The 20th Penn State Conference on Rhetoric and Composition

Rhetorics and Technologies

JULY 8–10, 2007
Greetings from the Conference Organizers

Welcome to the Penn State Conference on Rhetoric and Composition! The 2007 conference continues Penn State’s tradition of offering such exciting themes as rhetorical education in America, ethnic rhetorics, and Kenneth Burke and his circles. This year, we are especially pleased to celebrate our 20th conference with a focus on rhetorics and technologies.

Rhetorical activities have always taken place in technological contexts of one sort or another, whether a scriptorium, a traditional classroom, a state-of-the-art cybertorium, or other work space, private as well as public. In this day and age, those contexts have become ever more visible because they have multiplied in number and influence, ever more involved because they increasingly encompass literate activity, and ever more contested because they embody values and aspirations. For these reasons (and a few others), technological contexts have moved toward the center of disciplinary conversations and encouraged people to think expansively and sometimes untraditionally about their practices and perspectives.

With these realities in mind, we suggested in our call for proposals the following questions:

- What might history contribute to a rhetorical understanding of technological contexts writ broadly?
- How does rhetoric, as it has been traditionally mapped out, both illuminate and fail to illuminate the design and use of literacy technologies?
- How do issues of technology intersect with issues of identity, subjectivity, and agency? With race, class, gender, and ability? With other contemporary theory issues and categories?
- What do productive technologies look like in terms of their design? What specific contributions can rhetoricians hope to make to technological design practices?
- How are people currently working with technologies of production and reception? What, then, does it now mean to read and write? Teach and learn? Conduct and produce research and scholarship?
- What types of challenges accompany the task of integrating technologies into courses, programs, and institutions? Into spaces that involve non-academic work?
- What are the ethical, legal, and professional questions raised by technology and its current contexts? How should our discipline think about such matters?
- What might be especially productive methods for studying and evaluating technology in context?
The program committee invited proposals for papers focusing on these questions and on other subjects that provide fresh perspectives on connections between rhetorics and technologies. We were thrilled with the tremendous response to our call—a response that has enabled us to assemble a very exciting and challenging program.

We of course thank our colleagues here at Penn State for their encouragement and support. And we thank you for traveling to University Park and for participating in what promises to be a meaningful and worthwhile intellectual experience.

Conference Organizers:
Stuart Selber, Conference Chair
Matt Weiss, Assistant Chair and Program Committee
Rebecca Wilson Lundin, Program Committee
Lara Hartman, Conference Intern

Acknowledgements

College of the Liberal Arts
Department of English
Robert Caserio, Head

Department of Communication Arts and Sciences
Rhetoric faculty and graduate students

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Multi-Media and Print Center
Bedford/St. Martin’s
Taylor & Francis
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General Conference Information

REGISTRATION: Registration will take place between 11:00 am and 1:00 pm on Sunday, July 8th in the Nittany Lion Inn Rotunda.

PARKING: Complimentary parking is available at the Nittany Lion Inn. Park in the parking garage that is adjacent to the Nittany Lion Inn and bring your ticket to the front desk. The front desk staff will validate your ticket.

MEETING ROOMS: Plenary sessions (except for those accompanying lunch) will be held in the Nittany Lion Inn, Ballroom C. Concurrent sessions will also all be held in Nittany Lion Inn Ballrooms (A-E).

WORK SPACE: The conference has reserved the Mt. Nittany Room as a speaker preparation area and small meeting space. To reach the Mt. Nittany Room, take the stairs in the Atrium down to the Ground Level. Walk to the left, go down the hall, and look on the right for the door to the Mt. Nittany Room.

E-MAIL: The Mt. Nittany Room will have Ethernet connections for those bringing laptops. Wireless Internet will be available in Ballrooms A-E (the locations of the concurrent sessions and most plenary sessions). In addition, a computer with Internet connection is available (via credit card payment) in the hallway of the 2nd floor of the The Nittany Lion Inn. To reach this computer, turn left off the elevator (2nd floor) and proceed down the hallway.

ABSTRACTS: A collection of the abstracts submitted by all conference presenters is available on the conference website (http://www.outreach.psu.edu/C&I/rhetoric/) as a PDF file.

PHONE MESSAGES AND MESSAGE BOARD: To receive phone messages during the conference, please give your callers the following telephone number: The Nittany Lion Inn, 814-865-8500. A message board will be provided in the Rotunda of the Nittany Lion Inn.

