

Rhetoric in Society 5 conference:

# Rhetoric in the Knowledge Society

24-26.06.2015

Organizers:

Rhetoric Society of Europe | Polish Rhetorical Society | Department of the Italian Studies, University of Warsaw

Venue:

University of Warsaw | Faculty of Modern Languages | Warsaw | Dobra 55

## WEDNESDAY | 24.06.2015

from 8,00 a.m. | Room 3016, III floor | REGISTRATION OF THE PARTICIPANTS

9,30	Room 1007/1008, I floor   OPENING OF THE CONFERENCE  <b>Karolina Kumor</b> ( <i>Vice-Dean of the Faculty of Modern Languages, University of Warsaw</i> ) <b>Hanna Serkowska</b> ( <i>Director of the Department of the Italian Studies, University of Warsaw</i> ) <b>Jens Kjeldsen</b> ( <i>President of the Rhetoric Society of Europe</i> ) <b>Maria Zającka</b> ( <i>President of the Polish Rhetorical Society</i> )
10,00	Room 1007/1008, I floor   PLENARY SESSION   <i>Chair: Jens Kjeldsen</i>  <b>Christian Plantin</b> ( <i>University of Lyon, France</i> )  ARGUMENTATION AS AN INTELLECTUAL TOOL IN THE KNOWLEDGE SOCIETY
11,00	Coffee break

	Room 3014   Chair: Justin Vaughn FOR AND AGAINST THE KNOWLEDGE SOCIETY	Room 3017   Chair: Manfred Kraus ANCIENT VIEWS ON THE TRANSMISSION OF KNOWLEDGE	Room 3019   Chair: Maria Załęska TRA LA SCIENZA E L'INSEGNAMENTO
11,30	<b>Marek Czyżewski</b> (University of Łódź, Poland) A Skeptical Look at the Rhetoric of Creativity	<b>Yosef Z. Liebersohn</b> (Bar-Ilan University, Israel) The Falsa Argument: The Place of Truth in Rhetoric's Praxis in Hellenistic Thought	<b>Sabine Schwarze</b> (Università di Augsburg, Germania) "Che lingua fa, oggi, in Italia?... Risponde il linguista". Tradizioni discorsive e tendenze trasversali nella divulgazione del sapere in ambito linguistico
12,00	<b>Urszula Okulska</b> (University of Warsaw, Poland) Knowledge Society in an ethical perspective	<b>Lahcen Elyazghi Ezzaher</b> (University of Northern Colorado, USA) Ways of Knowledge in the Medieval Arabic Commentary Tradition on Aristotle's Rhetoric	<b>Vincenzo Lo Cascio</b> (Università di Amsterdam, Olanda) Retorica e lessicografia
12,30	<b>Jerzy Stachowiak</b> (University of Łódź, Poland) Arguments for Knowledge Society Before its Proclamation	<b>Yılmaz Sabanur, Bihter Ünal</b> (Bilecik Şeyh Edebali University, Turkey) Persuasion in Tales of Nasreddin Hodja	<b>Adrianna Siennicka</b> (Università di Varsavia, Polonia) Visualizzare il sapere nascosto: il caso della violenza contro le donne
13,00	<b>Paul Danler</b> (University of Innsbruck, Austria) "Power through Discourse" - and how to gain insights into discourse strategies through linguistic analyses - despite Foucault	<b>Joanna Partyka</b> (Polish Academy of Science, Poland) Rhetoric of (and in) the Early Modern Encyclopaedia	
13,30	Lunch		

