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⋮ Political Studies Association  
⋮ Rhetoric and Politics



## **“Rhetorics of Unity and Division”**

**The Sixth “Rhetoric in Society” Conference of the Rhetoric Society of Europe  
University of East Anglia,  
Norwich  
3-5 July 2017**

<b>Monday July 3<sup>rd</sup></b>	
13.00	Conference Registration Opens (Foyer Area, Julian Study Centre)
16:45	Welcome Address: Alan Finlayson (University of East Anglia)
17.00-18.30	<p><b>Keynote Lecture 1</b>  <b><i>Julian Study Centre Lecture Theatre 0.01</i></b></p> <p>Professor Quentin Skinner (Barber Beaumont Professor of the Humanities, School of History, Queen Mary University, London)</p> <p>Chair: Alan Finlayson</p> <p><b>“Judicial rhetoric and cultural division: the case of <i>The Merchant of Venice</i>”</b></p> <p><i>The trial scene in Shakespeare’s Merchant of Venice is organised according to the rules of forensic rhetoric as set out in a number of classical manuals, in particular Cicero’s De inventione, which Shakespeare knew well. But the way in which Shakespeare put these intellectual materials to work has not been properly identified, as a result of which the trial has been misunderstood. The traditional view has been that Shylock loses his case when Portia challenges him to extract a pound of flesh without spilling any blood. But the lecture argues that the rhetorical crux of the case lies elsewhere.</i></p>
18.30-19.30	Wine Reception (Foyer Area, Julian Study Centre)
Evening	Free Evening

**Tuesday, July 4th**

09.00-10.30	<p style="text-align: center;"><b>Keynote Lecture 2</b> <i>Julian Study Centre Lecture Theatre 0.01</i></p> <p>Ruth Wodak (Distinguished Professor and Chair in Discourse Studies, Lancaster University and Professor in Linguistics at the University of Vienna)</p> <p style="text-align: center;">Chair: Maria Freddi</p> <p style="text-align: center;"><b>“The Politics of Fear: From Words to Deeds”</b></p> <p><i>In this lecture, I analyse important aspects of the ongoing rise and dynamics of right-wing populism in Europe and indeed globally. These include various, frequently predictable (rhetorical) patterns of right-wing populist 'Orbanism' in Central &amp; Eastern Europe, the Brexit campaign and referendum in the UK, and the emergent 'Trumpism' in the USA. I particularly examine the interdependence of politics and political language/communication in the context of recent campaigns which saw - except in the election for Austrian Presidency 2016 - significant electoral gain for right-wing populists.</i></p>
10.30-11.00	<p style="text-align: center;">Coffee Break (Foyer Area, Julian Study Centre)</p>

11.00-12.30	<b>Parallel Sessions 1</b>			
Room	<b>JSC 3.02</b>	<b>JSC 1.02</b>	<b>JSC 1.03</b>	<b>JSC 2.02</b>
	<p><b>Uniting through Division: The Paradox of Polemical Discourse</b></p> <p>Ruth Amossy (Tel Aviv University): “The Delegitimation of Israel: The Dividing and Divisive Powers of a Polemical Formula”</p> <p>Kendall Phillips (Syracuse University): “Donald Trump and the limits of polemical discourse: Unity, fragility, and division in the 2016 American Presidential Election”</p> <p>Christian Kock (University of Copenhagen): “Young Voters’ Responses to Polemical Debate”</p> <p>Chair: Ruth Amossy</p>	<p><b>Affect Theory and Rhetorical Persuasion</b></p> <p>Lei Zhang (University of Wisconsin-La Crosse): “Affective Appeal and Rhetorical Persuasion in Chinese History Museums”</p> <p>Carlton Clark (University of Wisconsin-La Crosse): “Affect, Emotion, and the Reduction of Complexity”</p> <p>Michael Gallaway (University of Texas at San Antonio): “‘Monstrous Mothers,’ ‘Diseased Immigrants,’ and Amplified Paranoia in the Public Discourse of the Zika Virus’</p> <p>Mohamed Saki (University of West Brittany, Brest, France): “#notmypresident, Affect and Persuasion”</p> <p>Chair: Lei Zhang</p>	<p><b>The Rhetoric of European Unity</b></p> <p>Richard Toye (University of Exeter): “Winston Churchill and the Rhetoric of European Unity”</p> <p>Taru Haapala (University of Jyväskylä): “Rhetoric of empire and federalism in the British Parliament prior to the Congress of Europe”</p> <p>Judi Atkins (Coventry University): “Negotiating Unity and Distinctiveness: The UK Coalition Government and the 2011 European Union Act”</p> <p>Chair: Nick Turnbull</p>	<p><b>Rhetoric and Cinema</b></p> <p>Tim Hegstrom (San Jose State University): “The limits of identification”</p> <p>Hilde van Belle (Faculteit Letteren KU Leuven): The Gleaners and I (Agnès Varda): a study of rhetorical invention”</p> <p>Marissa Croft (Northwestern University): “Towards a new timeline: Charting an American narrative of history through the temporal logics of Hollywood”</p> <p>Alexandru I. Cărlan (National University of Political Studies and Public Administration, Bucharest): “Engaging the past through cinema: plausible accounts on a bank robbery under the communist regime”</p> <p>Chair: Anne Ulrich</p>

