

RHEFINE

Rhetoric for Innovative Education

Rhetorical Research & Didactics

Zagreb, February 24th -25th, 2022



BOOK OF ABSTRACTS

www.rhefine.eu

KA2: Strategic Partnerships for Higher Education
2020-1-PL01-KA203-082274

Co-funded by the
Erasmus+ Programme
of the European Union



Publisher / Izdavač

Department of Phonetics, Faculty of Humanities and Social Sciences,
University of Zagreb
Odsjek za fonetiku, Filozofski fakultet Sveučilišta u Zagrebu

For the publisher / Za izdavača

Domagoj Tončinić

Erasmus+ RHEFINE hybrid Conference / Erasmus+ RHEFINE međunarodna
konferencija održana hibridno
Zagreb, February 24th – 25th, 2022 / U Zagrebu od 24. do 25. veljače, 2022.

Editors / Urednice

Diana Tomić
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The authors are responsible for language editing. / Jezična je redaktura autorska.

Graphic design / Grafičko oblikovanje

Jordan Bićanić

e-book ISBN: ISBN 978-953-175-983-0
RHEFINE (knjiga sažetaka) e-izdanje

rhefine.eu

bit.ly/RHEFINE_conference_materials

Project partners:



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KEYNOTE LECTURES

Abstracts

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The rhetoric of cultural literacy

In this lecture I will explore how cultural literacy (i.e. the importance of knowledge about culture and the arts) is rhetorically constructed within contemporary cultural policy and practice. During my lecture I will explore the rhetorical construction of (1) the specific content of cultural literacy, about (2) the potential functions of cultural literacy and about (3) the specific role of cultural institutions as mediators of cultural literacy today. Based on this analysis, I will discuss the educational implications of a rhetorical approach toward cultural literacy.

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Speech delivery in rhetorical scholarship A Historical Overview

Throughout the history, rhetors and rhetoricians considered spoken discourse more effective and more persuasive than written composition. Thus, ancient rhetoric was concerned about how speeches ought to be delivered: the proper management of the voice, bodily movement, and gestures. This chapter is exploring the importance of the fifth rhetorical canon, both in classical and contemporary rhetorical education. We argue that speech delivery can influence the persuasion power of the speaker and contribute to speaker's ethos, have impact on creating pathos but it can also influence the strength of the argument i.e. be important part of logos. Although Aristotle considered delivery to be "vulgar matter" associated with actors and performing artists more than rhetoricians, he nevertheless paid some attention to it (Rhetoric III

1402b-1404a). He wrote that delivery "was a matter of how the voice should be used in expressing each emotion." Further on, persuading by passion was in Aristotle's focus because things do not seem the same when moved by various passions. Consequently, this becomes important for persuasion because, according to Aristotle "people tend to take up passions expressed by a speaker" (cf. III.7 1408a16-25, 1408b10-20, III.16 1417a36-b7). So, speech delivery has far more important role in the persuasion process than merely aesthetical, ornamental or as some might even say, superficial.

This chapter will explore notions of speech delivery from its first account in *Rhetorica Ad Herennium*, across Cicero and Quintilian to contemporary times and recent papers which explore importance of speech delivery from rhetorical and argumentative perspective.

The main goal is to emphasize importance of speech delivery and the need to include it into systematic rhetorical education.

CONFERENCE PRESENTATIONS

Abstracts

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Future-Proofing Rhetorical Education

In the context of global changes in human communication the teaching of rhetoric apparently faces three main challenges. One concerns its connection to the verbal domain. Rhetoric has long been considered the 'docens and utens', the theory and practice of verbal messages. Nevertheless, in the present era visuality has overpowered the reign of words in almost every field of social communication, with rhetorical didactics remaining a painful exception.

The second regards the traditionally product-centered view of rhetorical education. The rhetorical speech itself still seems to be the ultimate goal of courses in rhetoric, while the speakers and their relation to their audiences (that is, the communities they belong to, the societies they are a part of, the people they represent and are responsible for) stay almost untouched during rhetorical teaching. Rhetorical didactics in general work to prepare for the 'speak for/ speak against' dichotomy while the aspects of the 'speak with'-mode are less practiced. Finally, the third challenge applies to the blending media of rhetoric. Students of rhetorical education could be well prepared for exclusively face-to-face situations and may lack skills to speak out, motivate, argue, explain, discuss online, or in hybrid communicative spaces at the same time.

