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RSE | rhetoric society of europe

Newsletter (#2 - 2015)

Dear members of the Rhetoric Society of Europe,

In the month of December, our newsletter brings you several calls for conferences and publications all over Europe. Furthermore, we'd like to introduce the new members of the Executive Board to you. Today, we start with the two youngest members, Louise Schou Therkildsen and Martijn Wackers. In their interviews, they talk about their research interests and rhetorical approaches as well as their plans for the RSE. Additionally, we invite you to join our newly formed Facebook Group.

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

Meanwhile, we wish you a merry christmas, a pleasant holiday and a happy new year.

Best wishes,

Anne Ulrich and Magnus Hoem Iversen

Newsletter Team of the Rhetoric Society of Europe

Join the new RSE Facebook-group!

A newly formed Facebook group is now available for all interested rhetoricians. Here you can post news about publications, upcoming conferences, call for papers and abstracts, and of course ask your colleagues from all over Europe and the world questions. Join the conversation or just



Europe and the world questions. Join the conversation, or just listen in. The group already counts 180 members from around the world, and we are optimistic that it will provide a good supplementary forum for getting information and networking with your peers.



[Go to the group \(press button\)](#)

New board-member: Louise Schou Therkildsen



PhD-student at Uppsala University, Finland at the Department of Literature, Section of Rhetoric.

Why are you interested in the study of rhetoric?

My interest is primarily critical. There are so many areas of our lives that we can only approach with words - be that politics, research, or institutions such as the EU. How we use language symbolically to praise, to interpellate, to evaluate, to make arguments, to struggle, and to do so much more is extremely important to understand. I also think it is important to show that the study of rhetoric is relevant to society; my dad still thinks I studv motor skills ('motorik' in Danish). so I guess it is not as self-evident as I thought. and -

perhaps more importantly - I am not good enough at showing why. I will work on that!

What are your main research interests?

Rhetorical criticism, currently focused on migration and identity. I have previously studied naturalization tests and how they constitute citizens in certain positions; my PhD project is a study on European identity as interpellated primarily by the EU. Theoretically and conceptually, I am preoccupied with constitutive rhetoric, rhetorical citizenship, narrative theory and postcolonial theory.

What is typical for the way rhetoric is studied in Uppsala?

I did my BA and MA at Copenhagen University and have only been in Uppsala for a little more than a month, so it might be too early for me to say anything about what is typical here. But (praeteritio coming up) the approach is perhaps slightly more theoretical and historical here in Uppsala in comparison to the critical and analytical focus in Copenhagen. Quite a good mix, I would say!

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

Because I hope I can contribute to building a European network of rhetoric scholars; we do our research so differently from country to country, even from region to region, so there are many possibilities in getting a closer look at these practices. So: We have a conference, now a newsletter as well, and I hope the next step will be an RSE Journal. That would be interesting!

What is your favorite non-academical rhetorical resource?

I know podcasts are where we are going, but I always forget to listen to them, which is why I only recently began listening to [A Way With Words](#), even though it has been bookmarked in my browser for years. It is easy listening, but quite good! I am, however, first of all a big fan of old fashioned FM (talk) radio. I really like that I don't get to choose what I want to hear. I have learned to appreciate programmes about business, it, flora and fauna. Originally, my love for the FM radio stems from laziness, but it has turned into a good way of getting to know perspectives I probably wouldn't have gotten to know otherwise.

New board member: Martijn Wackers





PhD-student at Leiden University, and lecturer in Communicative Skills at the Centre for Languages and Academic Skills at Delft University of Technology, The Netherlands.

Why are you interested in the study of rhetoric?

During my study of Dutch Language and Culture at Leiden University, I was drawn to the way language can be used to persuade and move in both text and speech, so I decided to do a Master's program in Rhetoric and Argumentation. I am fascinated by the fact that seemingly small and trivial choices a speaker or writer makes can sometimes make a big difference in the persuasive power or comprehension of the message sent.

What are your main research interests?

My PhD research focuses on the question which rhetorical techniques and strategies can influence the extent to which an audience remembers the presentation's main message. It is mainly aimed at presentations in an educational environment and I try to connect methodologies such as corpus analysis of public speaking textbooks, rhetorical analysis of speeches and experimental research to some insights from cognitive memory research. An example: Jaap de Jong, Bas Andeweg and I have carried out an experiment to see whether an informative summary in the conclusion of a speech actually enhances the audience's information retention (it does – in our experiment, at least).

What is typical for the way rhetoric is studied in the Netherlands?

Here, the study of rhetoric seems to be divided over different disciplines: linguistics, communication sciences, history, psychology... Hardly any 'rhetoric departments' are found, but the study of rhetoric is usually part of a linguistics or social studies department. Positively, this means a wide variety of methods and approaches. However, it can be difficult to obtain a quick overview of the current research.

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

I joined the RSE because I enjoy the atmosphere and the exchange of ideas at the Rhetoric in Society conferences. It is important that RSE enables this via conferences, workshops and online initiatives to encourage cooperation between different rhetoric scholars and also to be aware of and possibly combine different approaches to rhetorical research.

What is your favorite non-academic rhetorical resource?

I often visit TED.com for inspiring presentation examples for the (PhD) students I teach at Delft University of Technology and for the speakers I coach for the annual TEDxDelft conference. One of my favorite talks is [Joshua Foer's about memory](#), closely related to my PhD topic. I also like to visit [Psyblog](#), to look for topics that might be interesting from a rhetorical point of view.

Members announcements & other news

Call for papers for Edited Collection: [Multimodality: History, Theory, Research and Pedagogy](#). Deadline: 23rd of December, 2015.

Call for papers: [Conference on "Knowledge Design - Graphic Design in Science Communication"](#), Tübingen, (Germany) - April 6th - 8th, 2016. Deadline: January 4th, 2016.

Call for papers: [International Conference on Digital Media & Electronic Communication](#), Le Havre (France) - June 1st, 2nd and 3rd 2016. Deadline: 31st of January, 2016.

Call for papers: [IAMCR 2016](#). Leicester (United Kingdom) - 27th - 31st July, 2016. Deadline: 15th of February 2016.

Call for papers: [ECREA 2016](#). Prague (the Czech Republic) - 9th-12th November 2016. Deadline: 29th of February, 2016.

This newsletter is brought to you by [the Rhetoric Society of Europe](#). We encourage you to send us information that you would like to read in the next letter.

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