

## CSSR/SCÉR 2017 CONFERENCE ♦ CONGRÈS 2017

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

Ryerson University, May 30 – June 1 ♦ 30 mai – 1 juin

Room / Salle : OAK-Oakham 218, Layton Room (Oakham House, 63 Gould Street)

**FINAL Programme / Programme**  
<https://app.box.com/v/CSSR-2017-programme>



**Tuesday, May 30 ♦ Mardi 30 mai**

**8:30–8:50 — Coffee, pay membership dues, and meet and greet ♦ Café, règlement de la cotisation, rencontres informelles**

**8:50–9:00 — Conference Welcome ♦ Ouverture: John Moffatt, CSSR Vice-President / Vice-Président SCÉR**

**9:00–10:15 — Keynote session ♦ Conférence d'honneur : Rhetoric and Interdisciplinarity / Disciplinarity ♦ Rhétorique et (inter)disciplinarité**  
Session Chair/Président : **Tania Smith**, CSSR President / Présidente SCÉR

**GRAVES, Heather, and GRAVES, Roger**, University of Alberta, Edmonton  
Disciplining Lady Rhetorica: An Allegorical Dialogue about Disciplinarity and Rhetoric

Rhetoric, known as the “plastic” art, can and has been conjoined with other areas of study and practice. This talk will briefly consider the history of those entanglements before dwelling on the more recent dalliances of rhetoric and the humanities--philosophy, communication, literature--as well as encounters with the sciences--mathematics, physics, biology--and the professions--engineering, nursing, and the law.

**10:15–10:45 — Coffee break ♦ Pause-café**

**10:45–11:45 — Rhetorical theory: Gender and Narrative ♦ Théorie rhétorique :  
étude du genre et récit**

Session Chair/Président: **Ilon Maceio Lauer**

**ZOBERMAN, Pierre**, Université Paris 13, France  
Rhetoric And / Rhetoric of

This paper examines the conceptual and analytical inflections produced by rhetoric's association with, subordination to, or qualification by other disciplines, and specifically gender studies. What does rhetoric do to gender in rhetorical approaches to gender, and how do gender/gender studies affect the rhetorical theory and analysis?

**SHILTON, Wendy**, University of Prince Edward Island, Charlottetown, PE  
Re-turning the Rhetorical Turn to Narrative Practice

The recent shift toward narrative studies as “narrative writ large” has submerged the role of the rhetorical turn in narrative ethics and narrative practice. This presentation will argue that rhetorical study is critical to understanding narrative power and needs to be re-turned, conscientiously and rigorously, to studies in narrative and narrative practice.

**11:45–13:15 — Lunch ♦ Pause-déjeuner**

**13:15–14:45 — Truth and Ethics in Public Discourse ♦ Vérité et éthique dans le  
discours public**

Session Chair/Président: **David Beard**

**CALIENDO, Guillermo**, Temple University, Philadelphia, PA, USA  
Fake News: Political Influence, Memory and the Rhetoric of Ignorance

This essay analyzes the rhetorical formation of fake news during the 2016 presidential elections in the U.S. A journalistic phenomenon that enunciates a problematic anti-knowledge and a discursive construction of rhetorical ignorance. Via network-sharing and media bias, fake news activates well-crafted narratives that can seriously affect a public political opinion.

**LIDLAW, Tess**, Mount Saint Vincent University, Halifax, NS  
Communication across lay/expert divides: A rhetorical decision-making framework

This presentation will explore, first, societal change in how expertise is constructed; and second, the means by which one can convey oneself as an “authority” in an online context, via Aristotle's classic modes of appeal: ethos, logos, and pathos—tangible rhetorical principles accessible to those within the discipline of rhetoric and beyond.

