

The following panels sponsored by ARST are scheduled for the National Communication Association convention in San Francisco.

SUNDAY, NOVEMBER 14

1. Rhetorical Reflections on Genetics and Neuroscience

Time: Sun, Nov 14 - 8:00am - 9:15am **Place:** Parc 55 Hotel, Hearst

Session Participants:

Genetic Information and the Constitution of Medical Subjects: Critical Junctures in Genome Sequencing

*Jason Kalin (North Carolina State University)

Selling Certainty: Genetic Complexity, Moral Urgency, and the Gendered Body in Myriad Genetics' BRACAnalysis Campaign

*Zoltan Majdik (North Dakota State Univ), Carrie Anne Platt (North Dakota State Univ)

Political Junkies: Rhetoric, Neurobiology, and Affective Politics

*Brett Ingram (University of Massachusetts, Amherst)

Chair: Aimee-Marie Dorsten (Wilson College)

Respondent: Karen Taylor (Univ of Alaska, Fairbanks)

2. Bridging Science and Politics with Uncertainty

Time: Sun, Nov 14 - 12:30pm - 1:45pm **Place:** Parc 55 Hotel, Mission I

Session Participants:

What Should I Eat? Rhetorics of Nutrition and Uncertainty

*Jessica Mudry (Concordia University)

Scientific Uncertainty and the Federal Policy Reception of Silent Spring

*Kenneth Walker (Univ of Nevada, Reno)

It is True but it Won't Happen

*James Wynn (Carnegie Mellon Univ)

Disciplining Uncertainty: Likelihood and Confidence Scales in the IPCC's Climate Change 2007 Report

*Lynda Walsh (Univ of Nevada, Reno)

Chair: Lynda Walsh (Univ of Nevada, Reno)

Abstract:

Uncertainty has become a pivotal scientific concept, as scientists have developed more sophisticated techniques for studying complex, probabilistic phenomena such as atomic structures and ecosystems. Unsurprisingly, then, uncertainty has also become a key topos in civic debates on scientific issues. This panel takes a roughly historical perspective in determining the agency of uncertainty in civic arguments over nutrition, environmental science, nuclear power, and climate change in the United States.

3. Enacting/Envisioning Control, Power, and Order in Science and Technology

Time: Sun, Nov 14 - 3:30pm - 4:45pm **Place:** Parc 55 Hotel, Mason

Session Participants:

The Performance of Technological Control in a Cold War Documentary

*Gregory Wilson (Iowa State Univ)

Visualizing the Nano-Scale: The Rhetoric of Digital Microscopy

*Christopher Cummings (North Carolina State University)

The Creation Museum as Rhetorical Savior: A Case Study of American Evangelism as a Historical Social Movement

*Kevin Heston (Wake Forest University)

Technical Capital and Participatory Inequality in eDeliberation: An Actor-Network Analysis

*Weiyu Zhang (National Univ of Singapore)

Chair: Gregory Wilson (Iowa State Univ)

Respondent: Roy Schwartzman (Univ of North Carolina, Greensboro)

MONDAY, NOVEMBER 15

4. Top Student Papers in Rhetoric of Science & Technology

Time: Mon, Nov 15 - 12:30pm - 1:45pm **Place:** Parc 55 Hotel, Fillmore

Session Participants:

Accusations of Eco-Evangelicalism: Demarcation of Science and Religion in the Anti-Environmental Movement

*Katherine Cruger (Univ of Colorado, Boulder)

Appropriating Risk: National Security and the Sunrise Powerlink Controversy

*Ryan Ellis (University of California, San Diego)

Thick Theory and the Return of the Real: Ontology, Materiality, and the Rhetoric of Science

*Scott Graham (Iowa State Univ)

Touching the Button: World's Fairs and Disciplining Technology, 1876-1933

*Rachel Plotnick (Northwestern University)

'Car Noises Have Meaning': The Cultural History of Auto Sound, 1926-Present

*David Zane Morris (University of Iowa)

Chair: Roy Schwartzman (Univ of North Carolina, Greensboro)

Respondent: Roy Schwartzman (Univ of North Carolina, Greensboro)

5. Association for the Rhetoric of Science & Technology Business Meeting (all are invited to attend)

Time: Mon, Nov 15 - 2:00- - 3:15pm **Place:** Parc 55 Hotel, Fillmore

6. New Directions in the Rhetoric of Science: Discussion with the Author and Readers of *Scientific Characters*

Time: Mon, Nov 15 - 3:30pm - 4:45pm **Place:** Parc 55 Hotel, Powell II

Session Participants:

Chair: John Lyne (Univ of Pittsburgh)

Presenter: Lisa Keranen (Univ of Colorado, Denver)

Presenter: Leah Ceccarelli (University of Washington)

Presenter: Michael Hyde (Wake Forest University)

Presenter: John Lyne (Univ of Pittsburgh)

Presenter: Jennifer Malkowski (Univ of Colorado, Boulder)

Presenter: Joseph Sery (Univ of Pittsburgh)

Abstract:

This roundtable discussion addresses the implications of *Scientific Characters: Rhetoric, Trust, and Truth in Breast Cancer Research* (2010, University of Alabama) for the rhetoric of science. The book, which seeks to rehabilitate consideration of character and trust in analyses of scientific controversies, contains theoretical, methodological, and practical implications. This session will begin with a brief presentation by the author followed by a conversation with readers that builds bridges across three generations of rhetoricians of science.

