



RSE | rhetoric society of europe

Newsletter (#8 - 2016)

Dear members of the Rhetoric Society of Europe,

We present to you the eight newsletter of the year. This months featured publication is written by RSE-member (and president) Jens Elmelund Kjeldsen, from the University of Bergen. The article argues for more qualitative studies of the audience of rhetoric, both theoretically and through a case study.

In addition to other calls, conferences and publications, we've talked to ourselves a little bit - more specifically with RSE communications team member Magnus Hoem Iversen.

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 Jens Elmelund Kjeldsen (The University of Bergen) in Informal Logic on rhetorical audiences:

Studying Rhetorical Audiences – a Call for Qualitative Reception
Studies in Argumentation and Rhetoric

Abstract

In rhetoric and argumentation research studies of empirical audiences are rare. Most studies are speaker- or text focussed. However, new media and new forms of communication make it harder to distinguish between speaker and audience. The active involvement of users and audiences is more important than ever before. Therefore, this paper argues that rhetorical research should reconsider the understanding, conceptualization and examination of the rhetorical audience. From mostly understanding audiences as theoretical constructions that are examined textually and speculatively, we should give more attention to empirical explorations of actual audiences and users.

- [Full text here.](#)

RSE member: Magnus Hoem Iversen



Ph.D. Candidate in media studies & rhetoric at the Department of Information Science and Media Studies, The University of Bergen.

Why are you interested in the study of rhetoric?

I first began as a student of Latin (the language and roman poetry), and of literature. I soon discovered that whilst I truly enjoyed attempting to understand narratives and stories, I was much more interested in how these concepts played out in the realm of political life rather than in works of fiction. A degree in media studies at the university of Bergen made this

the realm of political life rather than in works of fiction. A degree in media studies at the university of Bergen made this possible. Initially learning about rhetoric, I was at first thrilled by the prospect of being able to persuade anyone in my path – but shortly (as I suspect many if not all students of rhetoric do) came to the realization that persuasion is not so simple after all. Once I got into it, I was struck by the complexity of persuasive communication – and content to attempt to understand and explain some important aspects of why some attempts succeed and others fail.

What are your main research interests?

My main research interests are political advertising, particularly in terms of how citizens think about and evaluate the rhetorical appeals found in them (the topic of my phd). Also, I am very much into political rhetoric more generally – especially when the topic of interest crosses over into the fields of 'journalism studies' and 'political communication'. For instance, studying the interactions between journalists and politicians in political interviews and debates, or the effects of political native advertising on trust in journalism – to mention some examples.

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

My place of work at the University of Bergen is the Department of Information Science and Media Studies (located at the faculty of social sciences), which I find to be a very stimulating environment for a rhetorician. The reason is that Norwegian media studies have been interdisciplinary from the start, with a mixture of perspectives from both the humanities and the social sciences. There are thoughts and theories from literature studies, psychology, political communication, political theory, social anthropology, history, aesthetics et cetera co-existing. I find this to be a good position for rhetoric -allowing for old thoughts to be tried with new, and onto contemporary questions of society and culture.

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

I joined the RSE because I think a European forum for researchers with common interests are important to further consolidate the field of rhetorical research. I think facilitating such a forum is the most important job for the society – mainly through arranging high-quality conferences, but perhaps also through establishing a good journal for European research into rhetoric in the future.

What is your favorite rhetorical resource?

I really like leafing through Roland Barthes' "The Old Rhetoric" ("[L'ancienne rhétorique](#)") from time to time. It has stayed with me since I got interested in rhetoric – and I still find it inspiring. After all, "the world is full of old rhetoric".

Other than that, I should mention [the forest of rhetoric website](#), a dictionary of sorts, containing many useful explanations of the old greek and roman terms. But be warned, it really is a forest – quite extensive, so it is possible to get lost.

As a scholar of political advertising, I have spent many hours at [the Living Room Candidate](#), which is the Moving Image Museums archive of presidential campaign ads. Complete with short, informative texts it really is a great resource for learning more about the individual ads, campaigns and candidates.

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.

SOON DUE: Applications open for the 2017 Rhetoric Society of America Summer Institute. [Click here for details](#).

Deadline: 1 October, 2016.

SOON DUE: 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.

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

Call for papers for Res Rhetorica: Rhetoric and Institutions. [Click here for details](#). Deadline: 31 October, 2016.

Call for papers for Argumentation and Advocacy: Political Campaign Debates in the 2016 Election. [Click here for details](#).

Deadline: 1 February, 2017.

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



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