**BEMER, Cristy**, University of New Hampshire, USA  
Publicly Anonymous: Ethical Rhetorical Analysis Online

“Publicly Anonymous: Ethical Rhetorical Analysis Online” reports on the methodological challenges of conducting a large research project on online breast cancer support communities, advocates adapting research protocols to honor online identities, shares adaptations that the speaker used in her research, and invites attendees to discuss innovations in online research methodologies.

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

**15:00–16:00 — Covert Ideologies and Power: Rhetorics of Incarceration and Apartheid ♦ Idéologies cachées et pouvoir : rhétoriques de l’incarcération et de l’Apartheid**

Session Chair/Président: **Wendy Shilton**

**THORSTEINSON, Katherine**, Cornell University, Ithaca, NY, USA

*Orange is the New Black*-face: economies of enjoyment and rhetorical “killjoying”

I bring together genre theory, psychoanalysis, and rhetoric to understand how failed comedy in the final episodes of *Orange is the New Black* (2016) implodes the economy of enjoyment structuring Black subjugation. If slavery was legitimated by minstrelsy and critiqued by melancholy realism, what might the situation-tragedy’s rhetorical ambivalence mean for mass incarceration now?

**OFILI, Patricia**, University of Waterloo, ON

Apartheid Legal Screens and Nelson Mandela’s Luminescence

To deconstruct the underpinnings of the apartheid policies, which violate basic human rights, Mandela employs a braided form of rhetoric, which combines western and African rhetorical traditions, to counter the apartheid strategy of deflecting attention from the racist nature of South African Nationalist legal framework.

**16:00–17:00 — Rhetoric in Elections & Activism ♦ Rhétorique de campagne et activisme**

Session Chair/Président: **Cristy Beemer**

**HAKIMZADEH, Sarah**, University of Pittsburgh, PA, USA

Occupy Wall Street, C.S. Peirce’s Theory of Rhetoric, and the Right to the Commons

This paper is a rhetorical analysis of a key court case from the Occupy movement, *People of the State of NY v. Nunez*. I demonstrate how the court’s rhetorical choices undermined the public interest, and then turn to Peirce’s theory of rhetoric to explain how citizens can reclaim rights discourses.

**KAMPERM, Monique**, University of Waterloo, ON

“Liberals Lead:” The Rhetorical Influence of CBC’s Aggregate Polling Data on Voters in the 2015 Canadian National Election

In the 2015 Canadian National Election, Éric Grenier’s aggregate poll tracker on CBC’s News website influenced Canadians to cast their ballots in favour of the Liberal Party. With its use of statistical data, persuasive language, and convincing visuals, Grenier’s poll tracker used presence as a rhetorical device to shape the election outcome.

**19:00 — Conference Dinner ♦ *Dîner festif*: Lola’s Kitchen, 634 Church Street, Toronto, ON, <http://lolaskitchen.ca/>**

RSVP online by May 25 at <http://www.signupgenius.com/go/5080c45a8a62aa1f58-banquet>. Banquet room seats 30. Seats may be available for late RSVP. Pay for your own meal at the restaurant.

♦ RSVP en ligne le 25 mai au lien ci-dessus. La salle de banquet peut accueillir 30 personnes. Les sièges peuvent être disponibles pour le RSVP tardif. Payez votre repas au restaurant.



Wednesday, May 31 ♦ Mercredi 31 mai

**8:30–9:00 — Coffee, pay membership dues, meet and greet ♦ *Café, règlement de la cotisation, rencontres informelles***

**9:00–10:30 — Rhetorical History: Classical Greece and the Enlightenment ♦  
Histoire de la rhétorique : Grèce classique et Lumières**

Session Chair/Président: **Alain Létourneau**

**DAINVILLE, Julie**, Université libre de Bruxelles, Belgique (GRAL) –

Rhétorique et divination : comment rendre le divin évident dans la Grèce classique ?

♦ *Rhetoric and divination: how to make the divine obvious in classical Greece?*  
*[Presented in French]*

Mon objectif dans cette présentation sera de mettre au jour les processus rhétoriques mis en œuvre par différents auteurs pour démontrer l'importance de la divination dans la littérature grecque classique (aux alentours du Vème siècle av. J.-C.) dans un contexte de remise en question du divin.

