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Room numbers subject to change.
RSA 2015 Summer Institute Sponsors

Department of Communication Arts
Department of English
Office of the Dean, College of Letters and Science
Anonymous Fund

RSA 2015 Summer Institute Team

Director and Local Host          Michael Bernard-Donals
Associate Director               Robert Asen
Associate Director               Jenell Johnson
Associate Director               Sara McKinnon
Associate Director               Christa Olson
Associate Director               Kate Vieira
Associate Director               Morris Young

Keynote Speakers                  Bill Keith, University of Wisconsin - Milwaukee
                                      Roxanne Mountford, University of Kentucky

Program Coordinator               Emily Young
Project Assistant                 Tori Thompson Peters
Program Design                    Rubén Casas

RSA Member Services               Kathie Cesa
Conference Services               Angela Chopp, Kristina Crapp
The Pyle and Lowell Centers      Callie LaPoint
The Wisconsin Unions              Andrea Berns
English Department Manager        Spring Sherrod
Instructional Media Specialist    Michael Trevis

Local Team Volunteers             Rubén Casas, Olivia Conti, KC Councilor, Kathleen Daly, Christopher Earle, Leigh Elion, Elisa Findlay, Whitney Gent, Kadin Henningsen, Annika Konrad, Stephanie Larson, Elisabeth Miller, James Ryan, Casey Schmitt, Virginia Schwarz, Neil Simpkins, Christine Stephenson, Anne Wheeler, Sharon Yam
Schedule of Events

Monday, 1 June
7:30-9:00 a.m. Seminar Check-in  Pyle Center Lobby
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
9:00 a.m.-4:00 p.m. Seminars Begin  Refer to Pages 6-12
5:30-7:30 p.m. Reception for Seminar Participants  Pyle Center Rooftop Terrace

Tuesday, 2 June
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
9:00 a.m.-4:00 p.m. Seminars Resume  Refer to Pages 6-12

Wednesday, 3 June
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
9:00 a.m.-4:00 p.m. Seminars Resume  Refer to Pages 6-12
4:15-5:30 p.m. Getting to Know Rhetoric  I  Pyle Center AT&T Lounge

Thursday, 4 June
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
9:00 a.m.-4:00 p.m. Seminars Resume  Refer to Pages 6-12
5:30-7:30 p.m. Getting to Know Rhetoric  II  Pyle Center AT&T Lounge

Friday, 5 June
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
7:30 a.m.-2:30 p.m. Workshop Check-in  Pyle Center Lobby
9:00-11:30 a.m. Seminars Conclude  Refer to Pages 6-12
12:15-1:45 p.m. Plenary Lunch & Keynote  Union South Varsity Room
2:30-5:30 p.m. Workshops Begin  Refer to Pages 13-29

Saturday, 6 June
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
9:00 a.m.-4:00 p.m. Workshops Resume  Refer to Pages 13-29
4:15-5:30 p.m. Getting to Know Rhetoric  II  Pyle Center AT&T Lounge
5:30-7:30 p.m. Reception for Workshop Participants  Pyle Center Rooftop Terrace

Sunday, 7 June
8:00-9:00 a.m. Continental Breakfast  Pyle Center AT&T Lounge
9:00-12 noon Workshops Conclude  Refer to Pages 13-29

Room numbers subject to change.

Schedule Details

Seminar and Workshop Check-in
Please arrange to check in prior to attending your first seminar or workshop in order to pick up your badge and Institute program. You should wear your name badge all times during the Institute. If you are attending both a seminar and a workshop, you don’t have to check in a second time.

If you are unable to check in during the designated times, please contact Tori Thompson Peters (tlthompson5@wisc.edu) to arrange an alternative time to pick up your materials.

Wi-Fi
To access Wi-Fi as a visitor:
1. Enable your connections to the UWNet wireless network. Open your web browser. You will see two login screens: “Log in with NetID” and “Request guest access.”
2. Complete the fields with your full name, email address, and the reason for your visit. Make sure you use the drop-down box for “Reason for visiting.” You will have to re-log in every day.

If you need assistance, contact the DoIT Help Desk @ 608-264-HELP (4357) or help@doit.wisc.edu.

Accessibility
To promote the exchange of knowledge in our field, the 2015 RSA Summer Institute and the University of Wisconsin-Madison are committed to making arrangements that promote full inclusion for all participants. If you have accessibility concerns during the Institute please contact Michael Bernard-Donals (608-262-9314).

Continental Breakfast
A continental breakfast is served every morning in the AT&T Lounge. You will need your badge to attend the breakfast. For coffee and lunch breaks, please refer to the “Grabbing Lunch?” insert included in your packet. For a complete list of dining options, visit the Institute website. (Be sure to finish coffee or lunch before returning to your sessions, as the Pyle and Lowell Centers do not permit outside food and drink in the facilities.)

Book Display
The 6th Biennial Summer Institute’s book display features the work of seminar and workshop leaders, along with books that may be of interest to Institute attendees from some of the country’s leading publishers of titles in rhetorical studies. The display will be set up in the AT&T Lounge throughout the duration of the Institute to peruse at your leisure.

Publishers: NYU Press; Penn State University Press; Sage Publications; Texas A&M University Press; University of Alabama Press; University of Chicago Press; University of Illinois Press; University of Michigan Press; University of Oklahoma Press; University of Pittsburgh Press; University of South Carolina Press; University of Wisconsin Press; Waveland Press Inc; Willey-Blackwell.
Rhetorical Education in/between Communication and Writing: Sharing a Vision, Building a Plan

Bill Keith and Roxanne Mountford

In 1914, a small group of speech teachers led by James Milton O’Neill decided to leave the National Council of Teachers of English to form a separate organization, which eventually became the National Communication Association. The recent 100th anniversary of the NCA was a bittersweet one for rhetoric, whose place in the undergraduate curriculum had been anchored by the teaching of speech and writing. When these modalities of expression and deliberation moved into separate disciplines, rhetoric found itself the child of divorced parents, with a fractured identity. One hundred years later, rhetoricians long to find ways to reconnect these fields in order to create a stronger rhetorical education for students, a sentiment that finds expression in the “The Mt. Oread Manifesto on Rhetorical Education,” written by the participants of Bill Keith and Roxanne Mountford’s 2013 RSA Institute Seminar. In this talk, Keith and Mountford will discuss historical and contemporary efforts to reintegrate the teaching of reading, writing, listening, and speaking. They believe the struggle to overcome the growing disciplinary drift between Communication and Writing Studies can inform current efforts to develop integrated curricula and reaffirm the place of rhetoric in higher education.

Speaker Bios

William Keith received his PhD in Speech Communication from the University of Texas in 1986. He is Professor in the Department of English at the University of Wisconsin-Milwaukee, and has written widely about the history of public participation in the US, and the history of communication pedagogy and disciplinarity. His publications include Democracy as Discussion (2007), “We Are the Speech Teachers” (2011) and (with Christian Lundberg) Public Speaking: Choices and Responsibility (2013).

Roxanne Mountford received her PhD in English/Rhetoric and Composition from the Ohio State University in 1991. This summer, she joins the Department of English at the University of Oklahoma as Professor and Director of Composition, Rhetoric, and Literacy Studies. At the University of Kentucky, she was instrumental in the founding of an integrated composition and communication program and the new department of Writing, Rhetoric, and Digital Studies. Her publications include The Gendered Pulpit: Preaching in American Protestant Spaces (2003), Women’s Ways of Making It in Rhetoric and Composition (2008, with Michelle Ballif and Diane Davis), and “A Century after the Divorce: Challenges to a Rapprochement between Speech and English” (2008).

Scholarships

Lauer Awards

The Janice Lauer Award provides a scholarship to help defray the costs of graduate student attendees of the 2015 RSA Summer Institute. The Award is named for Janice Lauer, a nationally-recognized scholar of rhetoric whose scholarship continues to have wide influence on the field, and who has a life commitment to promoting the education and professional development of graduate students.

