

RHETORIC NEWSLETTER

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STAGE SET FOR LOS ANGELES

The campus of the University of Southern California and the Huntington Library are prepared to welcome some 250 scholars of the history and theory of rhetoric, participants in the fifteenth biennial ISHR conference taking place July 12-17.

Special features of the conference include plenary sessions by Laurent Pernot, Rudong Chen, and Brian Vickers, as well as three round table discussions on the current state of historical research in rhetoric in Western and Northern Europe, Eastern Europe and Asia, and the Americas. The discussions will be open to the USC community and presented as live webcasts



Huntington Library (main gate), site of Conference events on 13 July.

on the internet.

A focus on Asian rhetoric, serendipitously timed with *Rhetorica's* recent publication of articles the subject (on Chen Kui's twelfth century *Rules of Writing*, and nineteenth and early twentieth century Japanese elocutionary rhetoric), is another highlight of the conference: eight sessions, comprising twenty papers on a broad spectrum in

Asian rhetoric, are slated.

In addition to panels allocated according to the traditional periods, panels will be held on Rhetoric and Society, Rhetoric Past and Present, Rhetoric and Humor and Progymnasmata. Participants are reminded to visit the conference website (www.usc.edu/dept/LAS/ishr2005) to create a customizable conference program prior to traveling.

MARGINALIA:

- Rhetoric Newsletter will now be published in this electronic form only. ISHR Members wishing to receive a hard copy by mail may contact the Secretary General at mckennas@cua.edu.
- Forward your news to the Newsletter Editor
- Update your bookmark to ISHR on the web: ishr.cua.edu

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COUNCIL NEWS & NOTES

Highlights from the ISHR Council meeting in Chamonix, France, July 2004:

•The Society website will soon be overhauled to make it a dynamic resource for members and researchers (see article page 2).

•The Society has created and made excellent use of new on-line reviewing software to streamline the work of Programming Committees.

•A prize (\$1000 US) will be awarded for the best article published in *Rhetorica*, vols.

23-24 (2005-2006). The winner is to be selected by a panel of member-judges and awarded at the Society's biennial meeting in Strasbourg, France, summer 2007.

•Treasurer Don Abbott will step down after nine years

(see Chamonix Notes, p2)

CHAMONIX NOTES (CONTINUED FROM PAGE 1)

of invaluable service to the Society, which is in excellent financial shape. Lynette Hunter, University of Leeds, is the nominee for the position.

•President Lawrence Green noted with approval the special seminar on Rudolph Agricola held by Peter Mack, an event sponsored jointly with the Rhetoric Society of America at its 2004 conference. See article below on the next cooperative seminar.



Council members take a short work break near the foot of Mont Blanc (30 July 2004).

ISHR WEBSITE UNDERGOING RECONSTRUCTION

Members may have noticed that the URL for the Society's website has changed. The site is now hosted by The Catholic University of America at ishr.cua.edu. By September 2005, look for a new and improved site, better designed to be a flexible and manifold resource for researchers and members.

Upgrades to the site will in-

clude:

- A secure, searchable, user-generated membership directory, which, in addition to the mailing addresses available on the current membership page, will include e-mails and links to faculty or personal web-pages. A key feature will enable members to list periods, persons, and concepts of interest, as well as space to

note recent publications and work in progress.

- An expanded listing of on-line resources.
- An archival area, storing past *Newsletters*, conference programs and other documents on the history of the Society.

Feedback is welcome. Contact the Secretary-General at mckennas@cua.edu.

SPECIAL APHTHONIUS SEMINAR IN COOPERATION WITH RSA

In cooperation with ISHR, the Rhetoric Society of America (RSA) will host an advanced seminar entitled "Aphthonius and the *Progymnasmata*" at its 2006 Biennial Conference in Memphis, Tennessee. Professor Manfred Kraus, of the University of Tübingen, will conduct the seminar. This jointly sponsored event is part of an out-

reach effort to make the special talents and resources of ISHR scholars available to other rhetoric societies.

Limited to 20 participants, the seminar will consist of three 90-minute sessions, and participants must commit to attending all three sessions. There will be required reading in advance of the seminar.

Interested Los Angeles ISHR conference participants may wish to get a head start with the two *Progymnasmata* panels scheduled for Wednesday, 13 July.

For further information on the seminar and how to apply visit RSA's website (rhetoricsociety.org).

"PHILOSOPHIA
ENIM SIMILARI
POTEST,
ELOQUENTIA
NON POTEST."
("...FOR PHILOSOPHY
MAY BE
COUNTERFEITED, BUT
ELOQUENCE NEVER.")

