



2018 RhetCanada [CSSR] Conference / Conférence de la SCÉR

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

**University of Vancouver, British
Columbia**
June 4-6 ♦ 4-6 juin

FINAL Programme



For more information about Congress,
visit <https://www.congress2019.ca/>

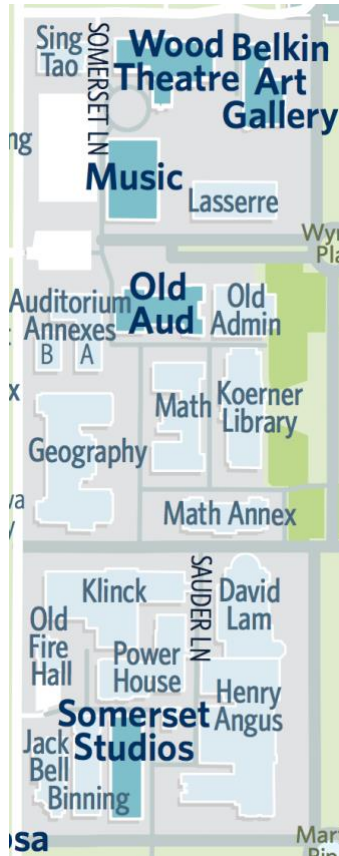


To update your CSSR membership,
visit <http://rhetcanada.org/join-us/>

Day 1 – Tues. June 4 – Main room Geog 200 + Banquet

Geog 200	Tues Jun 4	Min.	Theme	Speaker	Chair
	8:30-9:00	30	Coffee & pay membership dues		
	9:00-9:15	10	Welcome		Tania Smith
1	9:15-10:15	60	Keynote & 10-15min discussion with Roderick Hart		
	10:15-10:30	15	Coffee		
2, 3, 4	10:30-12:00	90	Rhetorical practices of hope	Derkatch, Colleen	Smith, Dale Longaker, Mark McGillivray, Andrew
	12:00-13:30	90	Lunch: Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall		
5, 6	13:30-14:30	60	Canadian communities: Sagas and myths	McGillivray, Andrew	Noble, Nicolas Corry, Shivaun
	14:30-15:00	30	Coffee & pay membership dues		
7, 8	15:00-16:00	60	A Canadian horror and a hero	Corry, Shivaun	Foster, Derek TBA
	16:00-19:30		[Unscheduled Time]		
UCLL Ideas Lounge	19:30-22:30	3h	RhetCanada / CSSR Banquet University Centre 6331 Crescent Road	Pay \$70 via online Congress registration by May. Guests welcome.	

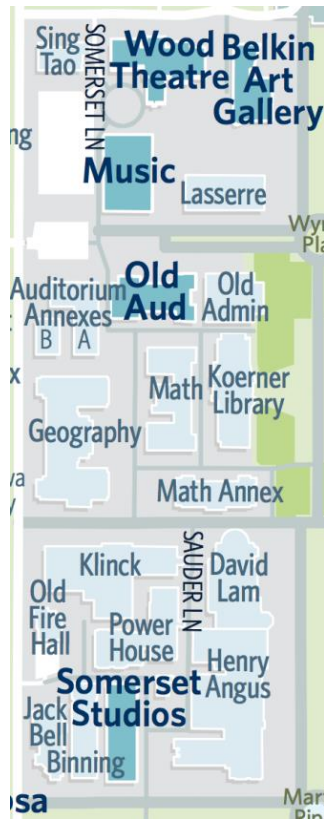
Day 2 – Wed. June 5 – Main room Math 104 + Reception