2015 Recipients

Danielle DeVasto  University of Wisconsin - Milwaukee
Romeo García  Syracuse University
Angela Murphy  University of Kansas
Kristin Shimmin  Carnegie Mellon University
Kate Siegfried  Syracuse University
Kenny Walker  University of Arizona

Leff Awards

The Michael Leff Award provides a scholarship to help defray the costs of graduate student attendees of the 2015 RSA Summer Institute. The Award is named for Michael Leff, an outstanding scholar of rhetoric whose scholarship had wide influence on the field, and who was devoted to the Rhetoric Society of America.

2015 Recipients

Dan Ehrenfeld  University of Massachusetts - Amherst
Travis Grandy  University of Massachusetts - Amherst
Maria Novotny  Michigan State University
Ana Milena Ribero University of Arizona
Xiaobo Wang  Georgia State University
Rhetoric and Science

Pyle Center 213

In this seminar, we will examine current issues of interest to scholars of rhetoric who turn their attention to discourse of or about science. Science in the 21st century is challenged to address increasingly complex problems with health, safety, and policy implications, such as climate change and emerging infectious diseases; in addition, new media and modes of communication are changing the operations of science and its interactions with the public. These all pose new issues and problems for rhetorical study.

Seminar Leaders:
Carolyn R. Miller
North Carolina State University
Leah Ceccarelli
University of Washington

Seminar Participants:
Lora Arduer
University of Cincinnati
Suzanne Black
SUNY College at Oneonta
Lauren Cagle
University of South Florida
Daniel Card
University of Wisconsin - Milwaukee
Piper Corp
University of Pittsburgh
Gabriel Cutrufo
York College of Pennsylvania
Danielle Devasto
University of Wisconsin - Milwaukee
Peter Distelweig
University of St. Thomas
Amanda Friz-Siska
University of Wisconsin - Madison
Elizabeth Gardner
University of Maryland, College Park
Maria Gigante
Western Michigan University
Caroline Gottschalk Druschke
University of Rhode Island
Lenny Grant
Virginia Tech
Molly Hartzog
North Carolina Central University
Nathan Johnson
Purdue University
Michael Klein
James Madison University
Natalia Kovalyova
University of Texas at Dallas
Rachel Murdock
Iowa State University
Jodie Nicotra
University of Idaho
Jaclyn Nolan
University of Georgia
Mary Nucci
Rutgers University
Sara Parks
Iowa State University
Chelsea Redeker Milbourne
California State Polytechnic University
Laura Roberts
University of Wisconsin - Milwaukee
Emily Ruppel
University of Pittsburgh
Jennifer Saltmarsh
University of Pittsburgh
Kristin Shinmin
Carnegie Mellon University
Graham Smart
Carleton University
Jeremy Smyczek
University of Texas at Austin
Karen Sorensen
Montana Tech of the U. of Montana
Denise Tillery
University of Nevada, Las Vegas
Kenny Walker
University of Texas at Austin
Lynda Walsh
University of Nevada, Reno
Stewart Whittemore
Auburn University
Rebecca Wise
University of Texas at Austin


Pyle Center 225 (Primary)
Pyle Center 205, 220 (Break-outs)

Kenneth Burke’s A Rhetoric of Motives has of course been recognized as a foundational contribution to rhetorical theory ever since its appearance in 1950. Because it expanded our collective sense of “the realm of rhetoric” (so that we now understand science, art, and materiality as falling within the domain of rhetoric) and because it offered the concept of “identification” as a complement to Aristotelian categories of persuasion, A Rhetoric of Motives remains the central text for everyone working out the premises of “the new rhetoric.” And yet as widely read as it is, RM remains imperfectly and incompletely understood: The details of “identification” remain as confounding as they are intriguing, and large sections of RM remain confusing or elusive.

Participants in this seminar, therefore, will work together to comprehend RM and to tease out its implications for the study of contemporary discourse.

Seminar Leaders:
Jack Seber
Pennsylvania State University
Kyle Jensen
University of North Texas
Krista Ratcliffe
Marquette University

Seminar Participants:
Sarah Adams
Pennsylvania State University
Ira Allen
American University of Beirut
Julia Allen
Sonoma State University
Rebecca Alt
University of Maryland, College Park
Jason Barrett-Fox
Arkansas State University
James Beasley
University of North Florida
John Belk
Pennsylvania State University
Lisa Blankenship
Baruch College, CUNY
Rubén Casas
University of Wisconsin - Madison
Martha Cheng
Rollins College
Rasha Diab
University of Texas at Austin
Kathy Elick
Clemson University
Ann George
Texas Christian University
Melvin Hall
Qatar University
Derek Handley
Carnegie Mellon University
David Isaksen
Texas Christian University
Abby Knoblauch
Texas Christian University
Jeffrey Kurr
Kansas State University
Lauren Lemley
Pennsylvania State University
Annie Laurie Nichols
Abilene Christian University
Timothy Oleksiak
University of Maryland, College Park
Christa Olson
Bloomsburg University
John Rief
University of Wisconsin - Madison
Kris Rutten
Duquesne University
William Schraunfagel
Ghent University
Gene Segarra Navera
University of Memphis
Jarron Slater
National University of Singapore
Nancy Small
University of Minnesota Twin Cities
Ethan Sproat
Texas A&M at Qatar
Meridith Styer
Utah Valley University
Elizabeth Weiser
University of Maryland, College Park
The Ohio State University

The Ohio State University
3.**Rhetorics of Citizenship**  
**Pyle Center 112**

This seminar will identify and introduce three significant approaches to the study of rhetorics of citizenship: 1) the appeal to citizenship approach that explores how (a stable notion of) citizenship (as a category) can be deployed in appeals for social change; 2) the citizenship as disciplinary category approach that explores how citizenship, itself, is defined by a constitutive outside, not who has it but who is outside of it and therefore constitutes its bounds; and 3) the refusing citizenship approach that completely rejects citizenship as a useful construct to theorize belonging. Each day of the seminar will triangulate the three approaches and explore the different theses that emerge from them regarding citizenship and visuality, citizenship and the body, citizenship and borders, and citizenship and “the personal is political.” Our belief is that all approaches can be enriched by considering the insights of the others. Our goal is to create a productive dialogue between the different approaches.

**Seminar Leaders:**  
- Catherine H. Palczewski  
  University of Northern Iowa  
- Karma R. Chávez  
  University of Wisconsin - Madison

**Seminar Participants:**  
- Ruth Beerman  
  Bloomsburg University  
- Carolyn Commer  
  Carnegie Mellon University  
- Mary Fratini  
  University of South Carolina  
- Joshua Hanan  
  University of Denver  
- Whitney Hardin  
  Kettering University  
- Annie Hill  
  University of Minnesota Twin Cities  
- Ashley Hinck  
  University of Wisconsin - Madison  
- Mark Hlavacik  
  University of North Texas  
- Matthew Houlde  
  University of Iowa  
- Emily Kofoed  
  Georgia State University  
- Dominic Manthey  
  Pennsylvania State University  
- Norma Mush  
  Indiana University  
- Ersula Ore  
  Arizona State University  
- Damien Pfister  
  University of Nebraska - Lincoln  
- Anne Porters  
  Providence College  
- Ana Milena Ribero  
  University of Arizona  
- Craig Rood  
  Pennsylvania State University  
- Alyssa Samek  
  Drake University  
- Kate Siegfried  
  Syracuse University  
- Michelle Smith  
  Marist College  
- Kariann Soto  
  Syracuse University  
- Ian Summers  
  University of Georgia  
- Nikkii Weickum  
  University of Utah  
- Sharon Yam  
  University of Illinois at Urbana-Champaign  
- Kate Zittlow Rogness  
  University of Wisconsin - Madison  
- Monmouth College

4.**Rhetoric and Sensation**  
**Pyle Center 226**

It took a few millennia, but rhetoric is finally coming to its—or to the—senses. Or has it been in touch with sensation all along, just beneath its hyper-rational surface? In this seminar, participants will re-examine rhetorical theory in relation to sensation, defined preliminarily (and broadly) as feelings emanating from perceptual contact. One of the seminar’s lead concepts will be the “sensorium,” derived from Marshall McLuhan’s mid-twentieth-century writing but also stretching back to Darwin, More, and others. The concept simultaneously evokes sensation and sensory ecologies, mediating technologies and bodies. Much as the concept of the sensorium refuses to isolate the senses from each other, the seminar will focus specifically on interanimating methods used so far in sense-based areas of visual, sonic, haptic, and even olfactory rhetoric. We will necessarily explore the political dimensions of sense-based rhetoric and venture into cultural studies to think about “public feelings” as a potentially useful approach to rhetorical studies.

