

PROGRAM

## WEAPONS OF MASS SEDUCTION

RHETORIC AND POLITICAL DISCOURSE IN THE UNITED STATES

HISTORICAL, CONTEMPORARY AND THEORETICAL APPROACHES TO US RHETORIC



November 6-7, 2013

Roosevelt Study Center, Middelburg, The Netherlands

November 8-9, 2013

Ghent University, Ghent, Belgium



Wednesday, November 6, 2013

**ROOSEVELT STUDY CENTER, ABDIJ 9**

15.00 - 16.00 Registration in Foyer

16.00 - 16.15 Welcome by **Organizing Committee Members**  
**Giles Scott Smith** (RSC) and **Michael Burke** (UCR)

and

Opening by **Han Polman, King's Commissioner of the Province of Zeeland**

16.15 – 17.15 **Keynote** (Auditorium/Filmzaal)  
Chair: Giles Scott-Smith

**Herbert Simons**, Temple University, Philadelphia, PA  
*Weapons of Mass Deception in US-Egypt Relations*

17.15 - 18.15 Welcoming Reception in Foyer

Thursday, November 7, 2013

**ROOSEVELT STUDY CENTER, ABDIJ 9**

09.00 - 10.30 Plenary Session (Auditorium/Filmzaal)  
**Historical Rhetoric: "The Roosevelt Legacy"**  
Chair: Giles Scott-Smith

**Leroy Dorsey**, University of Memphis, TN  
*Theodore Roosevelt and the Progressive Impulses of Conservation*

**Michael Burke, Anya Luscombe, Charlotte Berends, Luuk van Kessel and Remco Zwetsloot**,  
University College Roosevelt, Middelburg  
*Exploring the Legacy of Franklin Delano Roosevelt in the Middelburg Four Freedoms Awards Speeches*

**Francesca Salvatore**, Università del Salento, Lecce  
*Presidential Rhetoric from Franklin Delano Roosevelt to Barack Obama*

10.30 - 11.00 Coffee/Tea Break in Foyer

11.00 - 12.30 Parallel Session (Filmzaal/Auditorium)

**Historical Rhetoric: "Beginnings"**

Chair: Michael Burke

**Jelte Olthof**, University of Groningen

*"A Genuine Act of the People": Constitutive Rhetoric in the Ratification Debates of the US Constitution (1788-1789)*

**Lawrence McDonnell**, Iowa State University, Ames

*Creating a Southern Jeremiad: The Politics of Memory and the Rebirth of John C. Calhoun*

**Louis Mazzari**, Boğaziçi University, Istanbul

*The Modern Jeremiad: The Rhetoric of Philip Wylie*

11.00 - 12.30 Parallel Session (Priorij)

**Historical Rhetoric: "Foreign Policy"**

Chair: Danny Praet

**Remco Zwetsloot**, University College Roosevelt, Middelburg

*The Story of the Surrogates: RFE/RL and the Modernization of US International Broadcasting in the Middle East*

**Marta Rzepecka**, Bronislaw Markiewicz State Higher School of Technology and Economics, Jarosław

*The Rhetoric of Presidential Leadership in American Foreign Affairs: Richard Nixon the Cold War Negotiator*

**Heather Ashley Hayes**, Whitman College, Walla Walla, WA

*Buzzing of the Drones: Rhetoric and Changing Technologies of War in the Age of the Obama Presidency*

**STATENZAALCOMPLEX, ABDIJ 10**

12.30 - 14.00 Lunch in Voorhal

14.00 - 15.30 Parallel Session (Statenzaal)

**Contemporary Rhetoric: "Obama"**

Chair: Dario Fazzi

**Samuel Zakowski**, Ghent University

*"You Didn't Build That": A Relevance-Theoretic Approach to President Obama's Campaign Flub*

**Katja Plemenitas**, Maribor University

*The Evaluative Elements of the Discourse on Race in President Obama's Rhetoric*

**J. Ken Kennard**, Ghent University

*The Contemporary Politics of Presidential Words: The Case of Obama*

14.00 - 16.00 Parallel Session (Bovenzaal/Louise de Colignyzaal)  
**Theoretical Approaches: “Religion and Politics”**  
Chair: Gert Buelens

**William Issel**, Mills College, Oakland, CA and San Francisco State University  
*The Vatican in the Golden State: Catholic Discourse and Political Practice in California*