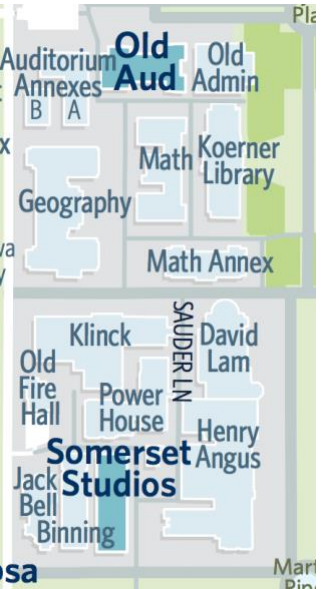

Math 104	Wed Jun 5	Min.	Theme	Speaker[s]	Chair
		8:30-10:00	[Free time]		
		10:00-10:30	30	Coffee & membership dues	
9, 10, 11		10:30-12:00	90	Two movements and a memorial	Torbica, Masa Dadey, Bruce Whalen, Tracy Streit, Sigrid
		12:00-13:30	90	Lunch: Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall	
12, 13		13:30-14:30	60	Rhetorics of health and wellness	Smith, Tania Streit, Sigrid Zwagerman, Sean
		14:30-15:00	30	Coffee & membership dues	
14, 15		15:00-16:00	60	Heated controversies	Hill, Ian Zwagerman, Sean Torbica, Masa
Math 102	Wed. Jun 5	Min.	Theme	Speaker[s]	Chair
		16:00-18:30	2.5h	Roundtable & Reception: The role of rhetoric in shaping hope	With refreshments \$35 or Student rate Pay via online Congress registration Tania Smith

Day 2 – Wed. June 5 – Second room Math 105

Math 105	Wed Jun 5	Min.	Theme	Speaker[s]			Chair
	8:30-10:00		[Free time]				
	10:00-10:30	30	Coffee in Math 104				
16, 17, 18	10:30-12:00	90	A Figure Is a Figure Is a Figure: The Cognitive-computational Approach to Rhetorical Figures	Gerber, Kyle; Bisnar Griffin, Danielle; Tu, Katherine; Harris, Randy	Tu, Katherine	Gerber, Kyle	Pflugfelder, E
	12:00-13:30	90	Lunch: Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall				
19, 20	13:30-14:30	60	Our past and future: From geology to robotics [English, French]	Pflugfelder, E	Pieters, Céline et Lucie Donckier de Donceel (Coauthors)	Tu, Katherine	
	14:30-15:00	30	Coffee in Math 104				
21, 22	15:00-16:00	60	Please Return to Sessions in Math 104				



Day 3 – Thurs. June 6 – Main room Math 102

Math 102	Thurs Jun 6	Min.	Theme	Speaker[s]			Chair
 		8:30-9:00	30	Coffee & pay membership dues			
	23, 24	9:00-10:00	60	Chinese rhetorics [Presented in English]	Zhang, Liwei	Wang, Kejia	Morphett, Taylor
		10:00-10:30	30	Coffee			
	25, 26,	10:30-12:00	90	Hope for communities	Morphett, Taylor	Brown, Nicole R.	Moriarty, Devon
		12:00-13:30	90	Lunch: Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall			
	28, 29	13:30-14:30	60	Citizenship and politics in new media	Moriarty, Devon	Kampher, Monique	Zhang, Liwei
		14:30-15:00	30	Coffee and refreshments			
		15:00-16:00	60	Roundtable: RhetCanada's Hopes. Charting a rhetorical future			Free event, open discussion
		16:00-17:30	90	RhetCanada / CSSR AGM (Annual General Meeting) Please attend to hear our reports, vote on positions, and discuss our future. All are welcome, but only paid members can vote.			Tania Smith
		Location TBA	17:30-19:00	90	Congress President's Reception for 13 associations (see https://www.congress2019.ca/associations)		Use your complimentary drink ticket in your badge

Day 3 – Thurs. June 6 – Second room Math 105

Math 105	Thurs Jun 6	Min.	Theme	Speaker	Speaker	Speaker	Chair
	8:30-9:00	30	Coffee in Math 102				
30, 31	9:00-10:00	60	Ancient battles and oracles [French w. English handouts]	Sans, Benoit	Dainville, Julie		Sabzian, Saeed
	10:00-10:30	30	Coffee in Math 102				
32, 33	10:30-11:30	60	Visual, linguistic, and multi-modal rhetorics	Sabzian, Saeed	Beard, David (& Moffatt in absentia)		Dainville, Julie
			Rejoin us in Math 102 if you wish to coordinate lunch plans with other CSSR members & attendees				
	12:00-13:30	90	Lunch: Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall				
			Please Return to Sessions in Math 102 --				

Tuesday ♦ June 4 ♦ 4 juin

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

9:00–9:15 — Conference Welcome ♦ *Ouverture: Tania Smith, RhetCanada / CSSR President / Présidente RhétCanada / SCÉR*

9:15-10:15 -- Keynote Address ♦ *Discours d'ouverture*

Keynote Address/ Discours d'ouverture Finding Hope in Turbulent Times

Roderick Hart



The world is now beset with new forms of tribalism and old forms of nationalism. New and angry voices abound, with political leaders often appealing to the churlishness within us. What to do? This address presents the concept of civic hope, an expectation (1) that enlightened leadership is possible despite human foibles, (2) that productive forms of citizenship will result from cultural pluralism, (3) that democratic traditions will yield prudent governance, but (4) that none of this can happen without vigorous forms of argument at the grassroots level.