**Seminar Leaders:**  
- Debra Hawhee  
  Pennsylvania State University  
- Melissa Yang  
  Vanderbuilt University  
- Justine Wells  
  Pennsylvania State University  
- Ilya Vidrin  
  University of Wisconsin - Madison  
- Nathan Stormer  
  University of Illinois at Urbana-Champaign  
- Jonathan Stone  
  University of Iowa  
- Laura Sparks  
  Virginia Tech  
- Jessica Slentz  
  Texas Tech University  
- Bradley Serber  
  University of North Carolina - Chapel Hill  
- Mike Faris  
  University of Texas at Austin  
- Christopher Clough-Hunter  
  University of Kansas  
- Laura Collins  
  University of Minnesota Twin Cities  
- J. David Cisneros  
  Rensselaer Polytechnic Institute  
- Kendall Gerdes  
  University of North Texas  
- Christie Cognnevich  
  University of Pittsburgh  
- Margaret Franz  
  University of Pittsburgh  
- Laura Graham  
  Indiana University  
- Chelsea Haas  
  University of Washington  
- Ekaterina Haskins  
  Bridgewater State University  
- Matthew Heard  
  Pennslyvania State University  
- Cory Holding  
  University of Wisconsin - Madison  
- John Jasso  
  University of Illinois at Urbana-Champaign  
- Martin Law  
  University of Texas at Austin  
- Jennifer LeMesurier  
  Pennsylvania State University  
- Melanie McNaughton  
  Delaware State University  
- Elisabeth Miller  
  University of Wisconsin - Madison  
- Jessy Ohl  
  University of Illinois at Chicago  
- Jade Olson  
  University of Minnesota Twin Cities  
- Milene Ortega  
  University of Texas at Austin  
- Lisa Phillips  
  University of Texas at Austin  
- Nadia Pittendrigh  
  University of Maryland, College Park  
- Allison Prasch  
  Georgia State University  
- Marnie Ritchie  
  Illinois State University  
- Casey Schmitt  
  University of Maryland, College Park  
- Bradley Serber  
  University of Illinois at Urbana-Champaign  
- Jessica Szent  
  University of Iowa  
- Laura Sparks  
  University of Illinois at Urbana-Champaign  
- Jonathan Stone  
  University of Maine  
- Nathan Stormer  
  Harvard University  
- Ilya Vidrin  
  University of South Carolina  
- Justine Wells  
  Pennsylvania State University  
- Melissa Yang  
  Pennsylvania State University  
- Pennslyvania State University  
- Vanderbuilt University
5. RHETORIC AND RACE

Pyle Center 326

The study of rhetoric and race has, over the years, been relatively haphazard. A seminar that both introduces participants to key works in the field, as well as seeks to understand this research area better, has the potential to be very productive. During such a seminar questions will be asked such as: What research has been done on race and rhetoric? What is the history of race and rhetoric? Are there key research areas that have been overlooked? Are there ways of organizing so as to be more deliberative about doing research in this area?

Seminar participants will do readings, receive a bibliography, and present brief 5-7 page (double spaced) position papers on the topic of rhetoric and race. In addition to general information and research on the subject, the seminar will focus on four subtopics: (1) rhetoric, media, and race; (2) rhetoric and immigration; (3) Asian American rhetoric; and (4) neocolonial rhetoric.

**Seminar Leader:** Kent Ono

**Seminar Participants:**
- Trevor Aufterheide (University of Wisconsin - Madison)
- Maha Baddar (Pima Community College)
- Chase Bellig (Ohio State University)
- Matt Brigham (James Madison University)
- Earl Brooks (Pennsylvania State University)
- Rachel Carrales (University of Wisconsin - Madison)
- José Castellanos (University of Illinois at Chicago)
- KC Councilor (University of Wisconsin - Madison)
- Linh Dic (Miami University - Middletown)
- Marissa Fernholz (University of Wisconsin - Madison)
- Stephanie Gomez (University of Utah)
- Jennifer Heusel (Coker College)
- Hillary Jones (California State University, Fresno)
- Michelle Kearl (University of Illinois at Chicago)
- Jenny Korn (Virginia Tech)
- James McVey (University of North Carolina - Chapel Hill)
- Ricardo Reyna (University of Nevada, Las Vegas)
- Albert Rintroma (Syracuse University)
- Tanya Robertson (University of Texas at El Paso)
- Rebecca Robinson (University of Iowa)
- Jonathan Rossing (Indiana U. Purdue U. - Indianapolis)
- Vanessa Rouillon (James Madison University)
- Jennifer Sano-Franchini (University of Wisconsin - Madison)
- Priya Sirohi (Purdue University)
- Anne Wheeler (University of Wisconsin - Madison)

6. WORKING THE FIELD: RHETORICAL STUDIES AND ETHNOGRAPHIC METHODS

Pyle Center 309 (Primary)
Pyle Center 314, 317, 320 (Break-outs)

Rhetoric scholars today are interested in all sorts of ethical, ontological, and epistemological matters, and we are quite promiscuous regarding the specific theories that interest us. This seminar will address large questions regarding the relationship between fieldwork and theory, but also the specific techniques that constitute the doing of fieldwork: research design, access to a fieldsite, the ethics of fieldwork, interviewing, participant observation, fieldnote writing, coding, final write-up, and so on. The goal of the seminar is for each participant to walk out with a fieldwork plan for conducting their research or a better plan for weaving fieldwork data and rhetorical theory.

**Seminar Leaders:**
- Ralph Cintrón (University of Illinois at Chicago)
- S. Scott Graham (University of Wisconsin - Milwaukee)
- Gerard Hauser (University of Colorado Boulder)
- Candice Rai (University of Washington)

**Seminar Participants:**
- Ellen Barton (Wayne State University)
- Mark Brantner (National University of Singapore)
- Laura Brown (Pennsylvania State University)
- Elizabeth Catchings (University of California - Irvine)
- Jamie Downing (University of Nebraska - Lincoln)
- Jennifer Dunn (Dominican University)
- Chris Earle (University of Wisconsin - Madison)
- Leigh Elion (University of Wisconsin - Madison)
- Romeo García (Syracuse University)
- Mary Glavan (Carnegie Mellon University)
- Hannah Harrison (University of Texas at Austin)
- Aaron Hess (Arizona State University)
- Rachel Jackson (University of Oklahoma)
- Annie Kelvie (University of Illinois at Urbana-Champaign)
- Lauren Kolodziejski (California Polytechnic State University)
- Annika Konrad (University of Wisconsin - Madison)
- Kathryn Lambrecht (University of Nevada, Reno)
- Stephanie Larson (University of Wisconsin - Madison)
- Charles Lesh (Northeastern University)
- Bridie McGreavy (University of Maine)
- Erin Mcclellan (Boise State University)
- Sarah Moseley (Old Dominion University)
- Maria Novotny (Michigan State University)
- Will Penman (Carnegie Mellon University)
- Johanna Phelps-Hillen (University of South Florida)
- Devin Scott (University of Maryland, College Park)
- Maggie Shelledy (University of Illinois at Urbana-Champaign)
- Kaia Simon (University of Illinois at Urbana-Champaign)
- Lora Smith (Indiana University)
- Noel Tague (University of Pittsburgh)
- Mingjie Wang (Zhejiang International Studies University)
- Kasi Williamson (Saint Louis University)
- Emily Young (University of Wisconsin - Madison)
This seminar invites participants to consider the transnational turn in rhetoric, communication, and composition scholarship. In doing so we look at feminist, intercultural, and contrastive rhetorical inquiries within and outside these fields to the critical projects of transnational, feminist, postcolonial, materialist studies to consider how they have served as a precursor to transnational rhetorical analytics. Participants will be asked to read germinal work in transnational rhetorical studies alongside foundational scholarship outside of the field in order to first articulate the core questions and methods that transnational studies bring to the field and second to begin to consider how participants’ own individual projects might extend this turn.

