Rhetoric Newsletter

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International Society for the History of Rhetoric

Fall 1997

AMSTERDAM THE SITE OF NEXT ISHR CONFERENCE JULY 13-17, 1999

The Twelfth Biennial Conference of the International Society for the History of Rhetoric will be held in Amsterdam at the Free University from Tuesday, July 13, until Saturday, July 17, 1999. Council will meet the day before, Monday, July 12. Registration also will begin Monday afternoon. The theme of the conference is the history and theory of rhetoric from the classical period to its adaptations in our age, including western and other traditions. A part of the program will be devoted to special sessions. Proposals have already been received for sections on Rhetoric and the Arts, Rhetoric and Emblematics, Rhetoric and Preaching, and Rhetoric and Philosophy. A focus on particular authors is of course also invited. Other suggestions, as well as group proposals, are welcome.

Prospective participants should keep in mind that by "rhetoric" herein is meant an art or discipline with a textual and/or institutional history, and that the Program Committee does not seek proposals that extend the term to include all forms of verbal or pictorial communications.

Proposals for 20-minute papers in English, French, German, Italian, or Spanish should be submitted on the form found on page seven by May 15, 1998 to the ISHR President, Prof. Marljke Spies; Department of Literature; Vrije Universiteit; De Boelelaan 1105, 1081 HV Amsterdam; The Netherlands. [Tel.-31-(0)20-4446467 or 31-(0)20-62234888 home); or Fax 31-(0)20-4446500; E-mail spies@let.vu.nl]

The Society will be applying for a modest conference grant to assist the travel of participants who would otherwise not be able to attend. Scholars who expect inadequate government or institutional support should enclose with their proposal a brief explanation of their circumstances as well as a budget proposal.

The organizers intend to inform those who submit a proposal as to its acceptance by August 1998. In September 1998 the conference program and local arrangements will be announced in the *Newsletter*.

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SASKATOON MEETING A SUCCESS

Those who attended the eleventh biennial conference of the International Society for the History of Rhetoric were treated to a unique blend of the new and old. The twentieth anniversary meeting of the Society (July 22-26, 1997) was celebrated at the opening plenary session in which several of its past presidents described their earlier expectations and evaluated the Society's progress. Some of the flavor of their remarks along with their University affiliations and time of office follows.

James J. Murphy (California, Davis), second president, related that while attending the 1976 meeting of the Society for Neo-Latin Studies, he, Brian Vickers (Zurich), Marc Fumaroli, and Alain Michel (both of the Sorbonne) decided that the study of rhetoric merited a society of its own that could give the necessary attention to its history and practice. With surprising celerity an international society was organized, which by 1977 had 249 members. Today that number has risen to more than 700. Greetings were read from the first president of the society, Brian Vickers, and from Anton Leeman (Amsterdam), third president.

George Kennedy (North Carolina), president in 1984-85, praised the international character of the society, which has helped to save it from provincialism. He remarked that, perhaps as a sign of its maturity, the Society has seen the emergence of "schools" of the history of rhetoric: philological, historical, neo-historical (concerned with the social setting, functions, and assumptions of historians), neo-sophistic, alternative — including feminist and

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At the general business meeting of the ISHR on 25 July 1997, with President Judith Rice Henderson presiding, members elected Jerzy Axer (Warsaw) International Vice-President (1997-1999). He will serve with the President-elect, Marijke Spies (Amsterdam). A new International Treasurer, Don Abbot (California, Davis), was elected to succeed Robert Gaines who has served two, two-year terms as International Treasurer. Professor Gaines meritorious service to the Society was warmly acknowledged. The President noted that Jean Dietz Moss was re-elected by Council to the post of Secretary-General for 1997-1999.

New Council members elected for the term 1997-2001 were Donka Alexandrova (Sofia University "St Kliment Ohridski," Bulgaria), Martin Camargo (University of Missouri-Columbia, USA), Carlos Lévy (L'Université de Paris XII—Valde Marne, France), Isabel Paraíso (Universidad de Valladolid, Spain), Marc van der Poel (Katholieke Universiteit Nijmegen, Netherlands), and Kathleen Welch (University of Oklahoma, U.S.A.).

