



# RSE | rhetoric society of europe

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## Newsletter (#1 - 2017)

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Dear members of the Rhetoric Society of Europe,

We present to you the first newsletter of 2017. We have a new featured publication, written by RSE-members Sine Nørholm Just and Kristine Marie Berg, from the Copenhagen Business School and the University of Copenhagen.

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### **RSE 2017 CONFERENCE UPDATE**

The RSE 2017 conference has sent out its notifications on submitted papers and panels and are now working on program and panel composition. For those of you who are planning to attend the conference, the [conference webpage](#) will be updated as the information is ready.

In the meantime, it is possible to register for the conference by going [here](#), where you can also book a place at the conference dinner and on-campus accommodation (click the "Programme" tab for details). Alternative on-campus accommodation is available at a Bed and Breakfast called Broadview Lodge (click the "Contact" tab for details). You may prefer to stay in the city (from which the University is easily accessible) and the [conference webpage](#) has links to information about hotels and B&Bs in the City, about [traveling to Norwich](#) and local tourism.

The deadline for general registrations for the conference is June 12<sup>th</sup>. **However, so that we can confirm and print the conference programme we ask that those presenting papers register by March 31st.**

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In addition to other calls, conferences and publications, we've talked to RSE board member Anne Ulrich.

If you have any news that you'd like to share with the members, please [just let us know!](#)

*Best wishes,*

*Magnus Hoem Iversen*

Submit something for next newsletter

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## Featured publication

New publication from Sine Nørholm Just (Copenhagen Business School) & Kristine Marie Berg (The University of Copenhagen) in *Rhetoric Society Quarterly*:

*Rhetoric Society Quarterly*  
Vol. 46, No. 1, pp. 28–46

 **Routledge**  
Taylor & Francis Group

### *Disastrous Dialogue: Plastic Productions of Agency–Meaning Relationships*

Sine Nørholm Just and Kristine Marie Berg

*In 2010 the Danish artist Søren Thilo Funder was in Cairo to produce the art film Disastrous Dialogue. As Funder set to work he had a foreboding about how politically charged the piece might be. When he cut the film, however, events had exceeded his most fateful premonitions, reshaping the interpretative context completely. The changes in Egyptian society, thus, altered the possible meaning–agency relations of the finished work. Through a close reading and a conceptually guided criticism of the text–context relationships of Disastrous Dialogue we explore interrelations of meaning and agency through the lens of the concept of plasticity. This leads us to propose a plastic understanding of agency as both formed by and formative of meaningful relationships—and able to creatively destruct and, thereby, transform configurations of meaning.*

**Keywords:** meaning formation, plasticity, rhetorical agency

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- [Full text here.](#)

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## RSE member: Anne Ulrich





*Dr. Anne Ulrich is a Postdoctoral researcher at the Collaborative Research Center "Threatened Orders: Societies under Stress" and member of the Institute of Media Studies, University of Tübingen, Germany. From 2004 to 2015, she was a Ph.D.-student and later lecturer at the Institute of Rhetoric at the University of Tübingen.*

**Why are you interested in the study of rhetoric?**

Rhetoric is fascinating because its focus on the power of logos and its capacity of shaping the world is unique, and can be applied to a myriad of historical and contemporary sources. Very different objects of study can be examined with regard to persuasion, credibility, argumentation or style. In our current media or information age, these questions are becoming ever more relevant; that's why I am mostly interested in the mutual relations between rhetoric and media, i.e. the rhetorical dimensions of media and mediation.

**What are your main research interests?**

In my current project, I'm examining the different medialities of "threat communication" and the way our notion of 'media' has changed in the fifteen years since the terrorist attacks on September 11, 2001. In my former work I studied visual rhetorics and the re-conceptualization of 'ethos' against the backdrop of contemporary television journalism as well as the rhetorical dimensions of television as a medium. I am also interested in the changing faces of political rhetoric and propaganda in the digital age.