11.00-12.30	Parallel Sessions 1 (cont.)			
Room	JSC 2.03	JSC 1.01	JSC 2.01	JSC 3.01
	<p><b>Uniting by Division: Burkean Scapegoating and the Syrian Refugee Crisis</b></p> <p>Jouni Tilli (University of Helsinki): “Scapegoating the House Guests: Economic Assets, Welfare Surfers, Descendants of Ishmael, and Finnish Immigration Discourses”</p> <p>Clarke Rountree (University of Alabama in Huntsville): “Scapegoating Distant Travellers; Political Leaders in the United States Respond to the Syrian Refugee Crisis”</p> <p>Yiannis Karayiannis (University of Crete) and Anthoula Malkopoulou (Uppsala University): “Scapegoating at the Front Door: Political Rhetoric on the Refugee Crisis in Greece”</p> <p>Chair: Clarke Rountree</p>	<p><b>Beyond Unity and Division: Ancient Greek Thought on the Ambivalent Relationship between Persuasion and Violence</b></p> <p>Salvatore di Piazza (University of Palermo): “The violence of logic: Aristotle on persuasion and necessity”</p> <p>Francesca Piazza (University of Palermo): “The tragic side of persuasion: on persuasion and violence in Ancient Greek tragedy”</p> <p>Mauro Serra (University of Salerno): “The dark side of persuasion: on (not) misunderstanding the relationship between rhetoric and violence”</p> <p>Chair: Salvatore di Piazza</p>	<p><b>Culture, Identity and Problematic Identification: The Challenge of “Us”</b></p> <p>Elizabeth Weiser (The Ohio State University): “You Mean I Have to Include Them?: Promoting Identification in a Fractured World”</p> <p>Kris Rutten (Universiteit Ghent): “‘They’ Need to Leave ‘Our’ Traditions Alone: A Rhetorical Analysis of Black Pete in Flanders”</p> <p>Matthew Tidwell (The Ohio State University at Newark): “Identification and Logos: When I Speak My Truth, Maybe You Hear Reason”</p> <p>Chair: Elizabeth Weiser</p>	<p><b>Epideictic(s)</b></p> <p>Martin Fehr Therkildsen (University of Copenhagen): “Narrating the Family: Vernacular Epideictic at Danish Confirmation Parties”</p> <p>Iben Brinch Jørgensen (University College of Southeast Norway): “Epideictic rhetoric of change”</p> <p>Alena A. Fidlerová (Charles University, Prague): “Rhetoric of Unity and Division in Early Modern Sermons on Czech Patron Saint Wenceslaus”</p> <p>Sophia Hatzisavvidou (University of East Anglia): “Rhetorics of Sustainability”</p> <p>Chair: Sophia Hatzisavvidou</p>
12.30-13.30	Lunch (Foyer Area, Julian Study Centre)			

13.30-15.00	Parallel Sessions 2			
Room	JSC 3.02	JSC 1.02	JSC 1.03	JSC 2.02
	<p><b>Difference, Division and Separation in Rhetoric and Literature</b></p> <p>Christian Kock (University of Copenhagen): ‘In the madman’s shoes: getting ready for the asylum in Dostoevsky’s “The Double”’</p> <p>Kris Rutten (Universiteit Gent): “Sense and sensibility in academe: a rhetorical analysis of the two cultures in literary fiction.”</p> <p>Lisa Villadsen (University of Copenhagen): “I’d prefer not to”: Themes of agency and affect in Melville’s short story ‘Bartleby the Scrivener’”</p> <p>Chair: Christian Kock</p>	<p><b>The Rhetorics of Brexit</b></p> <p>Andrew Crines (Liverpool University): “What does Brexit mean? The rhetoric of the Brexiteers in the post-referendum period”</p> <p>Andreas Musolff (University of East Anglia): “Metaphors of Unity and Division”</p> <p>David S. Moon (University of Bath) &amp; Nick Turnbull (University of Manchester): “A comparative analysis of political questioning in the Brexit referendum”</p> <p>Anna Maria Friis Kristensen (University of Bristol): “European rhetorics of unity – British rhetorics of diversity: European security solidarity, a shared global strategy, national sovereignty and Brexit”</p> <p>Chair: Andrew Crines</p>	<p><b>Theoretical themes in Rhetoric Studies (1)</b></p> <p>Michiko Kanetake (Chuo University, Japan): “Rhetoric of unity or division? Derrida on Hugh Blair”</p> <p>Maria Zaleska (University of Warsaw): “Problem-creating or problem-solving criticism: a rhetorical typology”</p> <p>Chris Ingraham (North Carolina State University): “Rhetoric’s Energies”</p> <p>Gabrijela Kisicek (University of Zagreb): “The persuasive power of prosodic features in public discourse”</p> <p>Chair: Christine Henschler</p>	<p><b>Online Rhetoric(s)</b></p> <p>Anna Bendrat (Maria Curie-Skłodowska University Lublin, Poland): “Blogs Divided - Online Rhetoric of Identity Formation”</p> <p>Kimberly Gunter (University in Boone, North Carolina): “Leveraging Rhetorical Rupture to Create Unity and Resistance: The Liberatory Possibilities of Participatory Cultures and New Media”</p> <p>Kristian Bjørkdahl (University of Oslo): “Where Do These Trolls Get Off? What Motivates Online Badmouthers and How to Bring Them Back Into the Fold”</p> <p>Eirik Vatnøy (University of Bergen): “Rhetorical Affordances”</p> <p>Chair: Esben Bjerggaard Nielsen</p>