The present essay aims to reflect these challenges from the point of view of rhetorical sensitivity. A concept introduced half a century ago, rhetorical sensitivity can serve as the key in the fundamental transformation of middle- and higher-level educational programs of rhetoric. By means of rhetorical sensitivity we assume that the teaching of rhetoric should be skill-oriented and should aim to build rhetorical literacy applicable to all codes and modes of communication. The paper will introduce rhetorical teaching methods and modules and so will endeavor to steer the wheel of this two-millennia-old faculty to the demands of our future.

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Creating a Collaborative Student Centered Culture in Higher Education

Teaching and learning in HE has the utmost potential for creating an inclusive, collaborative and growth oriented student-centered teaching and learning environment. However, the academic arena often looks quite different, stuck in the traditional and rigid educational paradigm. This chapter outlines five class components, skills and strategies conducive to developing such an open culture.

The components with examples of good practice are outlined in this order: 1. Building Community – to create a sense of belonging, the communication within needs to be grounded in collaboration and collegiality; 2. Public Speaking – to create a safe atmosphere for public appearance and self-presentation that will later cater to career needs, the students need to get as many chances to practice impromptu speaking, as well as presenting and giving a pitch; 3. Ed Tech – to augment teaching and learning with technology in ways that were unimaginable prior to the existence of educational technology and tools as we know today, we need to stay on top of the trends; 4. Planning for Success – in order to demonstrate student-centered teaching, educators must deeply dive into unit planning going backwards, with the learning outcomes in mind; and finally 5. Alternative Assessment – to upgrade assessment from receiving results and reacting towards reflecting upon one's own progress, routines of self- and peer- assessment must be established, supported by rubric-rooted grading as well as visible thinking and visible learning routines.

Some of the following methods for building such a classroom culture consisting of the abovementioned five components are described in this chapter: leading a collegial dialogue to communicate and collaborate effectively; giving and receiving peer feedback to collaboratively construct meaning; practicing instructional peer coaching to support cognition; implementing speaking and listening activities to develop an ear for understanding; crafting different types of questions to support inquiry-based learning; participating in facilitation protocols to promote problem solving; implementing peer observation protocols to reflect on practice; design an authentic assessment with an achievement rubric to support reflective learning; collaboratively reflect on examples of student work to moderate summative assessment.

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Epidictic oratory as educational tool

Throughout history, the term epideictic oratory stood primarily for praise and blame, and secondarily for display (Chase, 1961). This paper wants to examine a further potential of epideictic, especially in the field of education and activism of college students of non-communication programs. Students that are not studying communication sciences have communication courses in their curriculum with the goal of preparing them for communication in their professional career. Zanola (2016) points out that public speaking studies and programs should be targeted for the audience they are taught to and not standardized or copied from models which are suitable to a non-business context, such as politics or law. In other words, those courses should prepare them for various contexts they will experience in their career but also for various speaking forms. Furthermore, Hodson (2014) sees education as a key component that can spur engagement among youth through the promotion of democratic activism.

There are several reasons for choosing acceptance speeches of Nobel laureates. Firstly, because they are given by scientists who are not vocal professionals such as actors or musicians, so students can relate more with them regarding speech performance. Moreover, ceremonial speeches are a great way for students to perfect their public speaking skills since they heavily depend on speech performance. An additional reason is that ceremonial speeches are a good way to teach students how to express themselves metaphorically. The third reason is the activist potential of the Nobel rhetoric which has already, to some extent, been explored. Biočina (2019) analysed acceptance speeches of Nobel laureates in literature (N=6) and economics (N=10) and showed that as many as 15 laureates didn't hold a typical acceptance speech (content wise) but used the opportunity and attention to express some sort of criticism towards the Nobel prize. Several ways of refusing the Nobel Prize were noted, some of them already mentioned by Salazar (2009): refusal by not coming, sending someone on their behalf, and giving the speech but not thanking the Nobel Foundation or the Committee. The corpus will be expanded with banquet speeches from other Nobel prizes winners (for peace and chemistry) and an analysis of speech performances will be included. Exposing students to a diverse set of speakers and speaking styles can help them become better speakers but also better citizens.

