



RSE | rhetoric society of europe

Newsletter (#4 - 2016)

Dear members of the Rhetoric Society of Europe,

We present to you the fourth newsletter of the year. This months featured publication came to our attention through the work of our peers and colleagues from the research tradition of political communication, and is an inquiry into theories of deliberative democracy that should be interesting to rhetoricians.

Please note that the deadline for the [International Rhetoric Workshop](#) has been extended, and is now this Friday - 15 April.

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

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

Submit something for next newsletter

Featured publication

New publication from Daniel J. Kapust & Michelle A. Schwarz (The University of Wisconsin-Madison) in American Political Science Review on the rhetoric of sincerity:

American Political Science Review

American Political
Science Association



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The Rhetoric of Sincerity: Cicero and Smith on Propriety and Political Context

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Abstract

The study of rhetoric has recently undergone a revival in political theory as a response to deliberative democratic approaches that value reason over affect in the political sphere. Most rhetorical revivalists look to Aristotle and develop accounts of ethos (character) that privilege the epistemic dimensions of trust, while overlooking the importance that considerations of propriety play in shaping the political speech of democratic leaders. We reconsider the rhetorical approach by integrating the regulative standards suggested by two political thinkers who also were theorists of rhetoric: Cicero and Adam Smith. Committed to character's role in collective judgment, Cicero and Smith both hold that sincerity and context shape decorum or propriety: Leaders rely on decorum to shape their rhetorical appeals, and audiences look to the fit between speech and character to gauge moral trustworthiness. Smith, however, goes beyond Cicero to develop a rhetorical theory more relevant for democracies by highlighting the importance of political context for rhetorical appeals and evaluations. We conclude by suggesting that attention to these components of decorum moves beyond Aristotelian accounts of rhetorical character in a way that is consistent with much empirical research on how voters judge the character of elected officials.

- [More information here](#)

RSE Board member: Kris Rutten





Post-doctoral researcher in Culture & Education, Department of Educational Studies, Ghent University, Belgium.

Why are you interested in the study of rhetoric?

I am currently working as a post-doctoral researcher at the Department of Educational Studies of Ghent University (Belgium) and I obtained a PhD in Educational Sciences with a dissertation on the rhetorical and narrative turn in education. I am interested in the study of rhetoric because besides a few notable exceptions, little of the (current) work in educational studies focuses on rhetoric in general and new rhetoric in particular. My aim during the past few years has been to revive - or better to revisit - the (historically strong) connection between rhetoric and education (its broad sense).

What are your main research interests?

My research focuses on the exploration of new rhetoric as a framework for educational theory, research and practice. I specifically develop research projects on introducing new rhetoric in general and the work of Kenneth Burke in particular in disciplines such as teacher education, social work, psychology, management and medicine. Next to that, I have a specific interest in developing a rhetorical perspective on literacy focusing on how literacy practices are rhetorically defined, explained and negotiated in relation to different contexts. I furthermore conduct research on digital rhetoric and intermediality. I guest edited several special issues on (new) rhetoric and education such as "Revisiting the Rhetorical Curriculum" (Journal of Curriculum Studies, 2012) and "Attitudes Toward Education: Kenneth Burke and New Rhetoric" (Studies in Philosophy and Education, 2015). I also organized the international conference "Rhetoric as Equipment for Living: Kenneth Burke, Culture and Education" (Ghent, May 2013).

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

This is hard to say because there is not a major research tradition on rhetoric in Belgium. There are a few scholars that are inspired by the work of Chaim Perelman and Lucie Olbrechts-Tyteca (however, it seems that Perelman's New Rhetoric is studied more elaborately in the U.S.), but besides that the study of rhetoric is mainly embedded in specific disciplinary fields (literature, education, communication studies, journalism etc.) or it is studied from the perspective of discourse analysis and argumentation theory.

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

It has been my pleasure to be part of the RSE Executive Board since the official inauguration of RSE in Copenhagen. The most important thing for the society according to me is that it can continue developing as a professional organization for scholars who are interested in rhetoric. This can be done by stimulating the organization of the biannual conference Rhetoric in Society but also by looking into the possibilities for organizing a Summer or Winter Institute for junior and upcoming scholars within the academic field of rhetoric.

What is your favorite rhetorical resource?

Because of my interest in the work of Kenneth Burke I would highly recommend KB Journal, [the online journal of the Kenneth Burke Society](#). Besides that there are of course journals such as *Rhetoric Society Quarterly* and *Rhetoric Review*. I can also highly recommend [Parlor Press](#) (edited by David Blakesley) that regularly publishes books and edited volumes on a broad range of (rhetorical) topics.

Members announcements & other news

NB Extended deadline - Call for Papers: International Rhetoric Workshop (IRW): "Crossing Traditions: Reimagining the Political". Uppsala University, Sweden, August 17-19 2016. [Click here for details](#). Deadline: 15 April, 2016.

Call for Papers: The Interdisciplinary Network for Social Protest Research, Cambridge, UK, 9-10 June, 2016. [Click here for details](#). Deadline: 25 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 papers: Metaphors and Political Discourse, Liège, Belgium, 1-2 December 2016. [Click here for details](#). Deadline: 1 July 2016.

Job posting: PhD position at Stockholm university, in connection with the research project "Global Media Studies and the Politics of Mediated Communication". [Click here for details](#). Deadline: 15. April, 2016.



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