13.30-15.00	<b>Parallel Sessions 2 (cont.)</b>			
Room	<b>JSC 2.03</b>	<b>JSC 1.01</b>	<b>JSC 2.01</b>	<b>JSC 3.01</b>
	<p><b>National Rhetoric(s)</b></p> <p>Tor Syrstad (University of Oslo): “Happy New Year? rhetoric of national unity during troubled times in Scandinavia”</p> <p>Michael Kranert (Edinburgh Napier University): “Renewing the Party, renewing the Nation: The rhetoric of a golden age in the language of the Third Way”</p> <p>Elzbieta Pawlak-Hejno (Maria Curie-Sklodowska University in Lublin): “The rhetorical ways of national community building in the Polish Press before the outbreak of WWI”</p> <p>John Magnus R. Dahl (University of Bergen): “Who is the audience of ethnic humour?”</p> <p>Chair: Ivanka Mavrodieva</p>	<p><b>Identity, Conflict and Parliamentary Rhetoric</b></p> <p>Claire Dunlop (University of Exeter): “Coming Out on Top? The Use of Personal Testimony and Confessional Narratives in British Sexuality Debates”</p> <p>Henk te Velde (Leiden University): “The 19th-century House of Commons and the Rhetoric of Identification”</p> <p>Johann de Wet (University of the Free State, South Africa): “Reflections on the rhetorics of unity and division in the body politic of post-apartheid South Africa”</p> <p>Chair: Alan Finlayson</p>	<p><b>Political Theory and Rhetoric</b></p> <p>Lucia Delaini (Northwestern University): “Beyond foxes and lions: Machiavellian peoples in search of a metaphor”</p> <p>Dimitrios Akrivoulis (University of Macedonia): “Political discourse and rhetoric into the neoliberal- neoconservative nexus: Lessons learned from the 2016 US Presidential Elections”</p> <p>Ákos Tussay (Pázmány Péter Catholic University): “The rhetoric of sovereignty in Tudor England”</p> <p>Frida Buhre (Uppsala University): “Breaking the Unity of Time: Arendt and a Plurality of Rhetorical Futures”</p> <p>Chair: Michael Frazer</p>	<p><b>Professional Rhetoric(s)</b></p> <p>Japp de Jong (Leiden University): “Unity and Division in Journalism: Media stylebooks as tools of unity and boundary work”</p> <p>Chris Miles (Bournemouth University): “Practitioners of Difference: Marketing as Rhetoric”</p> <p>Michał Mokrzan (University of Wrocław, Poland): “Persuasion of Neoliberal Governmentality: Life and Executive Coaching Through the Lens of Rhetorical Anthropology”</p> <p>Ove Bergersen (University of Stavanger): “Transcribing and coding children’s rhetorical practice –approaching a child centred theory of rhetorical communication”</p> <p>Chair: Martijn Wackers</p>
15.00-15.30	Coffee Break (Foyer Area, Julian Study Centre)			