**Heike Bungert**, Westfälische Wilhelms-Universität Münster  
*Civil-Religious Rhetoric in Presidential Inaugurations*

**Christina Lutz**, TU Dortmund University  
*The Religious Right and Religious Liberals’ Rhetoric Regarding the Separation of Church and State within the Discourse on Same-Sex Marriage*

**Michael Espinoza**, University College London  
*Rhetoric, Polarization and the Evolution of Conservative Republicanism*

16.00 - 16.30 Coffee/Tea Break in Voorhal

16.30 - 17.30 Plenary Session (Statenzaal)  
**Political Rhetoric**  
Chair: Cornelis A. van Minnen

**Eduard van de Bilt**, Leiden University and University of Amsterdam  
*One of Us: The Rhetoric of Narcissism in American Presidential Elections*

**Donathan L. Brown**, Ithaca College, NY  
*The Discursive State of American Immigration Rhetoric*

17.30 - 21.00 Buffet Dinner in Voorhal

## **Friday, November 8, 2013**

10.00 Bus Transfer in front of the Middelburg Railway Station to Ghent



ROOSEVELT STUDY CENTER





HET PAND, GHENT UNIVERSITY



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Friday, November 8, 2013

**GHENT UNIVERSITY, HET PAND, ONDERBERGEN 1**

12.00 - 13.15 Lunch in Novicengang

13.15 - 13.30 Welcome by **Organizing Committee Members**  
**Danny Praet** and **Gert Buelens** (UGent)

and

Opening by **Marc Boone, Dean of the Faculty of Arts and Philosophy** (UGent)

13.30 - 14.30 **Keynote** (Room/Zaal “Rector Vermeylen”)  
Chair: Gert Buelens

**David Zarefsky**, Northwestern University, Chicago, IL  
*“How It All Began”: Origins of Mass Seduction in US Political Campaigns*

14.30 - 16.30 Parallel Session (Room/Zaal “Rector Vermeylen”)  
**Historical Approaches: “Eighteenth to Nineteenth Centuries”**  
Chair: Danny Praet

**Klaas Tindemans**, VUB and RITS School of Arts, Brussels  
*The Performance of the Declaration of Independence: Political Metaphysics and Political Theatricality in 1776*

**Emma Long**, University of East Anglia  
*From Separation to Hostility: The Consequences of Changing Meanings of “Separation” for Religion in Public Life*

**Brandon Inabinet**, Furman University, Greenville, SC  
*State Execution: Andrew Jackson’s Veto of the “Hydra” US Bank*

**Laura Rominger Porter**, University of Notre Dame, IN  
*Evangelical Republicanism and the Rhetoric of Southern Secession, 1860-1861*

14.30 - 16.30 Parallel Session (Room/Zaal “Rector Blanquaert”)  
**Theoretical Approaches: “Gender”**  
Chair: Giles Scott-Smith

**Dafnah Strauss**, Hadassah College, Jerusalem  
*Unmanly Liminality: Trickster-Like Figures in Late-Nineteenth Century Political Language*

**Justine Feitsma**, Utrecht University  
*The Rhetorical Voice of First Ladies*

**Sophie Jane Victoria Mills**, University of North Carolina at Asheville  
*The White Man’s, American, Athenian Burden? Ancient and Modern Rhetorics of Power*

**Michela Giordano**, Università di Cagliari  
*Women as Bellwethers of Society: Topoi and Metaphors in Hillary R. Clinton’s Political Rhetoric*

- 16.30 - 17.00 Coffee/Tea Break in Novicengang
- 17.00 - 18.00 **Keynote** (Room/Zaal “Rector Vermeylen”)  
Chair: Michael Burke
- Kris Rutten** and **Ronald Soetaert**, Ghent University  
*The Rhetoric of Spin*
- 18.00 Reception in Novicengang
- 20.00 Conference Dinner in Restaurant Oude Refter  
(with reservation only)