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Rhetorical deliberation as a problem solving tool

„People only solve the problem they give themselves to solve” (Flower and Hayes 1980). Therefore, in the chapter I argue that in addition to the cognitive skills involved in the actual performance of a rhetorical task, metacognitive skills need to be considered much more broadly both by rhetoricians and by practitioners. Metacognition and metalanguage influence how people perceive the rhetorical genus deliberativum and, therefore, how they are able to imagine its potential as a means of collaborative problem solving in deliberative activities such as debate. This chapter sets both theoretical and practical goals. From a theoretical perspective, the description of genus deliberativum in terms of problem solving tool offers new insights on the definition of rhetoric as „looking for what can be persuasive in any situation”. The use of a theoretical framework that embraces cognition and metacognition draws attention to the fact that previous accounts focus mainly only on cognitive skills, involved in the actual performance of a rhetorical task by students, while metacognition turns out to be underresearched. For the purposes of this chapter, metacognition is understood less as knowledge of cognition or knowledge about cognition and more as regulation of cognition (i.e. planning for learning rhetorical abilities, monitoring of execution of a rhetorical task, and self-evaluation after a rhetorical task is completed). Part of metacognition is metalanguage competence. Metalanguage helps students understand what rhetorical deliberation is. Metalinguistic cues make it possible to distinguish, within deliberation, between the process on the one hand and the product on the other. Moreover, in the context of problem solving activities, they allow distinguishing deliberation based on curiosity (*curiositas*) or on will (*voluntas*). From a practical point of view, on the example of activities involving the rhetorical genus deliberativum, the chapter will discuss how to implement training in metacognition as a tool to improve the student’s problem solving skills.

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Rhetorical citizenship for a polarized world

This article describes, discusses and evaluates Danish organization The Bridge Builders' training program "The Bridge Builder education" as a form of propaedeutic rhetorical citizenship (Villadsen, 2019) designed especially for a politically polarized society. The Bridge Builders, established by opinion maker, author, former member of the Danish parliament, Özlem Cekic, aims at strengthening the democratic dialogue in Denmark and one of their newest activities is "The Bridge Builder education", which will tour Denmark in 2022 and train participants to communicate better with people with whom they disagree deeply. The participants will be trained in basic rhetorical theory (e.g. argumentation (Kock 2013) and the topics (Pontoppidan, Gabrielsen & Jønch-Clausen, (2010)) and basic conflict mediation techniques and will be presented with Cekic' personal experiences of meeting with people who have sent her hateful messages (see Cekic 2018). Based on the training the participants will be supervised to plan and carry out their own difficult dialogues with people they hold disagreements with. First training takes place in January and this article will investigate and evaluate the process through readings of the teaching material, interviews with organizers and participants, as well as through a participatory lens as the author of the article contributes to the training program with a shorter section on rhetorical argumentation.

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The rhetoric of the protests in Bulgaria 2013-2020: visual and verbal messages

Politics and rhetoric often go together. Especially in the modern world, when the flexibility of online social networks makes them suitable platforms for sharing civil and political appeals. From video-recorded speeches to images as part of the visual rhetoric –rhetorical persuasion in the virtual environment promotes the freedom to express feelings and ideas.

Empirical research based on critical political protests of the recent political past in Bulgaria illustrates the rhetorical tools incorporated in the verbal and visual messages. The representational images encourage the viewers to have a particular outlook towards the protesters and impressive creativity. However, we need to have political, historical, cultural and semiotical contexts to understand their connotation.

The use of language and images as a symbolic means of inducing persuasion among the society is analysed by both informative and emotional aspects of the messages, as the second more inflammatory kind of message is preferred by citizens and e-citizens passionately supporting causes. Some of the messages use humour, irony and sarcasm as rhetorical tools; others deal with comparisons, metaphors and exaggerations.

Exemplary messages in posters, infographics, cartoons, memes, gifs and posts are presented and analysed as part of the research. The messages are classified based on the understanding of the classical rhetoricians that there are three fundamental means of persuasion – rational, emotional and ethical, and their manifestation in a modern digital context.