EVALUATIONS: An evaluation form and pencil are located in your conference folder. Please take a moment to complete this form after your final session, and place it in one of the evaluation boxes.

TAXI SERVICE: Guests staying at The Nittany Lion Inn may arrange airport shuttle service at the front desk. Additional taxi services are Nittany Express Airport Shuttle (814-867-4646) and Handy Delivery Taxi (814-353-6001).

MEDICAL INFORMATION: The University Health Center (Ritenour) is available from 8:00 am to 5:00 pm daily. Mount Nittany Medical Center is adjacent to Penn State and has 24-hour service. Emergency numbers are (Ritenour Health Center) 814-863-7211 and (Mount Nittany Medical Center) 814-234-6110.
## Conference Overview

### Sunday, July 8

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<td>11:00 – 1:00</td>
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<td>5:00 – 6:30</td>
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<td>6:30 – 7:00</td>
<td>Reception, Whiskers Courtyard</td>
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<td>6:15 – 8:30</td>
<td>Picnic Dinner, Stone Valley</td>
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### Tuesday, July 10

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Special Events

MEALS: Continental breakfast will be provided from 7:30 am to 9:30 am on Monday and Tuesday, in the Atrium of the Nittany Lion Inn. Lunch (followed by a featured presentation) will be provided at 12:00 noon on Monday and Tuesday, in the Board Room of The Nittany Lion Inn. (To reach the Boardroom, take the stairs in the Atrium down to the Ground Level. Take a left down the hall; the Boardroom will be immediately on your right.)

BREAKS: Coffee, tea, and other light refreshments will be available every afternoon, from 2:00 to 4:00 pm, in the Atrium of the Nittany Lion Inn.

SUNDAY EVENING RECEPTION AND BANQUET: After the second concurrent session on Sunday, you are invited to a reception in the Whiskers Courtyard (if it rains, the reception will be held in the Alumni Lounge); the reception will be brief, running from 6:30 to 7:00 pm. After that, please join us for plenty of good food, friends, and conversation at a banquet dinner in Ballroom C. Along with the banquet, we will be fortunate enough to hear a presentation by Marilyn Cooper (Michigan Tech). The banquet will end by 9:30 pm.

MONDAY EVENING BARBECUE PICNIC: A picnic dinner featuring BBQ chicken quarters, veggie burgers, and grilled sirloin steaks with all the trimmings will be held at Penn State’s Stone Valley Recreational Area. Join us for food, fun, music, lovely lakeside scenery, and the company of good friends. Transportation to the picnic will be provided by Penn State. Please board the Penn State buses at 5:30 pm at the front entrance to the Nittany Lion Inn. Dinner will be served around 6:15 pm. Be sure to wear casual and comfortable clothes.

PLENARY SESSIONS: On Sunday, Monday, and Tuesday, there will be plenary sessions that spotlight a terrific set of featured speakers. Do not miss the opportunity to hear some of the best and brightest in our field talk about the relationships between rhetorics and technologies.
Featured Speakers

**John Carroll** is the Edward M. Frymoyer Professor of Information Sciences and Technology at Penn State. His research includes human-computer interaction, especially scenario-based methods for design and development, minimalist techniques for making information efficient, computer support for collaborative work and education, community-oriented computing, and the social impacts of computing. He has published 13 books and more than 250 technical papers and produced more than 70 miscellaneous reports (videotapes, workshops, tutorials, conference demonstrations and discussant talks).

**Marilyn Cooper** is professor of humanities at Michigan Technological University. She is currently working on a book entitled *The Animal Who Writes* in which she proposes that writing is a self-organizing system in which people create networks that link sentient beings, material and semiotic resources, social and cultural structures, and biological and physical processes. She argues that rhetorical agency and identity emerge from these networks.

**Johndan Johnson-Ellola** works in the Department of Communication and Media at Clarkson University, where he teaches courses in new media, information architecture, mass media, and Web design. In addition to numerous journal articles and book chapters, he is currently working on a first-year composition textbook for Bedford/St. Martin’s Press. His current research examines information flow in physical and virtual work spaces used by designers, video editors, and musicians.

**M. Jimmie Killingsworth**, a native of South Carolina, earned his Ph.D. from the University of Tennessee in 1979 and has taught rhetoric, technical communication, and American literature at four universities. Currently director of writing programs and professor of English at Texas A&M, he is the author or co-author of seven books and over fifty scholarly articles and chapters. Most recently, he has been exploring the conceptual and rhetorical links among the different representations of natural, artificial, and virtual places.

