



# Medicine, Health, & Publics

The Loews Philadelphia Hotel  
Philadelphia, PA, USA  
May 24-25, 2012

## Association for the Rhetoric of Science & Technology (ARST) Preconference, held in conjunction with the Rhetoric Society of America (RSA) biennial conference

### Call for Papers or Extended Abstracts

The Association for the Rhetoric of Science and Technology (ARST) seeks competitive papers and extended abstracts addressing the broad theme of “Medicine, Health, & Publics” for its 2012 preconference, held in conjunction with the biennial meeting of the Rhetoric Society of America (RSA), on May 24-25, 2012, at the Loews Philadelphia Hotel, 1200 Market Street, Philadelphia, PA, USA. The RSA will meet from May 25-28, 2012.

### Preconference Theme

Health and medicine occupy increasingly prominent places in public discourse with citizen advocates playing significant roles in developing, engaging, and critiquing biomedical texts and practices. But how, exactly, have diverse stakeholders used rhetoric to shape the discourses and practices of health and medicine? This preconference will address the multiple ways that publics and the medical establishment mutually influence one another. Preconference papers should extend theory, criticism, and/or practice related to the rhetoric of medicine and publics by addressing one or more of the following themes: the roles of new media in health advocacy, the place of direct-to-consumer advertisements in public health discourse, the successes and failures of health-related social movements, expert and lay health risk discourses, biomedical stakeholder engagement initiatives, the construction of publics in medical rhetoric, or any another topic that directly speaks to the preconference theme. Papers and presentations reflecting diverse methods spanning conventional and critical-cultural rhetorical analysis, ethnography, interviewing, discourse analysis, and hybrid methods are welcome. The strongest submissions may be invited for revision for publication in a forthcoming special issue of the *Journal of Medical Humanities* on “Medicine, Health, and Publics,” edited by Lisa Keränen.

### Submission Instructions

Please submit papers of no more than 9,000 words (abstract and references included) or extended presentation abstracts of up to 1,000 words (references included) as a Word file or pdf (with author name, affiliation, and any identifying data removed from *both* the manuscript and the file name) to Lisa Keränen at [lisa.keranen@ucdenver.edu](mailto:lisa.keranen@ucdenver.edu) by October 15, 2011. Files that contain information that would help reviewers identify the author will be returned without review. Include author names, affiliations, and complete contact information in the email accompanying the submission and use the subject line “ARST Preconference Submission.” ARST will assess a \$25 conference registration fee to those attending the preconference.

### For More Information

Visit the **ARST website** at: <http://www.arstonline.org> for information about ARST.

Access the *Journal of Medical Humanities* at: [http://www.springer.com/new+%26+forthcoming+titles+\(default\)/journal/10912](http://www.springer.com/new+%26+forthcoming+titles+(default)/journal/10912).

Visit the **RSA website** at: <http://rhetoricsociety.org>.

### Journal of Medical Humanities



Springer Volume 29 Number 1  
March 2008

### For information about the preconference, contact:

**Lisa Keränen**, ARST Second Vice-President  
Department of Communication  
University of Colorado Denver, Campus Box 176  
Denver CO 80217; Phone: 303.556.5668  
Email: [lisa.keranen@ucdenver.edu](mailto:lisa.keranen@ucdenver.edu)