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Interpersonal Communication Channels in Persuasion

The mass media have a great influence on political processes. The only alternative is social networks and interpersonal communication. The advantage of face-to-face communication is that it is possible to build stronger connections, be more persuasive and see body language. There is a great distrust of information related to political processes. Persuasiveness also depends on the source of information. The success of persuasion through interpersonal communication channels depends on several factors. The aim of this research was to find out the connection of use of individual interpersonal communication channels (personal contact with a political candidate, contact with a familiar person from the surroundings, accidental contact with an unknown person) and election decision with regard to the socio-demographic characteristics of voters. The survey was conducted in December 2019, in the last week before the 1st round of the presidential election. A standardized questionnaire conducted by IPSOS was used. A total of 982 adult respondents of average age 49 years (18 - 89) were included, of which 52% were women. Most research participants came from urban backgrounds, mostly with high school education. The sample was also representative regarding to the political preferences. In addition to sociodemographic questions, the questionnaire contained closed questions concerning the frequency of use of interpersonal communications channels when informing on political issues as well as on trust in some of these channels. Quantitative research based on data collected by the standardized questionnaire analyzed the difference in reach and trust according to certain types of interpersonal communication channels of voters in the Republic of Croatia and the correlation with the election decision of certain socio-demographic conditioned groups of voters. The results show that voters have the most trust in contact with a familiar person ($\bar{x} = 3.56$), and the least in the case of accidental contact with an unknown person ($\bar{x} = 2.75$). There is a positive, incomplete correlation between the frequency of use and trust of the researched interpersonal communication channels among the respondents.

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Rhetorical traditions on Rhetoric in Bulgarian Universities

The chapter includes a description and presentation of tradition concerning rhetoric in the academic sphere in Bulgaria. The traditions of rhetoric learning in different universities in Bulgaria in the first two decades of the 21st century include teaching in three levels: Bachelor, Master, and PhD. There are also some programs and good practices about training in rhetoric, presentation skills, business communication and negotiations organized by private companies and non-governmental organizations. At the Bachelor's degree level, rhetoric is taught in various specializations and faculties: Public Administration, Political Science, European studies, Public and Information Systems, Business Management, Public Relations, Actors, Lawyers, Journalists, Tourism, etc. There are programs in the Master's degree and rhetorical education that has intersections with Public Relations and Media in the specialties of European Studies, Human Resource Management and Media Management. The applied elements are an inseparable part of programs have and lecturers try to find a balance between theoretical knowledge and the improvement and development of rhetorical skills. Different universities apply different methods according to the programs and normative regulations.

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The integration of rhetoric into the curricula of the Faculty of Polish Studies

Traces of rhetoric have always been present in the teaching tradition of the Faculty of Polish Studies at the University of Warsaw. However, it was not until recent years that rhetoric has been introduced to the curricula in a more systematic way.

In our paper we focus on how rhetoric has been embedded into the curricula of some courses in the Philology for Media and Translation Studies specializations. We also show examples of teaching practices and other initiatives, such as the summer doctoral school on new rhetoric (2021) and academic student project: Data - Rhetoric - Design HUB (2019/2020) that aimed at collaborative work on data analysis and presentation between students representing humanities, informatics, and art design.

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The use of common topics in teaching creative writing

The trip to rhetorical topics (plural: *topoi*/*τόποι* in Greek) started during antiquity. Since the era of Aristotle, of Cicero, of Quintilian. It consists of a long and adventurous trip which lasts until today. Topics stand somewhere between the land of formal logic and of persuasion. They are well known as 'argumentative matrices' and are closely related to the production of premises and formal arguments. Is this the only truth about them? The modern return of rhetorical studies and the association of rhetoric with the notion of creativity in language use: a) reveal the faded -by the patina of time-relation of rhetorical topics to the invention of ideas and, consequently, to the imaginative operation, b) remind that during antiquity the poetic production was considered as a result of 'mimesis' which was influenced by the production of arguments and c) pinpoint the creative value of common topics such as definition, comparison, relationship, testimony etc. in teaching creative writing. In our era, the trip to rhetorical topics has not ended yet. In this paper, we are searching the rhetorical topics on the cusp between logic and imagination, at the point where the certainty of the familiar meets the uncertainty of the unknown. The aim of this paper is twofold: to examine the main aspects and functions of the system of topics and to give emphasis to the use of common topics as a modern, useful, adaptive and applicable tool in classroom for improving both essential components of students creativity such as fluency, flexibility and originality of ideas as well as their creative writing skills in various literary forms.