The address draws on my recent book, *Civic Hope: How Ordinary Americans Keep Democracy Alive* (Cambridge, 2018) that asks (1) Who believes in political hope? (2) Have such feelings changed over the years? and (3) What does political hope sounds like when expressed? Drawing on a twenty-year research project, I focus on what people say about politics, what they say but do not mean, and what they mean but do not say.

My core argument is that the strength of a democracy lies in its weaknesses and in the willingness of its people to address those weaknesses without surcease. If democracies were not shot-through with unstable premises and unsteady compacts, its citizens would remain quiet, removed from one another. Disagreements – endless, raucous disagreements – draw them in, or at least enough of them to have a debate. Political already hope exists. We just need to learn how to recognize it and, after doing so, how to applaud it.

Dr. Roderick P. Hart (Ph.D., Pennsylvania State University, 1970) holds the Allan Shivers Centennial Chair in Communication at The University. His area of special interest is politics and the mass media and he is the author of twelve books, the most recent of which is *Political Tone: How Leaders Talk and Why* (University of Chicago Press, 2013). He is also the author of DICTION 7.0, a computer program designed to analyze language patterns. Dr. Hart has delivered public lectures at more than ninety colleges and universities and received grant support from the Ford Foundation, Carnegie Foundation, Exxon Foundation, Hatton Sumners Foundation, Annenberg Foundation, Dorot Foundation, and the Pew Charitable Trusts. He was named a Research Fellow of the International Communication Association, a Distinguished Scholar by the National Communication Association, and the National Scholar of the Year Award from Phi Kappa Phi Honor Society, and has received the Murray Edelman Career Award from

the American Political Science Association. Dr. Hart has been inducted into the Academy of Distinguished Teachers at the University of Texas and has also been designated Professor of the Year for the State of Texas from the Carnegie/C.A.S.E. Foundation. Previously he received the Eyes of Texas Student Involvement Award and the Texas Excellence Teaching Award from the University of Texas, the Excellence in Teaching Award in the Humanities from Purdue University, and the Outstanding Young Teacher Award from the Central States Communication Association. He has supervised over sixty graduate theses and dissertations. He is the founding director of the Annette Strauss Institute for Civic Life and served as Dean of the Moody College of Communication from 2004 to 2015.

10:15-10:30— Geog 200 Coffee break ♦ *Pause-café*



10:30-12:00 Geog 200

Rhetorical Practices of Hope

Panel Chair: Andrew McGillivray

Title: Wellness as a Hopeful Rhetoric: Finding Life in a State of Exhaustion

By Colleen Derkatch

Proposal: This presentation begins from Lauren Berlant’s provocation to consider how we might view “unhealthy” behaviours—consuming junk food and alcohol, playing videogames, or even smoking—not as disregard for life but as attachment to it. So-called unhealthy behaviours function as survival strategies under neoliberal logics of self-surveillance and self-improvement by offering “vitalizing pleasure” as respite for the exhausted self (27). This presentation argues that the concept of wellness similarly operates, counterintuitively, as a survival strategy, the flip side of a tub of Häagen-Dazs at nighttime: wellness-oriented products such as supplements offer a sense of agency, a means of reducing the burdens of everyday life even when nothing else seems possible.

Title: Poetry and Performance from Black Arts to Black Optimism

By Dale Smith

Abstract: Black performativity and entertainment are complex results of centuries-long proximities to violence in North America. While spectacular forms of violence often dominate news headlines, more mundane social forms are common. This paper looks at how epideictic rhetoric is used to address social tension and revise attitudes and values connected to race.

Title: John Locke’s Hope for Civil Discourse through Civil Silence

By Mark Longaker

Abstract: Hope for toleration may reside in close attention to the daily rhetorical habits of citizen interaction. Close analysis of John Locke’s early writings shows that he chose argumentative tactics in order to pursue a more tolerant society during the Restoration.