	Room 3014   Chair: Cezar Ornatowski EXPERT AND LAY KNOWLEDGE	Room 3017   Chair: Igor Ž. Žagar KNOWLEDGE, ETHOS, AUTHORITY	Room 3019   Chair: Sabine Schwarze COMUNICAZIONE E TRASMISSIONE DEL SAPERE
14,30	<b>Maria Załęska</b> (University of Warsaw, Poland) Specialized knowledge: rhetoric-free, rhetoric-less, or...?	<b>Ruth Amosy</b> (Tel-Aviv University, Israel) Scientific Ethos between Neutrality and Commitment	<b>Rafael Jimenez Catano</b> (Università Sacro Cuore, Roma, Italia) Rilevanza della concezione di umanità nella persuasione
15,00	<b>Peter Goggin</b> (Arizona State University, USA) Constructing the Future: Expert Discourse on the Yet to Be	<b>Ivanka Mavrodieva</b> (Sofia University, Bulgaria) Argument from authority in academic communication	<b>Silvia Gilardoni</b> (Università Cattolica di Milano, Italia) Discorso in classe e interazione didattica. Argomentare in italiano L2 in contesto CLIL (Content and Language Integrated Learning)
15,30	<b>Anne Ulrich</b> (University of Tübingen, Germany) "An advertisement campaign" for an "online fanclub"? Analyzing the expert discussion on IS propaganda	<b>Esben Bjerggaard Nielsen</b> (Aarhus University, Denmark) Because "Science" Says so – Issues of Knowledge and Authority in the Danish Abortion Debate	<b>Francesca Santulli</b> (Università IULM – Milano, Italia) Strategie retorico-argomentative e ideologia della divulgazione: il caso dislessia in Italia
16,00	<b>Magnus Hoem Iversen</b> (University of Bergen, Norway) From technocrat to street-smart? Reshaping the ethos of a prime minister through a political advertisement	<b>Ludmylla A'Beckett</b> (Monash University, Australia) Conceptual and argumentative schemes deployed in comparisons with Joan of Arc: Evidence from the Russian press	
16,30	Coffee break		
17,00	Guided tour of Warsaw		

# THURSDAY, 25.06.2015

	Room 3014   PANEL II   <i>Chair: Kristine Marie Berg</i> FIGHTING WORDS: DISAGREEMENT IN THE RHETORICAL SPHERE	Room 3017   <i>Chair: Ruth Amossy</i> KNOWLEDGE AND ARGUMENTATION	Room 3019   <i>Chair: Lahcen Elyazghi Ezzaher</i> AT THE CROSSROADS OF SCIENCE AND POLITICS
9,00	<b>Jeroen Lauwers</b> ( <i>University of Leuven, Belgium</i> ) Setting an Agenda: Dissensus in Epictetus and Protagoras	<b>Iva Svačinová</b> ( <i>Masaryk University Czech Republic</i> ) Rhetorical effectiveness of (quasi) logical design of arguments	<b>Dietmar Till</b> ( <i>University of Tübingen, Germany</i> ) Framing Political Language during the 2013 election in Germany
9,30	<b>Loïc Nicolas</b> ( <i>Université libre de Bruxelles, Belgium</i> ) Exercise of criticism and disagreement: the agonistic sources of rhetorical paradigm	<b>Valeriya Smolenenkova</b> ( <i>Moscow State Lomonosov University, Russia</i> ) The Proposition Identifying Procedure in Non-Fictional Texts	<b>Justin Vaughn</b> ( <i>Boise State University, USA</i> ) Conceptualizing the Post-Rhetorical Presidency in the New Information Age
10,00	<b>Kris Rutten</b> ( <i>Ghent University, Belgium</i> ) A way of seeing is a way of not seeing: introducing rhetoric as a 'perspective on perspectives'	<b>Kati Hannken-Illjes</b> ( <i>Universität Marburg, Germany</i> ) Constructing topoi and space ships	<b>Elen Mari Pletikos-Olof, Jagoda Poropat-Darrer</b> ( <i>University of Zagreb and ZSEM, Croatia</i> ) Values extolled in the European presidential addresses
10,30	<b>Hilde Van Belle</b> ( <i>KU Leuven Campus Antwerpen, Belgium</i> ) The role of the media as managers of polemical discourse.	<b>Elizabeth Lowry</b> ( <i>Arizona State University, USA</i> ) "Sympathetic Empiricism" as Rhetorical Stance	<b>Eithan Orkibi</b> ( <i>Ariel University, Israel</i> ) The Rhetoric of Control and the Symbolic Repression of Social Movements
11,00	Coffee break		