♦ *This presentation aims at analysing the rhetorical mechanisms used by classical Greek authors (fifth century BC) to show the importance of divination in a context of doubts towards some religious practices and their societal role.*

**LAUER, Maceio**, Western Illinois University, Macomb, IL, USA

Vico's rhetorical angle: geometry, genealogy, and argumentative ingenuity

This paper analyzes the geometric concepts and terms in Vico's rhetorical writings and argues that such usage presented Vico's rhetorical theory as an extension of Pythagorean principles and as a competitive alternative to Descartes' system. Vico's Neo-Pythagorean rhetoric presented reasoning as a combination of figurative language usage and probabilistic argumentation.

**SMITH, Tania**, University of Calgary, Alberta –

The Context of Melmoth's 1749 English Translation of Tacitus' Dialogue on Oratory

The first English translation (1749) of Tacitus's Dialogue on Oratory (c. 100 CE) was widely disseminated within William Melmoth's popular letter collection, Letters by Sir Thomas Fitzosborne. This study of the letters and the translation examines Melmoth's representation of ancient and modern rhetoric in eighteenth-century Britain.

**10:30–10:45 — Coffee break ♦ *Pause-café***

**10:45–11:45 — Rhetorical theory and education ♦ *Théorie rhétorique et éducation***

Session Chair/Président: **Pierre Zoberman**

**DOERING, Jonathan**, University of Western Ontario, London, ON

Rhetoric Meets Structuralism at the École Pratique des Hautes Études

At the École Pratique des Hautes Études rhetoric encountered the apogee of structuralism in the mid-1960s, fundamentally reconfiguring the trajectories of both disciplines in France. Focusing on Roland Barthes and Gérard Genette, I chart the underappreciated history of this most mercurial meeting. Structuralism's deep debt to rhetoric must be acknowledged.

**SANS, Benoît**, Université libre de Bruxelles, Belgique (GRAL)

Les usages de l'ekphrasis ♦ *The uses of ekphrasis [Presented in French]*

Dans le cycle des progymnasmata, l'ekphrasis consistait à faire la description d'une chose (objet, personne, scène, etc.) de façon à la "mettre sous les yeux". Ce faisant, l'ekphrasis était propre à créer la persuasion et l'émotion, mais a aussi connu d'autres usages et réalisations, notamment afin d'exercer la mémoire. Dans cette communication, je présenterai les résultats d'une expérience d'enseignement de cette technique et les perspectives qu'elle offre pour les capacités de ceux qui s'y exercent.

♦ *In the progymnasmata cycle, the ekphrasis consisted of describing something (object, person, scene) so that the described thing was put before the eyes. In this way, ekphrasis was likely to create persuasion and emotions, but also received other uses and realizations, notably in order to support memory. In this lecture, I will present the results of a teaching experiment around this technique and the benefits of it for the capacities of the learners.*

**11:45–13:30 — Lunch ♦ *Pause-déjeuner***

**13:30–14:30 — Rhetoric in the Professions ♦ *Rhétorique en milieu professionnel***

Session Chair/Président: **Benoît Sans**

**LÉTOURNEAU, Alain**, Université de Sherbrooke, Campus de Longueuil, QC

Une rhétorique critique et inclusive. L'enseignement des questions rhétoriques à des professionnels se formant en éthique appliquée ♦ *A Critical and Inclusive Approach to Rhetoric. Teaching rhetorical issues to professionals training in applied ethics. [Presented in French]*

Il s'agira de faire un retour réflexif sur un enseignement des questions rhétoriques à des classes d'éducation permanente en éthique appliquée, et ce depuis une vingtaine d'années. Après avoir précisé quelle conception de la rhétorique est retenue, entre la tradition cicéronienne et les travaux critiques en argumentation, et avoir présenté les multiples provenances des étudiants concernés, quelques défis seront soulignés.

