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**2014 ARST @ NCA Preconference**

Articulating Risk  
November 19, 2014  
Chicago, IL

Membership

Meetings

**2014 NCA Preconference Schedule & panel descriptions posted below.**

**Preconference Description:**

*Since the publication of Ulrich Beck's Risk Society, scholars in science, medicine and technology studies have grappled with issues of risk and its (mis)management in modern society. The ARST preconference with its theme of "Articulating Risk" is a space for scholars in the rhetoric and communication of science-broadly understood to include scientific, medical, technological and environmental concerns-to examine how risk has been articulated and communicated across multiple settings.*

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**Articulating Risk (PDF)**

Association for the Rhetoric of Science and Technology 2014 NCA preconference

**\*\* click on paper titles to read descriptions of the project \*\***

**Registration and Coffee** (8:00-8:45)

**Introduction** (9-9:10am)

**SESSION 1 (9:10-10:30)**

*Expertise and Data in the Articulation of Risk Trusting Experts*  
Chair: Nathan Johnson (Purdue University)

**A. The Rhetoric of Risk Communication**

- Carolyn Miller (North Carolina State University)

**B. Open Risk Assessment: Rhetorical Expansion of Expert Ethos**

- Ashley Kelley (Purdue University)

**C. Rhetoric & Risk in Data Design: Correlation, Causation, and the Autism/Vaccination Debate**

- Shannon Fanning (Iowa State University)

**D. Packaging Risk of Innovation Adoption: A Rhetorical-Ethnography of Continuing Medical Education**

- Molly M. Kessler, S. Scott Graham, Daniel J. Card, William Keith, Christopher Anderson (University of Wisconsin-Milwaukee)

**SESSION 2 (10:40-12:00)**

*Rhetorical Agency in the Face of Uncertainty: Articulating, Negotiating, Leveraging, and Managing Risk*  
Chair: Jennifer Malkowski (Wake Forest University)

**E. Negotiating Risk and Agency in Public Spaces of Chronic Care**

- Lora Arduser (University of Cincinnati)

**F. What Works? What is Possible? Positive Deviance as a Rhetorical Flip in Risk Communication**

- Lucia Dura (University of Texas-El Paso)

**G. Leveraging Risk and Advancing a Theory of Biotechnological Anxiety for Medicine's Future**

- Jennifer Malkowski (Wake Forest University)

**H. Managing Risk about the Future of Pharmaceutical Development**

- Blake Scott (University of Central Florida)

**Lunch (12:00-1:15)**

**SESSION 3 (1:15-2:35)**

*Discourses of Environment & Disaster*

Chair: Meredith Johnson (University of South Florida)

**I. Sustainability, Risk and Ecological Modernization: The Challenges and Contradictions of Institutional Climate Advocacy**

- Rowan Howard-Williams (University of Pennsylvania)

**J. The Rise of Resilience: Vulnerability, Preparedness and the Post 9-11 World Risk Society**

- Lisa Keranen (University of Colorado Denver), Hamilton Bean (University of Colorado Denver), Phaedra Pezzullo (Indiana University)

**K. Procedural Rights and Substantive Risks: First Nations' Negotiation of Jurisdictional Issues in Ontario's Ring of Fire Mining Development**

- Philippa Spoel (Laurentian University)

**L. The Sacred and the Profane in Reflexive Modernity: The Flight 93 Memorial and the Remediation of Acid Mine Drainage**

- William White & Lisa Emili (Pennsylvania State University – Altoona)

**SESSION 4 (2:45-4:10)**

*Risk and Vulnerable, Medicalized Bodies*

Chair: Lisa Meloncon (University of Cincinnati)

**M. Images of Innoculations: Vaccine Visuals as Implicit Articulators of Risk**

- Lauren Archer (California Polytechnic State University)

**N. "Good" Science and the Unruly Woman: Shifting Rhetorics of Risk in Treatment Recommendations for Pregnant Women with Bipolar Disorder**

- Jeannie Bennett & Amy Koerber (Texas Tech University)

**O. A Critical Analysis of Risk Discourses around Gestational Diabetes Mellitus**

- Shaunak Sastry & Lora Arduser (University of Cincinnati)

**P. Psychosis Risk Society: Articulating the Risks of Preventive Psychiatry**

- L. Paul Strait (University of Southern California)

**PAPER DESCRIPTIONS****Session 1**

A. One consistent finding of risk communication research has been that lack of trust is a key problem for most risk communication campaigns. A rhetorical analysis suggests that the failure of risk communication to recognize the importance of pathos and the ethical dimensions of *arête* and *eunoia* in developing and maintaining trust makes its ineffectiveness entirely predictable. ([back to schedule](#))