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Evidential and epistemic rhetorical strategies of constructing knowledge in academic discourse

In this talk I wish to propose an approach to the study and teaching of the rhetoric of academic communication that is informed by the concepts of evidentiality and epistemic stance. In its wider sense, evidentiality concerns any linguistic ways of marking how we know what we are talking about, namely the source of information and/or the mode of acquiring it. Evidentiality is considered to be a particularly fitting framework for analyzing academic communication since a major feature of academic discourse is its firm foundation in scientific epistemology, where knowledge is based on evidence acquired by means of processes and methodologies agreed on and accepted by a specific disciplinary community. The talk will outline three types of knowledge that are conventionally communicated in academic discourse - personally acquired knowledge, factual knowledge and knowledge acquired from other scholars in the specific field. These types of knowledge are rhetorically constructed by means of several principal types of reporting: reporting from the personal authorial perspective, reporting from an impersonal perspective, reporting from the perspective of the research process and reporting from other authors' perspectives. On top of reporting from various perspectives, a salient feature of academic discourse is the epistemic rhetorical strategy of hedging or boosting claims. I will demonstrate that all of the listed linguistic modes of presenting information in academic discourse are used as evidential and epistemic rhetorical strategies whose ultimate goal is to present the information as reliable and ensure its acceptance by the academic community at which it is addressed. This is a dynamic, community-specific and discipline-specific communicative process in which knowledge is constructed through negotiation and interaction between the author of the text and the academic community that challenges or accepts the presented claims and ultimately decides whether the text is to be approved as academic knowledge.

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Analogy – a rhetorical figure in conveying knowledge

Analogy is a rhetorical figure, a form of comparison that draws a parallel between two unlike things having several common qualities. To distinguish an analogy from metaphor and simile, the comparison is generally punctuated by an explicit inference warranted by the two things being compared (basic formula A is to B as C is to D). Analogy is used to help explain a principle or idea and to create effective understanding, and thus it has a strong persuasive power. We analyse the use of analogy in teaching process explaining its strengths and weaknesses. In explaining a new topic within the teaching process the analogy is valuable because it employs the principle “from the known to the unknown”. Additionally, its metaphorical character attracts attention, strengthens motivation, improves memory. However, the analogy is not only a figurative comparison – it is also a kind of a logical reasoning, and this is where its weaknesses come into the spotlight. Analogy can be weak or false and it can be analysed as a logical fallacy when inference based on analogy is too different from the argument. The teaching experience also testifies the weakness of the analogy when students memorize analogical example as a fact, not as an auxiliary tool in understanding new concepts. On an audio corpus of university lectures, we analyse how often analogy is used as explanatory tool and which source domains are mostly used in the classroom. Based on a questionnaire we explain the attitudes of university teachers towards analogy and how much they consciously use it in explaining content. It is certainly a cognitive effort to find a good analogy. The question is how to evaluate if source and target domains are close enough or too far away, which brings us to the challenge whether the analogy is a clarifying or a deceptive tool for conveying knowledge.

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Rhetorical analysis of speeches and presentations

Rhetorical analysis is based on the traditional rhetorical heritage and it is adapted to new circumstances, practices and manifestations including presentations, video speeches etc. The research method includes steps: rhetorical/communicative situation, orator, audience, genre and structure/composition, arguments, rhetorical figures, nonverbal elements, manipulative tools, individual approaches, intercultural differences etc. The method is presented in a book written by Ivanka Mavrodieva "Chrestomathy. Models of Modern Rhetoric" (2010), "Rhetoric and Public Relations" (2013). The results of the implementations of the methods are presented in scientific articles written by Ivanka Mavrodieva (2020), Iglıka Kassabova (2000), Maya Vassileva (2021). The research method is used in Bulgarian universities and more 500 students in BA and MA degrees follow instruction organizing the process of research. More than 100 publications on the site of Online Guide into Rhetoric <http://www.online.rhetoric.bg/> are published as method. Approbation of the method is effective, sustainability is a real and there are proofs about it. This rhetorical analysis is dedicated to improving and enhancing the analytical skills of students and it presents a complete variant including different knowledge from traditional and modern rhetoric.

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<http://www.online.rhetoric.bg/custom%20structure%20/category/o%20d1%80%20b0%20d1%82%20be%20d1%80%20b8/>

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Teaching the enthymeme: The importance of rhetorical reasoning in higher education

Rhetorical education can be seen as training of future rhetoricians, but also as training on rhetorical topics and methods of everyone who might find it useful, for example those who produce or receive media content. In this chapter we will observe enthymeme as an umbrella term in rhetorical curricula, since it covers several important lessons: rhetorical reasoning is logical, dialogical and for the audience; rhetoricians find it important to establish understanding; rhetoric is not only about spoken or written text – it also gives attention to other modes.

