
Fifth Biennial Program

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Fifth Biennial ISHR Conference at Oxford, August 1985

The Fifth Biennial Conference of the Society was held in St. John's College, and in Milner Hall of Rhodes House, Oxford, August 28 to September 2, 1985.

Terence Cave of St. John's College and Roger Moss of the University of Essex were in charge of local arrangements. George A. Kennedy (North Carolina) was Chairman of the Programme Committee.

Fourteen countries were represented among the 160 scholars attending: Austria, Belgium, Canada, Denmark, England, Finland, France, Germany, Holland, Hungary, Ireland, Italy, Switzerland, and the United States.

The program was as follows:

THURSDAY, 29 AUGUST

11.00 a.m.: Meeting of the ISHR Council, *St. Giles House*

2.15 p.m.–4.30 p.m.: OPENING SESSION

Milner Hall, Rhodes House, President George Kennedy (N. Carolina) presiding:

Call to Order

Greetings from St John's College

Announcements from Local Arrangements Committee, Terence Cave (St John's, Oxford) and Roger Moss (Essex)

Addresses:

Authorial intent in the Aristotelian tradition of rhetoric and poetics, George Kennedy (N. Carolina)

The relevance of the academic curriculum in rhetoric to the life and literature of the Middle Ages and Renaissance: a reply to Brian Vickers, John O. Ward (Sydney)

Response, Brian Vickers (ETH, Zürich)

4.30 p.m.: Tea, *St John's College Hall*

5.00 p.m.–5.45 p.m.: OPENING SESSION, CONTINUED

North Lecture Room, Terence Cave (St John's, Oxford) presiding:

Seconde rhétorique à la renaissance, Pierre Lusson (Centre de poétique comparée)

New Seminar Room, Former President A. D. Leeman (Amsterdam, G.U.) presiding:

Cicero's views on the moral qualities of the ideal orator, C. J. Classen (Göttingen)

Dolphin Room, Roger Moss (Essex) presiding:

The Huxley-Wilberforce 1860 Oxford 'Debate' reinterpreted, J. Vernon Jensen (Minnesota)

6.00 p.m.–7.00 p.m.: RECEPTION by St John's College, *Senior Common Room*

7.00 p.m.: Dinner, *St John's College Hall*

8.30 p.m.–10.00 p.m.: FIRST SESSION FOR THE READING OF PAPERS

Section 1A: *North Lecture Room*

Classical Rhetoric I, D. A. Russell (St John's, Oxford) presiding:

The conflict between archaic and logical proof, Peter Wülfing (Köln)

Socrates: Deinos legein, Helen F. North (Swarthmore)

Section 1B: *New Seminar Room*

Rhetoric and Criticism I, Joanna M. Hodge (Wolfson, Oxford) presiding:

Benedetto Croce and the history of rhetoric, Don P. Abbot (California, Davis)

Rhetoric and the New Criticism: the rule of the reader in interpretation, Nan Johnson (British Columbia)

Rhétorique et sémiotique de la colère: Aristote et Greimas, Albert W. Halsall (Carleton)

Section 1C: *Dolphin Room*

Rhetoric and Preaching, Josef Schmidt (Montreal) presiding:

Rhetorische Aspekte der barocken Heiligenpredigt, Werner Welzig (Österreichische Akademie der Wissenschaften, Wien)

L'orator christianus, d'après les essais jésuites de rhétorique sacrée, pendant la première moitié du XVII^e siècle, Jean-Yves Boriaud (Poitiers)

Classical rhetoric at the service of preaching: the teaching of rhetoric in 18th-century Finland, Iiro Kajanto (Helsinki)

FRIDAY, 30 AUGUST

9.00 a.m.–11.00 a.m.: SECOND SESSION FOR THE READING OF PAPERS

Section 2A: *North Lecture Room*

Rhetoric and Criticism II, Lynette Hunter (Leeds) presiding:

Rhetoric, hermeneutics, and ideology: the passage to post-modernity, Joanna M. Hodge (Wolfson, Oxford)

Modern hermeneutics and the rehabilitation of rhetoric, Bruce Krajewski (Iowa)

Tagmemic rhetoric: the development of a modern rhetorical theory, Charles W. Kneupper (Texas, Arlington)