### Saturday, November 9, 2013

#### GHENT UNIVERSITY, HET PAND, ONDERBERGEN 1

- 09.00 - 10.00 **Keynote** (Room/Zaal “Rector Vermeylen”)  
Chair: Danny Praet
- Margaret Malamud**, New Mexico State University  
*Liberty or Death? Rome, Slavery, and the Flawed Rhetoric of the American Revolution*
- 10.00 - 10.15 Short break
- 10.15 - 11.15 Parallel Session (Room/Zaal “Rector Vermeylen”)  
**Historical Approaches: “Antiquity and US Rhetoric”**  
Chair: Danny Praet
- Lydia Langerwerf**, Lebanese American University, Byblos  
*“And They Did It As Citizens”: President Clinton on Thermopylae and United Airlines Flight 93*
- Lynette Michel**, Exeter University  
*The Inevitability of the “War of Terror”: “Barbarians” from the Greeks to Obama*
- 10.15 - 11.15 Parallel Session (Room/Zaal “Rector Blancquaert”)  
**Contemporary Rhetoric: “Obama”**  
Chair: Giles Scott-Smith
- Mark Herron**, Copenhagen University  
*Constituting the American People Post Election in the Obama Era*
- Maciej Turek**, Jagiellonian University, Krakau  
*Campaign Rhetoric or Revival Attempt? The Culture War in the 2012 Presidential Campaign*



11.15 - 11.45 Coffee/Tea Break in Novicengang

11.45 - 13.15 Parallel Session (Room/Zaal "Rector Vermeulen")  
**Historical Approaches: "Antiquity and US Rhetoric"**  
Chair: Danny Praet

**Samuel Brenner**, Ropes & Gray LLP, and **Claudia Arno**, University of Michigan  
*"Americans Love to Fight": The Classical Rhetorical Themes Employed by Twentieth-Century American Soldier-Politicians*

**Thierry Hirsch**, Oxford University  
*Cicero and Aristotle at the 2012 Democratic National Convention: Michelle Obama's 2012 DNC Speech and Concepts from Ancient Rhetorical Theory and Oratorical Practice*

**Jacqueline Klooster**, Ghent University  
*How to Win An(y) Election: Quintus Tullius Cicero and Modern Political How-to-Books*

11.45 - 13.15 Parallel Session (Room/Zaal "Rector Blancquaert")  
**Contemporary Rhetoric: "Twentieth Century Developments"**  
Chair: Gert Buelens

**Anthony Teitler**, University College London  
*US Foreign Policy towards Afghanistan: The Rhetoric and Relevance of Exceptionalism*

**Norman D. Markowitz**, Rutgers, The State University of New Jersey, New Brunswick  
*History Turned On Its Head: Content and Form in the Rhetoric of Franklin Roosevelt and Ronald Reagan*

**Frank Austermuehl**, University of Auckland  
*"The Great American Scaffold": An Intertextual Analysis of US Presidential Rhetoric*

13.15 - 14.30 Lunch in Novicengang

14.30 - 16.00 Parallel Session (Room/Zaal "Rector Vermeulen")  
**Theoretical Approaches: "Religion and Politics"**  
Chair: Michael Burke

**Steven K. Green**, Willamette University, Salem, OR  
*Religion, Politics and the Law: The Rhetoric of Separation in Public and Policy Debates*

**Maarten Zwieters**, University of Groningen  
*The Specter of Communism and the Ghost of Jim Crow: The Contemporary Origins of American Conservative Discourse*

**Agnieszka Krukowska**, University of Lodz  
*American Presidents' Inaugural and State of the Union Addresses since 1789: An Imagological Reading*

**Rebecca Claire Wagner**, Cambridge University  
*"Pro-Life": Rhetorical Power and the Politicization of Abortion in America*

14.30 - 16.30 Parallel Session (Room/Zaal “Rector Blancquaert”)  
**Contemporary Rhetoric: “Twentieth Century Developments”**  
Chair: Giles Scott-Smith

**Luc Benoit à la Guillaume**, University of Paris X Nanterre  
*The Rise of the Epideictic Presidency*

**Justin Vaughn**, Boise State University, ID  
*Performing the Presidency in the Post-Rhetorical Era*

**Matthew Aaron Kim** and **Daniel Feinblatt**, Eagle Hill School, Hardwick, MA  
*Revealing Terministic Screens through Cluster Criticism: The Case of the US Gun Control Debate*

**Crister S. Garrett**, Universität Leipzig  
*Narrating a New Progressivism? Obama and the Politics of Presidential Power*

16.30 - 17.00 Coffee/Tea Break in Novicengang

17.00 - 18.00 **Keynote** (Room/Zaal “Rector Vermeulen”)  
Chair: Michael Burke

**Dietmar Till**, Universität Tübingen  
*Ethos-Building and Persuasion through Narration: The “Early” Obama, 2004-2008*

18.00 - 18.30 Conclusions and Closing by **Organizing Committee Members**  
**Gert Buelens, Danny Praet, Giles Scott-Smith, and Michael Burke**

18.30 Closing Reception in Novicengang

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