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RSE | rhetoric society of europe

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## Newsletter (#3 - 2016)

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Dear members of the Rhetoric Society of Europe,

We present to you the third newsletter of the year. Here, you'll find the call for [the first International Rhetoric Workshop](#), an international workshop for emerging scholars and PhD students in rhetoric. It is endorsed by both the RSE and the Rhetoric Society of America, and will take place on a biennial basis. **We would like to invite you to participate and also to spread the word.** In addition to other calls, conferences and publications, we've talked to RSE board member Alan Finlayson, who is the host of the next RSE conference in Norwich.

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

*Best wishes,*

*Anne Ulrich and Magnus Hoem Iversen*

*Newsletter Team of the Rhetoric Society of Europe*

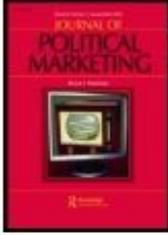
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Submit something for next newsletter

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## Featured publications

New publication from Greg Simons (The University of Uppsala, Sweden) in [Journal of Political Marketing](#) on the image of Vladimir Putin:



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click for updates

Original Articles

## Stability and Change in Putin's Political Image during the 2000 and 2012 Presidential Elections: Putin 1.0 and Putin 2.0?

DOI: 10.1080/15377857.2016.1151114  
Greg Simons<sup>a</sup>  
Publishing models and article dates explained  
Accepted author version posted online: 16 Feb 2016

Full text HTML  
PDF  
Full access

### Abstract

There has been a lot of research done on 'Western' politicians and the political systems with regards to political marketing. But what about other countries, and especially those that possess a different political standard? This article seeks to address one particular Russian politician – Vladimir Putin. He rose from obscurity to become Russia's second president (after Boris Yeltsin). Two presidential elections form the focus of attention, 2000 and 2012. The aim is to try and discover the consistencies and breaks in the manufacturing of Putin's political image and reputation. A number of breaks and continuities were discovered in terms of how Putin is marketed. This seems to be a reflection of the changes taking places in Russia's political environment, which then needs to be taken into consideration when political marketing is conducted.

- [More information here](#)

**New publication** from Sine Nørholm Just & Kristine Marie Berg in [Rhetoric Society Quarterly](#) on plastic productions of agency-meaning relationships.

- [More information here.](#)

**New book** from Paul Van Den Hoven on rhetorical discourse analysis. The book is published in China and can be obtained from various [Chinese web-pages](#). Additionally, the author has made the full first chapter available at Researchgate.

- [More information here.](#)

**New book** from Kari Palonen: "From Oratory to Debate. Parliamentarisation of Deliberative Rhetoric in Westminster".

- [More information here](#)

(See also ["Parliament and Parliamentarism: A Comparative History of a European Concept"](#), edited by Pasi Ihalainen, Cornelia Ilie and Kari Palonen.)

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## RSE Board member: Alan Finlayson



*Professor of Political and Social Theory, School of Politics, Philosophy, Language and Communication Studies, University of East Anglia, UK.*

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

As a political theorist I am interested in language-use as a form of political action. Having started out thinking about this through elements of the 'linguistic turn' (Wittgenstein, Saussure, J.L. Austin, Derrida and Laclau) I turned to rhetoric as a tradition that had long been theorising linguistic political actions and which also offered ways to analyse what's going on in some detail.

### **What are your main research interests?**

I started out researching apocalyptic rhetoric and the climate change debate, but lately I have also drifted towards interests in broader environmental communication, rhetoric in popular culture and Kenneth Burke.

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

There is not a strong tradition of rhetorical research at UK Universities; there are no Departments of Rhetoric. People with rhetorical interests are scattered across Departments of Languages, Literature, History, Classics and so on. In Politics the study of rhetoric is really very new - although there is of course a longer (and mostly good) literature on political communication (media, campaigning and the like). To the extent that there is 'Rhetorical Political Analysis' in the study of British Politics I'd say we are still working out the balance between studying individual speakers or texts, the institutions that structure political speech and the uses of specific kinds of appeal/figure and so on. But for some of us our interest comes out of the sorts of theory of ideology associated with thinkers such as Antonio Gramsci. Gramsci was of course interested in the politics of common sense and for rhetoricians influenced by that idea is a key theoretical category

the politics of common sense and for rhetoricians influenced by that text is a key theoretical category.

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

I would like UK scholars to be better connected to our European colleagues and I hope that the RSE can be a way for that to happen. I think the main aim of the society is of course to bring all European rhetoric scholars together so that we can strengthen our field and, I hope, develop collaborative research programmes working across disciplines and country traditions.

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

I find [Silvae Rhetoricae](#) very helpful for me and for students; I also like the [Period Table of Figures of Speech](#). A new resource in the UK is an extensive digitised and semantically mapped [record of Parliamentary debate from 1803-2005](#).

**Editors note:** Mr. Finlayson politely refrained from mentioning [British Political Speech](#), a resource he is himself developing. It is an "online archive of British political speech, and a place for the discussion, analysis, and critical appreciation of political rhetoric". Since Mr. Finlayson did not mention it himself, we have taken the liberty of doing so.

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## Members announcements & other news

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**Information update:** The Ontario Society for the Study of Argumentation (OSSA) Update Letter of January 2016 - Contains information on the conference, workshops and a summer school on political argumentation. [Click here to download the letter.](#)

**Call for Abstracts** for the Anthology Rhetorical Audiences: Reception- and Audience Studies of Rhetoric. [Click here for details.](#) Deadline: 18 March, 2016.

**Call for Papers:** International Rhetoric Workshop (IRW): "Crossing Traditions: Reimagining the Political". Uppsala University, Sweden, August 17-19 2016. [Click here for details.](#) Deadline: 30 March, 2016.

**Upcoming Workshop:** International Workshop on Political Communication. Quebec, Canada, April 22-23, 2016. [Click here for details.](#) (Detailed program to be released). Attendance to the workshop is free, but as places are limited, those interested in attending must confirm their presence as soon as possible at [info@grcp@ulaval.ca](mailto:info@grcp@ulaval.ca).

**Call for Papers:** 19th International Conference on Argumentation (ICA). Paris, France, September 21-22, 2017. [Click here for details.](#) Deadline: March 21, 2017.

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**Call for Papers:** The EARLI SIG 26 meeting on "Argumentation, Dialogue and Reasoning". Ghent, Belgium, 22-24 August 2016. [Click here for details.](#) Deadline: 25 March 2016.

**Call for Papers:** Mock the Weak: Comedy and the Politics of Representation. Middlesbrough, UK, 14-15 September 2016. [Click here for details.](#) Deadline: 31 March 2016.

**Open Phd Research Fellowships:** Three Phd positions in Media Studies at the University of Oslo. [Click here for details.](#) Deadline: 5 April 2016.

**Call for Papers:** The International Society for the History of Rhetoric (ISHR): "The Spaces of Rhetoric". London, UK, 27-29 July 2017. [Click here for details.](#) Deadline: 8 May, 2016.

**Call for edited collections and monographs:** Protest, Media and Culture. [Click here for details.](#)



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