	Room 3014   PANEL I (1)   Chair: Olaf Kramer PRESENTING KNOWLEDGE. HOW PRESENTATION MEDIA CHANGE KNOWLEDGE COMMUNICATION	Room 3017   Chair: Marie Gelang RHETORIC: FROM EDUCATION TO PROFESSIONAL ACTIVITIES	Room 3019   Chair: Urszula Okulska KNOWLEDGE AND EMOTIONS IN THE POLITICAL SPHERE
11,30	<b>Liska Surkemper</b> (Technische Universität München, Germany)  Picture Knowledge. Epistemological Links between Rhetoric and Visual Studies	<b>Lisa Villadsen</b> (University of Copenhagen, Denmark)  "Quid utile?" Contemporary challenges to the usefulness of humanistic education	<b>Salvatore Vincenzo</b> (University of Michigan, USA)  Affective Rhetoric and Political Publics: Italy in the Time of Post-Ideological Democracy
12,00	<b>Markus Gottschling</b> (University of Tübingen, Germany)  'Let Me Show You...' - Construing Immediate Germany Comprehension in Presentations	<b>Alina Ganea</b> (Dunărea de Jos University of Galați, Romania)  Rhetorical strategies in the discourse of calls for papers	<b>Gabriela Scripcnic</b> (Dunărea de Jos University of Galați, Romania)  Emotion invoking strategies in the presentation of "Roșia Montană" Project in the Romanian public sphere
12,30	<b>Thomas Susanka</b> (University of Tübingen, Germany)  Persuasive Knowledge. The Rhetoric of Science Presentations	<b>Tomasz Górny</b> (Jagiellonian University, Poland)  Rhetoric and music in the works of Johann Sebastian Bach	<b>Severina Laubinger</b> (University of Tübingen, Germany)  Crisis topoi in political language as accumulation of society knowledge
13,00	Lunch		
14,00	Room 3014   PLENARY SESSION   Chair: Marie Lund  <b>Maria Freddi</b> (University of Pavia, Italy)  RHETORIC OF SCIENCE: FIXED AND CHANGING MODES OF SCIENTIFIC AND TECHNICAL DISCOURSE		

	<p>Room 3014   PANEL I (2)   Chair: Helen J. Connolly</p> <p>PRESENTING KNOWLEDGE. HOW PRESENTATION MEDIA CHANGE KNOWLEDGE COMMUNICATION</p>	<p>Room 3017   Chair: Kris Rutten</p> <p>RHETORICAL PROBLEMS AND SOLUTIONS</p>	<p>Room 3019   Przewodniczy: Joanna Partyka</p> <p>WIEDZA MEDYCZNA W DEBACIE PUBLICZNEJ</p>
15,00	<p><b>Olaf Kramer</b> (University of Tübingen, Germany)</p> <p>Seeing Is Believing. Presentation Media in Political Discourse</p>	<p><b>Alexey Brutov</b> (Academy of Public Administration, Belarus)</p> <p>Rhetoric of New Institutionalism</p>	<p><b>Hanna Serkowska</b> (University of Warsaw, Poland)</p> <p>Perswazyjne obrazy starości i choroby w społeczeństwie zachodnim po 1970r.</p>
15,30	<p><b>Evelin Herbein</b> (University of Tübingen, Germany)</p> <p>Talking about Science - Fostering Public Speaking Skills in Gifted Primary School Children</p>	<p><b>Emiliano Marello</b> (University of Buenos Aires, Argentina)</p> <p>Rhetorical and epistemic empowerment of HIV patients in Argentina</p>	<p><b>Agnieszka Kampka</b> (Warsaw University of Life Sciences, Poland)</p> <p>Wiedza i panika - retoryczny wymiar debaty publicznej na temat szczepień</p>
16,00	Coffee break		
	<p>Room 3014   PANEL I (3)   Chair: Olaf Kramer</p> <p>PRESENTING KNOWLEDGE. HOW PRESENTATION MEDIA CHANGE KNOWLEDGE COMMUNICATION</p>	<p>Room 3017   Chair: Peter Goggin</p> <p>RHETORIC AND ECOLOGICAL ISSUES</p>	<p>Room 3019   Przewodniczy: Hanna Serkowska</p> <p>FORMY KOMUNIKOWANIA WIEDZY</p>
16,30	<p><b>Carmen Lipphardt</b> (University of Tübingen, Germany)</p> <p>Fostering Teenage Students' Explaining Abilities: The Role of Techniques of Clarification and Vividness in the Process of Knowledge Transfer</p>	<p><b>Marta Skorek</b> (University of Warsaw, Poland)</p> <p>Normal v. post-normal science: the competing rhetorics of doing science and their implications for global environmental governance</p>	<p><b>Agnieszka Węglińska</b> (University of Lower Silesia, Poland)</p> <p>Satyra w komunikacji politycznej</p>