Section 2B: *New Seminar Room*

From Dictator to Humanist: the Rhetoric of Letter-Writing in the Late Middle Ages and Renaissance, Terence Cave (St John's, Oxford) presiding:

The ars dictandi in the late Middle Ages and Renaissance, Emil J. Polak (Queensborough)

The influence of the French style on Italian dictamen, Ronald G. Witt (Duke)

Classical imitation vs. medieval tradition: the rediscovery of the familiar letter, Judith Rice Henderson (Saskatchewan)

Section 2C: *Dolphin Room*

Classical Rhetoric II, C. J. Classen (Göttingen) presiding:

The place of beauty in rhetoric: Isocrates' Helen, John Poulakos (Pittsburgh)

The problem of the proemium in Aristotle's Rhetoric, James Benjamin (Southwest Texas State)

Philodemus' rhetorical genera and their disciplinary relations, Robert N. Gaines (Washington)

11.00 a.m.: Coffee, *St John's College Hall*

11.30 a.m.–12.30 p.m.: PLENARY SESSION

Milner Hall, Rhodes House, Former President Brian Vickers (ETH, Zürich) presiding:

Can rhetoric accept expulsion from the house of poetry?, Wayne C. Booth (Chicago)

2.30 p.m.–5.15 p.m.: THIRD SESSION FOR THE READING OF PAPERS

(Tea available from 4.00–4.30 p.m., *St John's College Hall*)

Section 3A: North Lecture Room

Rhetoric in the Academy, Nancy Struever (Johns Hopkins) presiding:

The rhetoric course at the Collegio Romano in the latter half of the 16th century, Jean Dietz Moss (Catholic University of America)

Rhetoric in education: classroom and textbooks, Brian Vickers (ETH, Zürich)

The teaching of rhetoric at Hungarian academies in the 18th century and the first half of the 19th century (in Italian), László Szorényi (Budapest).

Section 3B: New Seminar Room

Rhetoric and Criticism III, Albert W. Halsall (Carleton) presiding:

Quelques problèmes d'une rhétorique de l'image visuelle, Francis Edeline (Groupe Mu, Liège)

Vers une poétique formalisée, Bernard Dupriez (Montreal)

Critical theory and critical practice, Lynette Hunter (Leeds)

De l'allusio à l'allusion: imitatio vs. 'intertextualite,' Francis Goyet (Valenciennes)

Aristotle and the new rhetoric: Grimaldi and Valesio, Rosalind J. Gabin (Binghamton)

Section 3C: Dolphin Room

Rhetoric in the Academic Setting of Late 14th Century Bohemia, Nigel Palmer (Oriel, Oxford) presiding:

Magister Nicolaus de Dybin als Lehrer der Rehtorik, Hans Szklenar (Heidelberg)

Commentaries on two 14th-century poetic texts and the tradition of rhetoric, Frantisek Svejkský (Chicago)

Ackermann und Tkadlecek: ein Beitrag zur vergleichenden

Stilanalyse, Antonin Hrubý (Washington)

Rhetorical theory in the Ackermann aus Boehmen, Samuel Jaffe (Chicago)

Section 3D: 'Useless' Room

Classical Rhetoric III, Peter Wülfing (Köln) presiding:

The concept of stasis of Hermagoras of Temnos, A. Braet (Leiden)

Status doctrine in Cicero's De oratore: mess or method?, A. D. Leeman (Amsterdam G.U.)

The rhetoric of philosophy in Cicero's speech for Murena, Christopher P. Craig (Tennessee, Knoxville)

Species libertatis: retorica e storia in Tacito, Rossana Valentini (Napoli)

Grammatical theory in a rhetorical setting, Dirk M. Schenkeveld (Amsterdam)

5.30 p.m.–6.30 p.m.: Meetings of the National Sections of the ISHR

7.00 p.m.: Dinner, St John's College Hall

8.30 p.m.–10.00 p.m.: FOURTH SESSION FOR THE READING OF PAPERS

Section 4A: North Lecture Room

Rhetoric and Criticism IV, Rosalind J. Gabin (Binghamton) presiding:

'Voice' and 'address' in rhetorical theory and literary criticism, William J. Kennedy (Cornell)

Mysticism, pluralism, and persuasion in Burke's rhetoric, Robert Garlitz (New Hampshire)

