**PROGRAM**

**15th BIENNIAL CONGRESS**

**International Society for the History of Rhetoric**

**Los Angeles**

**July 13-16, 2005**

**Tuesday, July 12, University of Southern California**

**Registration 12:00–18:30 ASC East Lobby**

East Lobby of the Annenberg School for Communication (ASC).

Registration not available at the Huntington on Wednesday.

Registration at USC resumes on Thursday.

**Council Meeting 16:00–18:30 ASC 228**

Elected international representatives and officers of ISHR.

**Social Gathering 18:00–20:00 USC Faculty Center**

No-host cash bar.

**Wednesday, July 13, Huntington Library & Gardens**

**Buses to Huntington Library 08:00–08:15 USC**

Buses will depart from the USC campus, West 34th Street, directly in front of the large parking structure, at USC map coordinates F4-G4.

Early breakfast is available at Parkside International Residential College, at USC map coordinates A6.

**Opening Remarks 09:30–09:45 Friends’ Hall**

Lawrence D. Green, *President, International Society for the History of Rhetoric*

Roy Ritchie, *W.M. Keck Director of Research, Huntington Library*

**Plenary Address 09:45–11:00 Friends’ Hall**

Chair: Lawrence D. Green, *University of Southern California*

Laurent Pernot, *Université de Strasbourg II (Marc Bloch)*

The Rhetoric of Religion: A new field of research?

**Gardens and Luncheon 11:45–13:30 Garden Terrace**

Buffet luncheon will be available until the start of afternoon sessions, so take the time to explore the Huntington Gardens and Art Galleries, stroll around the grounds, and dine when you wish.

**SESSION ONE 13:30–15:00 Huntington Library**

Seven concurrent panels.

**1:1 (Classics) 13:30–15:00 Ahmanson 1**

***Early Greek Rhetoric I***

Chair: Harvey Yunis, Rice University

Luigi Spina, *Università degli Studi di Napoli (Federico II)*

*Nec diu nos moretur quaestio quae rhetorices origo sit*: perché si può ancora essere d’accordo con Quintiliano

Edward Schiappa, *University of Minnesota*

David Timmerman, *Wabash College*

Inferring Theory from Practice in Early Greek Oratory

Michael Edwards, *University of London*

Isaeus the Rhetorician

**1:2 (Medieval) 13:30–15:00 Overseers’ Room**

***Early Medieval I***

Chair: Marjorie C. Woods, *University of Texas, Austin*

John O. Ward, *University of Sydney*

Definitions and Sources for the History of Rhetoric 100 BC to 1600 AD

Beth S. Bennett, *University of Alabama*

Sophistical Rhetoric in Medieval Practice: The rhetorical displays of Boethius and Anselm de Besate

Martin Camargo, *University of Illinois, Urbana-Champaign*

What’s in a Name?: The titles of medieval arts of poetry and prose as indices of reception

**1:3 (Early Modern) 13:30–15:00 Danner Conference**

***Rhetoric and Religion I***

Chair: Jameela Lares, *University of Southern Mississippi*

Thomas O. Sloane, *University of California, Berkeley*

Dr. Donne and the Personhood of Christ

Kenneth J. E. Graham, *University of Waterloo*

Exhortation and Post-Reformation English Rhetoric

K. Josu Bijuesca, *Universidad de Deusto*

Género forense y retórica sobre predicación en el Renacimiento hispánico

**1:4 (18c-19c) 13:30–15:00 Friends’ Hall**

***The Scope of Rhetoric***

Chair: Christopher Reid, *University of London*

Linda Ferreira-Buckley, *University of Texas, Austin*

Blair’s Influence in Victorian Britain

Stephen McKenna, *Catholic University of America*

The “Interesting View”: Berkeley’s *Theory of Vision* (1709) and Adam Smith on rhetorical description

David Depew, *University of Iowa*

On the Origins of Rhetoric as Situated Argumentation in Late l8th- and Early l9th-Century Britain

**1:5 (Hispanic America) 13:30–15:00 Trustees’ Room**

***Modern Hispanic America***

Chair: Hilaire Kallendorf, *Texas A&M University*

Jon Leon Torn, *Pennsylvania State University*

Angelic Communication in Jose Enrique Rodo’s *Ariel* and its Impact on Latin American Rhetorical Pedagogy

Rene De los Santos, *University of California, Santa Barbara*

“One of the Treasure Houses of the World”: Mexico, oil, and the rhetorical defense of the nation

**1:6 (Past & Present) 13:30–15:00 Ahmanson 2**

***Progymnasmata I***

Chair: Anders Eriksson, *Lund University*

Koen De Temmerman, *Ghent University*

The Rhetorical Construction of Character in the Ancient Greek Novel

Anders Sigrell, *Umeå University*

The Progymnasmata Exercise Narratio in Contemporary Use

David Fleming, *University of Wisconsin, Madison*

An Incomplete Recovery: The absence of the progymnasmata in 20th-century revivals of rhetoric

**1:7 (Rhetoric & Society) 13:30–15:00 Seaver 1&2**

***Truth and Ethics***

Chair: Marc André Bernier, *Université du Québec à Trois-Rivières*

Luc Vaillancourt, *Université du Québec à Chicoutimi*

Le Premier livre de Gaspar de Saillans: des “lettres missives familierement écrites au vray”

Pascale Delormas, *Université de Paris XII*

Ethos et analyse de discours: le cas de l’autobiographie de Rousseau

Dion Cautrell, *Ohio State University, Mansfield*

Rhetor-fitting: Teaching ethics through style

**SESSION TWO 15:15–16:45 Huntington Library**

Seven concurrent panels.

**2:8 (Classics) 15:15–16:45 Ahmanson 1**

***Plato***

Chair: Lucia Calboli Montefusco, *Università di Bologna*

Marina McCoy, *Boston College*

Plato’s Use of the Forensic Genre in the *Apology*

Jeroen Bons, *Utrecht University*

Ridicule or Respect? Plato’s *Phaedrus* as a source for Isocratean rhetoric

Harvey Yunis, *Rice University*

The Erotics of Persuasion in Plato’s *Phaedrus*

**2:9 (Medieval) 15:15–16:45 Overseers’ Room**

***Byzantium***

Chair: John O. Ward, *University of Sydney*

Andreas Rhoby, *Österreichische Akademie der Wissenschaften*

The Praise of Cities as a Rhetorical Device in Byzantine Literature

Susan C. Jarratt, *University of California, Irvine*

Ellen Quandahl, *San Diego State University*

Anna Comnena: A rhetorical historian of the Byzantine era

Vessela Valiavitcharska, *University of Texas, Austin*

Rhythm and Audience Assent in Byzantine Homiletics

**2:10 (Early Modern) 15:15–16:45 Danner Conference**

***Rhetoric and Religion II***

Chair: Emil J. Polak, *City University of New York*

Grant Boswell, *Brigham Young University*

Theological Implications of Marco Antiono Natta’s *De christianorum eloquentia liber*