The retiring Editor of *Rhetorica*, Craig Kallendorf, was thanked for his remarkably effective editorship of the journal. The President announced that Peter Mack (Warwick) had agreed to serve as editor of *Rhetorica* for a five-year term (1998-2002).

Four amendments to the Constitution proposed at the preceding meeting of Council were ratified by members. These are described as follows (the underlined words in the revision indicate changes):

Article III. 3

Now reads: "At two year intervals the Secretary-General, if one has been appointed, or the Editor of the *News/etter*, if there is no incumbent Secretary-General, shall collect from each member and shall publish the following information about each member: preferred title; full name; academic degrees; academic position; area or research or interest."

Amended: "The Secretary-General, if one has been appointed, or the Editor of the *Newsletter*, if there is no incumbent Secretary-General, shall <u>periodically solicit and publish at least</u> the following information about its members: preferred title <u>and</u> full name <u>of member</u>, <u>address</u> and area of research or interest."

Rationale: The rewording reflects the revised practice we have found most practical recently by omitting the requirement of biennial publication and substituting address for academic degrees and position.

Article VI.I

Amended: Below the list of voting members of Council, add:

"The Associate Editors and Book Review Editors of *Rhetorica* shall be, *ex* officio, non-voting members of Council."

Rationale: This amendment is in accord with a decision at the 1995 General Business Meeting in Edinburgh where "The meeting agreed to amend the constitution to provide that associate editors of *Rhetorica* should be non-voting members of Council." The minutes of the Council Meeting at Turin in 1993 record the Council's decision "To recommend [to the General Business Meeting] that the four associate editors be made *ex officio* non-voting members of Council. This will not require a change in the constitution." However, the lack of a constitutional record of this decision has created some confusion.

Article VII: Meetings

Now reads: 1....The agenda of the General Business Meeting shall include the report of the President, the report of the Treasurer for the approval by the members, and the election of officers and members of Council, as well as additional items to be requested by the Council.

Amend by omitting "1" and by adding one item to the agenda, as follow: "...shall include the report of the President, the report of the Treasurer for the approval by the members, and the election of officers, <u>members</u> of <u>Council</u>, and <u>members</u> of the <u>Nominating Committee</u>, as well as additional items to be requested by the Council."

Rationale: There is no "2" in this Article. The election of members of the Nominating Committee at the General Business Meeting is specified in VIII.1.

Article VIII.3

Now reads: "The Nominating Committee shall, through the News/etter, invite members of the Society to propose candidates for International Vice-President and for membership on the Council and from among these and others of their own choice shall nominate at least one candidate for International Vice-President and for each vacancy to occur on the Council. The Nominating Committee shall determine that each candidate nominating is willing to serve, shall publish its slate of nominations in the *Newsletter* at least three months in advance of the next Biennial Conference, and shall transmit its nominations to the Council."

Amend to read: "Within nine months after each Biennial Conference, the Nominating Committee shall, through Society publications, invite members of the Society to propose candidates for International Vice-President and for membership on the Council. From among these and others of their own choice the Nominating Committee shall nominate at least one candidate for International Vice-President and for each vacancy to occur on the Council. The Nominating Committee shall determine that each candidate nominated is willing to serve, shall transmit its nominations to the next meeting of the Council, and at least three months in advance of the next Biennial Conference shall publish its slate of nominations."

Rationale: Because the International Vice-President succeeds the President without election and the President must organize the Biennial Conference, the nomination of the International Vice-President is in effect the choice of the organizer of the Biennial Conference held four years after the election. Both the administration of an international society and the organization of an international conference require that the President receive institutional support, but as universities are increasingly underfunded, such support becomes more difficult to obtain. Moving the nomination of the International Vice-President ahead one year gives nominees time to obtain promise of support from their institutions before they actually stand for election. Likewise Council members incur large travel costs to attend meetings now usually held once a year and should have the opportunity to seek institutional support for their service to the Society before standing for election.