**David Kirkland** is assistant professor of English education at New York University, where he teaches undergraduate and graduate courses in digital media and composition, African American rhetorics, and urban adolescent literacies. He writes extensively about the roles of African American Language (AAL), new technologies, and digital media in the literate lives of urban youth. Currently, he is conducting a comprehensive study, entitled “Digital Underground,” which examines the digital literacy practices of ten African American students in New York City.
Featured Speakers: Rhetorics and Technologies

Carolyn R. Miller is SAS Institute Distinguished Professor of Rhetoric and Technical Communication at North Carolina State University, where she has taught since 1973. She received her Ph.D. in communication and rhetoric from Rensselaer Polytechnic Institute in 1980. She has published essays on digital rhetoric, rhetorical theory, the rhetoric of science and technology, and technical communication, and in 2008 she will become editor of Rhetoric Society Quarterly for a four-year term. At North Carolina State, Dr. Miller teaches graduate and undergraduate courses in rhetoric and technical writing and is founding director of the doctoral program in communication, rhetoric, and digital media, established in 2004.

James E. Porter (Ph.D., University of Detroit, 1982) is a professor in the Department of Writing, Rhetoric, and American Cultures at Michigan State University, where he also serves as co-director of the WIDE Research Center (Writing in Digital Environments). Porter’s current research focuses on digital rhetoric—that is, the art of writing and communicating with/within computer-networked environments, particularly within technical/professional writing contexts.

Geoffrey Sirc works in composition in the English Department at the University of Minnesota. He is the author of English Composition as a Happening (Utah State University Press, 2004) and the co-author of Writing New Media: Theory and Applications for Expanding the Teaching of Composition (Utah State University Press, 2002). His teaching and research interests include composition theory and pedagogy, literacy technologies, visual arts and art history, hip hop, and the modernist era.

Anne Frances Wysocki is associate professor of visual and digital communication at Michigan Technological University, where she teaches undergraduate and graduate courses in visual and verbal composition, visual rhetoric, and new media; she is also director of the writing programs and of Graduate Teaching Instructor Education. She is lead author of Writing New Media: Theory and Applications for Expanding the Teaching of Composition, which won the Computers and Writing Distinguished Book Award. This fall, Anne will be joining the faculty at the University of Wisconsin, Milwaukee.
Conference Schedule
Sunday, July 8th

Registration: 11:00 AM – 1:00 PM
(Nittany Lion Inn, Rotunda)

1. Opening Session/Welcome (1:00 – 1:15)
   Ballroom C
   Stuart Selber, Penn State University, Conference Chair – Brief Remarks

2. Concurrent Sessions (1:30 – 3:00)

   A. Digital Research Practices (Ballroom A)
   - Chair: Rebecca Wilson Lundin, Penn State University
   - Jen Almjeld, Bowling Green State University, and Kris Blair, Bowling Green State University, “Multimodal Methods for Multimodal Literacies: A Techno-Feminist Perspective”
   - Kim van Alkemade, Shippensburg University of Pennsylvania, “Resisting the Digital Archive: The Challenge of Technology in Establishing the Ethos of the Creative Nonfiction Writer”
   - James P. Purdy, Bloomsburg University of Pennsylvania, and Joyce R. Walker, Western Michigan University, “Making a Case for Digital Research in the First Year Writing Classroom”

   B. Sociocultural Technologies and Rhetorical Appeals (Ballroom B)
   - Chair: M. Jimmie Killingsworth, Texas A&M University
   - Diana L. Ashe, University of North Carolina, Wilmington, “Geek/Hippie/Entrepreneur: Appeals in the Shaping of the History of the Personal Computer”
   - Michael Little, King’s College, “Man Flings Aloft a Fiery Lance: The Rhetorical Construction of America’s Early Space Program”
C. Visualizing Information Spaces (Ballroom C)

- Chair: Anthony O’Keeffe, Bellarmine University

- Madeleine Sorapure, University of California, Santa Barbara, “Visualizing Information in Multimedia Compositions”

- Sylvia Stenhouse Church, University of Louisville, “Designing Technologies of Mind and Material: A Review of Argument Pedagogy and a Computer-assisted Argument Visualization Software”