Jameela Lares, *University of Southern Mississippi*

“Scriptural Style”: Divergent Restoration discourses

Ceri Sullivan, *University of Wales*

The Art of Listening

**2:11 (18c-19c) 15:15–16:45 Friends’ Hall**

***American Rhetoric I***

Chair: Roger Thompson, *Virginia Military Institute*

Sean Patrick O’Rourke, *Furman University*

In an “American” Voice: Constructing a canon of oratory in the early republic

John Hussey, *Catholic University of America*

Blair in Annapolis: Belletristic approaches to character formation at the Antebellum United States Naval Academy

Lyon Rathbun, *University of Texas, Brownsville*

The Use of *Controversia* in Early American Culture

**2:12 (Asia) 15:15–16:45 Trustees’ Room**

***Contexts for Rhetoric in Asia***

Chair: Hailing Xiao, *San Jose State University*

Haixia Lan, *University of Wisconsin, La Crosse*

The Discourse that Shapes the Way: Reading Confucius’ *Analects* rhetorically

LuMing Mao, *Miami University*

“In Its Own Context” and “On Its Own Terms”: Understanding Chinese rhetorical tradition comparatively

Amitava Chakraborty, *Tripura University*

Rhetorical Figures in Contemporary Indian Literature: A selective study

**2:13 (Past & Present) 15:15–16:45 Ahmanson 2**

***Progymnasmata II***

Chair: Manfred Kraus, *Universität Tübingen*

Anders Eriksson, *Lund University*

Progymnasmata as Rhetorical Theory Made Easy and Teachable

Christy Desmet, *University of Georgia*

The Progymnasmata as Early Modern Equipment for Living

C. Jan Swearingen, *Texas A&M University*

*Prosopopoieia* Inside and Outside the Classroom: Cultivating ethos

**2:14 (Rhetoric & Society) 15:15–16:45 Seaver 1&2**

***Power and the Social Contract***

Chair: David A. Frank, *University of Oregon*

Pierre Zoberman, *Université de Paris XIII*

Ironic Popular Discourse: The voice of the people as rhetorical topos

Hans-Jochen Schild, *Independent Scholar*

Rhetorical Dimensions of the Concept of Power

Ruth Smith, *Worcester Polytechnic Institute*

The Social Contract Reconsidered as Rhetorical Criteria for Speaking and Writing Society

**Opening Reception 17:00–18:30 Pavilion Entrance**

**Buses from Huntington 18:30–22:00 Pavilion Entrance**

Some buses will go directly to USC and nearby hotels.

Other buses will go to Pasadena “Old Town” and its many restaurants.

Pasadena buses depart at **22:00** for USC and nearby hotels.

**Thursday, July 14, University of Southern California**

**SESSION THREE 08:30–10:00 USC**

Six concurrent panels.

**3:15 (Classics)** **08:30–10:00 USC-ASC 228**

***Early Greek Rhetoric II***

Chair: Gerardo Ramírez Vidal, *Universidad Nacional Autónoma de México*

Álvaro Fernando Ortolá Guixot, *Universitat de València*

Retórica, politica y literatura: Tucídides y “su” *Guerra del Peloponeso*

Marie-Pierre Noël, *Université de Montpellier III (Paul-Valéry)*

Éditer Gorgias aujourd’hui

Ekaterina Haskins, *Rensselaer Polytechnic Institute*

Plato and Isocrates on Athenian Democracy and Its Genres

**3:16 (Classics)** **08:30–10:00 USC-ASC 230**

***Rhetoric and Greek Tragedy***

Chair: Jeffrey Walker, *University of Texas, Austin*

Alexandra Sartor, *University of California, Irvine*

Rhetoricizing the Dead: The *epitaphios logos* in Euripides’ *Suppliant Women*

John Poulakos, *University of Pittsburgh*

Rhetoric on Stage: Euripides’ *Trojan Women*

Francesco Benedetti, *Università degli Studi di Perugia*

Emone o la retorica impossibile nell’*Antigone* di Sofocle

**3:17 (Medieval)** **08:30–10:00 USC-ASC 225**

***Early Medieval II***

Chair: Malcolm Richardson, *Louisiana State University*

Alan Rosiene, *Florida Institute of Technology*

Oxford and Paris Logical Traditions in the Poetic Arts of Geoffrey and Gervase

Michelle Bolduc, *University of Wisconsin, Milwaukee*

Toward a Theory of Dissociation: Philosophical pairs in medieval rhetoric

**3:18 (18c-19c)** **08:30–10:00 USC-ASC 204**

***American Rhetoric II***

Chair: Linda Ferreira-Buckley, *University of Texas, Austin*

Lynée Lewis Gaillet, *Georgia State University*

George Jardine’s Influence in America

Mark Garrett Longaker, *University of Texas, Austin*

Iterations of Blair in Early America

Roger Thompson, *Virginia Military Institute*

Emerson’s Confrontation with Belletristic Rhetoric

**3:19 (20c-21c)** **08:30–10:00 USC-ASC 240**

***Modern Theories I***

Chair: David Depew, *University of Iowa*

James Darsey, *Georgia State University*

Sophistry as Cosmopolitanism

Thomas Buckley, *Université de Bretagne Occidentale*

The Double Rhetoric of Translation

**3:20 (Rhetoric & Society)** **08:30–10:00 USC-ASC G34**

***Eastern Europe I***

Chair: Cezar Ornatowski, *San Diego State University*

Noemi Marin, *Florida Atlantic University*

Vocabularies of Dissension, Nationalism and Resistance: New rhetorical identities in the Balkans

Donka Alexandrova, *Sofia University, St. Kliment Ohridski*

The Confluence of the “Wooden” Monarchic and Democratic Discourses in Contemporary Bulgaria

**SESSION FOUR 10:15–11:45 USC**

Eight concurrent panels.

**4:21 (Classics)** **10:15–11:45 USC-ASC 207**

***Aristotle***

Chair: Edward Schiappa, *University of Minnesota*

Janet M. Atwill, *University of Tennessee*

Target and *Telos*: Rhetoric and moral philosophy as stochastic arts

William W. Fortenbaugh, *Rutgers University*

*Rhetoric* 3.11, from Species to Species

Arturo Edmundo Ramírez Trejo, *Universidad Nacional Autónoma de México*

La Metáfora: Un argumento retórico en Aristóteles

**4:22 (Classics)** **10:15–11:45 USC-ASC 230**

***Cicero I***

Chair: Christopher Craig, *University of Tennessee*

Lucia Calboli Montefusco, *Università di Bologna*

Cic. *Inv.* 1.27 and *Rhet. Her.* 1.12 f.: The question of the *tertium genus narrationis*