—QUINTILIAN,
*INSTITUTIONIS
ORATORIAE*,
12.3.12

Aphthonius on the Web:

www.leeds.ac.uk/classics/resources/rhetoric/prog-aph.htm

(translation by Michael Heath)

SLATE OF CANDIDATES FOR COUNCIL

At the 2004 Council Meeting in Chamonix, the Nominating Committee put forward the following slate of names for Council seats, to be voted on by members at the general business meeting on 16 July.

President :

Laurent Pernot
(Strasbourg)

Vice President:

Diane Desrosiers-Bonin
(Montreal)

Six Council Seats:

(2005-2009 term)

- Alfonso Martin Jiminez (Valladolid)
- Florence Malhomme (Paris)
- Be Breij (Neimegen)
- Robert Gaines (Maryland)
- Arthur Walzer (Minnesota)
- Lilia Metodieva (Sofia)

Outgoing Council members are Jeroen Bons (Utrecht), Craig Kallendorf (Texas), Jameela Lares (Mississippi),

Marie-Pierre Noël (Montpellier), Francisco Chico Rico (Alicante), and Maria Zubricka (Ukraine). The council thanks these members for their work and contributions to the Society.

The Council will vote on a new International Treasurer at its meeting in Los Angeles, and will begin discussion of who will be the next Rhetorica editor, as the current editor's term ends in 2007.

"If you would win a man to your cause, first convince him that you are his true friend. Therein is a drop of honey that catches his heart, which, say what he will, is the greatest highroad to his reason, and which when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if that be really a just one. On the contrary, assume to dictate to his judgment, or to command his action, or to mark him as one to be shunned or despised, and he will retreat within himself, close all the avenues to his head and heart; and though your cause be naked truth itself, transformed to the heaviest lance, harder than steel, and sharper than steel can be made, and though you throw it with more Herculean force and precision, you shall be no more able to pierce him than to penetrate the hard shell of a tortoise with rye straw. Such is man and so must he be understood by those who would lead him even to his own interest."

—Abraham Lincoln,
Speech to The Washington
Society, Springfield, Illinois,
22 Feb. 1842

GLOBAL PROSPECTS & CHALLENGES

Council members at Chamonix had a preview of matters that will be taken up in Los Angeles' roundtable discussions on the status of rhetorical research around the world, as key members shared reflections from the viewpoint of various countries and regions. Particular attention was given to the way various non-affiliated societies for the history of

rhetoric, such as the American Society for the History of Rhetoric (ASHR) may dilute ISHR participation, as well as the drift away from historical focus among societies such as RSA and the Canadian Society for the Study of Rhetoric.

Other issues discussed included the cultural reticence among some nationalities to join societies beyond their

borders and/or traditional academic societies, as well the difficulty of attracting scholars to an interdisciplinary organizations beyond the scope their immediate fields. Yet another factor is the growing practice of post-Conference proceedings volumes published some member subgroups. All saw the need for a new website to help address some of these issues.

NEW AND FORTHCOMING MEMBER PUBLICATIONS

☞ Laurent Pernot, *Rhetoric in Antiquity*. A new English edition of Pernot's *La Rhetoric dans l'Antiquite*, translated by W. E. Higgins. The Catholic University Press, 2005.

☞ Hugh Blair, *Lectures on Rhetoric and Belles-Lettres*. A new critical edition by Linda Ferreira-Buckley and Michael S. Halloran. Southern Illinois University Press, 2005

☞ Lawrence Green & James J. Murphy, *Renaissance Rhetoric Short Title Catalogue, 1460-1700*. Not "One Thousand Neglected Authors"—but 1,705: 3,770 titles in 12,190 printings published in 310 towns and cities by 3,340 printers and publishers from Finland to Mexico. Ashgate, 2006.



Would you like to see notice of your publication here? Send suggestions to mckennas@cua.edu.

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INTERNATIONAL SOCIETY FOR THE
HISTORY OF RHETORIC
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The International Society for the History of Rhetoric was founded in 1977 to promote the study of the theory and practice of rhetoric in all periods and languages. Members from more than 35 countries gather at ISHR's biennial conference, which is conducted in the five official languages of the Society—English, French, Spanish, German and Italian. As part of membership members receive the Society's official journal *Rhetorica*. Truly international in scope, ISHR is the premier organization for the scholars and students of rhetorical history.



~~2005 CONFERENCE HOSTS & SPONSORS ~~

Hosts

Department of English, University of Southern California

Annenberg School for Communication, University of Southern California

Huntington Library, Gardens and Art Galleries

Sponsors

125th Anniversary Celebration, University of Southern California

Writing Program, University of Southern California

University of California, at David

California State Polytechnic University, Pomona

Department of Communication, University of Pittsburgh

Alumni, Rhetoric-Literature-Linguistics Program, University of Southern California