To give a complete lecture (or a series of lectures) on enthymeme, a few ideas must be explained. First, to examine the structure of enthymeme, it is important to introduce students to logic and reasoning, of which syllogisms are the base. Second, enthymemes are syllogisms with unstated premise, and by choosing them, rhetors assume that the listeners (audience) will add the missing premises. However, that is successful only if audience is willing to unpack the meaning. It shows rhetor's virtue and eloquence, and creates possibilities to be implicit. Third, audience is central to rhetoric; a rhetor fosters engagement by giving their audience a task, which puts them in a dialogue. Problems in communication might arise when interlocutors cannot recognize and accept the premises – because they lack information to comprehend, don't share linguistic or other needed background, or simply disagree, which is important to have on mind. Finally, enthymeme can also be visual and digital: the proofs, premises in enthymemes, can be non-verbal, i.e., images and videos, but also text on social media and links in digital context (across media platforms).

Students in higher education should be taught about enthymemic reasoning in their rhetoric classes, and given a place to practice. That will equip them with the critical reasoning life skills that they will need to detect and challenge flawed arguments and fake news in their future interaction with the world.

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Structured Classroom Debate as a Genre for Teaching Rhetoric

The article presents structured classroom debate (SCD) as a didactic tool in rhetorical education. Our goal is to show SCD as a one-of-a-kind secondary speech genre (in Bakhtin's understanding of speech genres) that absorbed several primary speech genres and altered them to match the generic needs.

Researchers see SCDs as pedagogically beneficial and adaptable to an array of courses. They engage students in course material while promoting active learning; they help develop valuable skills such as critical thinking, conducting research, public speaking, and more. However, this article focuses on rhetorical skills and building appropriate and advanced argumentation.

The method of analysis used in the article is rhetorical generic criticism. This method will help to show the unique interactions ingrained in debates on the example of three debate formats (Lincoln-Douglas Debate, Karl Popper Debate, and British Parliamentary Debate). It will highlight the didactic value of various argumentations in the different forms of speeches (affirmative, rebuttal, summarizing) present in the analyzed formats.

We based the analysis on three different sources: the descriptions of the formats available in debate-centered literature, the rules of debate formats applied during tournaments, and recordings and transcriptions of debates from contests and rhetorical workshops.

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Improvisation at Rhetoric Workshops as a Way of Teaching Communication Skills

The aim of the article is to present how the theatrical improvisation (improv) exercises can be used in rhetorical workshops. Rhetoric and improvisation may seem divergent, as rhetorical art involves a multi-stage, thorough preparation of a text, addressed to a specific audience and aiming for a specific effect. Improvisation, on the other hand, is a spontaneous activity of creating fictional reality with the use of words, which for this short moment of the performance connects the improvisers and the audience. The improviser, unlike the rhetor, does not make any attempts to shape the attitudes of the audience, to maintain or change their point of view on any issue. Their aim is to engage the audience and invite to a playful game. Improv revolves around the idea of artistic improbability, unlike the rhetoric, in which the domain in argumentation is probability and the ability to express arguments in a speech (Aristotle).

The article presents typical improvisational exercises that can be found in improv textbooks (Adams 2007, Halpern, Close and Johnson 1994, Johnstone, Spolin 1963, Salinsky and Frances-White 2013, Carrane and Allen 2006), which develop rhetorical competences in the area of *inventio*, *dispositio*, *elocutio*, *memoria*, *actio*.

Three spheres of rhetorical persuasion will be analyzed: *ethos/logos/pathos*. As they must be reevaluated in improvisation, we will show how the triad of values functions in this field and how it can be creatively used in rhetorical practices to strengthen students' communication skills.

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Rhetorical characteristics of video blogs

Video blogs (vlogs) are brief, informal video speeches, composed casually and shared online. But despite their seemingly everyday and ordinary tone, many media commentators have described video blogs as one of the most transformative and revolutionary of all new media forms. Scholars from various fields have been researching the phenomenon of video blogs since they appeared in early 2000s, but despite the fact that video blog is undoubtedly a public speech, there is not much research on the rhetorical aspects of vlogs.