Maria-Silvana Celentano, *Università degli Studi di Chieti-Pescara*

L’oratore e il suo discorso: esercizi di stile

Jerzy Axer, *Warsaw University*

“Ritual Sex” on the Roman Arena, or Milo and Clodius Revisited

**4:23 (Medieval)** **10:15–11:45 USC-ASC 225**

***Rhetoric and Religion III***

Chair: Ann Dobyns, *University of Denver*

Bonita Cox, *San Jose State University*

The Politics of Sainthood and the Rhetoric of Self-Interest in the “St. Cuthbert/King Alfred” episode in Historia de Sancto Cuthberto

Tim Spence, *Independent Scholar*

*De modo orandi*: Hugh of St. Victor’s rhetoric of prayer and the society of saints

Lilia Metodieva, *Sofia University, St. Kliment Ohridski*

The Panegyrics of Evtimiy Turnovski

**4:24 (Early Modern)** **10:15–11:45 USC-ASC 207**

***Ramists and Anti-Ramists***

Chair: Claude La Charité, *Université du Québec à Rimouski*

Elizabeth Skerpan-Wheeler, *Texas State University, San Marcos*

*Eikon Basilike,* Ramus, and the Art of Memory

Judith Rice Henderson, *University of Saskatchewan*

John Jewel’s *Oratio contra rhetoricam*: A response to Ramism?

Kees Meerhoff, *University of Amsterdam*

Barthélemy Keckermann orateur, ou comment l’éloquence sert à flétrir l’éloquence

**4:25 (18c-19c)** **10:15–11:45 USC-ASC 204**

***France and Canada***

Chair: Thomas Buckley, *Université de Bretagne Occidentale*

Hanne Roer, *University of Copenhagen*

Turning Black into White—and Vice Versa

Marc André Bernier, *Université du Québec à Trois-Rivières*

La rhétorique française au prisme du Nouveau Monde: l’enseignement oratoire dans les collèges québécois du XVIIIe siècle

**4:26 (20c-21c)** **10:15–11:45 USC-ASC 240**

***Modern Theories II***

Chair: Paul G. Bator, *Stanford University*

David A. Frank, *University of Oregon*

A Traumatic Reading of Twentieth-Century Rhetorical Theory: The cases of Perelman, Heidegger, de Man and Gadamer

Davida Charney, *University of Texas, Austin*

Ethical Value Hierarchies and Conflicts of Interest: Can one be objective about public policy?

François-Emmanuël Boucher, *Collège militaire royal du Canada*

Les miroirs rhétoriques: l’exemple du *Liber Amicorum* Alain de Benoist

**4:27 (Asia)** **10:15–11:45 USC-ASC 236**

***Rhetorical Perspectives in Japan***

Chair: G. Thomas Goodnight, *University of Southern California*

Roichi Okabe, *Nanzan University*

Japanese Translations of Works on Western Rhetoric in the Meiji Era and Their Intercultural Adaptation

Takeshi Suzuki, *Tsuda College*

The Morrison Article, Thirty Years Later: Curse or celebration?

Hiroko Okuda, *Nanzan University*

Reinterpreting Japan’s Popular Memory of World War II

**4:28 (Rhetoric & Society)** **10:15–11:45 USC-ASC G34**

***Mormon Rhetoric***

Chair: Gary Hatch, *Brigham Young University*

Brian Jackson, *University of Arizona*

“As a Musician Would His Violin”: Spiritual rhetoric in early Mormon oratory

Zachary L. Largey, *Brigham Young University*

A Rhetoric of Retribution: Understanding early Mormonism’s flair for persecution speeches

Julianne Smith, *Brigham Young University*

Mastering Mormon Models: The rhetorical function of personal experience narratives in LDS religious oratory

**Luncheon 11:45–13:30 USC**

Parkside student cafeteria for those who have purchased meal plans. Individual meals may also be purchased at Parkside.

**SESSION FIVE 13:30–15:00 USC**

Eight concurrent panels.

**5:29 (Classics)** **13:30–15:00 USC-ASC 228**

***Early Greek Rhetoric III***

Chair: Terry L. Papillon, *Virginia Technological Institute*

Michael Gagarin, *University of Texas, Austin*

Correct Argument in Sophistic Rhetoric

Manfred Kraus, *Universität Tübingen*

Nothing to Do with Truth?—*Eikós* in Early Greek Rhetoric and Philosophy

Frédérique Woerther, *Université de Tours*

L’èthos rhétorique aristotélicien et son interprétation par Averroès

**5:30 (Classics)** **13:30–15:00 USC-ASC 230**

***Declamation I***

Chair: Jeroen Bons, *Utrecht University*

Gualtiero Calboli, *Università di Bologna*

*Partes orationis* and *Declamationes*

Marc van der Poel, *University of Nijmegen*

*Loci communes* in Pseudo-Quintilian’s *Major Declamations*

Bé Breij, *University of Nijmegen*

Declamatory *Sententiae*

**5:31 (Medieval)** **13:30–15:00 USC-ASC 225**

***Aspects of Medieval Rhetoric***

Chair: Marjorie C. Woods, *University of Texas, Austin*

Marcus Heckenkamp, *Friedrich-Schiller-Universität Jena*

Text and Image: Representations of the rhetoric in the manuscripts of Martianus Capella

Gabriele Knappe, *Otto-Friedrich-Universität Bamberg*

Dueling with Words in Old English Heroic Style

Malcolm Richardson, *Louisiana State University*

*Ordinatio, Compilatio,* and the Medieval Anthology as Rhetorical Genre

**5:32 (Early Modern)** **13:30–15:00 USC-ASC 207**

***Style and Argument***

Chair: Kees Meerhoff, *University of Amsterdam*

Jeanne Fahnestock, *University of Maryland*

The Stylistic Core of Rhetoric and Dialectic

Bo Andersson, *Uppsala University*

Jacob Böhme’s Rhetoric of Writing

Ryan Stark, *Pennsylvania State University*

Thomas Wilson’s Antitheses

**5:33 (18c-19c)** **13:30–15:00 USC-ASC 204**

***Rethinking 18th-Century Rhetoric I***

Chair: Arthur Walzer, *University of Minnesota*

G. Thomas Goodnight, *University of Southern California*

David B. Hingstman, *University of Iowa*

Rhetoric, Aesthetics and Political Economy in the Works of Thomas De Quincey

Gary L. Hatch, *Brigham Young University*

Characters of Style in Adam Smith and Hugh Blair

Merete Onsberg, *University of Copenhagen*

Can Bodily Delivery be Learned from a Book?