♦ *This presentation aims at discussing, in a reflective manner and after twenty years of practice, the many pitfalls of teaching rhetoric and argumentation to professionals training in applied ethics. Students coming from different backgrounds have to develop knowledge and competence in a field that is interdisciplinary, between Cicero's tradition and critical thinking. A conception of rhetoric and some specific challenges will be presented.*

**WHYTE, Sarah**, University of Waterloo, ON

From persuasion to presumption to standards and surveillance: Rhetorical mechanisms in the promotion and uptake of surgical checklists

Surgical safety checklists have progressed rapidly from being a subject of overt persuasion, to a presumed good, to a compulsory standard of competent professional communication. This presentation examines a variety of rhetorical mechanisms that have driven the rapid uptake of checklists across popular, epistemic, professional, and regulatory texts

**14:30–14:45 — Coffee break ♦ *Pause-café***

**14:45–17:00 — CSSR Annual General Meeting ♦ *SCÉR Assemblée Générale Annuelle***

2017 AGM Agenda and / et Documents at <https://app.box.com/v/cssr-2017>

- Nominations and votes for open positions on CSSR committees / Nominations et votes pour les postes vacants dans les comités de la SCER
- Constitutional Revisions CSSR / SCÉR / Révisions des statuts de la société
- Theme for next year's conference / Thème du prochain congrès

**Refreshments provided for those who attend / Rafraîchissements pour les participants**

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

**LOCATION: the Mattamy Athletic Centre, the historic Maple Leaf Gardens**

Registered attendees of an association receive one free beverage ticket with their registration package and are encouraged to attend on the date of their association's reception. CSSR registered attendees are scheduled for the May 31 Congress President's Reception. Refreshments are served.

- ♦ Les délégué/es d'une association inscrit/es au Congrès reçoivent une contremarque pour une boisson gratuite parmi les documents qui leur sont remis et sont invité/es à assister à la réception du jour assigné à leur association. — La date de la réception prévue pour la SCÉR est le 31 mai. (Avec des rafraîchissements)



Thursday, June 1 ♦ Jeudi 1 juin

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

**8:45–9:45 — Rhetorical figures in theory and criticism ♦ Les figures rhétoriques dans la théorie et la critique**

Session Chair/Président: **M. Shivaun Corry**

**HARRIS, Randy**, University of Waterloo, ON

A neurocognitive ontology of rhetorical figures

Rhetorical figures are neurocognitively motivated linguistic pairings of form and function. I will report on an ongoing project that is building and populating an ontology of figures that expresses all of these dimensions as an integrated knowledge representation, with a public web interface.

**GERBER, Kyle**, University of Waterloo, ON

“On Earth as it is in Heaven”: Transitive Action in The Lord’s Prayer

This paper examines rhetorical figures in The Lord’s Prayer, especially the chiasmic imperative “forgive us our trespasses as we forgive those who trespass against us.” I use Burke and Fahnestock to locate this conversation within scholarship on Mennonite attitudes of forgiveness, arguing for a rhetorically expanded theory of forgiveness.

**9:45–10:45 — Presidents and Prime Ministers ♦ Présidents et premiers ministres**

Session Chair/Président: **Tania Smith**

**BEZANSON, Mary Elizabeth**, University of Minnesota, Morris, USA

The Transformative Power of Rhetoric: Speaking to Become the President or Prime Minister

Employing Campbell and Jamieson’s work establishing the genre of U.S. presidential inaugurals, and Elizabeth Dudash’s essay expanding the genre, this presentation explores: How fully does President Trump’s Inaugural confirm to the genre? And can an examination of Prime Minister Trudeau’s first speech to parliament support further expansion of the genre?

