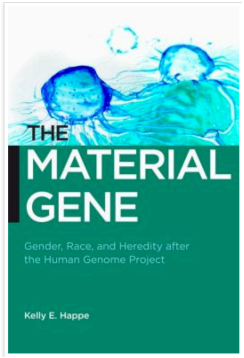
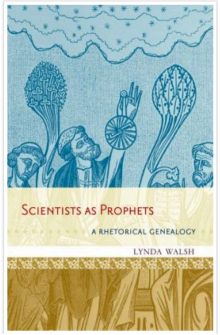
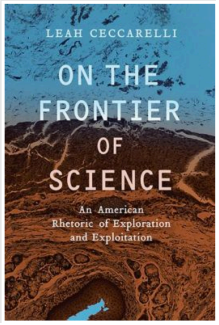
ARST | Association for the Rhetoric of Science & Technology

ARST @ NCA 2013 PRECONFERENCE AND PROGRAMS

Day	Program Title	Type	Room	Location
Wednesday 11/20				
8:30 AM – 5:00 PM	**Citizens, Science, Politics, and Policy** (organized by James Wynn) This year's preconference will showcase new research directions concerning the places and spaces where citizens, science, politics, and policy intersect. Panelists will discuss scholarly understandings of the role of science and technology in politics and policy and present various perspectives on how science and technology influence the relationships among scientists, citizens, and governing institutions.	Preconference	Park Tower 8226 - Lobby Level	Marriott Wardman Park
Thursday 11/21				
8:00 AM - 9:15 AM	**Exploring the Rhetoric of Health and Medicine** Join the Association for the Rhetoric of Science & Technology (ARST) in this exploration of the significance of the rhetoric of health and medicine. Participants will examine the discourses of psychiatry, multiple sclerosis, and patient agency. They will also demonstrate the complex connections between the rhetoric of health and medicine and broader cultural discourses.	Paper Session	Taft - Mezzanine Level	Marriott Wardman Park

Thursday cont. 9:30 AM - 10:45 AM	**Presidential Rhetoric, Health Care Policy, and the Gendered "Science" of Mediated Misinformation** In the last presidential election cycle, the U.S. public witnessed political pundits, politicians, and news commentators dismissing scientific information and advancing ideological arguments. This panel explores the intersections of political communication, the rhetoric of science, and mediated health policy to shed light on the function of communicating science misinformation for political gain. Each panelist identifies opportunities for rhetorical intervention needed to restore trust in processes that promote accurate public understandings of science.	Paper Session	Cleveland 1 - Mezzanine Level	Marriott Wardman Park
12:30 PM - 1:45 PM 	**Engaging The Material Gene: Gender, Race, and Heredity After the Human Genome Project** This panel explores the entailments of Kelly Happe's book, *The Material Gene: Gender, Race, and Heredity after the Human Genome Project* (New York University Press, 2013). More specifically, panelists will discuss her argument that "the hereditarian body, one that is also normatively gendered and racialized, is the new site whereby economic injustice, environmental pollution, racism, and sexism are implicitly reinterpreted as pathologies of genes and by extension, the bodies they inhabit."	Panel Discussion	Cleveland 1 - Mezzanine Level	Marriott Wardman Park

Friday 11/22				
2:00 PM - 3:15 PM	**Association for the Rhetoric of Science and Technology (ARST) Business Meeting** Join us for this discussion of our past and future activities and recognition of our 2013 award winners.	Business Meeting	Taft - Mezzanine Level	Marriott Wardman Park
3:30 PM - 4:45 PM	**Association for the Rhetoric of Science and Technology (ARST) Top Papers Panel** This panel showcases the top four papers accepted by the Association for the Rhetoric of Science & Technology (ARST) for the 2013 NCA conference, including the co-recipients of the 2013 ARST Joanna Ploeger Memorial Essay Award. Following the presentations, audience members will be invited to discuss the themes that emerge across the set of papers.	Paper Session	Taft - Mezzanine Level	Marriott Wardman Park
Saturday 11/23				
11:00 AM - 12:15 PM	**Connecting Rhetoric, Technology, and Ethics: Toward Solving the Problem of Expediency** The *telos* of Aristotelian rhetoric is *sympheron* or expediency. Steven Katz (1992) explored the implications for the rhetoric of technology in "The Ethic of Expediency" and sparked a generation of debate. A panel of scholars joins Katz to update the controversy, take it in surprising new directions, and propose new answers to the problem of expediency.	Panel Discussion	Taft - Mezzanine Level	Marriott Wardman Park

Saturday cont. 12:30 PM - 1:45 PM 	**Voices in the Wilderness: The Prophet and the Frontiersman as Avatars of Science** In keeping with the conference theme of "connections," this panel discusses two new books that address the public ethos of the scientist: Lynda Walsh's *Scientists as Prophets: A Rhetorical Genealogy* (Oxford University Press, 2013) and Leah Ceccarelli's *On The Frontier of Science: An American Rhetoric of Exploration and Exploitation* (Michigan State University Press, 2013). Established scholars in the rhetoric of science will offer commentary on the books in conversation with the authors.	Panel Discussion 	Cleveland 1 - Mezzanine Level	Marriott Wardman Park
Sunday 11/24				
8:00 AM - 9:15 AM	**At the Interface: Exploring the Boundaries of the Rhetorics of Science & Technology** These four papers explore the intersections between the rhetoric of science and technology and other domains of human activity. From "fringe science" and internet activism through presidential speech and actor network theory, they examine the boundaries and connections between science, technology, and human life. The authors address the rhetorical strategies and implications used in order to maintain and destabilize boundaries between domains.	Paper Session	Taft - Mezzanine Level	Marriott Wardman Park

Sunday cont. 9:30 AM - 10:45 AM	**Revisiting Invention in the Rhetoric of Science** Invention has comprised a central term in the rhetoric of science and technology from its inception. Each of these papers considers invention in a different domain of the rhetoric of science, ranging from childcare manuals and scientific controversies through early modern science and visual depictions of risk. Considered together, the papers demonstrate the richness of invention and its possible future applications.	Paper Session	Taft - Mezzanine Level	Marriott Wardman Park