**5:34 (20c-21c)** **13:30–15:00 USC-ASC 240**

***Holocaust and Antisemitism***

Chair: Marie-France Gineste, *Université de Haute Alsace, Mulhouse*

Michael Rinn, *Université de Bretagne Occidentale*

La rhétorique du déni de l’Holocauste: De l’argument ad hominem au silence

Andrea Geier, *Universität Marburg*

Rhetorik des Antisemitismus: Topische Argumentationsmuster von der Frühen Neuzeit bis zur Gegenwart

**5:35 (Asia)** **13:30–15:00 USC-ASC 236**

***History and Translation as Practice: Chinese and Western rhetoric and literacy***

Chair: Weiguo Qu, *Fudan University*

Dinghua Chen, *Jiangxi Education Press*

Rhetoric, Literacy, and Ethics: A Chinese-Western Connection

[Paper will be presented by Hui Wu]

C. Jan Swearingen, *Texas A&M University*

*Wen, Ren*, and *Baguwen*: Chinese rhetorics in dialogue with the West

Hui Wu, *University of Central Arkansas*

Translation as Academic Communication: Connecting Chinese and Western scholars in rhetorical studies

**5:36 (Rhetoric & Society)** **13:30–15:00 USC-ASC G34**

***African-American I***

Chair: Steven Mailloux, *University of California, Irvine*

Vorris L. Nunley, *University of California, Riverside*

There’s Underground Speech in Town: *Parrhesia* and an African American tradition of “Hush Harbor Rhetoric”

Kirt Wilson, *University of Minnesota*

Republican Citizenship: Nineteenth-century black intellectuals and the “decline” of mimesis

Steven Mailloux, *University of California, Irvine*

Prudence, Persuasion, and Paul: *Phronesis* in African-American rhetorics

**SESSION SIX 15:15–16:45 USC**

Six concurrent panels.

**6:37 (Classics)** **15:15–16:45 USC-ASC 230**

***Cicero II***

Chair: Amy Richlin, *University of Southern California*

Christopher Craig, *University of Tennessee*

Critical Directions: The case of Cicero’s *Third Catilinarian Oration*

Bulmaro Reyes, *Universidad Nacional Autónoma de México*

*Ciceronis Peccatum*

Jacques-Emmanuel Bernard, *Université du Sud Toulon (Var)*

Du discours à la lettre: Cicéron, *Fam.,* I, 9 (*A Lentulus*)

**6:38 (Early Modern)** **15:15–16:45 USC-ASC 225**

***Rhetoric and Fine Art***

Chair: Craig Kallendorf, *Texas A&M University*

Elisabetta Villari, *Università degli Studi di Genova (Darficlet)*

Retorica e arti figurative: La fortuna cinquecentesca dell’ amphibolia dipinta di Polygnoto di Thasos

Mercedes Replinger, *Universidad Complutense de Madrid*

Figuras del silencio elocuente

**6:39 (18c-19c)** **15:15–16:45 USC-ASC 204**

***Women and Rhetoric***

Chair: Susan C. Jarratt, *University of California, Irvine*

Karin Noomi Karlsson, *Göteborg University*

Celebrating the Muse: On forming the appraisal in funeral poetry concerning women in the early eighteenth century

Tania S. Smith, *University of Calgary*

The Influence of the Lives and Letters of Rhetors in 18th-Century Britain

Susanna Kelly Engbers, *Kendall College of Art and Design of Ferris State University*

Sympathy for the Female Monster

**6:40 (20c-21c)** **15:15–16:45 USC-ASC 240**

***Social Discourse Analysis I***

Chair: Davida Charney, *University of Texas, Austin*

James Crosswhite, *University of Oregon*

Rhetoric and Wisdom

Ann Dobyns, *University of Denver*

Kenneth Burke and the Artist as Social Critic

Kathleen Vandenberg, *Catholic University of America*

Mimetic Desire, Dramatism & Sociological Propaganda

**6:41 (Rhetoric & Society)** **15:15–16:45 USC-ASC G34**

***African-American II***

Chair: Sean Patrick O’Rourke, *Furman University*

Daniel M. Gross, *University of Iowa*

A Critical History of Empathy

Patricia Roberts-Miller, *University of Texas, Austin*

Epideictic and Defenses of Slavery

Glen McClish, *San Diego State University*

“What Language Can Tell the Feeling of His Soul?” National African-American cultural identity and the celebration of the 1808 abolition of the slave trade in the United States

**6:42 (Global Round-Table) 15:15–16:45 USC-ASC G26**

**Discussion I: Research in Western and Northern Europe**

Chair: Lawrence D. Green, *University of Southern California*

Jeroen Bons, *Utrecht University*

Maria-Silvana Celentano, *Università degli Studi di Chieti-Pescara*

Michael Edwards, *University of London*

Jorge Fernández-López, *Universidad de La Rioja*

Manfred Kraus, *Universität Tübingen*

Päivi Mehtonen, *University of Tampere*

Gabriella Moretti, *Università degli Studi di Trento*

Marie-Pierre Noël, *Université de Montpellier III (Paul-Valéry)*

Laurent Pernot, *Université de Strasbourg II (Marc Bloch)*

This discussion is open to all conference participants and members of the USC community. It will be video-cast live on the internet.

**Welcome to USC 17:00–17:15 USC-ASC G26**

Lawrence D. Green, *University of Southern California*

G. Thomas Goodnight, *Annenberg School for Communication, USC*

Geoffrey Cowan, Dean, *Annenberg School for Communication, USC*

**Plenary Address 17:15–18:30 USC-ASC G26**

Chair: Lawrence D. Green, *University of Southern California*

Rudong Chen, *Peking University*

Chinese Rhetorical Thought Before the Qin Dynasty: Theory and practice

**Reception 18:30–19:30 USC-Queen’s Court**

***Honoring the Tradition/Inventing the Future***

“Honoring the Tradition”: The contributions to the history of rhetoric by USC scholars Walter R. Fisher, W. Ross Winterowd, and Edward Finegan.

“Inventing the Future”: ISHR round-table discussions of global research on the history of rhetoric.

Reception hosted by USC in celebration of its 125th Anniversary, by the Annenberg School for Communication, and by alumni of the Rhetoric-Linguistics-Literature Program of the Department of English.

**Friday, July 15, University of Southern California**

**SESSION SEVEN 09:00–10:00 USC**

Six concurrent panels.

**7:43 (Classics)** **09:00–10:00 USC-ASC 228**

***Philodemus***

Chair: Maria-Silvana Celentano, *Università degli Studi di Chieti-Pescara*

Gioia Maria Rispoli, *Università degli Studi di Napoli*

*Thema, thematikos, thematizein* da Filodemo a Quintiliano

Robert Gaines, *University of Maryland*

Between Aeschines and Nicetes: New perspective on the second sophistic in Philodemus

**7:44 (Early Modern)** **09:00–10:00 USC-ASC 225**

***Eastern Europe II: Hungary***

Chair: Jerzy Axer, *Warsaw University*

Thomas Conley, *University of Illinois, Urbana-Champaign*

Cicero Chunnicus

Amedeo Di Francesco, *Università degli Studi di Napoli (l Orientale)*

Fra oralità e scrittura: la struttura retorica dei canti storici ungherese del XVI secolo

**7:45 (18c-19c)** **09:00–10:00 USC-ASC 204**

***Rhetoric and Science***

Chair: Neil Leroux, *University of Minnesota, Morris*

Marlana Portolano, *Towson University*

The Passionate Empiricist: Emotional proof in John Quincy Adams’ promotion of science