15.30-17.00	<b>Parallel Sessions 3</b>			
Room	<b>JSC 3.02</b>	<b>JSC 1.02</b>	<b>JSC 1.03</b>	<b>JSC 2.02</b>
	<p><b>Rhetoric and the Politics of Truth</b></p> <p>Pantelis Bassakos (Panteion University): “The end of Rhetoric?”</p> <p>Kari Palonen (University of Jyväskylä): ‘Max Weber’ s Rhetoric of the “Search for Truth”</p> <p>Mira Söderman (University of Jyväskylä): “Rhetoric and Politics of Truth: The Case of Silvio Berlusconi”</p> <p>Olaf Kramer and Thomas Susanka (University of Tübingen): “The Rhetoric of Post-Truth Politics”</p> <p>Chair: Kari Palonen</p>	<p><b>Leaders Speeches (1)</b></p> <p>Ivanka Mavrodieva (Sofia University): “Bulgarian presidential rhetoric of unity: A rhetorical analysis”</p> <p>Gabriela Scripnic (“Dunărea de Jos” University of Galati): “(De)Constructing leadership through ritualised discourse”</p> <p>Sissel Rosland (Western Norway University of Applied Sciences): “Towards a common past? The function of historical rhetoric in political speeches in Northern Ireland from 2006 to 2016”</p> <p>Mariano Dagatti (University of Buenos Aires): “The foundation of modern democratic Argentina in President Mauricio Macri’s inaugural address (December 10th 2015)”</p> <p>Chair: Ivanka Mavrodieva</p>	<p><b>Rhetorical Strategies</b></p> <p>Gabor Tahin (Downside School): “Temporal focusing: a rhetorical strategy to advance unity or division in classical and modern oratory”</p> <p>Ingrida Tatolytė (Vilnius University): “The importance of being implicit”</p> <p>Sara Greco and Emma van Bijnen (Universita della Scizzera Italiana): “Divide to unite: the tools used by dispute mediators to make division explicit”</p> <p>Emilio Zucchetti (Newcastle University): “The narrative power of the <i>senatus consultum ultimum</i> and of the <i>declaratio hostis publici</i>”</p> <p>Chair: Andreas Musolff</p>	<p><b>US Politics</b></p> <p>Emma Archbold (London School of Economics &amp; Political Science): “There is No I in Politics: A Critical Analysis of the Personalisation of Politics in American National Party Convention Addresses, 1972-2012”</p> <p>Mara Oliva (University of Reading): “The Oratory of Dwight D. Eisenhower”</p> <p>Colleen Elizabeth Kelley (Penn State): “A rhetoric of divisive partisanship: The 2016 American Presidential Campaign discourse of Bernie Sanders and Donald Trump”</p> <p>Colene J. Lind (Kansas State University): “Uniting with and Dividing the People: 21st Century Populist Appeals”</p> <p>Chair: Richard Toyne</p>



15.30-17.00	<b>Parallel Sessions 3 (cont.)</b>			
Room	<b>JSC 2.03</b>	<b>JSC 1.01</b>	<b>JSC 2.01</b>	<b>JSC 3.01</b>
	<p align="center"><b>Visual Rhetoric(s)</b></p> <p>Michael J. Hoppmann (Northeastern University): “If Rhetoric Changed Anything, It Would Be Illegal -Uniting Banksy and Burke”</p> <p>Agnieszka Kampka (Warsaw University of Life Sciences): “Visual memory and contemporary identity – image of the past as a tool of persuasion”</p> <p>Harriette Kevill-Davies (Northwestern University): “Battleground Bubblegum: Unity and Division for Children in Topps’ <i>Freedom’s War</i>”</p> <p>Anders Sigrell (Lund University): “Visual rhetoric and didactics”</p> <p>Chair: Michael J. Hoppmann</p>	<p align="center"><b>Rhetoric(s) of Threat</b></p> <p>Anne Ulrich (University of Tübingen): “Medialities of Threat in the Age of Terror”</p> <p>David Isaksen (University College of Southeast Norway): “‘Science is the New King of the World’: Rhetorical Visions of the Nuclear Age and the Manhattan Project”</p> <p>Dietmar Till (University of Tübingen): “Maps and the Spatial Dimensions of Threats: The Case of Nazi Propaganda during World War II”</p> <p>Chair: Anne Ulrich</p>	<p align="center"><b>Rhetorical Perspectives on Unity and Division in the Israel-Palestine Conflict</b></p> <p>April O’Brien (Clemson University): “Church Statements as Public Rhetoric: How Rhetorical Ecologies Function in Christian Ideology”</p> <p>Matthew Abraham (University of Arizona): “Self-Constitutive Rhetoric in Service of Dissent: Haneen Zoabi’s Knesset Speech”</p> <p>Eda Ozyesilipinar (Clemson University): “The Ghost that Haunts Us: The Mirror Image of the West’s Middle/Eastern Problem in the Socio-Spatial Consciousness of Israel-Palestine Conflict”</p> <p>Chair: April O’Brien</p>	<p align="center"><b>Memory</b></p> <p>Marcia Allison (University of Southern California): “‘How German is it?’ Intersecting Nature and Collective Memory at the German Green Belt’</p> <p>David Worthington (DePauw University): “Rhetoric, Nostalgia and the Greatest Generation”</p> <p>Tracey Owens Patton (The University Wyoming): “Womb Wars: White German Women, Black American Men, and Their Children in Post-World War II Germany”</p> <p>Chair: Christine Henschler</p>
18.00	<p align="center">Coach into the City (optional)</p> <p align="center">Reception: Norwich Cathedral (with optional tour) and address from Chair of the Rhetoric Society of Europe</p> <p align="center">Free Evening</p>			