**Seminar Leaders:**
- Rebecca Dingo
- Sara McKinnon

**Seminar Participants:**
- Soumia Bardhan
- Daphne-Tatiana Canlas
- Karen Carter
- Alexandria Chase
- Roberta Chevrette
- James Daniel
- Anna Dudney
- Hannah Gerrard
- Tarez Graban
- Steffen Gouzael
- Lindsay Harruff
- Kerri Hauman
- Zoe Hess Carney
- Jessica Johnson
- Kyle King
- Jenny Krichesky
- Tad Lemieux
- Rebecca Lorimer Leonard
- Thomas McCloskey
- Lydia McDermott
- Angela Murphy
- Kevin Musgrave
- Jessica Ouellette
- Manisha Pathak-Shelat
- Blake Scott
- Kate Vieira
- Xiaobo Wang

**University Affiliations:**
- University of Missouri - Columbia
- University of Wisconsin - Madison
- Pennsylvania State University
- Clemson University
- Arizona State University
- University of Kansas
- Arizona State University
- University of Tennessee
- University of Georgia
- Massey University
- Florida State University
- University of Central Florida
- University of Kansas
- Transylvania University
- Georgia State University
- University of Denver
- Pennsylvania State University
- University of Massachusetts - Amherst
- Carleton University
- University of Massachusetts - Amherst
- University of Maryland, College Park
- Whitman College
- University of Kansas
- University of Wisconsin - Madison
- University of Massachusetts - Amherst
- Murda Institute of Communications
- University of Central Florida
- University of Wisconsin - Madison
- Georgia State University

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**Workshops**

**1. Rhetorics and Networks**
*Pyle Center 227*

Like rhetoric itself, networks are nothing new. At their core, networks simply articulate sets of relationships and connections, whether those links are defined socially, citationally, or geographically. Rhetoric, insofar as it is addressed, often forges the relationships that networks map for us. Whether we cast it in terms of persuasion, identification, or the economics of attention, rhetoric is one of the forces that circulates throughout our personal networks of relationships, semantic maps of texts and ideas, and the life-cycles of news and culture. In this workshop we will think about the broader ecologies where our rhetorical situations are embedded, about tipping points and rhetorical velocity, and about the relationships among discourse, technology, and institutions.

**Workshop Leaders:**
- Collin Gifford Brooke

**Workshop Participants:**
- Ana Cooke
- Caroline Dadas
- Alice Daer
- Michael Faris
- Tarez Graban
- Jeremy Johnson
- Claire King
- Jodie Nicotra
- Dawn Opel
- Jacqueline Pratt
- Kathy Rose
- Ryan Skinnell
- Laura Sparks
- Robin Sullosky
- Jason Tham
- Gregory Wilson

**University Affiliations:**
- Carnegie Mellon University
- Montclair State University
- Arizona State University
- Texas Tech University
- Florida State University
- Pennsylvania State University
- Vanderbilt University
- University of Idaho
- Arizona State University
- Kutztown University
- Iowa State University
- University of North Texas
- California State University, Chico
- Howard University
- St. Cloud State University
- Texas Tech University
Rhetoric’s Algorithms
Helen C. White/College Library 2252 A or B

More than just tools to produce text, image, or sound, computational procedures are persuasive and expressive. In this workshop, we’ll dive deeper into the machine: We’ll consider the rhetoric of computation by examining code itself as rhetorical. By annexing code into rhetoric, we can reconsider both the rhetorical possibilities of algorithms and the algorithmic possibilities of language production and persuasion. Thus, in this workshop we will aim to see how both rhetoric and computation change in light of the other. Given the ever-expanding role of digital computers in our various rhetorical ecologies, it is essential that rhetoricians build theoretical tools for grappling with computation’s various rhetorical dimensions. The workshop will take up emerging work in rhetorical theory that addresses computation (including a forthcoming special issue of *Computational Culture* edited by the workshop leaders). However, attendees will also undertake algorithmic re-readings of foundational rhetorical texts.

Workshop Leaders: Jim Brown
Annette Vee

Workshop Participants: Sarah Bell
Emily Bunner
Jimmy Butts
Amber Davison
Lavinia Hirsu
John Jones
Candice Lanius
Moriah Purdy
Anthony Stagliano
Christa Teston

Rutgers University, Camden
University of Pittsburgh
University of Utah
University of North Carolina - Chapel Hill
Wake Forest University
University of North Carolina - Greensboro
West Virginia University
Rensselaer Polytechnic Institute
University of South Carolina
The Ohio State University

Reality as a Rhetorical Problem
Pyle Center 112

Rhetoric is integral to all processes of human knowing, but can and ought we distinguish between truth and fiction (and what resources do we possess for doing so) or condemn such a move as naïve and ethically suspect? What is the place of demystification in our critical practice? This workshop invites scholars to read, present, and discuss contending works (loosely, modernist and postmodernist) on the status of information and truth claims in political culture. The exigency for the session is the widespread skepticism among both politicians and communication theorists regarding the utility, ethics, and viability of an empirical standard for political truths.

Workshop Leader: Dana L. Cloud

Workshop Participants: Ira Allen
Kerry Banzaek
Suzanne Black
Elizabeth Catchings
Catherine Chaput
American University of Beirut
University of Pittsburgh
SUNY College at Oneonta
University of California - Irvine
University of Nevada, Reno

Rhetoric and Indigeneity
Pyle Center 314

From textile designs, to wampum, tocapus, quipus, glyphs, and other expressions of writing, indigenous peoples have long recorded their lives and ways using material, performative, and symbolic systems. This workshop focuses on the visual and linguistic expressions of indigenous symbolic systems as a key to unlocking their lasting cultural, historical, and social impact. How do these systems do their representational work? What impact did/do these have for the peoples who use(d) them? How do these communication systems mitigate the influence of the written letter and pressure American Indians to become “civilized others” through the use of the Roman alphabet? Seeing literacy and rhetoric as two sides of the same coin, we’ll examine the relationship between indigenous languages of the Americas and the politics of their writing before and after the arrival of the Europeans in 1492.

Workshop Leader: Ellen Cushman

Workshop Participants: Heather Adams
David Grant
Rachel Jackson
Seema Kurup
Tad Lembou
M. Amanda Moulder
Chelsea Murdock
Annie Laurie Nichols
Courtney Rivard
University of Texas at Austin
University of Alaska Anchorage
University of Northern Iowa
University of Oklahoma
Harper College
Carleton University
St. John’s University
University of Maryland, College Park
University of North Carolina - Chapel Hill

Continued on next page.
5. ORGANIZING DISCOURSE: READING AND WRITING INSTITUTIONAL HISTORIES OF RHETORIC
Pyle Center 205

The double responsibility of attending to both small and large, specific and general, particular and abstract, is nowhere more pressing than in research on institutional histories of rhetoric, which we might define as histories of those religious, educational, social, economic, labor, civic, cultural, political, recreational, and other organizations where "writing" and "speaking," broadly construed, are practiced, sponsored, developed—and also, of course, controlled. Understanding the history of rhetoric, especially now, requires that we understand these settings, which in turn requires that we investigate their histories. In this workshop we will assess the current state of institutional histories of rhetoric, discuss prospects and challenges for conducting such research, and share works-in-progress.