**WHALEN, Tracy**, University of Winnipeg, MB

Pierre Elliott Trudeau’s Pirouette as Canadian Ideograph

Michael McGee defines the ideograph as “an ordinary language term found in political discourse,” which encourages “collective commitment to a particular but equivocal and ill-defined normative goal” (15). This presentation examines how Doug Ball’s 1977 photograph of Pierre Elliott Trudeau pirouetting at Buckingham Palace has been reconfigured in Canadian editorial cartoons.

**10:45–11:00 — Coffee break ♦ *Pause-café***

**11:00–12:00 — Rhetoric and the Environment: Wind power, and Urban renewal ♦  
Rhétorique et environnement : énergie éolienne et nouveau urbain**

Session Chair/Président: **Bruce Dadey**

**TAGUE, Noel**, University of Pittsburgh, PA, USA

Resonance Chambers & Industrial Nightmares: Big Wind's Rhetorical Afflictions

In the past decade, industrial wind installations have proliferated throughout the rural United States and Canada. So have medically implausible reports of residents suffering from Wind Turbine Syndrome (WTS). This presentation argues that WTS is a rhetorical affliction through which rural residents bodily protest negligent civic deliberation and its aftermath.

**CORRY, M. Shivaun**, Duquesne University, Pittsburgh, PA, USA

Hyperreal Gentrification in Istanbul

In this rhetorical analysis of the technology of gentrification, I argue that hyperreal spaces are shaped by and bolster neoliberalism. This analysis applies a phenomenological understanding of place versus space, drawing on the work of Eco and Feenberg, to examine neo-Ottoman urban renewal in contemporary Istanbul.

**12:00–13:30— Lunch ♦ *Pause-déjeuner***

**13:30–14:00 — Visual Rhetoric ♦ Rhétorique visuelle (*1-person panel due to a late cancellation*)**

Session Chair/Président: **Tess Laidlaw**

**DADEY, Bruce**, University of Waterloo, ON

From Usability to UX: Visual Rhetoric, Comics, and Technical Communication

This paper examines the visual rhetoric of comics in technical communication. Through both visual and semiological analysis, it demonstrates how the comics medium allows technical communicators not only to convey information more effectively but to influence the actions and attitudes of users toward technology and technical information.

**14:00–15:00 — Rhetorics of Health and Wellness ♦ Rhétoriques de la santé et du bien-être**

Session Chair/Président: **Kyle Gerber**

**EBERHARDINGER, Mary**, Duquesne University, Pittsburgh, PA, USA

The Meme is the Message: Subversing through Self-Care Internet Memes

Self-care Internet memes are subversivements about one's own precarity. They yield rhetorical insight about how individuals come to resort to new forms of coping mechanisms in response to market pressures. Such rhetorical devices diffuse otherwise complicated and complex realities about the human condition into more manageable comic frames.



**MORIARTY, Devon**, University of Waterloo, ON

Viral Vaccines: Proposed Policy and the Rhetoric of Redditors Response

I explore the discussion and arguments generated by Reddit community members in response to proposed legislation that would require some parents to attend a “science of immunizations” course. This case study also pays close attention to Reddit, a social voting platform, and how the affordances of this virtual community are conducive to a deliberative democracy.

**15:00–15:15 — Coffee break ♦ *Pause-café.***

**15:15–15:45 — The Rhetorics of National Identity ♦ Les rhétoriques de l’identité nationale (1-person panel due to a late cancellation)**

Session Chair/Président: **Tracy Whalen**

**MOFFATT, John**, University of Saskatchewan, Saskatoon, SK

Cautiously Optimistic: Imagining a Multicultural Canada in 1941

In *Canadians All: A Primer of Canadian National Unity* (1941) Watson Kirkconnell called on Canadians to embrace cultural diversity as an expression of authentically Canadian culture and as an antidote to totalitarianism. Using theories of Charland and Burke, this paper explores Kirkconnell’s rhetorical management of his audience’s resistance to diversity.



**End of Conference / Fin du congrès**