**Wednesday July 5th**

09.00-10.30	<p style="text-align: center;"><b>Keynote Lecture 3</b> <i>Julian Study Centre Lecture Theatre 0.01</i></p> <p style="text-align: center;">Jerry Hauser (Professor emeritus of Communication and College Professor Emeritus of Distinction in Rhetoric), Department of Communication, University of Colorado Boulder, USA Chair: Jens Kjeldsen (University of Bergen)</p> <p style="text-align: center;"><b>“Publicity, Vernacular Rhetoric, and the Post-Westphalian Public Sphere”</b></p> <p style="text-align: center;"><i>New media have introduced the prospect of a transnational global civil society with public spheres networked through distributed spaces that no longer respect national boundaries. These new public spheres, while challenging the state’s traditional models for arbitrating questions of social and material justice are also reshaping relationships between the state and citizens. What are the prospects for rhetoric as we have known it under these conditions?</i></p>
10.30-11.00	Coffee Break (Foyer Area, Julian Study Centre)

11.00-12.30	<b>Parallel Sessions 4</b>			
Room	<b>JSC 3.02</b>	<b>JSC 1.02</b>	<b>JSC 1.03</b>	<b>JSC 2.02</b>
	<p><b>Populism and Populist Rhetoric</b></p> <p>David Zarefsky (Northwestern University): “Populism”</p> <p>Liv Sunnercrantz (Lund University): “The Populist Wildfire: an analysis of anti-establishment rhetorics”</p> <p>Laura Henderson (Vrije Universiteit, Amsterdam): “Speaking crisis in the Eurozone debt crisis: Exploring the potential and limits of transformational conflict”</p> <p>Emilia Palonen (University of Helsinki): “The Rhetoric of Cultural Populism”</p> <p>Chair: Alan Finlayson</p>	<p><b>News/Propaganda</b></p> <p>Michael Burke (University College Roosevelt) and Marike Heesch (Utrecht University): “The Case Cantlie: Persuasion from inside the Islamic State”</p> <p>Marcia Allison and Sonia Jawaid Sheikh (University of Southern California): “Reputation, Politics and the Curse of a Female Politician: Examining Media Coverage of Hillary Clinton’s Image”</p> <p>Lisa Staniforth (Sheffield Hallam University): “Examining UK Newsprint Media Representations of the 7/7/2005 London Bombings: Constructing Spaces and Places of Relative Deprivation”</p> <p>Willem M. Koetsenruijter (Leiden University): ‘Negotiating news attention: Outlaw Motor Gangs and “men with a hobby”’</p> <p>Chair: Kris Rutten</p>	<p><b>Rhetorics of State</b></p> <p>Yanka Totseva (European Polytechnical University, Bulgaria): “Education policies in Bulgaria regarding the minorities: between unity and division”</p> <p>Tor Bang and Maria Isaksson (BI Norwegian Business School): ‘The Listhaug Doctrine: A “strict and fair” Immigration Policy?’</p> <p>Benjamin R. Bates (Ohio University): “Agency, identification, and the Affordable Care Act: A pentadic cartography of the #GetCovered campaign”</p> <p>Chair: Benjamin R. Bates</p>	<p><b>When They Go Low, We Post on Facebook: Rhetorics of Unity and Belonging in American Post-Election Discourse</b></p> <p>Alexis Priestley (Virginia Polytechnic Institute and State University): “‘I’m Going to Need a Pantsuit’: Materiality and Circulation in Pantsuit Nation”</p> <p>Katherine Randall (Virginia Polytechnic Institute and State University): “‘I’m not Angry, I’m Afraid’: Rhetorical Presentations of Fear and Anger in ‘Pantsuit Nation’ following the 2016 US Presidential Election’</p> <p>Kelly Scarff (Virginia Polytechnic Institute and State University): “‘Pantsuit Nation’: A Methodological Analysis on Trauma”</p> <p>Chair : Alexis Priestley</p>