NEWSLETTER EDITOR: JEAN DIETZ MOSS

Technical consultant: William A. Wallace

THE RHETORIC PROGRAM THE CATHOLIC UNIVERSITY OF AMERICA WASHINGTON, D.C.. 20064, USA

CALL FOR NOMINATIONS

The Nominating Committee elected at the General Meeting in Saskatoon consists of Judith Rice Henderson (University of Saskatchewan, Canada), Chair; Nan Johnson, (The Ohio State University, USA); Heinrich F. Plett, (Universität GH Essen, Germany); and John Ward, (Sydney University, Australia).

In accordance with the Constitution, the Committee invites members to propose a candidate for a twoyear term as International Vice-President (1999-2001) and six candidates for four-year terms on the Council (1999-2003).

Vice-President

Members are reminded that the International Vice-President automatically succeeds to the presidency without a second election to that office, and therefore must organize the Biennial Conference for 2003 in his or her home country. In addition it should be noted that since the Constitution states that the President and Vice-President must be citizens of different countries and because Jerzy Axer will be President in 1999-2001, Polish citizens will be ineligible to stand for election as Vice-President at this time.

Council

Officers and Council members, according to the Constitution, should reflect the international nature of the Society. Thus, in suggesting candidates it would be well to take into consideration the affiliations of Council members retiring in 1999. They are as follows: Maria Silvana Celentano, Italy; Dorota Gostynska, Poland; Lynette A.C. Hunter, England; Philippe-Joseph Salazar, South Africa; Hans-Jochen Schild, Germany; Xiaosui Xiao, Hong Kong; and the Immediate Past President, Judith Rice Henderson, Canada. The newly elected members of Coun-

SASKATOON MEETING (Continued from page 1)

newest of all, comparative rhetoric.

Nancy Struever (Johns-Hopkins), president in 1990-91, spoke of the place of the history of rhetoric in Intellectual History. She described three "enduring moments" that continue to generate interest for historians: formalism, the rhetorical-formal analysis of texts issuing in deconstructive readings that reveal hidden strategies; rhetoric as formation, the detailed accounts of rhetorical pedagogy and the textual tradition; and formative, the rhetorical contents that form intellectual habits, attitudes, and values. This last, she noted, has been the least exploited but potentially has the most to offer.

Peter France (Edinburgh), most recent past president (1993-95), in a letter read at the session conveyed his frustration with the vastness of the subject—rhetoric from its origins to the present day —and suggested that more attention needs to be directed to rhetoric after 1650. Its later history and importance should be addressed. In that regard the relation of rhetoric to politics, anthropology, gender, and poetics, are significant. In concert with others, France suggested the need to widen our geograph-

cil as announced above are from Bulgaria, France, Spain, Netherlands, and two from the United States of America.

Officers and editors of the Society are members of Council *ex officio*. Those continuing to serve from 1999 to 2001 (officers) or 20002 (editors) will include Jerzy Axer of Poland as President, Marijke Spies of the Netherlands as Immediate Past President, Peter Mack of England as Editor of *Rhetorica*, Laurent Pernot of France, and Heinrich F. Plett of Germany as Associate Editors, Kees Meerhoff of the Netherlands, and Nan Johnson of the USA as Book Review Editors. The Secretary-General, Jean Dietz Moss, and the International Treasurer, Don Abbott, both of the USA, are eligible for re-election to another term.

Nominations for candidates for Vice-President and Council should be sent to Judith Rice Henderson, Department of English, 9 Campus Drive, University of Saskatchewan, Saskatoon SK S7N 5a5, Canada, e-mail: hendrsnj@duke.usask.ca; Fax: (306) 966-5497.

ical boundaries to include Asian, Arabic and other cultures.

Heinrich Plett (Essen), who helped to organize the first meeting and served as the first secretary-general, also offered reflections. His remarks, abbreviated for the *Newsletter*, can be found on page 4.