- D. Michael Sharp, Rensselaer Polytechnic Institute, and Jon Bidwell, Rensselaer Polytechnic Institute, “Invitational Rhetoric and a New Interface for Procedural Instructions”

D. Circulation and Transformation in the Datasphere (Ballroom D)

- Chair: David Kirkland, New York University

- Trey Conner, University of South Florida, St. Petersburg, “Tag: Mantra, Mantra: Tag”

- Stacey Pigg, Michigan State University, “Check Yes or No: Ebonics Survey Memes and Viral Subjectivity in the New Blogosphere”

- Lisa McNair, Virginia Tech University, and Marie Paretti, Virginia Tech University, “Intercultural, Interdisciplinary, and Virtual: Practicing Agency and Identity in Student Collaborations”

E. Technical Communication and Medical Rhetorics (Ballroom E)

- Chair: David Dzikowski, Penn State University

- Michelle Sidler, Auburn University, “Visual Rhetorics at the Nanoscale: Understanding and Critiquing the Unseen World of Nanotechnology”

- Loel Kim, University of Memphis, “Rhetoric, Technology, Ethics, and Aesthetics: Striking the Right Balance in an Informed Consent Interface”
3. **Plenary Session (3:15 – 4:45) Ballroom C**
   
   **Introductions:** **Stuart Selber**, Penn State University
   
   **John Carroll**, Penn State University, “Narrating the Future”
   
   **Johndon Johnson-Eilola**, Clarkson University, “Unbound: Text in the Age of Artifacts, Gizmos, and Spimes”

4. **Concurrent Sessions (5:00 – 6:30)**

   **A. Conceptualizing Online Instruction (Ballroom A)**
   
   - Chair: **Elaine Richardson**, Penn State University
   
   - **Kevin Eric DePew**, Old Dominion University, “The Shape of Things to Come: Towards a Triangulation Methodology for Studying Distance Education”
   
   - **Letizia Guglielmo**, Kennesaw State University, “Teaching and Learning Together: Feminist Approaches to the Online Writing Course”
   
   - **Scott Warnock**, Drexel University, “Online Writing Instruction and the Disappearing Educational Interface”

   **B. Utopia, Dystopia, and the Social Effects of Technologies (Ballroom B)**
   
   - Chair: **Abram Anders**, Penn State University
   
   - **Ian Hill**, University of Illinois, “Entropy and Feedback: The Doom and Gloom of Norbert Wiener’s Apocalyptic Rhetoric of Technology”
   
   - **Jay Gordon**, Youngstown State University, “Recontextualizing Vannevar Bush’s ‘Memex’”
   
   - **Dmitri Stanchevici**, Texas Tech University, “Technicism of Stalinist Science: Rhetoric of Technical Omnipotence in the Writings and Speeches of Agrobiologist T.D. Lysenko”
C. Multimodal Rhetorics of Photography and Film (Ballroom E)
   • Chair: Anne Wysocki, University of Wisconsin, Milwaukee
   • Chris Carter, University of Oklahoma, “Structures of Trauma: Jacob Riis and the Rhetoric of Urban Photojournalism”
   • Bonnie Kyburz, Utah Valley State College, “Beyond Words (on a page)”

D. Technology, Interdisciplinarity, and Institutionality (Ballroom D)
   • Chair: Jeremy Engels, Penn State University
   • Daniel Ellis, Temple University, “Whose Database Is It Anyway? Tutors, Administrators, and the Database as Genre”
   • Jennifer Hitchcock, Virginia Tech University, “Composition and Communication: Why Aren't We Working Together to Repair the Split?”
   • Joyce Magnoatto Neff, Old Dominion University, “Writing Across the Curriculum as a Rhetoric for Distance and Distributed Learning”

5. Reception (6:30-7:00) Whiskers Courtyard, Nittany Lion Inn

6. Plenary Session & Banquet (7:00 – 9:30) Ballroom C
   Introduction: Stuart Selber, Penn State University
   Marilyn Cooper, Michigan Technological University, “The Animal Who Writes”
Conference Schedule
Monday, July 9th

Continental Breakfast Available in Atrium
(7:30 – 9:30)

7. Plenary Session (8:30 – 10:00) Ballroom C
   Introductions: Stuart Selber, Penn State University
   M. Jimmie Killingsworth, Texas A&M University, “Appeals to the Body in Eco-Rhetoric and Techno-Rhetoric”
   Anne Wysocki, University of Wisconsin, Milwaukee, “Fitting Beauties of Transducing Bodies”

8. Concurrent Sessions (10:15 – 11:45)
   A. Civic Engagement and Rhetorical Education in Cyberspace (Ballroom A)
      • Chair: Susan Wells, Temple University
      • Jeremiah Dyehouse, University of Rhode Island, “Blogging Progressivism: Reforming Education and Civic Identity on the World Wide Web”
      • Samaa Gamie, University of Rhode Island, “Subaltern Rhetorics: Can Cyberspace Realize its Liberating Potential?”