11.00-12.30	<b>Parallel Sessions 4 (cont.)</b>			
Room	<b>JSC 2.03</b>	<b>JSC 1.01</b>	<b>JSC 2.01</b>	<b>JSC 3.01</b>
	<b>Leaders' Speeches (2)</b>	<b>Social Movements</b>	<b>Legal Rhetoric(s)</b>	
	<p>Louise Zamparutti (University of Wisconsin-Milwaukee): "The Giorno del Ricordo Speech: Unifying a Public through Divisive Rhetoric"</p> <p>Michelle LaVigne (University of San Francisco) and Kati Hannken-Illjes (Universität Marburg): "Framing Events as Tragic: Mediating Distance and Closeness"</p> <p>Jelter Olthof (University of Groningen): "Will the real Donald please stand up? Trump's ambiguous presidential persona"</p> <p>Chair: Louise Zamparutti</p>	<p>Cristina Hanganu-Bresch (University of the Sciences, Philadelphia): "Veganism, united, against itself: Public perceptions of internecine fights in the vegan community"</p> <p>Katarzyna Molek-Kozakowska (University of Opole, Poland): "The rhetoric of diversity and division in public debates on abortion law in Poland (2016)"</p> <p>Sharon Avital (Tel-Aviv University): "The Rhetoric of Guilt and Redemption: The Vegan Movement Campaign"</p> <p>Chair: Rupert Read</p>	<p>Monica Dascalu (Politehnica University of Bucharest): "Rhetorics of Discrimination: Freedom of Belief in cases of ECHR"</p> <p>Kirsten K. Davis (University College of Law, Florida, USA): "Unity and Division in a Single Body: The Problem of the Lawyer Speaking in Public"</p> <p>Keren Wang (Penn State University): "Public Rituals and The Rhetorical Invention of Laws of Sacrifice"</p> <p>Chair: Dimitrios Akrivoulis</p>	
12.30-13.30	Lunch (Foyer, Julian Study Centre)			
13.00-14.00	<p><b><i>General Assembly of the Rhetoric Society of Europe</i></b></p> <p><b><i>Julian Study Centre Lecture Theatre 0.01</i></b></p>			

14.00-15.30	Parallel Sessions 5			
Room	JSC 3.02	JSC 1.02	JSC 1.03	JSC 2.02
	<p><b>Division and Unity in Donald Trump’s 2016 US Presidential Campaign Rhetoric</b></p> <p>Sean Patrick O’Rourke (The University of the South Sewanee): “Rhetoric &amp; Propaganda in Donald Trump’s Divisive, Unifying Campaign”</p> <p>Jamie Capuzza (University of Mount Union Alliance): “Misogyny, Social Media, and the 2016 US Election”</p> <p>Leland G. Spencer (Miami University Hamilton): “White Nationalism Trumps Homophobia”</p> <p>Melody Lehn (Sewanee: The University of the South): “A Proverbs 31 Wife in the White House: The Biblical Womanhood of Melania Trump”</p> <p>Chair: Jamie Capuzza</p>	<p><b>The Rhetoric of Laughter: Mockery, Unity and Division in the Greek Context</b></p> <p>Dolores M. O’Higgins (Bates College): “You are Not the Boss of Me”. The rhetoric of women’s blame speech in comedy’</p> <p>Jess Miner (Harvard): “Dividing to Unite? The Role of Humour in Athenian Forensic Oratory”</p> <p>Andreas Serafim (University of Cyprus/Open University of Cyprus): “A War in Words: Mockery and laughter in selected public and private speeches of Attic oratory”</p> <p>Alessandro Vatri (University of Oxford): “Humour and ridicule across modes of performance: A case study of Greek oratory”</p> <p>Chair: Christine Plastow</p>	<p><b>Theoretical Themes in Rhetoric Studies (2)</b></p> <p>Jean H.M. Wagemans (University of Amsterdam): “Ethotic means of persuasion as second-order arguments”</p> <p>Miklós Könczöl (Pázmány Péter Catholic University; Hungarian Academy of Sciences): “Style and community: The place of style in the rhetoric of unity”</p> <p>Marie Gelang (Örebro University): “<i>Kairos</i> and <i>actio</i>—a rhetorical approach on timing”</p> <p>James Anthony Fredal (Ohio State University): “The Syllogism, the Enthymeme, and Narrative”</p> <p>Chair: Sophia Hatzisavidou</p>	<p><b>The Rhetoric of Science</b></p> <p>Patricia Fancher (University of California, Santa Barbara): “Locating Women in the Rhetoric of Digital Computation”</p> <p>Jason Ludden (University of Nevada, Reno): “The Circulation of Ethos: How Technical Claims Shape Ecological Discourse”</p> <p>David R. Gruber (Massey University, Auckland): “Gut Rhetorics: Uniting and dividing stress, anxiety, and depression in probiotics research”</p> <p>Mathias Møllebæk (University of Copenhagen): “Rhetoric of science in the regulation of medicines in Denmark”</p> <p>Chair: Maria Freddi</p>