At the close of the session Judith Rice Henderson, presiding president, noted the difficulty historians of rhetoric may face in bringing together disparate cultures. Despite the desire of the local committee to offer a session on Cree oratory with native Cree speakers, the orators declined to speak. They felt that the ISHR audience could not fully appreciate the significance and religious context of their presentations, that they would simply be on display.

The meeting ended with a banquet in which John Ward, with unflagging wit, provided an extemporaneous encomium for the president, Judith Rice Henderson.

Two Decades of Achievement in Critical Perspective (ISHR, 1977-1997) Heinrich F. Plett

Center for Rhetoric and Renaissance Studies, University of Essen, Germany

As one of the founders of the International Society for the History of Rhetoric and its first Secretary General the present writer has accompanied its development both with sympathetic commitment and critical distance. After the lapse of two decades it seems appropriate to draw up a short balance sheet of debits and credits. This will be done in the following remarks with special attention to the society's constitutional claim to further "the study of both the theory and practice of rhetoric in all its periods and languages and the relationship of rhetoric to poetics, literary theory and criticism, philosophy, politics, religion, law, and other aspects of the cultural context."

When on 30 June 1977 the first ISHR conference took place at Zürich, it had been preceded by several meetings of a Steering Committee consisting of an Englishman (Brian Vickers), an American (James J. Murphy), two Frenchmen (Marc Fumaroli, Alain Michel), a Dutchman (Anton Leeman) and a German whose scholarly interests were mainly confined to Classical Antiquity, the Middle Ages, and the Renaissance. This starting point henceforth largely determined the overall policy of the society and was hardly challenged during the ensuing two decades. The account may be subdivided into five items: History, Rhetoric, International, Intercultural, and Hopes and Failures.

1. History. - The first ISHR conferences and issues of Rhetorica mainly dealt with selected aspects of rhetoric from Antiquity through the Renaissance. Only in a fragmentary manner were the 18th and 19th centuries gradually accepted into the scope of noteworthy subjects. This may be due to two factors: an apologetic attitude which relied heavily on the authority of the antiqui and their imitatores in order to recover rhetoric's lost territories and, furthermore, a genuine desire to fill up the vast lacunae in our knowledge of the rhetorical tradition until the end of the Renaissance. Thus the majority of conferences was centered on classical concepts and their relationships to certain cultural, preferably aesthetic, aspects. The customary time regulations for papers led to the accumulation of many 20 minutes' tributes to the exegesis and reception history of the "big three": Aristotle, Cicero, and-what was a short time ago propagated as a genuine "rediscovery"-Quintilian. It is in line with this policy that, apart from one exception, all presidents were either Classical, Medieval or Renaissance scholars. The acknowledgment of contemporary rhetoric as part of its history only gradually made its way, above all in contributions to public speech in America. Given the society's aims, it should be a programmatic part of each future conference to deal with the actuality of rhetoric in its manifold cultural and medial representations.

2. *Rhetoric.* - A critical analysis of this notion that allows for a narrow and a broad semantic interpretation is overdue. During the initial years of the ISHR's existence the broad variant was largely discarded because of its characteristically North American association with speech communication. Such a general concept seemed detrimental to the historical *renovatio* of a discipline which had disappeared from European school and university curricula since the 19th century. For this reason the "rhetorical turn" was largely restricted to "rhetoric in the European tradition." With its programmatic title *The Greco-Roman Rhetorical Tradition* the University of Saskatchewan conference seemed to be once more in line with such a "rhétorique restreinte." This may be defined as Occidental, Western European, and North American. The subtitle of the Saskatoon conference, however, also announced "Alterations" and above

all "Alternatives," thus challenging the established rhetorical canon. For the first time such subjects as "Feminist Rhetoric", "Queer Rhetoric", and-in spite of its cancellation in the program -"Cree Oratory" (i.e. The First Nations' oratory) were allotted prominent sections in an ISHR conference, and they often attracted a larger audience than the ones in the classical western tradition. Broadening the scope of rhetoric also means the inclusion of social strata (e.g., middle class and working class rhetoric), of diverse professions (e.g., religious and journalistic rhetoric), of political events (e.g., revolutionary and restoration rhetoric) or of the modern media (e.g., radio debates and TV talkshows). The forum, the stage, the printing press and the electronic channels allow of such a diversity of factors as will supply enough matter for both the reconstruction of the past and the further development of the notion of rhetoric. This also means a shift from academic (e.g., Neo-Latin) and aesthetic (e.g., literary) rhetoric, both of which are favored by the society's constitution, to the rhetoric of everyday communicative processes.