   B. Wired Will: Ethos in an Age of Chips and Circuits (Ballroom B)
      • Chair: Ersula Ore, Penn State University
      • R. Michael Jackson, University of New Hampshire, “They’re Censuring Videos of the Hanging: The Ethos of the Camera Phone”
      • Christopher Eisenhart, University of Massachusetts, Dartmouth, “The Space for Rhetoric in Law Enforcement Negotiation”
      • Jerry Blitefield, University of Massachusetts, Dartmouth, “Give Us Spock, Not Kirk: Truth, Ethos, and The Limits of Growth”
C. Television and Transmedia Narratives (Ballroom C)

- Chair: **Matt Weiss**, Penn State University
- **Debra Journet**, University of Louisville, “New Forms of Literacy in Convergence Culture: LOST as Transmedia Narrative”
- **Scott Campbell**, University of Connecticut, “Dead Men’s Tales: The CSI Television Programs and the Case Against Narrative”
- **David Dzikowski**, Penn State University, “Flow and Juxtaposition in the Rhetorical Technologies of Television and Radio”

D. Pop Culture and Participatory Technologies (Ballroom D)

- Chair: **Antonio Ceraso**, Penn State University
- **Heather Urbanski**, Lehigh University, “Blurred Borders: The Thin Rhetorical Line Between Audience and Text in Participatory Entertainment”
- **J. James Bono**, University of Pittsburgh, “Serious Rhetorics and Serious Games: Rethinking the Role of Play in Rhetorical Education”

9. Plenary Session & Lunch (12:00 – 1:30)
Boardroom

Introduction: **Stuart Selber**, Penn State University

- **David Kirkland**, New York University, “Digital Underground: Critical Composition in Urban Cyberspaces”

10. Concurrent Sessions (1:45 – 3:15)

A. Classroom Technologies and the Politics of Design (Ballroom A)

- Chair: **Scott Wible**, West Virginia University
- **Andrea Murphy**, Old Dominion University, “PowerPoint Orphans: How do PowerPoint Slides Continue to Rhetorically Function after the Presentation is Done?”
- **Dana Anderson**, Indiana University, “Theuth Brings ‘Clickers’: Benefit and Risk in the Pedagogy of Classroom Response Systems (CRS)”
Program Schedule: Monday, July 9


**B. Social Dimensions of Database Culture (Ballroom B)**
- Chair: **Jeff Pruchnic**, Wayne State University
- **Charles Sheaffer**, University of Washington, “The Democratic Source-Code: Ulmer's ‘Heuretics’ and the Civic Promulgation of Expertise”
- **James J. Brown, Jr.**, University of Texas, “Hospitable Texts”

**C. Aural Composition Practices (Ballroom C)**
- Chair: **Debra Journet**, University of Louisville
- **Michael Salvo**, Purdue University, “Editing Sound as Text: Waveform Alphabet as Rhetorical Technology”
- **Jill Hawkins**, Kent State University, “Sounds Write: Embracing Oral Forms as Literate Composition”

**D. Disabilities, Subjectivities, and Technological Interventions (Ballroom D)**
- Chair: **Rebecca Wilson Lundin**, Penn State University
- **Brandy Scalise**, Penn State University, “Giving Voice: Computer-Mediated Voices and Assistive Technology”
- **Paul Heilker**, Virginia Tech University, “The Rhetoric of Online Advocacy by Verbal Autistics”
- **Shannon Walters**, Penn State University, “Facilitative Rhetorics and Communication by People with Disabilities”

**E. New Literacy Directions (Ballroom E)**
- Chair: **Kimberly Andrews**, Penn State University
- **Matthew Oliver**, Old Dominion University, “Digital Rhetoric and Digital Classrooms: Transforming the Traditional Writing Scenes”
- **Lenore Langsdorf**, Southern Illinois University, Carbondale, “‘We Don't Think That Way’: Argumentation Within Secondary Literacy”
- **Stuart Blythe**, Indiana University & Purdue University, Fort Wayne, “Communication Technology and Wicked Rhetorical Contexts”
11. Concurrent Sessions (3:30 – 5:00)