Workshop Leaders:
- David Fleming
- Amy Wan

Workshop Participants:
- Lisa Applegarth
- Laura Brown
- Kevin Carey
- Jenn Fishman
- Mary Fratini
- Hannah Gerras
- Karen Gocsik
- Travis Grandy
- Andrew Hillien
- Emily Hobbs
- Sarah Jedd
- Paula Lentz
- Katrina Miller
- Marcy Orwig
- Sara Parks
- Kelly Ritter
- David Stock
- University of Massachusetts - Amherst
- Queens College, CUNY
- University of North Carolina - Greensboro
- Pennsylvania State University
- University of Illinois at Chicago
- Marquette University
- University of South Carolina
- Massey University
- University of California - San Diego
- University of Massachusetts - Amherst
- Carnegie Mellon University
- University of South Florida
- Pennsylvania State University
- University of Wisconsin - Madison
- University of Wisconsin - Eau Claire
- University of Nevada, Reno
- University of Wisconsin - Eau Claire
- Iowa State University
- University of Illinois at Urbana-Champaign
- Brigham Young University

6. NEURORHETORIC: THINKING TOGETHER ABOUT THE PERSUASIVE BRAIN
Lowell Center Lower Lounge

Recently, rhetorical studies scholars have called for interdisciplinary engagements with neuroscientists to examine "the constitutive nature of language, perception, and consciousness" (Gruber et al.) or to "investigate the rhetorical appeal, effects, and implications" of neuroscience research (Jack). While the excitement around neuroscience makes it tempting to import new theories into rhetoric, uncritical adoption of neuroscience findings carries attendant risks, including the tendency to present neuroscientific theories as facts, or to import troubling assumptions, such as the tendency for some neuroscience research to reify differences based on sex, gender, ability, and race. This workshop will develop skills in critical, rhetorical analysis, as well as projects that effectively engage the neurosciences.

Workshop Leaders:
- Jordynn Jack
- David Gruber

Workshop Participants:
- Anna Arcello
- Jeanetta Bennett
- Jose Luis Gomez
- Christina Haas
- Carrie Hall
- Eric Leake
- John Marinan
- Lindsay Marshall
- Elisabeth Miller
- Nancy Nester
- Matthew Osborn
- Kris Ruten
- Pamela Saunders
- Minkyu Sung
- Davi Thornton
- University of Wisconsin - Madison
- Texas Tech University
- University of Texas at El Paso
- University of Minnesota Twin Cities
- University of Pittsburgh
- Texas State University
- Northern Illinois University
- University of Illinois at Chicago
- University of Wisconsin - Madison
- Roger Williams University
- Clemson University
- Ghent University
- University of Illinois at Urbana-Champaign
- Ulsan National Institute of Science and Technology
- Southern University

7. RHETORIC AND ECONOMICS
Pyle Center 317

Deirdre McCloskey and James Aune encouraged scholars to see economics as a discipline that uses rhetoric. Their work, heavy with rhetorical analyses of economic arguments, spurred other inquiries. We have since learned that rhetoric and economics share much more than common persuasive strategies. The disciplines share people. Many of the early and august economists were also rhetorical theorists. They share history. Simultaneously during the Enlightenment and thereafter, rhetoric and economics developed, the one inquiring into liberal civil society and the other investigating capitalist free markets. They share information. Economic ideas have influenced rhetorical theories, and rhetorical theories have appeared in economic arguments. And they share influence. Economic circumstances bear upon persuasive efforts, and persuasive rhetoric changes economic circumstances. Instead of concluding that economics is rhetorical—McCloskey’s and Aune’s initial theses—we might conclude that economics is a rhetorical system and rhetoric is an economical discipline.

Workshop Leaders:
- Mark Logan
- David Gore

Workshop Participants:
- Ralph Cintron
- Crystal Colombini
- Carolyn Commer
- Dale Cyrpert
- Kathy Eirick
- John Gallagher
- Whitney Gent
- Brian Gogan
- Joshua Hanan
- Donald Heverin
- Sean Kennedy
- Robert McDonald
- Jamie Merchant
- Frances Ranney
- William Saas
- Luke Winslow
- University of Texas at Austin
- University of Minnesota Duluth
- University of Illinois at Chicago
- University of Texas at San Antonio
- University of Illinois at Chicago
- University of Pittsburgh
- Wayne State University
- University of North Carolina - Chapel Hill
- University of South Carolina
- University of Illinois at Chicago
- Massey University
- University of North Carolina - Greensboro
- Carnegie Mellon University
- University of Northern Iowa
- Clemson University
- University of Illinois at Urbana-Champaign
- University of Wisconsin - Madison
- Western Michigan University
- University of Denver
- University of Kentucky
- University of Kansas
- University of North Carolina - Chapel Hill
- Northwestern University
- University of Chicago
- Roger Williams University
- University of California - San Diego
- Massey University
- University of California - San Diego
- University of Massachusetts - Amherst
- University of Illinois at Urbana-Champaign
- University of South Carolina
- University of South Carolina
- University of Massachusetts - Amherst
- University of Pittsburgh
- Wayne State University
- San Diego State University

Continued on next page.
8. Apology, Forgiveness, and Reconciliation

Lowell Center B1-A

With the South African Truth and Reconciliation Commission serving as primary example, workshop participants will be introduced to key debates on apology and forgiveness in such fields as peace and conflict studies, political science, and psychology. The goal will be to develop an adequate critical vocabulary appropriate for enhancing the rhetorical study of apologizing and forgiving. Among the issues central in this research are claims for agency, concerns about dignity, and conceptualizations of justice. Participants will explore the articulation of this research with related issues in the field of rhetorical studies, constructing an agenda for the emerging study of apology and forgiveness within rhetoric itself.

Workshop Leader: Richard Marback
Workshop Participants: Janelle Adsit, Joy Arbor, Susan Naomi Bernstein, Martha Cheng, Christopher Collins, Cynthia Fields, Lindsay Haroff, Sarah Hart Micke, Fred Kaufeld, Jessica Lu, Paul Lynch, Nadya Pittendrigh, James Ryan, Ellen Santa Maria, Maggie Shelledy, Lisa Villadsen

9. Rhetoric and Religion

Pyle Center 309

In this workshop, we will devote one day to an overview of current scholarship and issues in rhetoric and religion and days two and three to workshopping the research of participants. Each participant is required to submit two weeks in advance of the Institute a substantive paper that deals in some form with rhetoric and religion and days two and three to workshopping the research of participants. Each participant is required to submit two weeks in advance of the Institute a substantive paper that deals in some form

Workshop Leader: Martin Medhurst
Workshop Participants: Monika Alston-Miller, Michael DePalma, Brian Fehler, Margaret Franz, Elizabeth Gardner, Theon Hill, Evan Johnson, Annie Kelvie, Jeffrey Kurtz, Barbara Liu, Marissa Lowe Wallace, Sabrina Marsh, Philip Perdue, Jeffrey Ringer, Meridith Sayer, Jim Vining

10. Whither “Social Movement” in Rhetorical Studies?

Pyle Center 220

Scholarship from the 1970s—1990s reveals the field’s polysemous understanding of “social movements,” with some critics analyzing persuasion from large, un-institutionalized collectivities engaged in social struggle, and others challenging sociological definitions of movements by focusing more on tactics affiliated with student protests, women’s rights, Black Power, and the gay liberation movement (among others). In recent decades, diverse rhetoricians have found theoretical and critical homes in their work on counterpublics, outlaw discourse, vernacular discourse, protest, resistance, minor rhetorics, and activist performance. Curiously, “social movement” as a key term, perhaps as a concept per se, has been displaced if not erased from the field’s scholarship. This workshop explores the decline of “social movement” in rhetorical studies, and considers future directions in forging a more explicit relationship to that term, and the possible accounts of social change connoted by it.