James Wynn, *University of Maryland*

Arguing With Numbers: Mathematics and scientific argumentation in evolutionary biology 1865-1965

**7:46 (20c-21c)** **09:00–10:00 USC-ASC 240**

***Pragma-Dialectical Argumentation Theory***

Chair: David B. Hingstman, *University of Iowa*

Paul G. Bator, *Stanford University*

Consequentialist Rhetoric and the U.S. Supreme Court

Jean H. M. Wagemans, *University of Amsterdam*

Rhetoric and Reasonableness: Historical-philosophical backgrounds of the incorporation of rhetorical insights in the pragma-dialectical theory of argumentation

**7:47 (Rhetoric & Society)** **09:00–10:00 USC-ASC G34**

***Modern Media***

Chair: Stephen McKenna, *Catholic University of America*

Edgar Sandoval, *Universidad Nacional Autónoma de México*

La retórica a principios del siglo XXI: Argumento e imagen

Arantxa Capdevila Gómez, *Universitat Rovira i Virgili*

Las estrategias retóricas en la propaganda política electoral en televisión. Elecciones Generales al Parlamento español 1993/2004

**SESSION EIGHT 10:15–11:45 USC**

Eight concurrent panels.

**8:48 (Classics)** **10:15–11:45 USC-ASC 228**

***Isocrates***

Chair: Ekaterina Haskins, *Rensselaer Polytechnic Institute*

Gerardo Ramírez Vidal, *Universidad Nacional Autónoma de México*

Notas sobre la retórica en Isócrates

Terry L. Papillon, *Virginia Technological Institute*

Brief Isokrates: Isocratean notions in *Epistle 5*

Robert G. Sullivan, *Ithaca College*

Isocrates and the Deliberative Genre

**8:49 (Classics)** **10:15–11:45 USC-ASC 230**

***Declamation II***

Chair: Christoph Leidl, *Universität Heidelberg*

Amy Richlin, *University of Southern California*

Gendered Plots in the Roman Rhetorical Schools

Jorge Fernández-López, *Universidad de La Rioja*

Women in Sophistopolis: Female stereotypes in Roman declamation

Judith P. Hallett, *University of Maryland*

Gender, Class and Roman Rhetoric: Assessing the writing of Plautus’ *Phoenicium* (*Pseudolus* 41-73)

**8:50 (Early Modern)** **10:15–11:45 USC-ASC 207**

***Effets rhétoriques chez Hélisenne de Crenne***

Chair: Jean-Philippe Beaulieu, *Université de Montréal*

Diane Desrosiers-Bonin, *McGill University*

L’efficace rhétorique dans *Le Songe* d’Hélisenne de Crenne (1540)

Claude La Charité, *Université du Québec à Rimouski*

Hélisenne de Crenne et le genre de la lettre invective

Jean-Philippe Beaulieu, *Université de Montréal*

“Fame” et femme: la détraction dans le dispositif rhétorique des *Angoysses douloureuses*

**8:51 (Early Modern)** **10:15–11:45 USC-ASC 225**

***Valla and Agricola***

Chair: Peter Mack, *University of Warwick*

Armando Rentería, *Universidad Nacional Autónoma de México*

Las *Elegantiae* de Lorenzo Valla: ¿una retórica elocutiva?

Nancy Christiansen, *Brigham Young University*

Renaissance Topics-Logic and the Philosophy of Language

Robert Affeldt, *University of Texas, Pan American*

Agricola on the Borders: The role of exposition in *De inventione dialectica*

**8:52 (18c-19c)** **10:15–11:45 USC-ASC 204**

***Appropriations and Influences***

Chair: Arthur Walzer, *University of Minnesota*

Daniel L. Emery, *Drake University*

Purity or Barbarism: The rhetoric of national usage in 18th-century English rhetorics

Lois Agnew, *Syracuse University*

The Role of Stoic Deliberation in Eighteenth-Century British Rhetoric

Andrew Hansen, *Trinity University*

Smith, Campbell, Blair and Sympathy

Arthur Walzer, *University of Minnesota*

Blair and the Culture of Politeness

**8:53 (20c-21c)** **10:15–11:45 USC-ASC 240**

***Social Discourse Analysis II***

Chair: François-Emmanuël Boucher, *Collège militaire royal du Canada*

Fabienne Pierre, *Université de Paris XII*

Rhétorique et société mondiale: les territoires symboliques de l’espace international

Scott Denton, *University of Arizona*

Participatory Inquiry and Citizen-Expert Collaboration in a Binational Environmental Policy Debate

Laura D. Card, *University of Utah*

Rhetorical Strategies in the Struggle for Power in *TREK*, A World War II Japanese American Magazine

**8:54 (Asia)** **10:15–11:45 USC-ASC 236**

***Chinese Rhetoric I***

Chair: Hui Wu, *University of Central Arkansas*

Jonathan Benda, *Tunghai University*

The Location of Chinese Culture: The rhetoric of Chineseness in colonial and post-World War Two Taiwan

Weiguo Qu, *Fudan University*

Rhetoric Strategies and Public Discourse

**8:55 (Rhetoric & Society)** **10:15–11:45 USC-ASC G34**

***African-American III***

Chair: Vorris L. Nunley, *University of California, Riverside*

Jacqueline Bacon, *Independent Scholar*

Race, Reform, and Rhetorical Failure: White colonizationists and African-American readers of *Freedom’s Journal* (1827)

Brian Rajski, *University of California, Irvine*

The Space of Racism: Frederick Douglass and rhetorical space at the 1893 World’s Columbian Exposition

**Luncheon 11:45–13:30 USC**

Parkside student cafeteria for those who have purchased meal plans. Individual meals may also be purchased at Parkside.

**SESSION NINE 13:30–15:00 USC**

Eight concurrent panels.

**9:56 (Classics)** **13:30–15:00 USC-ASC 228**

***Rhetorical Theory in Greece and Rome I***

Chair: Michael Edwards, *University of London*

Jeffrey Walker, *University of Texas, Austin*

The Place of “Theory” in Ancient Rhetoric

Pierre Chiron, *Université de Paris XII (Val de Marne)*

L’ironie, entre philosophie et rhétorique

Casper C. de Jonge, *Leiden University*

Dionysius of Halicarnassus on Prose, Poetry and Poetical Prose

**9:57 (Classics)** **13:30–15:00 USC-ASC 230**

***Quintilian***

Chair: Judith P. Hallett, *University of Maryland*

Christopher Johnson, *Harvard University*

Quintilian on Hyperbole: An ambivalent defense

Franz-Hubert Robling, *Universität Tübingen*

Ethics and Morality in Quintilian

Richard Graff, *University of Minnesota*

Preparing To Be Spontaneous: Writing and improvisation in ancient rhetoric

**9:58 (Early Modern)** **13:30–15:00 USC-ASC 207**

***Declamation III and Education***

Chair: Marc van der Poel, *University of Nijmegen*

Carolina Ponce, *Universidad Nacional Autónoma de México*

El *Paries palmatus* de Juan Luis Vives: un caso no resuelto

Lawrence D. Green, *University of Southern California*

Quintilian, Pseudo-Quintilian, and Declamation in the Renaissance

Peter Mack, *University of Warwick*

*Sententiae* in Shakespeare

**9:59 (Early Modern)** **13:30–15:00 USC-ASC 225**

***Rhetoric and Religion IV***

Chair: Grant Boswell, *Brigham Young University*

Neil Leroux, *University of Minnesota, Morris*

Martin Luther’s “Fourteen Consolations” (1520)