Section 4B: New Seminar Room

Renaissance Rhetoric I, Ian Maclean (Queen's, Oxford), presiding:

Virgil, Salutati, and the rhetorical criticism of literature, Craig Kallendorf (Texas A&M)

Lorenzo Valla's declamation against the Donation of Constantine: a triumph of the new rhetoric, Letizia A. Panizza (Canterbury)

Rhétorique et poésie à la renaissance en France, Jean-Claude Carron (UCLA)

Section 4C: *Dolphin Room*

Classical Rhetoric IV, Christopher P. Craig (Tennessee, Knoxville) presiding:

Riso e conoscenza. La retorica al servizio della filosofia. Studi sui procedimenti della demistificazione nella diatriba, Adriano Pennacini (Torino)

Significant absence: Isocrates without techne. Disciplinary suggestions, Michael Cahn (Konstanz)

Beatissimus scholasticus: glamour and distress of the scholastic disclaimer in the Imperial epoch, Alexandru N. Cizek (Münster)

SATURDAY, 31 AUGUST

9.00 a.m.–12.00 noon: FIFTH SESSION FOR THE READING OF PAPERS

(Coffee available from 11.00–11.30 a.m., *St. John's College Hall*)

Section 5A: *North Lecture Room*

Rhetoric and Criticism V, William Kennedy (Cornell) presiding:

The embourgeoisement of literature and the rhetoric of textual integrity, Bradley Berke (New York)

La catachrèse: aux frontières de la rhétorique, Pierre Zoberman (Columbia)

Rhetoric, culture, and the literary work, Wendy R. Olmsted (Chicago)

A rhetorical view of historical narrative, Allen Scult (Drake)
Quintilian and rhetorical narratives as correctives to literary orientation to narrative, Celeste Condit Railsback (Tulane)
 and John Louis Lucaites (Alabama)

Section 5B: *New Seminar Room*

Medieval Rhetoric, John O. Ward (Sydney) presiding:

Augustine, Jerome, and the Stesichoran palinode, Kathleen Hall Jamieson (Maryland)

The protreptic structure of the Summa contra gentiles, Mark D. Jordan (Dallas)

Byzantine teaching on figures and tropes, Thomas M. Conley (Illinois)

Twelfth-century rhetoric and poetic, Karin Margareta Fredborg (Virum)

The 14th century reinterprets the 13th: scribal revisions of an early commentary on Geoffrey of Vinsauf's Poetria nova, Marjorie C. Woods (Rochester)

Geoffrey of Vinsauf and the Oxford dictatores, Martin Camargo (Missouri)

Section 5C: Dolphin Room

Rhetoric in the 19th and 20th Century Academy, Ronald Reid (Massachusetts) presiding:

Rhetoric in 19th-century Scottish universities: the shift in attitude and perspective, Winifred Bryan Horner (Texas Christian)

Scottish common sense philosophy as academic rhetoric; a study in justificatory discourse, John A. Campbell (Washington)

Problems and uses of classical rhetoric in the academy, Kathleen Ethel Welch (Oklahoma)

'Special topics' in academic and nonacademic settings, Carolyn R. Miller (N. Carolina State)

2.30 p.m.–5.15 p.m.: SIXTH SESSION FOR THE READING OF PAPERS

(Tea available from 4.00–4.30 p.m., St. John's College Hall)

Section 6A: North Lecture Room

American Rhetoric and Rhetoricians, Kathleen Hall Jamieson (Maryland) presiding:

William James's use of George Campbell's The Philosophy of Rhetoric: implications for a theory of the enthymeme, Molly Wertheimer (Pennsylvania State)

Walt Whitman: an American rhetorician, Christopher C. Burnham (New Mexico)

Hawthorne and the rhetoric of bureaucracy, Bill Ellis (Pennsylvania State)

Mainstream theory and upstream practice: 19th century rhetoric at Oberlin College, J. Jeffery Auer (Indiana)

American rhetorics of the twentieth century, S. Michael Haloran (Rensselaer)

Section 6B: New Seminar Room

Renaissance Rhetoric II, Former President James J. Murphy (California, Davis) presiding:

Medieval and Renaissance ideas on ironia, Dilwyn Knox (Warburg Institute)

University rhetorics and the Christian grand style, Debora K. Shugar (Michigan)

Rhetoric and the writing of history: Erasmus and Polydore Vergil, C. W. T. Blackwell (Society for Renaissance Studies)

Sperone Speroni (de l'Accademia degli Infiammati) et les débats concernant la rhétorique vernaculaire, Kees Meerhoff (Amsterdam V.U.)