Workshop Leaders: Christina R. Foust, Charles E. Morris III
Workshop Participants: Kristine Berg, Suzanne Berg, Elizabeth Brunner, J. David Csineros, Douglas Cloud, Chris Earle, Michael Eisenstadt, Mary Glavan, Benjamin Harley, Kelly Jakcs, Hannah Johnson, Michelle Kehr, Kyle King, Dominic Manthey, Jade Olson, Milene Ortega, Erin Rand

Continued on next page.
11. Expanding the Idea of American Rhetoric

Pyle Center 320

Latin America is here—actively present in U.S. history, culture, and politics. And yet, while research in Latin American rhetoric has gained traction in recent years, our disciplinary idea of America remains limited by colonial histories, national boundaries, and language barriers. As a result, rhetoric scholars located in the United States remain largely unaware of Latin America’s rich rhetorical history. This workshop invites a conversation among rhetorical historians and critics interested in engaging a broader notion of America—one that includes North and South, Anglo- and Latin. Our conversation will begin from the assumption that the rhetorical histories of Latin America are already part of the rhetorical history of the United States and will become increasingly so over the next decades. Rhetoricians—as scholars and as teachers—need to have access to those broader American histories.

Workshop Leaders:
- Christa Olson
  University of Wisconsin - Madison
- René De Los Santos
  Universidad Autónoma de Baja California

Workshop Participants:
- José Castellanos
  University of Illinois at Chicago
- Alexandria Chase
  University of Kansas
- José Cortez
  University of Arizona
- Timothy Dougherty
  West Chester University of Pennsylvania
- Rebecca Robinson
  University of Iowa
- Abraham Romney
  Michigan Technological University
- Karrieann Soto
  Syracuse University

12. Crafting Multimodal Rhetorics

Lowell Center B1-B

Although rhetoric in practice has long been recognized as a profoundly multimodal art that includes alphabetic, visual, gestural, and auditory communication, scholarship about rhetoric has traditionally been confined to print-based alphabetic forms: the journal article, the critical essay, the monograph. Recognizing that rhetoric is both an analytical discipline and a productive art, this workshop engages participants in analyzing and producing multimodal works of rhetorical scholarship—placing a special (though not exclusive) emphasis on potential uses of digital video production for rhetorical critique and cultural intervention.

Workshop Leaders:
- Jason Palmeri
  Miami University
- Ben McCorkle
  The Ohio State University

Workshop Participants:
- Kainat Abidi
  Drake University
- Alyssa Samek
  Georgia College and State University
- Jessica Shumake
  University of Utah
- Ian Summers
  University of Minnesota Twin Cities
- David Tucker
  University of South Carolina
- Justine Wells
  University of Wisconsin - Madison
- Jansen Werner
  University of Texas at Austin

13. New Materialist Rhetorics

Pyle Center 326

The workshop will address the importance of new materialist thought for rhetorical theory. The predominant understanding of rhetoric is that it is a social and symbolic art. While material things are certainly around us and at issue, it is meaning, symbolicity, and persuasion as pursued by human beings that define rhetoric. Burke captures this understanding with his claim, from A Rhetoric of Motives, that in all partly verbal and nonverbal situations, “the nonverbal element also persuades by reason of its symbolic character.” Matter matters and persuades only by means of symbolicity. Our workshop engages emerging scholarly movements that question this orientation. Our primary question will be whether materiality prior to symbolicity, as the tacit grounds of symbolicity, and as it enters the symbolic—persuades, and if so how.

Workshop Leaders:
- Thomas Rickert
  Purdue University
- Byron Hawk
  University of South Carolina

Workshop Participants:
- Kerry Banazek
  University of Pittsburgh
- Suzanne Bordelon
  San Diego State University
- Daphne-Tatiana Canlas
  Clemson University
- Kathleen Daly
  University of Wisconsin - Madison
- Zachary Dixon
  University of South Florida
- Joshua Ewalt
  University of Nebraska - Lincoln
- Chelsea Graham
  University of Kansas
- Cory Holding
  University of Pittsburgh
- Mical Horton
  Arkansas State University
- Brett Ingram
  Boston College
- Sebastian Ivy
  University of South Carolina
- Diane Keeling
  University of San Diego
- Martin Law
  Indiana University
- Steven LeMieux
  University of Texas at Austin
- Bridie McGreavy
  University of Maine
- Kimberly Moreland
  University of Wisconsin - Madison

Continued on next page.
14. Rhetoric, Secrecy, and Surveillance

Lowell Center 115

A variety of rhetorical approaches have obvious potential to illuminate issues of secrecy and surveillance. Scholars might take an argumentative approach to explain the resonance or lack of resonance of the issue in the public sphere. Alternatively, the myth-based character of the claims both for and against action on the issue could be explored. Ideological critique informed by Madisonian liberal or Marxist critical (or a host of other possible) perspectives usefully could be applied to the topic. In addition, cultural critique has obvious potential to explore how issues of secrecy and surveillance are reflected across our society, with a television show such as *Homeland* as an obvious example.

The workshop will consist of two parts. One will focus on how to approach a critical controversy defined by Edward Snowden’s leaks about NSA surveillance and the Obama administration’s defense of the NSA and proposed reform. The second part will focus on the presentation by participants of a paper relating to the general topic of the workshop.

Workshop Leaders: Robert C. Rowland, David Frank

Workshop Participants: Michael Bergmaier, Donovan Bisbee, Rubén Casas, Olivia Conti, Brittany Coomes, Paul McKean, Bradley Serber, Sarah Young

Lisa Phillips, Jana Rosinski, Michael Schandorf, Ethan Sproat, Nicholas Stefanski, Nathan Stormer, Nathaniel Street, Rachel Wolford

Illinois State University, Syracuse University, University of Illinois at Chicago, Utah Valley University, University of Pittsburgh, University of Maine, University of South Carolina, Texas Tech University

15. Human Rights, Civil Rights, and Global Citizenship

Pyle Center 225

This workshop will explore three terms and various intersections among them: human rights, civil rights, and global citizenship. The central objective is to bring some specificity to these concepts as ideas and practices and to the general discourses in which they are functioning in our times, an era in which we tend to speak quite glibly about “globalism” and “globalization” without adequately accounting for—typically—the assumptions, terms of engagement, processes, or values that are embedded within our actual use. The workshop will combine the reading and discussion of assigned texts with sharing and discussion of the participants’ own writing and with the collaborative research that they will be doing in the workshop in one of the three focal areas. The basic questions that will anchor these activities are: What does it mean to be a “global citizen”? How do our perspectives on global citizenship raise questions and implications for how we define, deploy, and value the concepts of “human rights” and “civil rights”? What examples of a given concept, as idea and practice, do we find compelling as we think forward about ever-evolving definitions of national and trans-national identities?

