16th Annual Rhetoric and Writing Studies Landmark Lecture

Techne and Care for the Rhetoric of Health and Medicine

The Landmark Lecture is an annual event that brings together faculty, staff, students, alumni, and guests for an afternoon of discussion and investigation into different aspects of rhetorical study. Previous years have brought in scholars of visual rhetoric, demagoguery and deliberation, queer theory, the history and development of writing programs, and many more. The Department of Rhetoric and Writing Studies is excited to host Professors Jordynn Jack and Blake Scott’s panel on the rhetoric of health and medicine.

A brief question and answer session will follow their discussion.

Panelists:

Jordynn Jack is a Professor of English and Comparative Literature at the University of North Carolina at Chapel Hill, where she also serves as the Associate Director of the Literature, Medicine, and Culture Program. She locates her scholarship at the intersection of two subfields within the interdisciplinary field of rhetorical scholarship: feminist rhetorics and the rhetoric of science. Professor Jack’s books include Science on the Homefront: The Rhetoric of Women Scientists in World War II (University of Illinois Press 2009) and Autism and Gender: From Refrigerator Mothers to Computer Geeks (University of Illinois 2014). Her current book project, Raveling the Brain, is a study of how rhetorical theory and the neurosciences might inform each other.

Blake Scott is a Professor of Writing and Rhetoric at the University of Central Florida. He served as a founding Associate Chair and Director of Degree Programs of the Department of Writing and Rhetoric, leading the creation of three new undergraduate programs (including a B.A. in Writing & Rhetoric). He is interested in the rhetoric of health and medicine, rhetorical history and theory, professional and technical communication, and theories of writing and writing program development. Professor Scott’s books include Risky Rhetoric: AIDS and the Cultural Practices of HIV Testing (Southern Illinois University Press 2003) and Methodologies for the Rhetoric of Health & Medicine, coedited with Lisa Meloncon (Routledge 2017). He is the coeditor of the newly minted journal Rhetoric of Health & Medicine.

Please join us at Scripps Cottage!

February 26th from 4:00-5:00

Light refreshments will be provided.

This event is sponsored by a College of Arts and Letters IRA Grant and a Student Success Fee Grant.