B. This study investigates how open technology advocates create tools to assess risk and the rhetorical work to expand expert ethos that such efforts accomplish. A case study of a group called Safecast, which monitors nuclear contamination and also air quality, provides insights into how open ideologies and arguments reconfigure and relocate the idea of expertise in risk assessment and management. This study contributes to rhetorical studies of open technology and public participation in scientific research. ([back to schedule](#))

C. My study examines the suggested causal link between vaccination and autism as supported through data visualizations. I examine these data designs from a rhetorical perspective with particular attention to the rhetoric of risk their creators employ. In addition to discussing why these displays "work" rhetorically, I also situate them within discussions of control and its relationship to pattern perception in high-stakes situations like this one. ([back to schedule](#))

D. As Evidence-Based Medicine serves as the driving force for medical decision-making, Randomized

Controlled Trials (RCT) are the gold standard of medical research. RCTs measure “clinical benefit,” a ratio comparing patient risks to benefits. However, much research has suggested that presentation of risk-benefit ratios is one of the least effective ways to ensure that clinicians adopt innovations into practice. This paper begins addressing these issues in discussing data from a rhetorical-ethnographic study of Continuing Medical Education. ([back to schedule](#))

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#### Session 2

E-H. This panel will examine the roles of rhetoric in articulating, negotiating, leveraging, and managing medical risks. Two presentations will examine such functions through grounded studies of medical practices, and the other two will make conceptual contributions through case analyses. Collectively, the panelists ask, What roles do risks play in the generation, dis-assembling, and re-articulation of medical arguments, understandings, identities, and relations? and How can medical risks—as dynamic rhetorical constructions with material impacts—diffuse, destabilize, and otherwise complicate rhetorical agency? ([back to schedule](#))

#### Session 3

I. This paper examines the transformative potential of risk discourses related to climate change and how challenges to institutional structures are defined and articulated. Focusing on environmental advocacy groups which largely accept the premises of a globalized modernity, it considers whether a renewed faith in markets, technology and innovation can uphold these structures in the face of systemic risk, or whether this only serves to highlight their inherent contradictions. ([back to schedule](#))

J. This paper theorizes “resilience” discourse as a response to globalization and scientific and technological development. After tracing resilience discourse from 1970s systems ecology to the present, we consider the opportunities and constraints of resilience discourse across disaster management, environmentalism, and biodefense. We close with a discussion of how ARST members can contribute to our understanding of risk, vulnerability, and resilience. ([back to schedule](#))

K. Understanding “risk” as including both negative (threat) and positive (opportunity) valences, this paper explores how Ontario’s Matawa First Nations are negotiating the risks to their communities from projected mining in Northern Ontario’s “Ring of Fire” region. It combines the conceptual resources of stasis theory and environmental justice principles to investigate the centrality of jurisdictional-procedural questions to these negotiations, as evidenced by the recent Regional Framework Agreement between the provincial government and Matawa First Nations. ([back to schedule](#))

L. This paper examines the intersection of sacralizing and technical discourses surrounding the creation of the Flight 93 Memorial in Shanksville, PA, the location of one of the 9/11 sites, via a close reading of the National Park Service’s General Management Plan/Environmental Impact Statement (GMP/EIS). ([back to schedule](#))

#### Session 4

M. This paper describes and evaluates the persuasive influence of common visual images deployed around media coverage of the autism vaccine issue, arguing that depictions of inoculations may inadvertently misarticulate the risks of this medical procedure, influencing parental decisions about vaccination and undermining a pro-vaccine position. In contrast, depictions of autistic children offer visual evidence for claims that vaccines cause autism while personalizing the issue and activating narratives that help justify vaccine hesitancy. ([back to schedule](#))

N. This presentation reflects a kairotical stance toward treatment recommendations for pregnant women with bipolar disorder. The motivation for our presentation is the way in which risk has been articulated and how risk has shifted over the past several years. We focus on the ways in which risk relies on, and reifies, cultural beliefs about women’s bodies. Coupled with the shift in risk is a shift in what counts as “good” or valid science in medicine. ([back to schedule](#))

O. In this paper, we study the discursive construction of risk around gestational diabetes mellitus (GDM), which affects one in five pregnant women in the US. Through an analysis of texts (like brochures) and interviews with women currently diagnosed GDM, we explore GDM risk as located within the broader mechanisms of surveillance governing the pregnant body, even as we consider the possibilities for patient agency in negotiating and subverting such biomedical surveillance. ([back to schedule](#))

P. This paper explores the debate surrounding the proposal to include the diagnosis of psychosis risk syndrome in the American Psychiatric Association’s diagnostic manual, DSM-5. How does defining a set of risk factors as a disease or illness motivate action? I examine the rhetorical maneuvers of interlocutors engaged in a medicalization controversy over the inevitability and unpredictability of risk, and chart the emergence of psychosis as an object of knowledge alongside the development of risk society. ([back to schedule](#))