La rhétorique dans le champ du savoir: Jules-César Scaliger et ses maîtres de Padoue, Pierre Lardet (Paris VII)

Section 6C: Dolphin Room

Festive Rhetoric, Robin Headlam Wells (Hull) presiding:

Rabelaisian paradox: where the fantastic and the carnivalesque intersect, Deborah N. Losse (Arizona State)

Some principles of mock-rhetoric, Roger Moss (Essex)

The politics and poetics of transgression, Allon White (Sussex)

5.30 p.m.: Meeting of National Treasurers and International Treasurer, Conference Office

7.00 p.m.: CONFERENCE BANQUET, St. John's College Hall
(Tickets available from Conference Office)

Guest speaker: Leo Abse, M.P.

SUNDAY, 1 SEPTEMBER

9.00 a.m. – 12.00 noon: SEVENTH SESSION FOR THE READING OF PAPERS

(Coffee available from 11.00 – 11.30 a.m., St. John's College Hall)

Section 7A: North Lecture Room

Renaissance Rhetoric III, Judith Rice Henderson (Saskatchewan) presiding:

Academic vs. popular rhetoric: rewriting the history of English Renaissance eloquence, H. F. Plett (Essen)

Pedagogical paradoxes in the English Renaissance: English Humanism and the pedagogical imperative, Victoria Kahn (Bennington)

Henry Peacham the Younger, Susan Hankey (Exeter)

Rhetoric and Biblical hermeneutics: Messer Leon and Henry Peacham, Yehoshua Gitay (Wesleyan)

Juan de Guzmán and rhetoric at Alcalá, Kenneth L. Krabbenhaft (New York)

The rhetoric of excess in Golden Age Spain, Paul Julian Smith (Queen Mary, London)

Section 7B: *New Seminar Room*

Rhetoric and the Visual Arts, Helen F. North (Swarthmore) presiding:

Le De pictura veterum de Franciscus Junius (Livre I): une compilation, Colette Nativel (Franconville)

Philosophie du dessin et rhétorique de la couleur dans les débats académiques en France au 17e siècle, Jacqueline Lichten (California, Berkeley)

The Metamorphoses of Judith, R. Valerie Lucas (Essex)

Benjamin Franklin's pictorial representations of the British colonies in America: a study in rhetorical alconology, Lester C. Olson (Pittsburgh)

Section 7C: *Dolphin Room*

Rhetoric and Society I, Thomas M. Conley (Illinois) presiding:

Reconsidering Platonic views of rhetorical invention, Karen B. LeFevre (Rensselaer)

Questions concerning the study of political rhetoric, Hans-Jochen Schild (Volkhochschule Offenbach)

The rhetorical ancestry of the Declaration of Independence, Stephen E. Lucas (Wisconsin)

C. H. Woolbert and the social-scientific approach to communication, Alan Brinton (Boise State)

Rhetorical studies in American social science, 1919–1940, J. Michael Sproule (Indiana Southeast)

Blumen und Frauen: on the interrelationship of rhetorical and social convention in 'Young German' prose, Mark J. Webber (York, Ontario)

2.30 p.m.–5.15 p.m.: EIGHTH SESSION FOR THE READING OF PAPERS

(Tea available from 4.00–4.30 p.m., *St John's College Hall*)

Section 8A: *North Lecture Room*

Rhetoric and Literature, Wayne C. Booth (Chicago) presiding:

Rhetorical anthropology and Renaissance selfhood: the case of Shakespeare's Othello, Joel B. Altman (California, Berkeley)

Interpretive history: trope as thesis (Shakespeare's Sonnets),
Adena Rosmarin (Stanford)
Marvell's Horatian Ode and the rhetoric of republicanism,
David Norbrook (Magdalen, Oxford)
Res et verba, the reform of language and Dryden's All For Love, Robert L. King (Elms)
'Mrs Throckmorton's Bullfinch' as a mock-epideictic elegy,
Robin Headlam Wells (Hull)