17,00	<b>Fabian Ruth</b> ( <i>University of Tübingen, Germany</i> ) What Makes a Scientific Student Presentation Successful? The Development of a Measuring Instrument	<b>Stéphanie Bonnefille</b> ( <i>University of Bordeaux Montaigne, France</i> ) Rhetoric and greenwashing : From « hydraulic fracking » to « ecological fracking »	<b>Agnieszka Budzyńska-Daca</b> ( <i>University of Warsaw, Poland</i> ) Komunikowanie polityczne a gatunki - perspektywa retoryczna
17,30	<b>Christian Kleinert</b> ( <i>Wissenschaft im Dialog, Germany</i> ) The Role of Participation in Science Communication: The Project "Jugend präsentiert" ("Youth Presents")	<b>Anne E. Porter</b> ( <i>Providence College, USA</i> ) "Responsibilizing" the Youth: The Rhetoric of Civic Participation and the World Bank's 2009 Climate Change Essay Competition	<b>Beniamin Głuszek</b> ( <i>Wrocław, Poland</i> ) Retoryczna teoria formy w muzyce
19,30	<b>Social dinner</b>		

## FRIDAY, 26.06.2015

	<b>Room 3014   Chair: Dietmar Till</b> HIDDEN AGENDA IN KNOWLEDGE ACQUISITION AND DISSEMINATION	<b>Room 3017   Chair: Jeroen Lauwers</b> PRESENTATION OF KNOWLEDGE	<b>Room 3019   Chair: Hilde Van Belle</b> PEDAGOGY OF KNOWLEDGE TRANSMISSION
9,00	<b>Cezar Ornatowski</b> ( <i>San Diego State University, USA</i> ) Surveillance as 'Knowledge'	<b>Manfred Kraus</b> ( <i>University of Tübingen, Germany</i> ) "... You know": Building Persuasion on the Audience's Knowledge	<b>Maureen Daly Goggin</b> ( <i>Arizona State University, USA</i> ) New Topics and Pedagogical Approaches in Rhetoric

9,30	<p><b>Christian Kock</b> (<i>University of Copenhagen, Denmark</i>)</p> <p>Inception: Making People Hear Something You Don't Say</p>	<p><b>Marie Lund</b> (<i>Aarhus University, Denmark</i>)</p> <p>Ideals of Speechwriting</p>	<p><b>Nathalie Kuroiwa-Lewis</b> (<i>Saint Martin's University, USA</i>)</p> <p>Training the Knowledge Society for 21st Century Wars: STEM in Education</p>
10,00	<p><b>Ewa Modrzejewska</b> (<i>Polish Rhetorical Society, Poland</i>)</p> <p>Infographics. The Rhetoric of Dis- or Misinformation</p>	<p><b>Martijn Wackers, Jaap de Jong, Bas Andeweg</b> (<i>Leiden University / Delft University of Technology, The Netherlands</i>)</p> <p>A memorable speech? The use of rhetorical retention techniques by scholars and politicians</p>	<p><b>Melvin W. Hall</b> (<i>University of Wisconsin – Madison, USA</i>)</p> <p>A Pedagogy of Paradox: Using The Master Tropes to Teach Rhetorical Attitudes toward Knowledge in a First-Year Writing Seminar</p>
10,30	<p><b>Marcin Pietrzak</b> (<i>University of Opole, Poland</i>)</p> <p>Expertise and Persuasion. Cynical pseudo-argumentation in the scientific practice</p>	<p><b>Annalisa Cattani</b> (<i>Bologna, Italy</i>)</p> <p>Public Art as a Form of Commitment</p>	<p><b>Fotini Egglezou</b> (<i>Athens, Greece</i>)</p> <p>Teaching the argumentative genre: The knowledge of 'heteroglossia', 'polyphony' and 'dialogism'.</p>
11,00	Coffee break		
<p>Room 3014   Chair: Paul Danler</p> <p>VISUALISED KNOWLEDGE</p>		<p>Room 3017   Chair: Christian Kock</p> <p>RHETORIC, SCIENCE AND PUBLIC AFFAIRS</p>	
<p>Room 3019   PANEL III   Chair: Annalisa Cattani</p> <p>CINEMATIC WAYS OF KNOWING: RHETORICAL STUDIES OF POPULAR FILMS</p>			
11,30	<p><b>Jens Kjeldsen</b> (<i>University of Bergen, Norway</i>)</p> <p>How to argue with pictures - on visual acts of rhetorical arguing</p>	<p><b>David Erland Isaksen</b> (<i>Texas Christian University, USA</i>)</p> <p>From Calutrons to Congress: The Rhetorical Challenge of Specialized Knowledge</p>	<p><b>Jette Barnholdt Hansen</b> (<i>University of Copenhagen, Denmark</i>)</p> <p>Do contemporary Movies Keep Anti-psychiatry Alive? Aesthetic Knowledge of Mental Illness and Institutions</p>