Claudia Carlos, *University of Illinois, Urbana-Champaign*

Indirect Criticism and Ethos-Building in Bossuet’s “Sermon sur la prédication évangélique” (1662)

**9:60 (18c-19c)** **13:30–15:00 USC-ASC 204**

***Cultural Interactions***

Chair: Daniel M. Gross, *University of Iowa*

Hans Carl Finsen, *University of Aarhus*

Die Interferenz von Ratio und Rhetorik in der poetologischen Rede des 18. Jahrhunderts

Irena Skurdeniene, *Vytautas Magnus University*

The Signs of Antique Rhetoric in 19th-Century Lithuanian Literature

**9:61 (20c-21c)** **13:30–15:00 USC-ASC 240**

***Classical Ideas Revisited***

Chair: Martin Camargo, *University of Illinois, Urbana-Champaign*

Jenn Fishman, *University of Tennessee*

Enlightened Delivery: Reconceiving Rhetoric through Acts and Media

Karen Edwards Pierotti, *Brigham Young University*

Vico’s *Sensus communis* and Digital Storytelling: A technology of our time

Jens E. Kjeldsen, *University of Bergen*

The Beauty of Helen, the Disruption of Rhetoric

**9:62 (Asia)** **13:30–15:00 USC-ASC 236**

***Chinese Rhetoric II***

Chair: LuMing Mao, *Miami University*

Yunhai Yu, *Huzhou Teachers College*

修辞: 古代汉语的语言谋略 [The Rhetorics of Expression in Classical Chinese]

Xianghong Su, *Huzhou Teachers College*

“炫”之魅力 [The Magical Expression of the Term “Dazzling”]

Guoying Pan, *Huzhou Teachers College*

湖州方言中AAB式形容词的修辞特色 [Rhetorical Aspects of AAB Type Modifiers in the Huzhou Dialect]

**9:63 (Rhetoric & Society)** **13:30–15:00 USC-ASC G34**

***Eastern Europe III***

Chair: Cezar Ornatowski, *San Diego State University*

Maria Cochran, *Iowa State University*

Challenging Traditional Women’s Roles in the First Soviet Cookbook: Culinary instructions as a rhetorical genre

Alina Haliliuc, *University of Alabama*

Rhetorical Leadership in Vaclav Havel’s “The Power of the Powerless”

**SESSION TEN 15:15–16:45 USC**

Four concurrent panels.

**10:64 (Classics)** **15:15–16:45 USC-ASC 228**

***Philosophy and Political Theory***

Chair: Janet M. Atwill, *University of Tennessee*

Aldo Setaioli, *Università degli Studi di Perugia*

The Fate of the Soul in Ancient “Consolations”: Rhetorical handbooks and the writers

Ilon Lauer, *Western Illinois University*

The Best Ruler: *Optimus* and political theory of kingship in imperial panegyric

Christoph Leidl, *Universität Heidelberg*

From Philosophy to Grammar: Fronto’s new old rhetoric

**10:65 (Early Modern)** **15:15–16:45 USC-ASC 207**

***Rhetoric and Style***

Chair: Marcus Heckenkamp, *Friedrich-Schiller-Universität Jena*

Julia Major, *University of California, Davis*

Plain Style, Dialectical Rhetoric, and the English Literary Vernacular of the Sixteenth Century

Dietmar Till, *Universität Tübingen*

Das doppelte Erhabene—Eine Geschichte des Sublimen in der Frühen Neuzeit

**10:66 (Rhetoric & Society)** **15:15–16:45 USC-ASC G34**

***War, Power, and Terrorism I***

Chair: Hans-Jochen Schild, *Independent Scholar*

Linda Söderlindh, *Örebro University*

The Necessity of War: Argumentation and topoi in war speeches from the past to the present

Amelia Fernández, *Universidad Autónoma de Madrid*

Retórica y los espacios del Poder

**10:67 (Global Round-Table) 15:15–16:45 USC-ASC G26**

***Discussion II: Research in Eastern Europe and Asia***

Chair: Lawrence D. Green, *University of Southern California*

Jerzy Axer, *Warsaw University*

Rudong Chen, *Peking University*

Zinaida Fomina, *Staatliche Universität für Architektur- und Bauwesen*

Sung Gi Jon, *Korea University*

Lilia Metodieva, *Sofia University, St. Kliment Ohridski*

Roichi Okabe, *Nanzan University*

Irena Skurdeniene, *Vytautas Magnus University*

Yeong-Houn Yi, *Korea University*

This discussion is open to all conference participants and members of the USC community. It will be video-cast live on the internet.

**Plenary Address 17:00–18:15 USC-ASC G26**

Chair: Lawrence D. Green, *University of Southern California*

Brian Vickers, *School of Advanced Study, University of London*

Sexual Politics and Renaissance Rhetoric

**Social Gathering 18:15–20:00 USC-Faculty Center**

No-host cash bar.

**Saturday, July 16, University of Southern California**

**SESSION ELEVEN 09:00–10:00 USC**

Seven concurrent panels.

**11:68 (Classics)** **09:00–10:00 USC-ASC 228**

***Rhetoric and Humor I***

Chair: Luigi Spina, *Università degli Studi di Napoli (Federico II)*

Angelo Casanova, *Università degli Studi di Firenze*

Uso dell’*aposiopesi* nella *Samia* di Menandro

Johannes Engels, *Universität zu Köln*

Jokes, Witticisms and Humour as Rhetorical Devices in Classical Greek and Roman Theory of Rhetoric and in Selected Speeches Delivered before Athenian Law Courts

**11:69 (Classics)** **09:00–10:00 USC-ASC 230**

***Aristides and Chrysostom***

Chair: Pierre Chiron, *Université de Paris XII (Val de Marne)*

Brigitte d’Arpini, *Université de Strasbourg II (Marc Bloch)*

Le corps en désaccord: étude du discours *Aux Rhodiens* d’Aelius Aristide

Alain Billault, *Université de Paris IV (Sorbonne)*

Rhétorique et herméneutique dans le *Discours Troyen* (XI) de Dion Chrysostome

**11:70 (Early Modern)** **09:00–10:00 USC-ASC 207**

***Rhetoric and Grammar***

Chair: Elizabeth Skerpan-Wheeler, *Texas State University, San Marcos*

Tina Skouen, *University of Oslo*

The Vocal Wit of John Dryden

Linda C. Mitchell, *San Jose State University*

Rhetorical Concerns in Johnson’s *Dictionary* of 1755

**11:71 (Early Modern)** **09:00–10:00 USC-ASC 225**

***Eastern Europe IV: Encomia***

Chair: Thomas Conley, *University of Illinois, Urbana-Champaign*

Zinaida Fomina, *Staatliche Universität für Architektur- und Bauwesen*

Die Grossen Lesemenaen des Mitropoliten Makarij im Spiegel der altrussischen Rhetorik