14.00-15.30	<b>Parallel Sessions 5 (cont.)</b>			
Room	<b>JSC 2.03</b>	<b>JSC 1.01</b>	<b>JSC 2.01</b>	<b>JSC 3.01</b>
	<p data-bbox="450 272 689 300"><b>Refugees/migrants</b></p> <p data-bbox="383 373 786 501">Ida Vikøren Andersen (University of Bergen): 'Rhetorical constructions of the "other"'</p> <p data-bbox="383 576 734 703">Geoffrey Gray (University of Cagliari): "Opposition in newspaper discourse on immigration"</p> <p data-bbox="383 778 745 906">Emma Vine (Sheffield Hallam University): "The 'Asian grooming gang' as a divisive idiom"</p> <p data-bbox="383 1155 607 1182">Chair: Emma Vine</p>	<p data-bbox="831 272 1182 331"><b>Nationalism and Nationalist Rhetoric</b></p> <p data-bbox="819 373 1223 603">Margo Lecompte-Van Poucke (Macquarie University NSW Australia): "The Conjunction of a French Rhetoric of Unity with a Competing Nationalism in New Caledonia: A Critical Discourse Analysis"</p> <p data-bbox="819 644 1216 772">Louise Schou Therkildsen (Uppsala University): "The EU's Constitutive Rhetoric: The EU as an Answer to Nationalism"</p> <p data-bbox="819 847 1227 1011">Jason A. Edwards (Bridgewater State University): "Make America Great Again: Donald Trump, American Exceptionalism, and U.S. Foreign Policy"</p> <p data-bbox="819 1155 1088 1182">Chair: Hilde Van Belle</p>	<p data-bbox="1330 272 1581 300"><b>Rhetoric and Affect</b></p> <p data-bbox="1256 373 1630 501">Eric Leake (Texas State University): "Rhetorically Positioning Identity in Political Economies of Empathy"</p> <p data-bbox="1256 644 1675 740">James Martin (Goldsmiths, University of London): "The Force of the Bitter Argument"</p> <p data-bbox="1256 847 1664 1011">Valeriya Smolenenkova (Moscow State Lomonosov University): "Role of stylistic reflexes in text decoding (a case study of Pushkin speech by F. Dostoevsky)"</p> <p data-bbox="1256 1155 1496 1182">Chair: James Martin</p>	<p data-bbox="1738 272 2040 300"><b>Identity and Reflexivity</b></p> <p data-bbox="1715 373 2089 533">Laura Van Beveren (Ghent University): "Critical reflection in the social and behavioral sciences : a rhetorical approach"</p> <p data-bbox="1715 608 2089 772">Alina Ganea (Dunarea de Jos University of Galati): "Building identity in higher education prospectus. Approach to the rhetoric of worthiness"</p> <p data-bbox="1715 847 2089 979">Rupert Read (University of East Anglia): "On be(com)ing us: Questioning the individual, and learning from other mammals"</p> <p data-bbox="1715 1023 2078 1118">Collin Bjork (Indiana University): "The (Re)Making of Kanye West's Ethos"</p> <p data-bbox="1715 1155 1944 1182">Chair: Rupert Read</p>
15.30-16.00	Coffee Break (Foyer, Julian Study Centre)			

16.00-17.30	<b>Parallel Sessions 6</b>			
Room	<b>JSC 3.02</b>	<b>JSC 1.02</b>	<b>JSC 1.03</b>	<b>JSC 2.02</b>
	<p><b>Democracy and Public Spaces</b></p> <p>Jens Kjeldsen (University of Bergen): “Rhetorically working through unity and division”</p> <p>Esben Bjerggaard Nielsen (Aarhus University): “Conversations and Funny Moment: Satire as Idealised Venue for Democratic Exchange”</p> <p>Irit Kornblit (Bar-Ilan &amp; Tel-Aviv University): “UNESCO’s discourse of cultural diversity as a rhetorical attempt to reconcile the polarly opposites of Unity and Diversity”</p> <p>Chair: Esben Bjerggaard Nielsen</p>	<p><b>Far Right</b></p> <p>Ben Fenton-Smith (Griffith University, Australia): “Swamped by Outsiders (Again): Australian Far Right Rhetoric 2.0”</p> <p>Henrike Jansen (Leiden University Centre for Linguistics): “Popularity appeals in a political context”</p> <p>Karl Ekeman (Uppsala University): “The Metapolitics of the New Right”</p> <p>Chair: Hilde van Belle</p>	<p><b>Strategies II</b></p> <p>Martjin Wackers (Delft University of Technology; Leiden University): “The anecdote as identification and retention technique: the use of anecdotes in research presentations, political speeches and TEDx talks”</p> <p>Manfred Kraus (Tübingen University): “Trumped-up arguments: On truth, lies, and deception in political rhetoric”</p> <p>Rafal Toczko (Nicolaus Copernicus University, Torun): “Division, derision and self-representation in St Augustine’s epistolary polemics with the heretics and schismatics”</p> <p>Chair: Martijn Wackers</p>	<p><b>Visual Rhetoric(s) Across Borders, Media, and Society</b></p> <p>Brent Lucia (Indiana University of Pennsylvania): “Rhetorical Ontology and its Relation to Trump’s Populism”</p> <p>Gabrijela Puljić (University of Zagreb): “The Importance of the Visual in the Visual Rhetoric of Political Posters”</p> <p>Moran Pollack (Bar-Ilan University, Israel): “Identity construction in computer-mediated encounters”</p> <p>Cory Geraths (Penn State University): “Mary Magdalene’s Rhetorical Afterlife in London’s Art Museums”</p> <p>Chair: Cory Geraths</p>