**What is typical for the way rhetoric is studied at your university?**

The University of Tübingen hosts the only institute for the study of rhetoric throughout Germany. Therefore, rhetoric is studied very broadly here. Although the extraordinary significance of the classical tradition is acknowledged both in the studying and the teaching of rhetoric, most members of the institute focus rather on contemporary questions, such as visual rhetoric, media rhetoric, propaganda and persuasion, or rhetoric in the knowledge society. Typically, they take key concepts from ancient rhetoric (e.g. Aristotelean categories) as a starting point, and translate or update them on the basis of contemporary, often interdisciplinary, research on the subject. Recently, there have been increasing efforts to integrate psychological research and empirical methods into this research design.

**Why did you join the RSE and what do you think is most important for the society?**

Basically, I joined the RSE out of scientific interest and curiosity. How is rhetoric being studied in other European countries and beyond? What can I learn from different approaches? The biennial conferences of the society

...and beyond. What can learn from different approaches? The dialogical competence of the society, provide excellent opportunities to connect with other researchers and to exchange ideas. But I think that we still need to intensify our cooperation. I'd like to ask our members to share more information with us and to make the website as well as the newsletter a vital source for all kinds of news concerning rhetoric in Europe and beyond. Meanwhile, we have to work on the question of membership fees and on the foundation of a peer-reviewed journal that would foster the visibility and importance of rhetoric in Europe and beyond.

#### **What is your favorite rhetorical resource?**

A resource I regularly turn to is the "[Historisches Wörterbuch der Rhetorik](#)". With its 10 volumes and more than 1.300 articles, it answers most questions about the history of almost every theoretical concept or phenomenon. Although in German, it presents an excellent starting point both for rhetorical theory and analysis, and draws upon international research.

A somewhat time consuming, but fascinating and entertaining, source of inspiration are TV series featuring political rhetoric. Starting with [The West Wing](#) several years ago, I developed a both professional interest as well as personal passion for political TV series and the way they celebrate or satirize political communication and rhetoric (the latter is true for, say, the hilarious shows [Yes, Minister](#), [The Thick of It](#), or [Veep](#)). I particularly 'liked' an episode from the Danish show [Borgen](#) in which a rhetoric professor joins the staff around Prime Minister Birgitte Nyborg – only to be fired at the end the episode because of his purely theoretical, elitist and unproductive efforts. It is not least because of this cliché, that we need the RSE to show that rhetoric, as a mode of thought, as an academic subject, and as a communicative practice, is not solely about abstract concepts. On the contrary, it is always oriented towards and situated within contemporary society.

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## Members announcements & other news

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**SOON DUE: Call for papers** for Argumentation and Advocacy: Political Campaign Debates in the 2016 Election. [Click here for details](#). Deadline: 1 February, 2017.

**SOON DUE: Call for papers** for Rhetoric Society Quarterly: RSA 50th anniversary issue. [Click here for details](#). Deadline: 6 February, 2017.

**Call for papers** for workshop on Diverse organizing/organizational diversity – Methodological questions and activist practices. Copenhagen Business School, Copenhagen, Denmark, May 2-3, 2017. [Click here for details](#). Deadline: 15 February 2017.

**Call for papers** for Res Rhetorica: Deliberative Rhetoric. [Click here for details](#). Deadline: 17 February 2017

**Call for papers** for ALTA Argumentation Conference, Utah, USA, July 20-22, 2017. [Click here for details](#)

**Call for papers** for ALTA Argumentation Conference. Utah, USA, July 20-23, 2017. [Click here for details.](#)

Deadline: 24 February 2017.

**Call for papers** for 1st International Conference on Marketing (as) Rhetoric. Bournemouth University, U.K., June 14th 2017. [Click here for details.](#) Deadline: 14 March 2017.

**Call for papers** for Res Rhetorica: Rhetoric of Religion. [Click here for details.](#) Deadline: 31 March 2017.



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