A. The Dialogic Nature of Digital Portfolios (Ballroom A)
   • Chair: Geoffrey Sirc, University of Minnesota
   • Karen Powell, Louisiana State University, “Early 21st Century Visions: Goals and Aspirations for Communication Across the Curriculum”
   • Tiffany Walter, Louisiana State University, “Early 21st Century Students: Case Studies of Digital Communication Skills and Identities”
   • Lillian Bridwell-Bowles, Louisiana State University, “Surviving the Long Haul: Technologies, Identities, and Assessments in 21st Century Higher Education”

B. The Ethics of Technology: Access and the Digital Divide (Ballroom B)
   • Chair: James Porter, Michigan State University
   • Rebecca Wilson Lundin, Penn State University, “The Laptop Myth: Technological Determinism in Humanitarian Aid”
   • Scott Wible, West Virginia University, “Dis-‘Content’ With Access to the Information Superhighway”
   • Abram Anders, Penn State University, “Technology and Composition: Access, Ethics, Interface”

C. Rhetorics of Software Development and Documentation (Ballroom C)
   • Chair: William White, Penn State University, Altoona
   • Kendall Kelly, Texas Tech University, “Rhetoric for End Users: A Heuristic for Better Computer Documentation”
   • Brian Ballentine, Case Western Reserve University, “Epistemic Rhetoric and Software Development: The Role of Technical Communication in the Process of Inventing a New Application”
Program Schedule: Monday, July 9

D. Embodied Knowledge and the Virtual Body (Ballroom D)

- Chair: **Brandy Scalise**, Penn State University
- **Marsha Olsen Wiley**, Kent State University, “Anatomy of Knowledge: Embodiment, Composition, and Technology”
- **Christa Teston**, Kent State University, “Paper-Patients: Embodiment in the Patient Profile”

E. Mapping Space and Place in a Digital Age (Ballroom E)

- Chair: **Matt Weiss**, Penn State University
- **Brian McNely**, University of Texas, El Paso, “Racial/Spatial Projects: Exploring Agency and Subjectivity through GIS Mapping Technologies”
- **Jessica Sheffield**, Penn State University, “Mediating Nature: Technological Interactions with America’s National Parks”
- **Dale Cyphert**, University of Northern Iowa, and **Jon Radwan**, Seton Hall University, “Addressing the Rhetorical Issues of Virtual Decision-Making”

12. Picnic at Stone Valley (6:15 – 8:30)
   Meet buses outside of Nittany Lion Inn at 5:30
Conference Schedule
Tuesday, July 10th

Continental Breakfast Available in Atrium
(7:30 – 9:30)

13. Plenary Session (8:30 – 10:00) Ballroom C
Introductions: Stuart Selber, Penn State University

Carolyn Miller, North Carolina State University, “Questions for Genre Theory from the Blogosphere”

James Porter, Michigan State University, “Recovering Delivery for Digital Rhetoric and Human-Computer Interaction”

14. Concurrent Sessions (10:15 – 11:45)

A. Online Case Studies in Pedagogical Practices (Ballroom A)
- Chair: Xiaoye You, Penn State University
- J.S. Dunn, Jr., Indiana University of Pennsylvania & Eastern Michigan University, Ypsilanti, “College Writing Assessment as Technology and Rhetoric: Some Options for Contemporary Policy Reform Drawn From the Rise of the Modern University”
- Carol Siri Johnson, New Jersey Institute of Technology, “Traditional vs. PC Learning: Comparison in the Technical Communication Classroom”
- Carol Kountz, Grand Valley State University, “Credible and Incredible Sources: Analyzing the ‘Works Cited’”

B. Grassroots Technology: Image Events, Smart Mobs, and Documentary Film (Ballroom B)
- Chair: Jack Selzer, Penn State University
- Joe Wilferth, University of Tennessee, “Image Events After Television: Emerging Technologies of Mediation and Distribution”
- Rebecca Jones, University of Tennessee, “Smart Mobs and the (New?) Public”
- Elizabeth Gailey, University of Tennessee, Chattanooga, “Political Activism in New Rhetorical Contexts: A Case Study of Robert Greenwald’s Use of Documentaries for Social Change”
C. Medical Rhetoric: Embodiment and Rhetorical Personhood (Ballroom C)