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

Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall



13:30-14:30 -- Geog 200

Canadian Communities: Sagas and Myths

Panel Chair: Shivaun Corry

Title: The Manitoba Sagas

By Andrew McGillivray

Abstract: Icelandic settlers in Manitoba composed their local histories as “sagas,” setting the publications within an extended Icelandic historiographical tradition. The speaker defines *The Manitoba Sagas*, contextualizes their European-Indigenous encounters, and compares these episodes with similar episodes from *The Vinland Sagas*.

Title: Myths of Community: Legal Fictions and Rhetoric in Canadian Religious Freedom

By Nicolas Noble

Abstract: Focusing on the provincial and federal hearings related to Trinity Western University’s recent legal bid to open a law school, this presentation explores the legal fictions underpinning freedom of religion in Canada and the rhetorical strategies formulated by responsive religious communities in relevant legal case

14:30–15:00 — **Geog 200** Coffee break ♦ *Pause-café.*



15:00-16:00 -- Geog 200

A Canadian Horror and a Hero

Panel Chair: Colleen Derkatch

Title: “Rotten with Perfection”: Hope and the Repeated Apologies for The Indian Residential School System

By M. Shivaun Corry

Abstract: The repeated apologies for Canadian aboriginal boarding schools help us understand apologies as “rotten with perfection”: Because no iteration of an apology is perfect, the apology must be repeated ad infinitum. Yet, with each iteration, the nation is reborn, distancing itself from its crimes and coming closer to its ideals.

Title: Constituting a Canadian Hero: The Material Rhetoric of Terry Fox in the Canadian History Museum.

By Derek Foster

Abstract: Douglas Coupland said that Terry Fox is the only citizen who can never divide us. This may or may not be true. However, I analyze the rhetorical power of the Canadian Museum of History’s exhibit “Terry Fox: Running to the Heart of Canada” and demonstrate how it is made believable.

18:30 — RhetCanada Conference Banquet ♦ Dîner festif

UCLL Ideas Lounge, University Centre, 6331 Crescent Road

\$65 regular members

Reduced rate for students

Pay in cash to treasurer or online Congress registration

Serving

- Artisan Breads & lemon thyme butter
- Red Beet & Carrot Quinoa Spinach Salad with edamame, almonds, avocado, arugula & apple cider vinaigrette
- Caesar Salad with baby kale & red romaine, brioche croutons, roasted garlic & basil dressing
- Choice of the following main dishes, served with Seasonal Vegetables and Chef’s Choice of rice or potato
 - Chicken Supreme with White Wine and field mushroom cream sauce

Or

- Seared Wild Pacific Salmon with soy ginger butter
- Chef’s dessert bar
- Fair Trade Coffee and Fair Trade Teas

Wednesday ♦ June 5 ♦ 5 juin



10:00-10:30— **Math 104** Coffee, pay membership dues, meet and greet ♦ **Café, règlement de la cotisation, rencontres informelles**



10:30-12:00 in **Math 104**

Two Movements and a Memorial

Panel Chair: Sigrid Streit

Title: Persuasion in motion: the rhetorical role of youth-led long marches within the Idle No More Movement

By Masa Torbica

Abstract: This paper examines the rhetorical affordances and impacts of long marches within the Idle No More Movement. Drawing upon work by Indigenous scholars Glen Coulthard and Leanne Betasamosake Simpson, I posit that ventures like the Nishiyuu Walkers' 1,600km journey from Whapmagoostui to Ottawa constitute a powerful manifestation of an embodied and land-based rhetoric of hope.

Title: Rhetoric Without End: Occupy and the Strategy of Silence

By Bruce Dadey

Abstract: The most unorthodox aspect of the Occupy movement was its resistance to creating an official list of demands ("Occupy everything, demand nothing"). While many saw this as a fault, the movement's strategic silence was in fact a rhetorical tactic that allowed it to evoke participation and resist political co-option.

Title: The Material Rhetoric of Silent Witnessing: Remembering the Crash of Arrow Air 1285

By Tracy Whalen

Abstract: This paper studies a trauma site—specifically, the 1985 crash site of an American military plane in Gander—as a “material” witness that testifies. With attention to naming, statuary, and landscape, it explores what *kind* of testimony the site makes possible, especially in the context of official narratives of remembering.



