciación del estilo humilde en los preceptivas retóricos del Renacimiento español
3. Joseph E. Gawel, Angel Day's „The English secretary“: projecting the *ethos* of one's master
4. Lisa Storm Villadsen, Meaning in the eye of the beholder: the rhetoric of three Fra Angelico *Annunciations*

Early Modern

1. Stefan Ekman, Funeral poetry in times of change
2. Karin Noomi Karlsson, Transition to another stage. Swedish occasional poetry in late 17th and early 18th century
3. Cevri Sullivan, Torturing tropes

Rhetoric and Contemporary Theories

1. Peter France, Telling tall tales: Towards a rhetoric of travel writing
2. María Isabel Filinich, Tradición y transformación en el estudio de lo descriptivo
3. Raúl Dorra, La catacrexis: entre transformación y retorno
4. Eduardo Erik Lara Muñoz, Retórica por negación; del sentido de las palabras, al sentido del silencio

Rhetoric of Transformation

1. Miguel Ángel Calvo Martínez: Procedimientos retóricos del discurso nacionalista Vasco
2. Beth Hewett, The rhetoric of transformation: who owes the American revolution?
3. Alejandro Herrera Ibáñez, Los partidos políticos y el uso de la retórica en la transformación democrática en México
4. Zipporah Gabriele Glass, Living in the USA: expressions of blackness and liminal citizenship in black Neorican writings

11:30 – 12:30 Parallel sessions

Classics

1. Jacqueline Dangel, *Fama* (Rumeur) et *Allecto* (Vengeance): deux emblème virgiliens d'une rhétorique pervertie
2. Carlo Santini, Oralità e scrittura nelle *Controversiae* di Seneca il vecchio
3. Ida Gilda Mastroiosa, Rhetoric between love and death: Seneca the Elder, contr. 2.2

Renaissance

1. Jean Dietz Moss, A renaissance scholastic view of sacred oratory
2. Dominique de Courcelles, Rhétorique et poétique des genres chez Thérèse d'Avila

Early Modern

1. Grant Boswell, Transforming the soul: rhetoric in the Jesuit arts of meditation
2. Judi Loach, Getting festivals onto a rhetorical basis

Nineteenth Century

1. Marie Secor, Augustus DeMorgan on fallacy: the assessment of evidence
2. Wulf Wüelfing, Zu jeder Tageszeit jeden beliebigen Menschen in jeder beliebigen Form hoch leben lassen: Zur Rhetorik deutschsprachiger Gelegenheits-Dichtung des 19. Jahrhunderts

Rhetoric and Contemporary Theories

1. Manuel Alexandre Jr., Ancient rhetoric, hermeneutics and new rhetorical criticism
2. Walter Jost, Newman, Wittgenstein, and the rhetoric of religious certainty

Rhetoric of Transformation

1. Elzbieta Olechowska, Rhetoric of transformation: from perfect monopoly to imperfect pluralism - from state media to public media
2. Maria Golebiewska, Constitution of individual identity in the process of modernization – the example of Polish audiovisual messages

14:00 – 16:00 Parallel sessions

Classics

1. Lucia Calboli Montefusco, *Ductus and color*: the right way to compose a suitable speech
2. Brigitte Brouard, La rhétorique de la concorde: pouvoir ou leurre? Etude du discours aux Nicomédiens de Dion de Pruse
3. Gabriella Moretti, Suscitare o no le passioni? Il caso di P. Rutilio Rufo

Progymnasmata

1. Anders Eriksson, Progymnasmatic composition in the New Testament
2. Christopher Diller, The aesthetic afterlife of the *progymnasmata*
3. Gideon Burton, The *progymnasmata* in Shakespeare
4. Nils Ekedahl, Writing abundantly: Johannes Schefferus (1621-1679) and the *progymnasmata* in seventeenth-century Sweden

Renaissance

1. Gary Ferguson, Anne de Marquets et le *sonnet spirituel*: une rhétorique méditative et didactique
2. Diane Desrosiers-Bonin, Construction de l'*ethos* féminin dans la polémique religieuse de la première moitié du XVI-e siècle
3. Christine Mason Sutherland, The rhetorical theory of Margaret Cavendish
4. Jakub Z. Lichanski, Issues arising from rhetorical argumentation; remarks about Jesuitical *Assertationes Rhetoricae*, Poznan 1577

Queer Rhetoric

1. Pierre Zoberman, Private disclosure and public erasure
2. William J. Spurlin, Same-sex desire and the rhetoric of nationalism in postcolonial Southern Africa
3. Greet Van Belle, Proust's "queering" of Romain Rolland
4. David Michael Robinson, The rhetoric of difference and sameness in gay and lesbian historiography

Rhetoric and Contemporary Theories

1. Ann Dobyns, *Counter-statement*: the genesis of Burkean rhetorical theory
2. Jean Nienkamp, The rhetoric of rationalization (according to Burke, Perelman and Olbrechts-Tyteca, and Toulmin)
3. James Crosswhite, Rhetoric as social philosophy: Mieczyslaw Maneli's revision of Perelman's New Rhetoric
4. Roland Schmetz, *Le Traité de l'argumentation* de C. Perelman et L. Olbrechts-Tyteca, une théorie de la rhétorique au milieu du vingtième siècle

Rhetoric of Transformation

1. Gary Thompson, Radio enters home: the rhetorical introduction of radio as a prototype for the introduction of the Internet
2. Michal Anne Moskow and Steven B. Katz, (Re)Building life in cyberspace: ethnography of rhetoric in post-Holocaust Internet discussion lists in Germany and the United States

