

## CSSR/SCÉR 2015 CONFERENCE / CONGRÈS 2015

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

University of Ottawa, June 3-5 / 3-5 juin  
 Room / Salle: Biosciences BSC 140

### **FINAL Programme / Programme FINAL**

Wednesday, June 3 / Mercredi 3 juin

**9:00 — Welcome / Ouverture: Pierre Zoberman, CSSR President / Président SCÉR**

**9:15–9:30 — Special session – thematic presentation / Présentation, atelier  
 thématique: Rhetoric and history (1) / Rhétorique et histoire (1)**

**David Beard**, University of Minnesota, Duluth

**Benoît Sans**, Université Libre de Bruxelles

**9:30–11:00 — Rhetoric and history (2) / Rhétorique et histoire (2)**

**Chair/Président : David Beard**

**Benoît Sans**, Université Libre de Bruxelles–GRAL – *Rhétorique de l'histoire, rhétorique  
 dans l'histoire: la harangue*

**Pierre Zoberman**, Université Paris 13 SPC, Centre d'Études et de Recherches  
 Comparatistes – *Can rhetoric make history?*

**Jonathan Powers**, McGill University – *Rhetoric, architecture, and the birth of historical  
 consciousness*

**11:00–11:30 — Coffee break / Pause-déjeuner**

**11:30–12:30 — Mixing media: Light and sound**

**Chair/Président : Rob Alexander**

**Ryan James McGuckin**, Louisiana State University – *Rhetorica Lucida: From  
 photography of reenactment to the reenactments of photography*

**Saeed Sabzian**, University of Waterloo – *The sound of fear in The Road, movie and  
 novel*

**12:30–14:00 — Lunch / Pause-déjeuner**

**14:00–14:30 — A meeting with Wendy Corcoran (SSHRC) / Rencontre avec  
Melissa Gavin (SSHRC) – RE: Canadian government funding for  
scholars/associations**

**14:30–15:30 — Rhetoric and music**

**Chair/Président : Michael Purves-Smith**

**Pascale Fleury**, Université Laval – *La métaphore musicale: une clef de lecture pour  
comprendre les rapports entre rhétorique ET poésie dans l'Antiquité*

**Maurice Charland**, Concordia University – *Figuring recognition*

**15:30–16:00 — Coffee break / Pause-café.**

**16:00–17:00 — Social Imaginaries: between Fear and Hope/ Imaginaires sociaux:  
entre la peur et l'espoir.**

**Chair/Présidente : Jeanie Wills**

**Patricia Ofili**, University of Waterloo – *Paradox of barbarism and fear in J. M. Coetzee's  
Waiting for the Barbarians*

**Graeme Webb**, Simon Fraser University – *The rhetoric of the technological sublime:  
Mystification or hope?*

## Thursday, June 4 / Jeudi 4 juin

**9:30–10:30 — Rhetorical criticism / Critique rhétorique**

**Chair/Président : John Moffatt**

**Tania Smith**, University of Calgary – *The vocabulary of rhetorical criticism in  
Enlightenment Britain*

**Andrew Stubbs**, University of Regina – *Daniel Defoe's rhetorical landscapes*

**10:30–11:00 — Coffee break / Pause-café**

**11:00–12:00 — Rhetoric and history (3) – Rhétorique et histoire (3)**

**Chair/Président: Benoît Sans**

**Robert Alexander**, Brock University – *Epic exceptionalism: History, chronotope, and the  
New York Times obituary*

**Jennifer Caswell**, University of Calgary – *A History Divided: How political discourse  
employs terministic screens to support two distinct narratives of the CBC in  
Canadian culture*

**12:00–13:45 — Lunch / Pause-déjeuner**

**13:45–15:15— Burkean rhetoric / Rhétorique Burkienne**

**Chair/Présidente : Shannon Purves-Smith**

**Gary MacCarron**, Simon Fraser University, *Burke on Hitchcock: Rhetorical Form and the Denial of Denouement*

**John Moffatt**, University of Saskatchewan – *Citizenship for Sir John Franklin: The Erebus discovery as Burkean forensic in Canadian popular media*

**M. Shivaun Corry**, Duquesne University – *The prophets of profit: A Burkean analysis of the rhetoric of American economists*

**15:15–15:30 — Coffee break / Pause-café**

**15:30–17:30 — CSSR Annual General Meeting / SCÉR Assemblée Générale Annuelle**

**20:00 — Conference Dinner / Dîner festif: Vittoria Trattoria, 35 William St, Ottawa, ON K1N 6Z9**

**Friday, June 5 / Vendredi 5 juin**

**9:30–10:30 —Identity Rhetorics / Rhetoriques de l'identité**

**Chair/Président : Loïc Nicolas**

**Jeanie Wills**, University of Saskatchewan – *Man cannot advertise to her: Ad woman Dorothy Dignam and the development of a “business woman’s rhetoric.”*

**Brandon Kyle**, Louisiana State University, *You Make Known to Me the Path of Life”: Navigating the Jewish Rhetorics of Saadia Gaon's Book of Doctrines and Beliefs*

**10:30–11:00— Coffee break / Pause-café**

**11:00–12:30 — Theoretical Arguments / Disputes théoriques**

**Chair/ Présidente : Tania Smith**

**Loïc Nicolas**, Université Libre de Bruxelles–GRAL – *L'exercice de la critique et du désaccord : retour aux sources agonistiques de la rhétorique.*

**Timothy Gadzella**, University of Saskatchewan – *Supernatural as case study: How failed Aristotelian appeals result in adversarial negotiation and “dirty tricks”*

**Randy Harris**, University of Waterloo – *The five master schemes.*

**12:30 — Conference ends / Fin du colloque**