TUESDAY, NOVEMBER 16

7. Metaphoric, Symbolic, and Deliberative Resources Within Science and Technology

Time: Tue, Nov 16 - 8:00am - 9:15am **Place:** Parc 55 Hotel, Mason

Chair: Aimee-Marie Dorsten (Wilson College)

Scientific Research as a Land Run: The Frontier Metaphor in Public Speeches by American Scientists

*Leah Ceccarelli (University of Washington)

‘Metaphors We Locate By’: Conceptualizing Privacy in Location Based Services through Metaphor

*Jordan Frith (North Carolina State University)

Watershed as Inducement to Action: The Rhetoric of Agricultural Conservation Practice

*Caroline Gottschalk-Druschke (University of Illinois, Chicago)

Constituting Technical Standards: How to Build an Infrastructure

*Nathan Johnson (University of Wisconsin–Madison)

Respondent: Roy Schwartzman (Univ of North Carolina, Greensboro)

8. Bridging Science and Culture: The Rhetoric of Contested Medical Knowledge

Time: Tue, Nov 16 - 9:30am - 10:45am **Place:** Parc 55 Hotel, Mason

Session Participants:

'Oprah-phication of Medicine': Exploring Rhetorical Boundaries of Controversial Medical Practices

*Marina Levina (University of Memphis)

Mammographic Rhetoric: More Harm than Good?

*Dennie Bates (University of California, Berkeley)

Rhetorics of Race and Risk in Asthma Research

*Katherine Darling (University of California, San Francisco)

No Need to Bleed? The Rhetorical Construction of the 'Pill Period' and Menstrual Suppression

*Katie Ann Hasson (University of California, Berkeley)

Chair: Katie Ann Hasson (University of California, Berkeley)

Abstract:

Medical controversies shape and are shaped by rhetorics of medicine and health in popular culture and translated into messages applicable to the everyday lives of individuals and groups. Through examining the rhetorical construction of asthma, mammogram screenings, menstrual suppression, and unorthodox cures, this panel elaborates how rhetoric, as it travels between scientific and popular cultures, facilitates scientific boundary work, the closure of medical controversy, and the naturalization of gendered and raced notions of health and risk.

9. Guns, Bombs, and Policy: Collective Voice, Paradox, and Epideictic Appeal in Weapons Rhetoric

Time: Tue, Nov 16 - 3:30pm - 4:45pm **Place:** Parc 55 Hotel, Lombard

Session Participants:

Science and Politics in Nuclear Culture: The *Bulletin of the Atomic Scientists*, 1945-2005

*David Henry (University of Nevada, Las Vegas)

Peaceful Bombs: Paradox in the Correspondence of Leo Szilard

*Ian Hill (Univ of Illinois, Urbana-Champaign)

The Rhetorical Art of Self-Defense

*Patrick Belanger (Univ of Southern California)

Chair: Bryan Taylor (Univ of Colorado, Boulder)

Respondent: Gregory Wilson (Iowa State Univ)

Abstract:

This panel aims to examine several important tactics and strategies of “weapons rhetoric” – the advocacy of, resistance to, and discourse about weapons. The presenters study significant weapons publications and rhetors—The Bulletin of the Atomic Scientists, Manhattan Project physicist Leo Szilard’s correspondence, and a speech by NRA spokesperson Charlton Heston—to understand how collective voice, paradox, and epideictic appeals function both to advocate weapons policies and to “build bridges” between science, politics, and the public.

WEDNESDAY, NOVEMBER 17

10. Bridging or Widening the Chasm: Studying Rhetoric about Science and Religion

Time: Wed, Nov 17 - 8:00am - 9:15am **Place:** Parc 55 Hotel, Stockton

Session Participants:

Substance versus Spirit: Rhetoric at the Intersection of Scientific Inquiry and Religious Practice

*Elizabeth Nelson (Univ of Minnesota, Duluth)

The Compatibility of Faith and Science in the Rhetoric of the American Scientific Affiliation

*Leland Spencer (University of Georgia), Dustin Alan Wood (Texas A&M University)

Belief and Creation: The Creation Museum as Conversion Narrative

*John Lynch (Univ of Cincinnati)

Oh, God Is It Hot Out There: Climate Change Science, Religion, and the Sacrificed Skeptics

*Ron Von Burg (Christopher Newport Univ)

Respondent: Thomas Lessl (University of Georgia)

Abstract:

Normally, science and religion are viewed as antagonists or, at best, unsociable neighbors staring at each other across an epistemic and moral chasm. Many rhetors in debates about evolution and the morality of scientific research foster this perception, but others highlight points of agreement between science and religion. This panel brings together two essays examining rhetorical acts that bridge that chasm between science and religion and two essays on rhetorical acts that widen that chasm.

11. Rhetoric of Medicine: Personal Experience and Public Discourse

Time: Wed, Nov 17 - 9:30am - 10:45am **Place:** Parc 55 Hotel, Stockton

Session Participants:

Rhetorics of Depression in the Age of Self-Care

*Kimberly Emmons (Case Western Reserve University)

The Rhetoric of Breast-Cancer Narratives: The View from Here and There

*Judy Z. Segal (University of British Columbia)

'Taking Charge' of Your Health? Dietary Supplements and Biomedical Discourse

*Colleen Derkatch (University of British Columbia)

Legitimacy and Medicalization in the Case of Global Pandemic

*Monica Brown (University of British Columbia)

Chair: Lisa Keranen (Univ of Colorado, Denver)

Abstract:

Referring to four research sites in health and medicine, this panel describes bridges between the personal and the political and between private and public realms of discourse. These are its topics: (1) depression as a rhetorical illness, defined by its description in public forums; (2) breast-cancer experience and its relation to breast-cancer public discourse; (3) the discursive transformation of "wellness" into an incipient illness itself; and (4) medicalization and the rhetoric of pandemics--personal health as, essentially, a public matter.