NCA’s Monthly Teleconference Series
CARD Calls: Communicating About Research and Professional Development

Rhetoric’s Challenges to Memory Studies (in the interest of an accord)

Featured Speaker:
Carole Blair
Professor, Department of Communication Studies,
The University of North Carolina at Chapel Hill
& NCA Distinguished Scholar

Moderator:
Melissa Anderson, Coordinator for Research & Educational Initiatives
National Communication Association

Monday, September 14th, 2009
2:00pm Eastern time
Rhetoric's Challenges to Memory Studies

(in the interest of an accord)

Carole Blair
University of North Carolina
Presentation based upon:
Rhetoric is the study of discourses, events, objects, and practices that attends to their character as:

- Meaningful
- Legible
- Partisan
- Consequential
- Public
Nominally consensual positions: Public Memory . . .

- Is activated by/related to the present.
- Narrates shared identities, constructing a sense of communal belonging.
- Is animated by affect.
- Is partial, partisan, and contested.

- Relies on material supports.
- Has a history.
Rhetorical Considerations in Public Memory’s relation to the Present

- Context
- Invention
- Variable Relation
Rhetorical Considerations about Memory’s Narration of Shared Identities and Animation by Affect.

- “What sticks?” (Sarah Ahmed)
- Centrality of *philia* (Aristotle) or affiliation
- Signifying (meaning) and “a-signifying” (meaningful)
Implications of Rethinking Affect in Memory Studies via the Rhetorical

- Sense of belonging or affiliation is the condition of possibility for public memory.
- Affiliative investment is elementally rhetorical.
- The meaningful cannot be reduced to meaning.
- The questions should be not only “what sticks?” but also “what makes it stick?” “how?” and “with what effects?”
Partiality, Partisanship and Contestedness of Public Memory are Undeniable

But what about that corollary dialectic of remembering and forgetting????
Salvador Dali, *The Persistence of Memory*, 1931
2009-2010 CARD Calls Registration Form for NCA Members

To register for one or more of the teleconferences, please fill out this form and return it to Melissa Anderson via email manderson@natcom.org or fax (202) 464-4600. Please note that the registration deadline for each teleconference is 72 hours prior to the start of the teleconference. However, there will be a registration limit of 100 phone lines (more than one person can be participating from a single phone line), so please register for the teleconferences that interest you as soon as possible to ensure that you get spots. You will receive a registration confirmation email within 48 hours of submitting this form. Slides for the presentation and dial-in information will be sent to all registered teleconference participants 48 hours before the teleconference.

Name: 
Affiliation: 
Email Address: 
Phone Number: 

Registration for: (please X all teleconferences for which you would like to be registered)

- **Multiple Perspectives on Academic Publishing**
  Thursday, October 15, 2009—12:00pm Eastern

- **Communicating about Interpersonal Conflict: Does it Really Help?**
  Michael Roloff, Professor, School of Communication, Northwestern University & NCA Distinguished Scholar
  Friday, November 6, 2009—12:00pm Eastern

- **The Role of Communication Scholarship in Public Policy**
  Tuesday, January 19, 2010—1:00pm Eastern

- **Research Presentation- TBD**
  Stephen Lucas, Professor, Department of Communication Arts, Evjue-Bascom Professor in the Humanities, University of Wisconsin, Madison & NCA Distinguished Scholar
  Thursday, February 18, 2010—2:00pm Eastern

- **Service Learning in Communication**
  Friday, March 19, 2010—3:00pm Eastern

- **Defining Marriage in California: An Analysis of Public & Technical Argument**
  Edward Schiappa, Paul W. Frenzel Chair in Liberal Arts & Department Chair, Department of Communication Studies, University of Minnesota & NCA Distinguished Scholar
  Monday, April 12, 2010—12:00pm Eastern

- **Current Trends in Higher Education for Communication**
  Thursday, May 13, 2010—1:00pm Eastern

If you have any questions about the teleconference series, please contact Melissa Anderson at manderson@natcom.org or (202) 534-1111.
September 14, 2009 Conference Call: Dial-In Information

- Dial the Access Number: 1.800.920.7487
- When prompted, enter the Participant Code followed by #
- Your Participant Code is 66623635#

Participant Star Commands

- *4- Volume: Pressing *4 will increase/decrease the volume

Q &A Session: Participants press *1 to ask a question, and the moderator will take your questions in the order that they arrive

- For technical assistance during the teleconference, contact Customer Service at 1.800.989.9239