Simone Di Francesco, *Università degli Studi di Napoli (l Orientale)*

La struttura retorica della poesia encomiastica latina e polacca dedicata al re Stefan Batory

**11:72 (18c-19c)** **09:00–10:00 USC-ASC 204**

***Political Rhetoric I***

Chair: Robert Gaines, *University of Maryland*

Christopher Reid, *University of London*

Quotation as Persuasion in the 18th-Century House of Commons

Victoria Myers, *Pepperdine University*

William Godwin: Political revolution through rhetorical reform

**11:73 (Past & Present)** **09:00–10:00 USC-ASC 240**

***Narration and Argumentation Theories***

Chair: James Crosswhite, *University of Oregon*

Päivi Mehtonen, *University of Tampere*

Unnarration, Denarration, Disnarration: New negative poetics—or old rhetoric?

Holt Meyer, *University of Erfurt*

Quintilianus’ and Genette’s Conceptions of *Metalepsis*: Does the move from figuration to narratology go beyond the borders of rhetoric?

**11:74 (Rhetoric & Society)** **09:00–10:00 USC-ASC G34**

***War, Power, and Terrorism II***

Chair: Amelia Fernández, *Universidad Autónoma de Madrid*

Carlos Sanguino, *Universidad Complutense de Madrid*

Los Atentados del 11 de Marzo en Madrid: El papel del medio de comunicación en el discurso actual

Bernardo Alexander Attias, *California State University, Northridge*

Revisiting Epideictic: Suicide terrorism and the rhetoric of war

**SESSION TWELVE 10:15–11:45 USC**

Eight concurrent panels.

**12:75 (Classics)** **10:15–11:45 USC-ASC 228**

***Hermogenes and Hermagoras***

Chair: John Poulakos, *University of Pittsburgh*

Apostolos N. Stavelas, *University of Thessaly*

Parameters of Hermogenic Oratorical Stylistics

Charles Marsh, *University of Kansas*

Stasis and the Enthymeme: A new “reading” of Hermagoras

**12:76 (Classics)** **10:15–11:45 USC-ASC 230**

***Rhetorical Theory in Greece and Rome II***

Chair: Franz-Hubert Robling, *Universität Tübingen*

Carlo Santini, *Università degli Studi di Perugia*

La retorica dell’alterità in Lucano

Gabriella Moretti, *Università degli Studi di Trento*

*Idolopea, allegoria* e creazione verbale delle immagini: come prende vita un concetto astratto? Il caso delle Artes del Trivio.

Michael Hoppmann, *Universität Tübingen*

Cicero´s Stasis Theory(ies) from a Modern Perspective

**12:77 (Early Modern)** **10:15–11:45 USC-ASC 207**

***Addresses and Letters***

Chair: Emil J. Polak, *City University of New York*

Lynette Hunter, *University of California, Davis*

The “Address to the Reader” in Sixteenth- and Early Seventeenth-Century Books Printed in England

Kitty Locker, *Ohio State University*

The Teaching of Composition and Letter-Writing in English Grammar and Letter-Writing Schools, 1570-1785

Webster Newbold, *Ball State University*

Traditions and Practicalities in Two Sixteenth-Century English Vernacular Letter-Writing Manuals

**12:78 (Early Modern)** **10:15–11:45 USC-ASC 225**

***The Role of Rhetoric***

Chair: Robert G. Sullivan, *Ithaca College*

Thomas J. Lawton, *University of Maryland*

Rhetoric, Sophistic Epistemology, and the Renaissance Philosophy of Language

Leticia López, *Universidad Nacional Autónoma de México*

Retórica y educación en Juan Luis Vives

Heinrich F. Plett, *Universität Duisburg-Essen*

Aristocratic and Middle-Class Rhetoric

**12:79 (18c-19c)** **10:15–11:45 USC-ASC 204**

***Rhetoric and the Reading Public***

Chair: Daniel L. Emery, *Drake University*

M. Wade Mahon, *University of Wisconsin, Stevens Point*

Reading: A new liberal art for the eighteenth century

Jon Viklund, *Uppsala University*

Fictional Persuasion in Swedish Romanticism

Don Abbott, *University of California, Davis*

*The Female Reader*: The elocutionary movement and the modern woman

**12:80 (Asia)** **10:15–11:45 USC-ASC 236**

***Korean Rhetoric***

Chair: Diane Desrosiers-Bonin, *McGill University*

Sung Gi Jon, *Korea University*

Quelques aspects de la tradition rhétorique coréenne

Yeong-Houn Yi, *Korea University*

A la recherche de la rhétorique coréenne: *Munjang Gangwha* et la modernité

**12:81 (Past & Present)** **10:15–11:45 USC-ASC 240**

***Rhetoric, Travel, Discovery***

Chair: David Esselstrom, *Azusa Pacific University*

Anthony Parr, *University of the Western Cape*

The Persuasion to Travel

Phillip P. Marzluf, *Kansas State University*

Natural or Pathological Linguistics? The “savage” in eighteenth-century rhetoric

Ljiljana Coklin, *University of California, Santa Barbara*

The Old and the New: The rhetoric of discovery and the immigrant tale in the work of Mary Antin

**12:82 (Rhetoric & Society)** **10:15–11:45 USC-ASC G34**

***Rhetoric and Humor II***

Chair: Pierre Zoberman, *Université de Paris XIII*

Sean Zwagerman, *Simon Fraser University*

Acts of Humor and the Rhetoric of Seriousness

Michael Phillips, *University of Maryland*

Lucie Olbrechts-Tyteca and the Functions of Rhetorical Humor

John Gage, *University of Oregon*

Two Parodies of the Treatment of Figures of Speech in Rhetorical Handbooks: Pope and Quinn as ambivalent ironists

**Luncheon 11:45–13:30 USC**

Parkside student cafeteria for those who have purchased meal plans. Individual meals may also be purchased at Parkside.

**SESSION THIRTEEN 13:30–15:00 USC**

Seven concurrent panels.