3. International. - One of my foremost activities as Secretary General in the late Seventies was the extension of the society's activities beyond the Iron Curtain. This enterprise, though often impeded by political bureaucracy, proved successful by conferring honorary memberships on colleagues in the former Soviet Union and her allies. Since the fall of the Berlin Wall and the happy reunion not only of the two Germanies but also of Eastern and Western Europe, the Cold War belongs to history. Scholars from Poland, the Czech Republic, Bulgaria, Russia and other countries have since that event regularly attended ISHR conferences and enrich the society's life in many respects. As a logical consequence, the site of the first ISHR conference in the new millennium will be Warsaw. Meanwhile an hitherto unduly neglected but extremely rewarding cultural area justly claims our attention. This is the Spanish and Portuguese speaking world, which is not confined to the Iberian Peninsula but includes the countries of Middle and South America as well-with all their cultural varieties and idiosyncrasies despite a similar colonial history.

4. Intercultural. - In a global village in which time and space cease to play the foremost role the question is justly raised whether "international" is the adequate name for a society which, notwithstanding the prefix "inter-", still adheres, if only implicitly, to the obsolete 19th-century concepts of "nation" and "nationality". Though organizational matters evidently facilitate such a nomenclature, the history of rhetoric and the present political development obviously call it into question. From a common European perspective, a foremost rhetorical task could be to point out shared features but equally the differences and discrepancies caused by language, politics, economy and other factors. In addition, the rhetoric of the Arabs and the whole

NOTICES OF MEETINGS AND CALLS FOR PAPERS

A Colloquium on the topic, "Vingt ans d'histoire de la rhétorique en France," under the direction of Marc Fumaroli of the Académie française, is being held at the Ecole normale supérieure, 45 rue d'Ulm, 75005 Paris, on November 22, 1997. Details may be obtained from the secretariat of the colloquium at 15 rue du Pré-aux-Clercs, 75007 Paris, Fax: 01 42 84 39 22.

El Instituto de Investigaciones Filológicas de la Universidad Nacional Autónoma de México (UNAM) está organizando el Primer Congreso Internacional de Retórica en México, cuyo tema será "El Horizonte Interdisciplinario de la Retórica." El Congreso se celebrará en la UNAM del 20 al 24 de abril de 1998, y en él se tratará la relación que diversas disciplinas tienen con la Retórica (lingüística, literatura, filosofía, política, jurisprudencia, müsica, ciencias, et cétera.

Si usted requiere alguna información más específica en relación con su asistencia al Congreso, puede comunicarse por fax al número (5) 665-78-74 o por e-mail a: hberista @mailer .main,conacyt.mx o grivdal @servidor.unam.mx.

The Second International Meeting of LOGO, Asociacion Española de Estudios sobre Lengua, Pensamiento y Cultura Clasica, is taking place at the University of Salamanca on November 24-29, 1997. It is under the direction of Antonio Lopez Eire, of the Departamento de Filologia Clasica e Indoeuropeo, and is on the topic "Rhetoric, Politics and Ideology, From Its Origins to the Present." For details, contact the director at Fax: (923) 29-45-09; e-mail: logo@gugu.usal.es.

An International Seminar on the question of dissent was held at the Centre for Rhetoric Studies, University of Cape Town, on October 9-10, 1997. The aim of the Seminar was to reflect on dissent, dissidence and disagreement in a democracy in terms of public argumentation and public speaking, and to delineate the main philosophical, discursive and psychological foundations of the rhetoric of dissent. The seminar was organized by Professors Ph-J. Salazar and Y. Gitay, who may be contacted for fuller information at the following addresses: e-mail: salazar@ beattie .uct.ac.za and gitay@beattie.uct.ac.za; Fax: 021-650-3726, addressed to either professor.

