Schedule of Events for

Emergence(s): A Rhetoric Symposium

Presented by The Rhetoric Society of Old Dominion University  
Sponsored by The Rhetoric Society of America and Pearson Education

# Tuesday, July 12th

### 8:00-8:30 Sign in; Coffee and Breakfast

### 8:30-9:45 Keynote Address

Anne Wysocki, University of Wisconsin-Milwaukee

We are honored to have Dr. Anne Frances Wysocki as our keynote speaker this year. Dr. Wysocki's keynote, entitled "Taking Apart What Moves: Rhetorical Analyses of New Media Texts," explores several different new media texts to consider what it takes to look at them rhetorically—including how we might account for how such texts often seem to call forth differing embodiments, differing sensuous engagements, than unimodal print texts.

Dr. Wysocki is Associate Professor of English at the University of Wisconsin-Milwaukee, where she teaches undergraduate and graduate courses in written, visual, and digital rhetorics. She is lead author of *Writing New Media: Theory and applications for expanding the teaching of composition*, which won the Computers and Writing Distinguished Book Award,  and her compositions have appeared in *Computers and Composition*, *Kairos*, *CCC*, and the *Journal of the Council of Writing Program Administrators*, as well as in many books; with Dennis Lynch she has published *Compose/Design/Advocate: A Rhetoric for Integrating Written, Visual, and Oral Communication* and *The DK Handbook*. She has designed and produced software to help undergraduates learn 3D visualization and to introduce them to geology. Her interactive new media pieces “A Bookling Monument” and “Leaved Life” have won, respectively, the *Kairos* Best Webtext award and the Institute for the Future of the Book’s Born Digital Competition.

# Tuesday, July 12th (continued)

### 10:00-11:15 Rhetorical Implications of Culture and Literacy in College Education

Angela Dadak, Old Dominion University, American University

Confronting Attitudes toward Rhetorical Aptitude and Multilingual Writers

Mary-Lynn Chambers, East Carolina University

The Rhetorical Challenge in Online Communication with African American College Students

Candace Epps-Robertson, Syracuse University

Reviving and Remixing: Learning from the Rhetorical Education of the Prince Edward County Free School Association

### 11:15-12:15 LUNCH

### 12:30-1:45 Media[ting] Resistance

Lauren DeLaCruz, George Mason University

Understanding the Techniques of Dissent: The Use of Image Events in Protest Rhetoric

Patricia Ro, George Mason University

Moral Disengagement and the Rhetoric of Marginalization in Disaster Reporting

Peter Cibula, Georgetown University

(Sub)merging Id/entities: The Rhetorics of Digital Accountability in Blizzard Entertainment’s Real ID System

### 2:00-3:15 Pushing Out of the Confines of Traditional Composition

James Beasley, University of North Florida

Italo Calvino, Giorgio Agamben, and Spectrality in Advanced Composition

Rebecca Gerdes, Indiana University, South Bend

Oppositional Metaphors of Power: “Invasion” and “Body Building” in the First Year Writing Classroom

Frank Patrick Hurley, East Carolina University

Moving Beyond Analysis: The Visual as a Mode of Invention

Lisa Dresner, Hofstra University

Textual Criticism in the Internet-Age Classroom: Bringing Awareness to Student Writers

### 4:15-5:30 Rhetorical Perspectives on Visual Artifacts

Kristopher Purzycki, Old Dominion University

<blink> Digitally Vile: Surveying the Grotesque Rhetoric of Digital Media:</blink>

Nicole Cardassilaris , Ball State University

Kairos Crosses the Pond: An Unexamined Kairic Image Emerges in American Art

Cheri Lemieux Spiegel, Old Dominion University

Designing Visual Language: Strategies for ~~Professional Communicators~~ BANKSY

# Wednesday, July 13th

### 8:00-8:30 Coffee and Breakfast

### 8:30-9:45 Rhetoric on the Move: Theorizing Rhetoric from Within

Michael DuPuis, University of Pittsburgh

Rhetoric’s Place in Critical University Studies

George Shamshayooadeh, Old Dominion University and National Hispanic University

Intercultural Rhetoric and New Directions

David Gruber, North Carolina State University

The Dynamic of "Neurorhetoric" and the Dynamism of Neuroscience

Molly Waters, Regent University

Therapeutic Rhetoric: Healing and Consolation at the Vietnam Veterans Memorial

### 10:00-11:15 Applied Rhetoric in Education Design

Ryan Cales, Virginia Commonwealth University

Rethinking Success: A Person-Based Approach to Service Learning

Carmen Christopher Caviness, Old Dominion University and Meredith College

Inventing Cyber-Tutoring: Developing New Topoi Through Embodiment

Megan McKittrick, Old Dominion University

A Gamers’ Guide to Rhetoric: Utilizing the Common Ground between Video Game Design and Pedagogy

### 11:15-12:15 LUNCH

### 12:30-1:45 Rhetoric: A Roundtable

Anne Wysocki, Kathie Gossett, Liza Potts, David Metzger, Kevin Moberly, and Janet Bing