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RSE | rhetoric society of europe

Newsletter (#7 - 2016)

Dear members of the Rhetoric Society of Europe,

We present to you the seventh newsletter of the year.

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

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

Best wishes, and a good summer to all from

Anne Ulrich and Magnus Hoem Iversen

Newsletter Team of the Rhetoric Society of Europe

Submit something for next newsletter

RSE Board member: Ivanka Mavrodieva





Prof., PhD, Doc. Habil. of Rhetoric at Sofia University "St. Kliment Ohridski", Bulgaria.

Why are you interested in the study of rhetoric?

During my student years I found rhetoric to be a very useful and practically oriented type of knowledge as well as an opportunity to improve my communication skills. Gradually, my research interests were provoked by manifestations of rhetoric, and after several years I started to investigate political oratory, communication in virtual environments, visual and multimodal argumentation, the efficiency of presentations, and so on. More than 30 years by far I find rhetoric to be a both ancient and vital theory and practice, and an important component in the education of 'healthy' societies. Oratory is an invaluable and multifunctional tool to manifest ideas, to maintain concepts, to discuss significant topics in front of different audiences and to try to convince and persuade the audiences of radio and television and the users or visitors of social networks.

What are your main research interests?

My main research interests are the field of political rhetoric and rhetoric online. For a couple of years, I have been focusing on visual argumentation and intersections between modern rhetoric, media and public relations.

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

Rhetoric has been taught in Bulgarian universities for over 40 years. It originated from the curricula of the Faculty of Public Professions and the Faculty of Pedagogy of Sofia University. Originally, it was part of the education of the Military Academy and the Policy Academy, and part of the training of political leaders. This changed after 1989, following the fall of the iron curtain and the transition from socialism to democracy. Rhetorical studies then grew as a scientific field with connections to the fields of business, law and the social sciences. During the last decade, rhetorical studies in Bulgaria have grown more interdisciplinary, extending towards political studies, journalism studies, PR, psychology, sociology and communication studies to mention some. The focus on rhetoric in offered by Sofia University is on specific sub-fields: the theoretical heritage, the history of rhetoric, on political rhetoric, juridical rhetoric, genres,

forms and aspects of public speaking, argumentation and in particular visual argumentation, communication in social networks as well as on the training for debates in public speaking and on presentation skills.

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

From my point of view RSE establishes great opportunities for cooperation and for the dissemination of new scientific knowledge into the rhetorical field. I appreciate the positive atmosphere, academic correctness and attitudes to share rhetorical knowledge, good practices and methods to learn rhetoric and to improve our communication skills. The colleagues and researchers from different universities announce and promote modern approaches and methods. RSE helps rhetoricians to describe in detail current scientific sub-fields as well as to build bridges between us so that we can establish scientific networks and research teams. RSE helps us to increase the sense of affiliation to a specific scientific field outside national and continental borders.

What is your favorite rhetorical resource?

I prefer to find new information about rhetoric and oratory published on websites such as [American Rhetoric](#) and the website of for instance the [University of Kentucky](#). I am impressed by one solid publication lately – 639 pages, “[Dictionnaire de l'argumentation. Une introduction aux études d'argumentation](#)” published in 2016, the author and editor is [Christian Plantin](#).

Members announcements & other news

NB - Call for Papers for the 2017 Rhetoric in Society conference is out: "Rhetorics of Unity and Division". University of East Anglia, Norwich, UK, July 3-5 2017. [Click here for details](#). Deadline: 16 December, 2016.

Job posting: 5 Ph.D. positions at the Faculty of Humanities, the University of Amsterdam. [Click here for details](#). Deadline: 15 August 2016.

Publication call for papers: Res Rhetorica: Special issue on "Digital Rhetoric". [Click here for details](#). Deadline: 15 August, 2016.

Call for papers: Rhetoric, Composition & Popular Culture. San Diego, USA, April 12-15 2017. [Click here for details](#). Deadline: 1 October, 2016.

Call for abstracts for panel: Political humor as social action: verbal-visual attitudes towards politicians in late modernity. 15th International Pragmatics Conference, Belfast, Ireland, July 16-21 2017. [Click here for details](#). Deadline: 15 October 2016.

Publication call for papers: the Journal of Relevant Rhetoric: "Exploring Persuasive Attack Theory". [Click here for details](#) (see bottom of page). Deadline: 30 October, 2016.

Upcoming conference: the 2016 Public Address Conference. Syracuse University, USA, 29 September - 1 October, 2016. [Click here for details](#).

Book of interest: WOMEN'S IRONY: Rewriting Feminist Rhetorical Histories by Tarez Samra Graban. [Click here for details](#).



Join the RSE Facebook group

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