- Chair: Shannon Walters, Penn State University
- Jenell Johnson, Penn State University, “Psychosurgery and the Rhetoric of American Personhood”
- Jeff Pruchnic, Wayne State University, “On the Genealogy of Mortals: Rhetoric, Biotechnologies of the Self, and the Ethics of Immortality”
- T. Kenny Fountain, University of Minnesota, “Technological Witness: Beyond Rhetorics of Vision; Or, Henrietta Lack’s Multimodal Body”
- Fawn Musick, Texas Tech University, “Private Bodies and Public Spaces: Rhetorical Framing of the Body Worlds Exhibit”

D. Technologies and Social Networks (Ballroom D)

- Chair: Jeremiah Dyehouse, University of Rhode Island
- Joleen Hanson, University of New Hampshire, “Acquiring Multiliteracies Through ‘Non-Educational Use’ of Computers: The Construction of Personal Profiles on Myspace.com”
- Brittany Cottrill, Bowling Green State University, “A New Space for the Commonplace: Social Networking Websites as Modern Scrapbooks”
- Casie Fedukovich, University of Tennessee, “The Silent Cyborg: The Ontology of the Millennial Generation and its Technology”

E. Memory, Cognition, and Alternative Rhetorics (Ballroom E)

- Chair: Una Kimokeo-Goes, Penn State University
- Julia Romberger, Old Dominion University, “Memoria, Interface Design, and the Trope of the Theater”
- Jay Brower, Southern Illinois University, Carbondale, “Poeticizing Technology: Early Greek Literacy and the Function of Memory”
- Hayes Hampton, University of South Carolina, Sumter, “Transformative Chaos: Towards a Rhetoric of Nonsense”
15. Plenary Session & Lunch (12:00 – 1:30)
Boardroom
Introduction: Stuart Selber, Penn State University
Geoffrey Sirc, University of Minnesota, “Serial Composition”

16. Concurrent Sessions (1:45 – 3:15)

A. Learning Communities, Scholarly Websites, and the O.E.D. On-line (Ballroom A)
• Chair: Jenell Johnson, Penn State University
• Sonia Kane, Hunter College (CUNY), “Teaching the Rhetoric of Eighteenth-Century Women’s Novels Through Technology”
• Donna Kessler-Eng, Bronx Community College (CUNY), “Creating Community: Technology in an Interdisciplinary Freshman Learning Community”
• H. Elizabeth Smith, Bronx Community College (CUNY), “Using Technology to Negotiate Freedom, Oppression, and Identity in Khaled Hosseini’s The Kite Runner and Siddiq Barmak’s Osama”

B. Rhetoric in/of the Military (Ballroom B)
• Chair: J. Michael Hogan, Penn State University
• Bernie Miller, Eastern Michigan University, “War and the Rhetorical Techne: Words as Power and Betrayal”
• Marina Privman, Empire State College (SUNY), and Maureen Kravec, Empire State College (SUNY), “Soldier’s Words: Our Troops Supporting Themselves, From Over There to Over Here”

C. Aristotle Meets Human-Computer Interaction (Ballroom C)
• Chair: John Carroll, Penn State University
• Sonya Borton, University of Louisville, “Online Mentoring and the Use of a Wiki in an English Graduate Program”
• Kate Brown, University of Louisville, “Usability Studies: How Research Leads to Technological Change”
• Cynthia Britt, University of Louisville, “Vision and Realities: Designing Digital Arguments in the Freshman Classroom”
D. Bulletin Boards, Blogs, and Online Communities (Ballroom D)

- Chair: **David Green**, Penn State University
- **Jennifer King**, Rensselaer Polytechnic Institute, “Swinging Along From Link to Link: Hypertext’s Potential for Employing Formal Identification in Electronic Texts”
- **James Zappen**, Rensselaer Polytechnic Institute, “Kenneth Burke’s Collaborative Form as an ‘Information Technology’”

E. Rhetorics of Online Collaboration (Ballroom E)

- Chair: **Jessica Sheffield**, Penn State University
- **William White**, Penn State University, Altoona, “Blogging as Epideictic Rhetoric: The Case of Lawrence Summers”
- **Meredith Graupner**, Bowling Green State University, “Situating Weblogs Among Scholarly Texts”
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