**13:83 (Classics)** **13:30–15:00 USC-ASC 228**

***Declamation IV***

Chair: Marie-Pierre Noël, *Université de Montpellier III (Paul-Valéry)*

Dominique Côté, *Université d Ottawa*

La pratique de la déclamation dans les Vies des Sophistes de Philostrate

Nicola Hoemke, *Rostock University*

*De tuo tibi, Neptune*: Rhetorical performance and literary art in a late antique verse declamation

**13:84 (Classics)** **13:30–15:00 USC-ASC 230**

***Rhetoric and Later Greek Literature***

Chair: Koen De Temmerman, *Ghent University*

Esther Paglialunga, *Universidad de Los Andes*

*Kalon to pseudos*: Análisis de las estrategias de manipulación en la novela griega

Raffaele Grisolia, *Università degli Studi di Napoli (Federico II)*

Tra retorica e “critica letteraria”: una tipologia di commento nella scoliografia antica

Lourdes Rojas-Alvarez, *Universidad Nacional Autónoma de México*

Los progymnasmata y la novela griega: Algunos aspectos de la descripción en Caritón y Aquiles Tacio

**13:85 (Early Modern)** **13:30–15:00 USC-ASC 207**

***Rhetoric and Literature***

Chair: Judith Rice Henderson, *University of Saskatchewan*

David Pujante, *Universidad de Valladolid*

Escuelas retóricas presentes en la teoría y en la práctica retórica de Cervantes en *El Ingenioso Hidalgo Don Quijote de La Mancha*

Victor Skretkowicz, *University of Dundee*

Propaganda in the Sidney Romances

Marie-France Gineste, *Université de Haute Alsace, Mulhouse*

Le canon des poètes dans la rhétorique jésuite: l’exemple de l’*Expeditio polemico-poetica* du poète Jacob Balde (1604-1668)

**13:86 (18c-19c)** **13:30–15:00 USC-ASC 204**

***Political Rhetoric II***

Chair: Arantxa Capdevila Gómez, *Universitat Rovira i Virgili*

José A. Caballero López, *Universidad de La Rioja*

*Poliacroasis* en la oratoria parlamentaria de Práxedes Mateo-Sagasta

David Marshall, *Johns Hopkins University*

Vico, Naples and the Absence of Politics

**13:87 (Asia)** **13:30–15:00 USC-ASC 236**

***Chinese Rhetoric III***

Chair: C. Jan Swearingen, *Texas A&M University*

Andy Kirkpatrick, *Curtin University of Technology*

Is the *Ba Gu Wen* Dead or Alive? An investigation into the possible reincarnation of a despised Chinese rhetorical form

Hailing Xiao, *San Jose State University*

Confucian Influence on the Ethical Appeals in Contemporary Chinese Propaganda Discourse

**13:88 (Past & Present)** **13:30–15:00 USC-ASC 240**

***Mathematics, Evidence, and Music***

Chair: Johannes Engels, *Universität zu Köln*

Maria Cecília M. N. Coelho, *Universidade do Estado de Santa Catarina*

Gorgias, Sextus Empiricus and Intuitionism: Classical rhetoric and mathematics

Rachel Avon Whidden, *University of Iowa*

Miraculous Rhetoric and the Evolution of Evidence

Laura E. Roman, *Stanford University*

Rhetorics and Fugues: The source of De Quincey’s “Dream-Fugue”

**13:89 (Rhetoric & Society)** **13:30–15:00 USC-ASC G34**

***Propaganda***

Chair: Bernardo Alexander Attias, *California State University, Northridge*

Beau C. Johnson, *Georgia State University*

Rhetoric From Above: A rhetorical analysis of the leaflets dropped behind enemy lines by Allied forces in World War One and World War Two

Flavio de Mattos, *Universidad Pompeu Fabra*

Aristóteles y las armas de destrucción masiva

Justyna Bartkiewicz, *Polish Academy of Sciences*

The Rhetoric of New Manifest Destiny and American Public Opinion: The analysis of expansionism in late 19th-century American discourse

**SESSION FOURTEEN 15:15–16:45 USC**

Five concurrent panels.

**14:90 (Early Modern)** **15:15–16:45 USC-ASC 207**

***Emergent Rhetorical Genres***

Chair: Ceri Sullivan, *University of Wales*

Daniel Seward, *University of Texas, Austin*

Thinking Outside the Classical Box (Triangle?): Margaret Cavendish’s assessment of contemporary oratorical genres

Stephen O’Leary, *University of Southern California*

Ranters, Levellers, and Diggers as Discourses and/or Movements: Heresy, dissent and the norms of religious rhetoric from the English Reformation to postcolonial America

Robert King, *Elms College, Chicopee, Massachusetts*

Rhetoric in Andrew Marvell’s Controversial Prose

**14:91 (18c-19c)** **15:15–16:45 USC-ASC 204**

***Rethinking 18th-Century Rhetoric II***

Chair: Dana Harrington, *Syracuse University*

Elizabeth Tasker, *Georgia State University*

Salon Rhetoric: Origins in Madeleine de Scudéry and reactions from Charlotte Lennox

Beth Innocenti Manolescu, *University of Kansas*

Scots Law in Kames’s *Elements of Criticism*

Dana Harrington, *Syracuse University*

“Gestures of the Soul”: Neo-epicureanism and the 18th-century elocutionary tradition

**14:92 (Past & Present)** **15:15–16:45 USC-ASC 240**

***Homiletics and Hope***

Chair: Webster Newbold, *Ball State University*

David Esselstrom, *Azusa Pacific University*

Faith at the Edges: Rhetoric and hope

Mirela Saim, *McGill University*

A New Rhetoric for Modern Jewish Studies: Moses Gaster’s redefinition of Jewish homiletic concepts

[Paper will be presented by Susan Green]

**14:93 (Rhetoric & Society)** **15:15–16:45 USC-ASC G34**

***Technology, Culture, and the Circulation of Rhetorical Power***

Chair: Lisa Ede, *Oregon State University*

Laura Gurak, *University of Minnesota*

Into the Blogosphere: A case example of the internet and new rhetorical models for authorship and publishing

Anita Helle, *Oregon State University*

“Dark Fibers”: Citizen critics and online literary archives

Lisa Ede, *Oregon State University*

Citizen Reviewers and the Circulation of Cultural Power

**14:94 (Global Round-Table) 15:15–16:45 USC-ASC G26**

***Discussion III: Research in the Americas***

Chair: Lawrence D. Green, *University of Southern California*

Janet M. Atwill, *University of Tennessee*

Maria Cecília M. N. Coelho, *Universidade do Estado de Santa Catarina*

Diane Desrosiers-Bonin, *McGill University*

Robert Gaines, *University of Maryland, College Park*

Judith Rice Henderson, *University of Saskatchewan*

Claude La Charité, *Université du Québec à Rimouski*

Steven Mailloux, *University of California, Irvine*

Esther Paglialunga, *Universidad de Los Andes*

Gerardo Ramírez Vidal, *Universidad Nacional Autónoma de México*

This discussion is open to all conference participants and members of the USC community. It will be video-cast live on the internet.

**General Business Meeting 17:00–18:15 USC-ASC G26**

**Closing Reception 18:30–19:30 USC-Davidson Center**

**Conference Banquet 20:00–22:00 USC-Davidson Center**

Reservations may be made using the Reply Form online at the conference website, or at USC during onsite Registration.