Workshop Leader: Jacqueline Jones Royster

Workshop Participants: Earl Brooks, Cedric Burrows, Rasha Diab, Thomas Ferrel, Erin Frymire, Beth Godbee, Jordan Hayes, Elizabeth Kaszynski, Shirley Logan, Kenneth Lythgoe, Amy Milakovic, Kimberly Overmeier, Will Penman, Johanna Phelps-Hillen, Aric Putnam, Albert Rintrona, Tanya Robertson, Virginia Schwarz, Nancy Small, XiaoBo Wang, Sharon Yarn, Emily Young

Pennsylvania State University, Marquette University, University of Texas at Austin, University of Missouri - Kansas City, Northeastern University, Marquette University, University of Pittsburgh, Indiana University, University of Maryland, College Park, University of Wisconsin - Madison, Avila University, University of South Carolina, Carnegie Mellon University, University of South Florida, St. John’s University, Syracuse University, University of Texas at El Paso, University of Wisconsin - Madison, Texas A&M at Qatar, Georgia State University, University of Wisconsin - Madison
16. Theory Building in the Rhetoric of Health & Medicine
Pyle Center 226

Through its engagement with a range of disciplinary traditions, cultural domains, and rhetorical practices, the field of rhetorical studies has developed an expansive set of strategies for building theory. At the same time, theory building is often viewed by rhetoricians as a secondary purpose, and those outside of our field have not always recognized our theories as useful “tools to think with.” This workshop will take up the challenge of theory building, situating it in rhetorical studies of health and medicine. Focusing on rhetorical studies of health and medicine will enable participants to explore specific ways that rhetorical theory might develop from and, in turn, inflect a particular realm of high-stakes discourse and practice. Because healthcare practices are studied and understood quite differently by their various stakeholders, they provide rhetoricians with a fruitful ground for comparing theory-building methodologies and identifying potential applications and benefits of emergent concepts.

Workshop Leaders:
- Blake Scott  
  University of Central Florida
- Jeff Bennett  
  University of Iowa
- Jenell Johnson  
  University of Wisconsin - Madison

Workshop Participants:
- Lora Arduser  
  University of Cincinnati
- Mary Assad Hart  
  Case Western Reserve University
- Ellen Barton  
  Wayne State University
- Rachel Bloom  
  University of Kansas
- Sara DiCaglio  
  Pennsylvania State University
- Dan Ehrenfeld  
  University of Massachusetts - Amherst
- Catherine Gouge  
  West Virginia University
- Lenny Grant  
  Virginia Tech
- Cristina Hangaru-Bresch  
  University of the Sciences in Philadelphia
- Molly Hartzog  
  North Carolina Central University
- Molly Kessler  
  University of Wisconsin - Milwaukee
- Kristin Kondrlik  
  Case Western Reserve University
- Annika Konrad  
  University of Wisconsin - Madison
- Jessica Kuperavage  
  Pennsylvania State University
- Juliette Lapeyrouse-Cherry  
  University of Minnesota Twin Cities
- Heidi Lawrence  
  George Mason University
- Jennifer Malkowski  
  Wake Forest University
- Maria Novotny  
  Michigan State University
- Tori Peters  
  University of Wisconsin - Madison
- Susan Popham  
  University of Memphis
- Laura Roberts  
  University of Wisconsin - Milwaukee
- Jennifer Scott  
  Shawnee State University

17. “Subalternity” and “Transnational Literacy”: The Significance of Gayatri Spivak’s Scholarship for Rhetoric and Communication Studies
Lowell Center 118

This workshop is designed for scholars who wish to explore the significance of postcolonial feminist theorist Gayatri Spivak’s work for rhetorical studies—especially issues of “voice,” representation, and (gendered) agency as they remain caught between colliding and colluding structures of patriarchy, nationalism, and imperialism. This workshop will particularly focus on two very influential concepts for which Spivak is renowned and which inform her work: “subalternity” (as a condition of impossibility of representation) and “transnational literacy” (what does it mean to be transnationally “literate” and how does this question intersect with broader issues of global translation—of subjectivity, otherness, “authorship,” ethics, and the very idea of the “human”—that increasingly challenge our “planetary” lives?).

Workshop Leader:  
Hagar Attia  
New York City

Workshop Participants:
- Soumia Bardhan  
  Pennsylvania State University
- Minu Basnet  
  Wayne State University
- Erika Behrmann  
  Bowling Green State University
- Rachel Briggs  
  University of Massachusetts - Amherst
- Roberta Chevrette  
  Arizona State University
- Michelle Colpean  
  University of Iowa
- KC Councilor  
  University of Wisconsin - Madison
- Eric Detweiler  
  University of Texas at Austin
- Marissa Fernandez  
  University of Wisconsin - Madison
- Amanda Friz-Siska  
  University of Wisconsin - Madison
- Stephanie Larson  
  University of Wisconsin - Madison
- Joan Faber McLaren  
  Drake University
- Manisha Pathak-Shelat  
  Murda Institute of Communications
- Priya Sirohi  
  Purdue University

18. Political Communication and Campaigns
Pyle Center 111

The primary season leading up to the 2016 presidential election promises to be a particularly interesting one, given the lack of an incumbent, the deepening divisions within the Republican Party, the presence of the Tea Party, and the heightened debates over both foreign and domestic policies that cross party lines but that also create serious disputes within the parties. The free flow of money and the wide-open nature of the contest promise a prolonged and intense, potentially bitter series of primary elections. The scholars in this workshop will seize this opportunity to reflect on the institutional factors that contextualize political primaries, the specific events of the primary season, and the rhetoric that responds to and creates these contexts and events.

Workshop Leader:  
Mary E. Stuckey  
Georgia State University

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19. Rhetoric, Spatial Theory, and the Built Environment  
*Pyle Center 232*

Rhetorics of space and place have become a recognized subfield in rhetorical studies. The development of this subfield has been premised on the increasingly urgent conviction that the material environment, its arrangement, and the affective attachments it produces function as powerful arguments within contemporary cultural politics. Broadly understood, this subfield has encompassed (among other areas) the study of maps, urban design, urbanism, gentrification, architecture, landscape, preservation, rural rhetorics, suburbia, localization, regionalism, globalization, networks, transportation, environmental rhetorics, and eco-criticism. Uniting these diverse topics is a systematic exploration of how rhetoric mediates the relationships among actual places (both their material arrangement and their affective charge) and cultural politics.

**Workshop Leaders:**  
Dave Tell  
Greg Dickinson  

**Workshop Participants:**  
William Bailes  
Bryan Blankfield  
David Henry  
Jeffrey Kurr  
Danielle Leek  
Stephanie Martin  
Thomas McCloskey  
Matthew Meier  
Kathleen Mollick  
Kevin Musgrave  
Thomas Salek  
Gene Segarra Naveria  
Andrea Terry  

University of South Carolina  
Pennsylvania State University  
University of Nevada  
Pennsylvania State University  
Grand Valley State University  
Notre Dame College  
Tarleton State University  
University of Wisconsin - Madison  
National University of Singapore  
Texas A&M University

20. Transgendering Rhetorics  
*Lowell Center 116*

Transgender studies is a burgeoning field of inquiry with all of the markers of academic legitimation including a journal (*Transgender Studies Quarterly*), academic positions, celebrated books, and conferences on the topic. In its many incarnations, transgender studies may study trans* lives, but it also often refuses to relegate itself to a proper object of study. Theories of trans* embodiments, genders, and sexualities are now employed to make sense of practices and texts that many not appear trans*. In this spirit, we want to think through the multiple purposes and aims of transgender studies as they relate to rhetorical studies. Rhetorical studies can contribute to this conversation with its attention to texts, contexts, situated performativities of identities, and the intersections of publics with everyday lives. This workshop will think through the convergences of these academic disciplines.

**Workshop Leaders:**  
Isaac West  
KJ Rawson  

**Workshop Participants:**  
Isaac West  
KJ Rawson  
Elizabeth Benacka  
Ace Eckstein  
Kadin Henningsen  
Kimberly Huff  
A. Abby Knoblauch  
Benjamin LeMaster  
Hilary Rasmussen  
Neil Simpkins  
Erika Thomas  
Molly Ubbesen  

University of Iowa  
College of the Holy Cross  
Lake Forest College  
University of Colorado Boulder  
University of Wisconsin - Madison  
Florida Gulf Coast University  
Kansas State University  
Southern Illinois University, Carbondale  
University of Wisconsin - Milwaukee  
University of Wisconsin - Madison  
California State University, Fullerton  
University of Wisconsin - Milwaukee

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Hands-on Workshops

1. Academic Publishing in Rhetorical Studies or: How I Learned to Stop Worrying and Love Sending Manuscripts Out for Review (with apologies to Stanley Kubrick)
Pyle Center 313

Publishing remains the sine qua non of an academic teaching career, and publishing expectations (in order to be marketable and obtain tenure) continue to rise. Given its centrality, the publishing process can be a source of considerable anxiety and frustration. Its many stages—developing an idea and argument, determining the conversation or conversations to which your manuscript will contribute, addressing rhetoric’s interdisciplinary status, selecting a journal, responding to editor and reviewer comments, etc.—pose varied challenges for emerging scholars. This hands-on workshop will help prepare participants to navigate the complexities of academic publishing so that (hopefully) publishing anxieties and frustrations can be diminished.