Silent Witness Memorial, Photo Credit: Author



10:30-12:00 in **Math 105**

The Cognitive-Computational Approach to Rhetorical Figures

Panel Chair: Ehren Helmut Pflugfelder

Title: A Figure Is a Figure Is a Figure: The Cognitive-computational Approach to Rhetorical Figures

By Kyle Gerber, Danielle Bisnar Griffin, Katherine Tu, & Randy Allen Harris

Abstract: This paper outlines a set of principles for understanding and utilizing rhetorical figures. These principles come out of a project on the neurocognitive dimensions of figures, aided by computational methods (ontological modelling and algorithmic detection), with computational goals (including augmented criticism, argument mining, genre detection, and authorship attribution) and cross-linguistic goals (the presence and function of figures in different languages and different language types). They include such criterial axioms as figures are semiotic form/function pairings, and such methodological heuristics as figures are atomic (they can be uniquely identified with specific linguistic configurations) and style is molecular (it is manifest, in large part, by combinations of figures, in preferential or definitional ways).

Title: Rhetorical Figures as Cognitive: A Case Study of Isocolon

By Katherine Tu

Abstract: Isocolon, the figure of prosodic parallelism characteristic of poetry and prominent among the great orators (Churchill, Kennedy, Obama), is preeminently cognitive. It leverages two neurocognitive affinities, repetition and sequencing. What repeats is the intonation contour of a sequence of words, otherwise known as rhythm, and repeated rhythms, by activating (basically) the same neural pathways, reduce the processing burden, increase the salience, memorability, and aesthetic effect of the language, and iconically induces the function of conceptual alignment. What *sounds* alike, *means* alike.

Title: Chiasmic Mirrors: Reverse-repetition Figures in *Martyrs Mirror*

By Kyle Gerber

Abstract: This paper illustrates the utility of computational tools for rhetorical analysis by critically applying figure detection software to a 17th century theological tome. I demonstrate how rhetorical figures, like antimetabole, cluster together in highly functional relationships and argue these relationships illuminate rhetorical structures, perhaps even epitomizing entire spheres of reasoning.

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

Closest food for purchase may be Triple O's, Tim Hortons, Bento Sushi and Harvest Express in the David Lam Research Centre, 2015 Main Mall



13:30-14:30 in Math 104

Rhetorics of Health and Wellness

Panel Chair: Sean Zwagerman

Title: The T3 Hormone in Hypothyroid Therapy, 2012-2018

By Tania Smith

Abstract: I analyze arguments in scientific literature from 2012 to 2018 for and against the use of T3 (triiodothyronine) in hypothyroid therapy, employing theories by Aristotle, Perelman, Vatz, and Burke. Dismissal and fear of T3's power continue to diminish and filter T3 research and experience, but rhetorics of hope are arising.

Title: Finding Hope in Miracles: An Exploration of Illness Narratives in Alternative Medicine

By Sigrid Streit

Abstract: Practitioners and clients of alternative medicine will, at times, use references to magic and miracles when discussing treatment outcomes. Exploring their arguments, I propose a new kind of illness narrative, the magical healing story, which introduces hope of restored health to the chronically ill and, simultaneously, represents alternative medicine's unique identity outside mainstream medicine.



13:30-14:30 in Math 105

Our Past and future: From Geology to Robotics [English, French]

Panel Chair: Katherine Tu

Title: Rhetoric and Geology: Uncommon Grounds for the Anthropocene

By Ehren Helmut Pflugfelder

Abstract: A “rhetoric for the geologic now” points us to material and symbolic forces that construct our Earth and ground our relations. For complex environmental situations in the Anthropocene, like the geoengineering test conducted off of Haida Gwaii in 2012, a geologic emphasis provides new lessons for environmental rhetoric.

Title: Le Guetteur de rêves : un *ethos* pour les experts en robotique ? [The Watchkeeper : an *ethos* for experts in robotics ?]

By Céline Pieters et Lucie Donckier de Donceel (Coauthors)

Bref résumé : L’*ethos* du « Guetteur de rêves », décrit par Miguel Abensour, fait référence à une personne qui posséderait la capacité de guider une communauté vers un monde futur possible, souhaitable et vraisemblable. Nous explorons le potentiel de cet *ethos* pour le cas des experts en robotique qui souhaitent présenter leur discipline à l’auditoire universel, sans pour autant générer un sentiment d’anxiété envers les robots.

Abstract: The *ethos* of the Watchkeeper (*‘Guetteur de Rêves’*) described by Miguel Abensour, refers to a person who possesses the ability to guide a community towards another future that seems possible, likely and desirable. We question the potential of this *ethos* for experts in robotics who wish to introduce their work without generating anxiety towards robots.