This research represents the analysis of introductions and conclusions of Croatian videoblogs and its main purpose was to determine the rhetorical specificities of a vlog as a widespread, but still not quite defined form of new media. A total of 28 vlogs from 9 different vlog channels was selected for the analysis. The analysis has shown that vlog combines elements of traditional public speech and rhetorical genres of electronic media, while the language and speech style used in vlogs are similar to those used in casual dialogic conversation. It was also found that the main Function of vlogs in general is creating the impression of conversation to encourage online interaction with the audience. Therefore, vlog is a hybrid rhetorical form which is essentially monologic, but has a dialogic purpose. Conclusions of the analysis can be used in working with vloggers on the quality of their speech, since their impact on viewers is growing, but also in schools since video is a very adaptable medium and vlogs could be used in various useful ways in school classes.

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Rhetorician & Phonetician: a long way back and a great way ahead

Although the Croatian rhetorical tradition is strongly linked to the Department of Phonetics, the question of the relation between a phonetician and the rhetorician is often raised. This presentation is an attempt to answer that question. The direct connection is the delivery aspect in the speechmaking process. This talk does not explore the historical perspective of delivery teaching competencies, since this was presented during RHEFINE participation on Erasmus Days Event (Tomić & Vlašić Duić, 2021), but examines the delivery instruction content in the contemporary public speaking textbooks. The criteria for the assessment of the delivery chapters will be discussed as well as a non-phonetic competencies for the instruction of delivery during the speech making process. Although the development of the speech teacher profession has shown the need for the phonetic knowledge even the beginning of the 20th century, it seems that the majority textbooks does not support improvement of the delivery instruction content. The claim that phonetic knowledge is not only required as a part of rhetorical didactics but also in rhetorical research is undoubtedly supported by several analyses of showing how, not only for preparation of the delivery, but also for the analysis of speeches from the public sphere, phonetic knowledge employed as analytic tools is an important and inevitable.

WORKSHOPS

Rhetorical Listening

Trainers: Ana Vlah & Diana Tomić

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The aim of this workshop is to explore listening through interdisciplinary perspectives. Hearing, listening, active listening and rhetorical listening are abilities, skills and concepts which define communication or even wider, our ability to understand the world around us. Warm-up activities will remind us or give us insight in biologically predetermined skills (hearing and listening), while unpacking of the higher-end abilities of active and rhetorical listening will provide better insight in the other and less addressed end of rhetorical and communicative practice.

Collegial Dialogue for Culture of Collaboration

Trainer: Sanja Kišiček

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The aim of this workshop is two-fold: to introduce instructional peer coaching to academia educators and to improve communication skills through a structured type of collegial dialogue. Reciprocal instructional peer coaching that rests on collegial dialogue is a means of professional development that takes place in-house where stakeholders benefit from learning with and from one another in a safe, inclusive and encouraging environment. Involving techniques of active listening, asking the right type of questions, and timely and valid giving and receiving feedback, this conversation protocol overcomes communication issues which often hinder progress in an academic professional environment. The workshop entails the break-down of collegial dialogue steps and the practical implementation through role play.

Speech Skills

Trainers: Elenmari Pletikos Olof & Jelena Vlašić Duić

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The aim of this workshop is to introduce participants with exercises for improvement of speech skills which are usually done before speech delivery. The exercises include voice and diction exercises as well as delivery. Voice exercises include breathing and phonation, finding the optimal tone, adjusting loudness to the space and the audience, and balancing the timbre. Diction exercises move and control the speech organs, especially the tongue and lips practicing oral motor control, tempo and fluency. Speech interpretation exercises raise awareness of the importance of intonation, rhythm, pauses and other prosodic elements in structuring linguistic information, and carrying a lot of other meanings such as emotional state, attitude towards the text and audience.

