

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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The organizing committee gratefully acknowledges the contribution (financial or in kind) of:

- Faculty of Arts and Philosophy, Ghent University
- Fonds Wetenschappelijk Onderzoek - Vlaanderen (FWO) / Research Foundation - Flanders
- Province of Zeeland
- Roosevelt Study Center
- University College Roosevelt
- US Embassy Brussels
- US Embassy The Hague