Workshop Leader: Jim Jasinski
Workshop Participants: Ruth Beerman, Heather Blain Vorhies, Erin Boade, Matthew Brigham, Ashley Clayson, Theresa Donofrio, Stephanie Gomez, Gustaf Atilla Hallsby, Katie Horner, Katie Irwin, David Isaksen, Hillary Jones, Jillian Klean Zwilling, Lauren Kolodziejski, Rachel Murdock, Julia O’Grady, Mathew Oakes, Jessica Ouellette, Anne Porter, Jonathan Rossing, Pamela VanHaitsma, Laura Vernon, Tara Wood

2. Building Sophware: Modeling Theoretical Approaches to Technical and Professional Writing with Computational Methods
Vilas Hall 3160

Participants will learn to apply computational methods—including network analysis and graph theory, natural language processing and text mining, and activity stream analysis—to invent new analytic and heuristic approaches to technical and professional writing. A special emphasis will be placed on building a computational model inspired by rhetorical theory, ancient or contemporary.

Workshop Leaders: Bill Hart-Davidson, Ryan Omizo
Workshop Participants: Heather Alexander, Casey Boyle, Steffen Guenzel, Sally Henschel, David Kaufer, Suzanne Lane, Timothy Laquintano, Brian Larson, Christine Stephenson, Kenny Walker, Douglas Walls

Workshop Locations: Michigan State University, University of Rhode Island

3. Grant and Development Opportunities in Interdisciplinary Rhetorical Studies
Pyle Center 325

As political and institutional support for the humanities has declined, rhetorical scholars have been called upon to defend their programs and to pursue external resources in support of their research and teaching. In doing so we need to “make the case” for rhetoric to audiences outside the discipline—university administrators, colleagues in other disciplines, funding agencies, alumni donors, and the public at large. This hands-on workshop is designed to help scholars at all stages of their careers do just that—make the case for rhetoric, learning strategies and techniques for writing more compelling grant, development, or program proposals.

Workshop Leader: J. Michael Hogan
Workshop Participants: Karrin Anderson, Chloe Hansen, Jennifer Hensel, Ashley Hinck, Mark Hlavacik, Kirsten Jarmsen, Lydia McDermott, Angela Murphy, Ricardo Reyna, Karen Sorensen, Sara VanderHaagen, Elizabeth Weiser

Workshop Locations: Pennsylvania State University, Colorado State University, University of Pittsburgh, Coker College, University of Wisconsin - Madison, University of North Texas, University of Minnesota Twin Cities, Whitman College, University of Kansas, University of Nevada, Las Vegas, Montana Tech of the U. of Montana, University of Nebraska, Las Vegas, The Ohio State University
Special Events

Reception for Seminar Leaders and Participants
Monday, 1 June, 5:30 – 7:30 p.m., Pyle Center Rooftop Terrace

Enjoy drinks and light hors d’oeuvres with your colleagues, old and new, on the roof of the Pyle Center overlooking beautiful Lake Mendota. Get to know your fellow seminar participants, meet the other seminar attendees, and enjoy what we expect will be the beautiful early June weather. (In case of rain, the event will move to the Alumni Lounge in the Pyle Center.)

Getting to Know Rhetoric Across the Disciplinary Divide (“Speed Dating”)
Wednesday, 3 June, 4:15 – 5:30 p.m., Pyle Center AT&T Lounge
Saturday, 6 June, 4:15 – 5:30 p.m., Pyle Center AT&T Lounge

Keynote speakers Bill Keith and Roxanne Mountford follow up their seminar from 2013 in Lawrence, and the “Mount Oread Manifesto” published in *RSQ*, with a special session designed to encourage conversations about rhetoric across English and Communications departments. Set up like “speed dating,” rhetoricians from English will sit across a table from rhetoricians in Communications, and discuss their disciplinary orientation in the context of their departments and of higher education in the U.S.

Party on the Terrace
Thursday, 4 June, 5:30 p.m., Memorial Union Terrace

The Memorial Union Terrace is UW-Madison’s agora. On the shore of Lake Mendota, the Terrace is where students, faculty, staff, and the community can enjoy beer and brats, good conversation, live music, and great people-watching. Join your new friends from the Summer Institute after the seminars.

Plenary Lunch and Keynote
Friday, 5 June, 12:15 – 1:45 p.m., Union South Varsity Room
Keynote Speakers, Roxanne Mountford and Bill Keith

The lunch is your opportunity to get together with seminar and workshop leaders and participants, and to hear Bill Keith and Roxanne Mountford describe the challenges and promise of rhetoric’s place in the twenty-first century university.

Reception for Workshop Leaders and Participants
Saturday, 6 June, 5:30 – 7:30 p.m., Pyle Center Rooftop Terrace and Alumni Lounge

Get together with workshop leaders and participants over drinks and light food on the Rooftop Terrace and in the Alumni Lounge of the Pyle Center. Schmooze with your new pals while you enjoy the weather and the view of beautiful Lake Mendota. If the weather doesn’t cooperate, we’ll all convene in the Alumni Lounge.

Important Numbers

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<td>UW-Madison Communication Arts Department</td>
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<tr>
<td>UW-Madison English Department</td>
<td>608-263-3760</td>
</tr>
<tr>
<td>Madison Metro Transit</td>
<td>608-266-4466</td>
</tr>
<tr>
<td>SAFEwalk (state that you are a guest without a UW ID)</td>
<td>608-262-5000</td>
</tr>
<tr>
<td>UW-Madison Police Department (in an emergency call 911)</td>
<td>608-264-2677</td>
</tr>
<tr>
<td>Michael Bernard-Donals, Institute Director</td>
<td>608-262-9314</td>
</tr>
<tr>
<td>(second number for emergencies only)</td>
<td>608-358-2174</td>
</tr>
<tr>
<td>Badger Cab</td>
<td>608-256-5566</td>
</tr>
<tr>
<td>Green Cab</td>
<td>608-255-1234</td>
</tr>
<tr>
<td>Union Cab</td>
<td>608-242-2000</td>
</tr>
<tr>
<td>InnTowner by Best Western</td>
<td>608-233-8778</td>
</tr>
<tr>
<td>Hampton Inn and Suites</td>
<td>608-255-0360</td>
</tr>
<tr>
<td>Best Western Plus Inn on the Park</td>
<td>608-285-8000</td>
</tr>
<tr>
<td>DoubleTree</td>
<td>608-251-5511</td>
</tr>
<tr>
<td>Graduate Madison (formerly Campus Inn)</td>
<td>608-257-4391</td>
</tr>
<tr>
<td>UW Housing (Chadbourne Hall)</td>
<td>608-262-7528</td>
</tr>
<tr>
<td>Lowell Center</td>
<td>608-256-2621</td>
</tr>
<tr>
<td>Hyatt Place</td>
<td>608-257-2700</td>
</tr>
</tbody>
</table>
Building Maps

Here are floorplans for the Pyle and Lowell Centers, and for Union South. Note the location of gender-neutral restrooms (on the 2nd and 3rd floors of the Pyle Center, and on the Lower Level of the Lowell Center), the room for nursing mothers (307A Pyle), and the designated Quiet Room (305 Pyle).

Pyle Center First Floor

Pyle Center Second Floor