14:30 – 15:00 — **Math 104** Coffee break ♦ *Pause-café*



15:00-16:00 in Math 104

Heated Controversies

Panel Chair: Masa Torbica

Title: De/Securitizing Supreme Court Rhetoric and the Transformative Access to Guns

By Ian Hill

Abstract: Legal rhetoric that grants, restricts, and prohibits access to weapons differentiates who experiences security and who experiences insecurity. Analyses of important U.S. Supreme Court decisions show that they altered the U.S. Constitution, effectively rewriting the Second Amendment to incorporate the rights of lethal self-defense and to bear any carry-able firearms.

Title: “I Just Don’t Believe It:” Ideology, Conviction, and Dialogue

By Sean Zwagerman

Abstract: In identifying the forces which degrade public discourse, scholarly analyses tend to place the blame on vast ideologies: capitalism, neoliberalism, etc. But such analyses say more about the scholar than about public discourse—while many academics are ideologues, most people are not. Against ideology, the concept of *conviction* better describes the problem of unpersuadability in public controversies.

16:00-18:30 Roundtable & Reception:
The role of rhetoric in shaping hope

LSK 121 and LSK lobby
Leonard S. Klinck Building
6356 Agricultural Rd

\$35 (regular member)
Reduced rate for students
Pay in cash to treasurer or online Congress registration

Serving:

- Fruit and cheese
- Coconut Chicken Skewer with green Thai curry
- Petit Beef Brisket Yorkies with chive horseradish sour cream
- Smoked Salmon Blinis with caviar & crème fraiche
- Cucumber Avocado Roll with pickled vegetables and sweet soy dip

Thursday ♦ June 6 ♦ 6 juin



8:30 – 9:00 — **Math 102** Coffee, pay membership dues, and meet and greet ♦ *Café, règlement de la cotisation, rencontres informelles*



9:00-10:00 Math 102
Chinese Rhetorics [Presented in English]

Panel Chair: Taylor Morphett

Title: “The Sea Admits Hundreds of Rivers for Its Capacity to Hold: Revisiting the Rhetoric of “Hé” Culture in China’s Reform and Opening-up Discourse”

By Liwei Zhang

Abstract: 2018 marks the 40th anniversary of China’s Reform and Opening-up. Drawing upon Burkean (1984) rhetorical criticism, this paper explores how Chinese President Xi Jinping

revisits the rhetoric of Chinese “Hé” culture at the world events hosted by China in 2018 in encouraging the international community to conduct cooperation with China.

Title: “Reproduction with Chinese Characteristics”: on the Rhetoric of Postpartum Confinement in China

By Kejia Wang

Abstract: This presentation traces the (rhetorical) history of Chinese reproductive policy and performs a close reading on Chinese online media artifacts to explore the current Chinese conceptualization of postpartum confinement as a uniquely Chinese experience that confirms PC practitioners’ Chinese identities and reinforces their faith in Chinese exceptionalism.



9:00-10:00 in Math 105

Ancient Battles and Oracles [French w. English handouts]

Panel Chair: Saeed Sabzian

Titre / Title: Inspirer l’espoir ou la peur : harangues militaires de Polybe et de Tite-Live [Inspiring hope or fear: lessons from Polybius’ and Livy’s battle speeches]

By: Benoit Sans

Court résumé: (FR): Au travers d’une étude comparée de harangues militaires tirées de Polybe et Tite-Live, cette présentation propose d’étudier la technique et la composition de ce type de discours.

Abstract (ENG): Through a comparative study of battle speeches from Polybius’ and Livy’s works, this paper intends to study the technique and composition of such kind of speeches.

Title: Peur, espoir et prise de décision : la délibération oraculaire dans l’historiographie ancienne [Fear, hope, and decision: oracular deliberation in ancient historiography]

By Julie Dainville

Court résumé: (FR): L’objet de cette présentation est une étude du rôle joué par l’espoir et la peur dans le processus de prise de décision qui précède ou suit une consultation oraculaire. Cette étude s’appuiera sur une analyse et une comparaison d’extraits d’historiographie ancienne mettant en scène différentes formes de divination.

Abstract (ENG): This presentation aims at investigating the role played by fear and hope in the decision-making process preceding or following an oracular consultation. The study will rely on an analysis and a comparison of several abstracts from ancient historiography involving different divinatory aspect.