16:30 – 17:30 Plenary lecture

Borys Gudziak, Sermons that shook Ukraine: the rhetoric of a Pope in a post-communist land

17:30 – 18:30 Parallel sessions

Classics

1. Henry Fruteau de Laclos, Le fleuve immobile? L'histoire de la rhétorique dans les manuels grecs de Progymnasmata (Théon, Hermogène, Aphthonios, Nicolaos)
2. Johann Goeken, La rhétorique du *moi* dans les *Hymnes* d'Aelius Aristide

3. Jean-Luc Vix, Un témoignage peu connu sur l'enseignement de la rhétorique au I-er siècle ap. J.-C.

Progymnasmata

1. Anika Ström, Swedish educational programmes and the *progymnasmata*
2. Anders Sigrell, *Progymnasmata* and contemporary rhetorical pedagogy

Renaissance

1. Craig Kallendorf, Reading Virgil rhetorically in Renaissance Europe
2. Claudine Jomphe, Ronsard et «lecteur apprentif»: réflexions sur le genre de l'art poétique
3. Barbara C. Bowen, A neglected renaissance art of joking: Matthaeus Delius' *De arte iocandi* (1555)

Rhetoric and Contemporary Theories

1. Steven B. Katz, The alphabet as ethical essence: the rhetorical basis for moral reality in Hebrew letters, and Holocaust
2. Yehosua Gitay, Religious rhetoric – what and how?

Rhetoric of Transformation

1. Ihor Isichenko, Dialogue of a history and the eternity in temporal structure of a modern preach discourse
2. Piotr Urbanski, How (not) to speak about the end? Rhetoric of contemporary eschatological sermons

FRIDAY, July 27

09:00 – 11:00 Parallel sessions

Classics

1. Anne-Marie Favreau, Trois relectures rhétorique d'un exemplum historique, d'Athènes à Byzance
2. Antonio M. Milazzo, Rhetoric and argumentation in a nearly ignored praise of adultery in a Greek-Christian romance
3. Laurent Pernot, Christianisme et sophistique. Quelques réflexions sur les transformation de la rhétorique grecque dans les premiers siècles de l'ère chrétienne
4. Krzysztof Bielawski, *Ho stephanos ton logon* – a wreath of words. Comments about John Chrysostom's art of rhetoric based on the example of his homily about St. Ignatius of Antioch

Rhetoric and Buddhism

1. Susan Brown Carlton, Rhetorical invention and the ethics of practice: Buddhist perspectives
2. Sarah Sloane, The horizon of human consciousness where vision is constantly arising: American bear poets and their flawed rhetorical vision
3. Stuart Smithers, Good *karma* in hell: An American detour through engaged Buddhism

Renaissance

1. Albert Gorzkowski, *Bene atque ornate*. Rhetoric particularities of Jan Kochanowski's Latin works
2. Victor Skretowicz, Shakespearean perspectives on the royal style
3. Peter Mack, Forms of argumentation in Shakespeare's *Sonnets*
4. Neil R. Leroux, Luther's consolatory letters

Non-Verbal Rhetoric

1. Ruben López Cano, La elocuencia muda: hacia una retórica general intersemiótica
2. Luis Antonio Rivera Díaz, La invención retórica en el diseño de carteles
3. James Hoban, The rhetoric of film: locating the canon of invention in the process of moviemaking

Rhetoric and Contemporary Theories

1. Billie J. Jones, From orality to literacy, and digitality: memory's home in rhetoric
2. James Como, Comparative rhetoric: toward a taxonomy and theory
3. Johan Schloemann, Rhetoric and improvisation: their relationship in classical rhetoric and beyond

Rhetoric of Transformation

1. Mark O'Connor, *Cura personalis* and the rhetoric of (self)transformation: shaping a humanities curriculum as a *Ratio Nova*
2. Stanislaw Obirek SJ, Theology tempted by ideology: Peter Skarga, SJ (1536-1612) and Jan Wyszewski (1545-1620)

11:30 – 12:30 Plenary lecture

Helena Beristáin Díaz, Retórica y vanguardias latinoamericanas: siglo XX

14:00 – 16:00 Parallel sessions

Classics

1. Heping Zhao, Imperial court counseling: political oratory in ancient China
2. Víctor Hugo Méndez Aguirre, Aspasia de Mileto, "mujer buena, experta en retórica"
3. Manfred Krauss, Rehearsing the other sex: impersonation of women in ancient *ethopoeia*
4. Christoph Leidl, Rhetorik, Theater und Geschlecht – Redner, Schauspieler und Frau

Crime of Reading

1. Andrea Lunsford, Crimes of reading: history, theory, method
2. Laura Smyth, *You who would read this book*: Marguerite Porete and the seduction of simple souls
3. Meg Worley, The *telos* of translation theory: is there one, and what is it?
4. Kimberly Benedict, Men reading women: Angela of Foligno, Hildegard of Bingen, and their male scribes

Rhetoric and Contemporary Theories

1. Asmara Gay Gómez, De la psique a la retórica del cuerpo
2. Päivi Mehtonen, Rhetoric of obscurity and confusion
3. Francisco Chico Rico, *Partes artis* y traducción. Aspectos noéticos y poiéticos de la traducción del texto literario

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3. Ivan Herasym, Teaching vs. indoctrinating: changing focus of foreign languages teaching materials in Eastern Europe
4. Jerzy Axer, Zoological gardens as a rhetorical space