16.00-17.30	Parallel Sessions 6 (cont.)			
Room	JSC 2.03	JSC 1.01	JSC 2.01	JSC 3.01
	<p align="center"><b>Rhetoric and Citizenship</b></p> <p>Michael Dimmick (University of Houston): “Moving in the Space of the Nation: Increased Mobility, The Green Book, and African American Rhetorics of Citizenship”</p> <p>Jakub Filonik (Jagiellonian University, Kraków): “Unifying the Athenian citizen: a metaphorical dimension of political rhetoric”</p> <p>Trygve Svensson (University of Bergen): “Rhetorical Citizenship in the post-truth political sphere”</p> <p>Lisa S. Villadsen (University of Copenhagen): “Dissent construed as patriotic failure: Challenges to contemporary participatory democracy”</p> <p>Chair: Lisa S. Villadsen</p>	<p align="center"><b>Rhetoric of the Economy</b></p> <p>Kate Alexander Shaw (University of Sheffield): “Baby Boomers versus Millennials: rhetoric, identification and the new politics of intergenerational fairness”</p> <p>Sten Hansson (University of Tartu): “Analysing the rhetoric of opposition—Government blame games: Argument models and beyond”</p> <p>Rob Sing (Trinity Hall University of Cambridge): “Defining Rich and Poor: the Case of Ancient Athens”</p> <p>Ryan Walter (University of Queensland): “The Rhetoric of Expertise: The Case of the Bullion Controversy”</p> <p>Chair: Ryan Walter</p>	<p align="center"><b>Rhetoric in Literature</b></p> <p>Gretchen Busl (Texas Woman’s University): “Frame Narratives as an Appeal to the Ethics of Empathy”</p> <p>Elif Guler (Longwood University): “What Yusuf Has Hacib’s Kutadgu Bilig [Wisdom That Brings Happiness] Can Teach Us About Using Language for Unity”</p> <p>Fotini Egglezou (National Kapodistrian University of Athens) : “Visual rhetoric of unity and division in children’s literature: the case of the Poisonous Mushroom”</p> <p>Lisa Källström (University of Lund, Sweden): “Red Braids and oversized Shoes”</p> <p>Chair: Fotini Egglezou</p>	<p align="center"><b>Rhetorics of Legacy and Rhetorics of Resistance</b></p> <p>Whitney Adams (Clemson University) : “Misaligned Methods of Memorialization: The Rhetorics of Southern Nationalism and Greek Life at Clemson”</p> <p>Diane Quaglia Beltran (Clemson University): “Who’s Hailing Whom? Identification and Interpelation of the Ft. Hill Plantation”</p> <p>A.D. Carson (University of Virginia): “See the Stripes: Rhetorical Resistance”</p> <p>Chair: A.D. Carson</p>



From 18.15	<p style="text-align: center;">Reception/Welcome Drinks (Foyer, Sainsbury Centre for Visual Arts, UEA Campus) Time for viewing the permanent collection</p>
19.00	<p style="text-align: center;">Conference Dinner</p> <p style="text-align: center;"><b>After Dinner Speech:</b></p> <p style="text-align: center;">Brian Jenner, British Speechwriters Association</p> <p style="text-align: center;"><i>Brian Jenner has written speeches for BP, as well as for celebrities, footballers, and politicians. He has published two books about speechwriting: a collection of jokes and anecdotes called 'Trade Secrets' and an anthology of rhetorical tips, titled 'Eloquence'. He is the founder of the UK Speechwriters' Guild and the European Speechwriter Network and has organized 14 international conferences bringing together communications professionals from all over Europe. He won the Vital Speeches of the Day Cicero Speechwriting Award in 2010.</i></p>
	<p style="text-align: center;">Award of the Prize for the Best Graduate Paper</p> <p style="text-align: center;">Thanks and closing remarks by Alan Finlayson</p>
21.30-22.00	<p style="text-align: center;">Conference Closes</p>