10:00 – 10:30 — **Math 102** Coffee, pay membership dues, and meet and greet ♦ **Café, règlement de la cotisation, rencontres informelles**



10:30-12:00 in Math 102

Hope for Communities

Panel Chair: Devon Moriarty

Title: “Worry about the University”: Hope and Despair in the Academy

By Taylor Morphet

Abstract: The polemical and binary debate around the nature of the university has projected a rather bleak future for the university. By looking at cultural context from which the polemic and binary discourse around the university springs, this paper will argue that there is more hope in the academy than is normally considered.

Title: *World Makers* and the Rhetorical Work of Emergent Hope, Amidst Systems Change

By Nicole R. Brown

Abstract: Informed by 5+ years field work amidst grassroots groups and members of Coast Salish Tribes/Nations, “World Makers” are makers of things, rituals, and spaces. At a time of turbulence in economic/ecological/social/political systems, world makers shift focus from materialism towards hopeful rhetorical strategies of “doing” and “making.”



10:30 – 11: 30 in Math 105

Visual and Multi-modal Rhetorics

Panel Chair: Julie Dainville

Title: *The Road to Seeing: An Interdisciplinary Approach to Visual Rhetoric*

By Saeed Sabzian

Abstract: We see with the eyes; but we see with mind too. Once we understand saying as a means to induce seeing, language can be examined for its ways of handling our mental eyes, guided to the rhetor’s intended directions. Based in a close reading of Cormac McCarthy’s *The Road*, as film and as novel, I advance a rhetorically informed cinematic approach to reading.

Title: “Canadian Multimodal Rhetorics: The Case of Gord Downie and Jeff Lemire’s *The Secret Path*.”

By David Beard (and lead author John Moffatt, in absentia)

Abstract: *Secret Path*, by Gord Downie, tells the story of “Chanie Wenjack, who died [in] 1966, in flight from the Cecilia Jeffrey Indian Residential School, walking home to the family he was taken from over 400 miles away.” *Secret Path* is of cultural importance, visible in concert performances, radio documentaries, and print coverage. We will demonstrate that the repetition cross media in the *Secret Path* mirror the process of repetition inherent in rhetoric

acknowledging, mourning, and addressing the trauma of residential schools for Indigenous children in Canada.

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



13:30-14:30 Citizenship and Politics in New Media

Chair: Liwei Zhang

Title: A New *Reddit*: Reviving Hope through Rhetorical Citizenship

By Devon Moriarty

Abstract: Beginning with Kock and Villadsen’s conception of “rhetorical citizenship” to argue that *Reddit* is a contemporary, digital embodiment of the Ancient Greek *agora*, I propose ways that *Reddit*’s digital citizens can work to eliminate vitriolic users and subreddits that have begun to spill across the site.

Title: Social Media’s Suasion on Political Rhetoric: A Case Study of the 2015 *Maclean’s* Leaders’ Debate #macdebate

By Monique Kampher

Abstract: Election campaigns are being revolutionized, taking on a new form through social media platforms, primarily Facebook, Twitter, and Instagram. I use the 2015 *Maclean’s* Leaders’ Debate #macdebate as a case study to probe the effects of social media on political rhetoric in the 2015 Canadian federal election.

14:30-15:00. **Math 102** Coffee, pay membership dues, and meet and greet ♦ *Café, règlement de la cotisation, rencontres informelles*

15:00-16:00. **Math 102** Conference wrap-up roundtable ♦ Table ronde de clôture
“Roundtable: RhetCanada's Hopes. Charting a rhetorical future”

16:00–17:30 — **CSSR Annual General Meeting ♦ SCÉR Assemblée Générale Annuelle.** All members are encouraged to attend. Refreshments provided for those who attend / *Rafraichissements pour les participants*

- Executive Reports / *Rapports du comité exécutif*
- Nominations and votes for open positions on CSSR committees / *Nominations et votes pour les postes vacants dans les comités de la SCER*
- Vote on theme for next year’s conference / *Thème du prochain congrès*

17:30–19:00 — **[Optional] Congress President’s Reception ♦ Réception du Président** (see <https://www.congress2019.ca/associations>) Use your complimentary drink ticket in your badge

End of Conference / Fin du congrès
◆ Conference Directory ◆

Full Name	Email	Affiliation
David Beard (speaker) (& John Moffatt, author)	dbeard@d.umn.edu	Univ. of Saskatchewan, Univ. of Minnesota Duluth
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