NEWS FROM MEMBERS

George A. Kennedy, U. of North Carolina, has recently published Comparative Rhetoric: An Historical and Cross-Cultural Introduction, New York-Oxford: Oxford UP, 1998. It offers a cross-cultural overview of rhetoric as a universal feature of expression, composition, and communication. The book begins with a theory of rhetoric as a form of mental and emotional energy which is transmitted from a speaker or writer to an audience or reader through a speech or text. The first part of the book explores analogies to human rhetoric in animal communication, rhetorical factors in the origin of human speech, and rhetorical conventions in traditional oral societies in Australia, the South Pacific, Africa, and the Americas. The second part provides an account of rhetoric as understood and practiced in early literate societies in the Near East, China, India, Greece, and Rome. The concluding chapter summarizes the results of the study and evaluates the validity of traditional Western rhetorical concepts in describing non-Western rhetoric.

Dr. Milutin Michael Nickl, Universität Jena, Brüder Grimm Str 12, 95032, Hof/Saale, Germany.

Recent Publications: "Neurolinguistik und Kommunikationstheorie" in der Reihe LAUD [Linguistic Agency, University of Duisburg], Serie B, Nr. 274, Duisburg 1996, 46 pp. "Grundlinien der Kommunikationstheoriegeschichte in Mitteleuropa," in *RELA-TION/Medien-Gesellschaft-Geschichte*, Vol. 3, 1. Halbjahresband, 1996: 29-44.

Work in Progress: Freiheitsbegriffe in päpstlichen Sendscreiben des XIX. und XX. Jahrhunderts. 'Kopernikanische' Wende seit dem Zweiten Vaticanum? Freiheit für den Irrtum?

Continued from previous page: H. Plett, TWO DECADES OF ACHIEVEMENT:

Islamic world with an immensely rich history is—notwithstanding Edward Said's *Orientalism*—still waiting for a rediscovery. Chinese rhetoric, forming part of one of the most ancient civilizations, is still a neglected topic. The cultures of America's First Nations and of the Pacific Rim are suitable subjects of such a rhetorical field-work. North American scholars of various linguistic and ethnic backgrounds enjoy the unique privilege of tackling this difficult though rewarding task. It should initiate an intercultural "dialogue" (Bakhtin) in an Intercultural Society of Rhetoric.

5. Hopes and Failures. Some unfulfilled hopes have accompanied the ISHR since its foundation at Zurich. One of the society's most ambitious proposals was a multivolume bibliography of sources covering the entire history of rhetoric up to the present day. Only segments of it were realized, though not under official ISHR auspices but by individual efforts, the principal historical focus being naturally the Renaissance. Also the urgent demand for critical editions of important rhetorical texts (with commentaries and translations), first voiced with

regard to the Neo-Latin works by Erasmus, Melanchthon, Agricola, Vossius and others, did not receive the response expected, above all from younger scholars. Of course, as always, the exception proves the rule. And, lastly, what began as a multilingual enterprise in communication has almost dwindled to an anglophone lingua franca. ISHR conferences testify to this, but equally the society's periodical. The first twelve volumes of Rhetorica (I [1983] - XII [1994]) contain a totality of 191 articles of which 157 are in English, 19 in French, 9 in German, and 6 in Italian. The totality of 87 book reviews offers similar statistics: 66 in English, 11 in French, 7 in German, 1 in Italian, 1 in Spanish, and 1 in Dutch. More recently contributions began to reflect the international character of the society in a more representative but still unsatisfactory proportion. Volume XIV contains 16 articles of which 9 are in English, 3 in French, 3 in German, and 1 in Spanish. As rhetoric is mainly (but not exclusively) occupied with the uses of language, ISHR members should speak, or at least understand, as many languages as possible. These are essential indicators of cultural and rhetorical differences.

RHETORIC NEWSLETTER

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Prof. Nan Johnson (See above: Rhetorica)

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