12,00	<b>Igor Ž. Žagar</b> ( <i>University of Primorska, Slovenia</i> ) Is there anything like visual argumentation? A short exercise in methodical doubt	<b>Louise Therese Schou Therkildsen</b> ( <i>University of Copenhagen, Denmark</i> ) Nationality and Essentialism: Knowledge and Identity in European Naturalization Tests	<b>Kendall R. Phillips</b> ( <i>Syracuse University, USA</i> ) Weird and Superstitious: Constructing American Identity through Cinema, 1903-1915
12,30	<b>Helen J. Connolly</b> ( <i>University of Lethbridge, Canada</i> ) When Terrible Lizards Walked with Humans: Negotiating Knowledge in an Albertan Creation Museum	<b>Hsiao-Yung Wang</b> ( <i>Providence University, Taiwan</i> ) A Clash of knowledge and Views of the Queer Kinship/Family Debate in Taiwan	<b>Christine Isager</b> ( <i>University of Copenhagen, Denmark</i> ) A Poor Show of Knowing: The Horror and Comedy of Unsuccessful Writers on Film
13,00	Lunch		
14,00	Room 3014   PLENARY SESSION   <i>Chair: Lisa Villadsen</i> <b>Izabela Wagner-Saffray</b> ( <i>University of Warsaw, Poland</i> ) SOCIOLOGY OF EXCELLENCE IN THE KNOWLEDGE SOCIETY		
	Room 3014   <i>Chair: Maureen Daly Goggin</i> CONFLICTING VIEWS ON KNOWLEDGE	Room 3017   <i>Chair: Anne Ulrich</i> KNOWLEDGE ONLINE	Room 3019   <i>Chair: Kendall R. Phillips</i> KNOWLEDGE AND THE MEDIA
15,00	<b>Marie Gelang, Waldemar Peterman</b> ( <i>Örebro University/Lunds University, Sweden</i> ) Conflict Escalation by Attitude	<b>Ove Bergersen</b> ( <i>University of Stavanger, Norway</i> ) Kindergartens presentations of children's language in their web pages. Knowledge, character and rhetorical citizenship	<b>Eirik Vatnoy</b> ( <i>University of Bergen, Norway</i> ) Twitter as a Rhetorical Arena Between Academia, Media and Political Institutions in Norway

15,30	<p><b>Heidi Jønch-Clausen, Kristine Marie Berg</b>  <i>(University of Southern Denmark/University of Copenhagen, Denmark)</i></p> <p>Civility and hostility in a knowledge society</p>	<p><b>Marcia Allison</b> <i>(University of Southern California, USA)</i></p> <p>Causing an Anthropocene: Re-defining Climate Change Activism Through Lay Discourse in the Digital Sphere</p>	<p><b>Emma Vine</b> <i>(Sheffield Hallam University, UK)</i></p> <p>The confusion of the grey: British tabloid reaction to teacher – pupil sex offending</p>
16,00		<p><b>Elisabeth Hoff-Clausen</b> <i>(University of Copenhagen, Denmark)</i></p> <p>“Everything is NOT awesome”: Constituting Activist Publics Online</p>	<p><b>Damian Luty</b> <i>(Adam Mickiewicz University in Poznan, Poland)</i></p> <p>Fixing scientific agenda through rhetorical strategies in the popularization of science: the case of String Theory</p>
16,30	Coffee break		
16,45	<p>Room 3014   CLOSING OF THE CONFERENCE</p> <p><b>Małgorzata Załęska</b> <i>(President of the Polish Rhetorical Society)</i>  <b>Jens Kjeldsen</b> <i>(President of the Rhetoric Society of Europe)</i></p> <p><b>General Assembly of the members of the Rhetoric Society of Europe</b></p> <p><b>Organizer: Executive Board of the Rhetoric Society of Europe</b></p>		