Section 8B: *New Seminar Room*

Early Modern Rhetoric, Vice-President Marc Fumaroli (Sorbonne) presiding:

The presence of the classical rhetoricians in Boileau's Art poétique, D. C. Potts (Keble, Oxford)
The rhetoric of Adam Smith's 'conjectural' history, Sharon L. Quiroz (Wayne State)
A minor skirmish: Balthazar Gilbert vs. Charles Rollin on rhetorical education, Barbara Warnick (Washington)

6.00 p.m.–7.00 p.m.: RECEPTION, *St Giles House*

7.00 p.m.: Dinner, *St John's College Hall*

8.30 p.m.–10.00 p.m.: NINTH SESSION FOR THE READING OF PAPERS

Section 9A: *North Lecture Room*

The Earliest Rhetoric Printed in Britain, Former President James J. Murphy (California, Davis) presiding:

Ancient and medieval rhetorical traditions in the Margarita eloquentiae, Lawrence Green (Southern California)
The Margarita eloquentiae as a university textbook, James J. Murphy (California, Davis)
The relation of Traversagnus' Epitome to his Margarita eloquentiae, Ronald H. Martin (Leeds)

Section 9B: *New Seminar Room*

Rhetoric and Society II, Winifred Bryan Horner (Texa Christian) presiding:

Figures of speech: a quantitative analysis of applause-elicitation techniques. Max Atkinson (Wolfson, Oxford) and John Heritage (Warwick)

MONDAY, 2 SEPTEMBER

9.30 a.m.–11.00 a.m.: CLOSING SESSION

Milner Hall, Rhodes House, President George Kennedy (N. Carolina) presiding:

Addresses:

Rhetoric as subversion in Vico: the New Science as analysis of moral dysfunction, Nancy Struever (Johns Hopkins)

Tradition rhétorique et sciences humaines aujourd'hui, Vice-President Marc Fumaroil (Sorbonne)

11.00 a.m.: *Coffee, St John's College Hall*

11.30 a.m.–1.00 p.m.: GENERAL BUSINESS MEETING OF THE SOCIETY

Milner Hall, Rhodes House, President George Kennedy presiding:

Report of the Council

Report of the Treasurer

Report of the Editor

Consideration of revision of the Constitution

Election of Officers

Introduction of new President

Plans for the Sixth Biennial Conference

Other Business

1.00 p.m.: Meeting of the Officers and persons responsible for the 1987 programme, *Conference Office*

ADDRESSES OF CONTRIBUTORS TO THIS ISSUE

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Rhetorica
A JOURNAL OF THE HISTORY OF RHETORIC

EDITORIAL POLICY

The journal publishes articles, book reviews, and bibliographies which further the aims of the Society as stated in its Constitution (Article Two):

The purpose of this society is to promote the study of both the theory and the practice of rhetoric in all periods and languages and its relationships with poetics, philosophy, politics, religion, law, and other aspects of the cultural context. The Society is not concerned with the furthering of practical rhetorical skills as such.

Official languages of the Society are English, French, German, and Italian.

Submission of Manuscripts

Because the identity of authors is concealed from evaluators of manuscripts, each manuscript should contain a separate title page containing (1) the title of the essay, (2) the name of the author, and (3) address of the author. The author's identity should not otherwise be revealed in the manuscript. The title should be repeated on the first page of the text.

Two copies of typewritten manuscript with a 100-word abstract should be submitted. They should be double-spaced throughout, including all quotations and footnotes. Footnotes should appear at the end of the manuscript. Quotations of more than 100 words should be indented ten spaces from the left margin, double-spaced, and marked "reduced type." All manuscripts should be sent to James J. Murphy, the Editor, *Rhetorica*, Department of Rhetoric, University of California, Davis, California 95616 U.S.A.

Book Reviews should be submitted to Jørgen Fafner, Institut for Retorik, Københavns Universitet, Njalsgade, 80 DK-23005, Copenhagen, Denmark [Europe], or Thomas Conley, Dept. of Speech Communication, 244 Lincoln Hall, University of Illinois, Urbana, IL 61801, USA.

Authors who wish manuscripts returned must also send a self-addressed envelope, with appropriate postage to ensure return.

Inquiries concerning the suitability of proposed submissions are welcomed by the Editor.