	Conference Program
Zagreb (GMT+1)	Thursday, Feb 24th, 2022
8:00-9:00	Registration
9:00-9:30	Conference Opening - hall: D1
9:30-10:00	Welcome Breakfast <i>Room: A208</i>
10:00-11:00	KEYNOTE: Kris Rutten: "The rhetoric of cultural literacy" ONLINE talk (chair: Diana Tomić) hall: D1 ZOOM Link https://bit.ly/RHEFINE_Zoom
11:00-12:30	Session 1 - Rhetoric in educational context (chair: Anita Runjić Stoilova) hall: D1 hybrid ZOOM Link https://bit.ly/RHEFINE_Zoom
11:00-11:20	Petra Aczél: Future-Proofing Rhetorical Education (ONLINE)
11:20-11:40	Sanja Kišiček: Creating a Collaborative Student Centered Culture in Higher Education
11:40-12:00	Zdravka Biočina: Epideictic oratory as educational tool
12:00-12:20	Maria Zaleska: Educational hidden agenda of the debate. A meta-cognitive account (ONLINE)
12:30-13:30	Lunch Break (library hall)
13:30-15:30	Session 2 - Impact and influence of rhetoric in society (chair: Alma Vančura) hall: D1 hybrid ZOOM Link https://bit.ly/RHEFINE_Zoom
13:30-13:50	Kristine Marie Berg: Rhetorical citizenship for a polarised world: Presentation and examination of a course in "bridge building" (ONLINE)
13:50-14:10	Iglika Kassabova: The rhetoric of the protests in Bulgaria 2013-2020: visual and verbal messages (ONLINE)
14:10-14:30	Kristijan Sedak, Paula Galić & Antea Brkić: Interpersonal Communication Channels in Persuasion
14:30-14:50	Ivanka Mavrodieva, Iglika Kassabova, Stefan Serezliev, Yovka Tisheva, Georgi Petkov & Todor S. Simeonov: Rhetorical traditions on Rhetoric in Bulgarian Universities (ONLINE)
14:50-15:10	Ewa Modrzejewska & Agnieszka Szurek: The integration of rhetoric into the curricula of the Faculty of Polish Studies
15:30-16:00	Health Break <i>Room: A208 and walk around the venue</i>
16:00-17:30	Round table: Rhetorical Curricula <i>Room: A209</i>
17:30-18:30	RHEFINE BookClub <i>Room: A209</i>

Zagreb (GMT+1)	Friday, Feb 25th, 2022
9:00-10:00	KEYNOTE: Gabrijela Kišiček: "Speech delivery in rhetorical scholarship: A Historical Overview" ON-SITE (chair: Jelena Vlašić Duić) Hall D1
10:00-11:30	Session 3 - Application of rhetoric in various edu-contexts (chairs: Davor Nikolić & Agnieszka Szurek) hall: D1 hybrid ZOOM Link https://bit.ly/RHEFINE_Zoom
10:00-10:20	Foteini Egglezou: The use of common topics in teaching creative writing (ONLINE)
10:20-10:40	Ivana Bašić: Evidential rhetorical strategies of constructing knowledge in academic discourse
10:40-11:00	Elenmari Pletikos Olof & Mihaela Matešić: Analogy – a rhetorical figure in conveying knowledge
11:00-11:20	Ivanka Mavrodieva, Igljika Kassabova, Stefan Serezliev, Yovka Tisheva, Georgi Petkov & Todor S. Simeonov: Rhetorical analysis of speeches and presentations (ONLINE)
11:30 -12:00	Health Break - Room: A208 and walk around the venue
12:00-13:30	Workshops (parallel sessions)
Room: A209	Rhetorical Listening (trainers: Ana Vlah & Diana Tomić)
Room: A218	Collegial Dialogue for Culture of Collaboration (trainer: Sanja Kišiček)
Room: A214	Speech Skills (trainers: Jelena Vlašić Duić & Elenmari Pletikos Olof)
13:30-14:30	Lunch Break (library hall)
14:30-16:30	Session 4 - Contemporary trends in rhetorical classroom (chairs: Ewa Modrzejewska & Mihaela Matešić) hall: D1 hybrid ZOOM Link https://bit.ly/RHEFINE_Zoom
14:30-14:50	Ana Vlah & Michael Burke: Teaching the Enthymeme
14:50-15:10	Agnieszka Budzyńska-Daca & Kinga Rogowska: Structured Classroom Debate as a Genre for Teaching Rhetoric
15:10-15:30	Agnieszka Budzyńska-Daca & Aleksandra Łukowska: Improvisation at Rhetoric Workshops as a Way of Teaching Communication Skills (ONLINE)
15:30-15:50	Tena Žganec & Ines Carović: Rhetorical characteristics of video blogs
15:50-16:10	Diana Tomić & Jelena Vlašić Duić: Rhetorician & Phonetician: a long way back and a great way ahead
16:10-16:30	Overall discussion and final conclusion.
16:30-17:00	Closing Ceremony

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