



**Newsletter of International Rhetoric Studies**

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**The Global Rhetoric Society  
The Chinese Rhetoric Society of the World  
International Rhetoric Studies Centre**

**December, 2012**

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# **I. News: International Rhetoric 2012**

## **1. The Third Biennial Conference of the Chinese Rhetoric Society of the World (CRSW) & International Conference on Rhetoric Studies were held in Korea**

On October 26<sup>th</sup> to 28<sup>th</sup>, 2012, The Third Biennial Conference of the Chinese Rhetoric Society of the World (CRSW) & International Conference on Rhetoric Studies were held at the University of Incheon in Korea. Over 80 scholars from China, the U.S.A, Italy, Germany, South Africa, Korea, Japan, Malaysia, Mexico, Bulgaria, Brazil, Bulgaria, Netherlands and etc. attended the conference.

The theme of the Conference this year was "International Rhetoric Studies at the Time of Global-cultural Amalgamation and Conflict: East Asia and the World". Choi Sung Eul, president of the University of Incheon attended and gave a welcoming address. Chen Rudong, president of the Chinese Rhetoric Society of the World, professor of Peking University, made the opening address and gave the keynote speech. Prof. Manfred Kraus of University of Tübingen, Prof. David Frank of University of Oregon, Prof. Philippe Salazar of University of Cape Town and Prof. Kim Jong Gab of the Konkuk University were invited to give keynote speeches. Professors such as Lucia Montefusco from University of Bologna, JON Sung Gi from Korea University, Lee Jong Jin from Ewa women's University and etc. presented papers at the conference.

In the opening address titled "Carry on the Past and Open a Way for the Prosperous Future of Global Rhetoric Wholeheartedly", Chen Rudong pointed out that since the beginning of the new millennium, international rhetoric studies have been demonstrating a globalizing trend, which enables scholars of all nations to interpret rhetoric and its social functions globally. Nevertheless, cultural segregation, polarization and arrogance still exist in international rhetoric research and its exchange. Some bias such as "no rhetorical tradition outside the West" restricts the development of global rhetoric studies to some extent. In his view, scholars from all over the world should survey human rhetorical traditions and their important role in the reconfiguration of international order from multi-cultural and global view. Western rhetoric should step out of the ancient Greek and Rome, out of even Europe, to welcome a cultural fusion with Asian rhetoric in the east and a dialogue with African rhetoric in the south. With extension of Asian and African rhetorics to the west and the north, the resulting integration will evolve towards a global rhetoric.

In the keynote speech entitled "On Globalizing Trends of Rhetoric Studies ", Chen Rudong went further to claim, that, with the development of human beings, global problems of climate, energy, economy, etc., regional disputes, cultural conflicts, and cross-boundary fusion, all facilitate "Global Rhetoric" both as rhetorical practice and rhetorical studies becoming a new academic category. In a digital era, rhetoric is becoming and will certainly become a global order and a universal law, that is, seeking a solution of international disputes and conflicts by persuasion and argumentation instead of by force and hence uniting wills over the globe to realize mutual development and set up the World of Great Harmony.

Scholars from all countries reached further consensus on the function of rhetoric in cultural fusion and collision and the global view of rhetoric studies. They proposed to establish the Global Rhetoric Society as an academic community to promote the global rhetoric development. Prof. Chen Rudong was elected to be the president of the new society. Scholars from countries such as China, America, Italy, Germany, South Africa, Korea, Japan, France, Malaysia, Mexico, Bulgaria, Brazil, Argentina and etc. were elected to be council members. Prof. Chen pointed out in his closing speech that the Global Rhetoric Society is not a geological or spatial concept but an academic organization to create a new academic horizon and feeling and scene, a new equality space for innovation and sharing of human ideas, cultural fusion and civilization remodeling, a new bridge leading to scholastic exchange, cultural fusion and friendship-building. Scholarship-Culture-Friendship, the purpose of the new society, will be carried further forward. Manfred Kraus from University of Tübingen, vice-president of the International Society for the History of Rhetoric, Donka Alexandrova from Sophia University, president of Bulgarian Rhetoric Society, and other attending professors gave high evaluation to this conference and the establishment of the new society at the closing ceremony.

About 80 papers were submitted to the conference. Participants held heated discussions on topics like "rhetoric in global cultural fusion", "global rhetoric", "rhetoric and mass media", "rhetoric of national image", "international rhetorical education", "rhetoric and international order", "rhetorical communication and its effects", "scientific rhetoric" and fruitful results were achieved. Maria Silvana Celentano from Chieti-Pescara University, Na Mingu and Woosoo Park from Hankuk University of Foreign Studies, Zhang Weixiong from Sapporo University, Fabian Sanchez from Universidad Nacional Autónoma de México, Heping Zhao from California State University, Paul van den Hoven from Universiteit Utrecht, Fan Pikshy from University of Malaya, Hans-Jochen Schild, independent scholar from Germany, Huang Jinzhang from Shanghai University of Finance and Economics, Lin Yuhong from National Taipei University of Education, and so on presented papers addressing different aspects of the development of international rhetoric in global cultural fusion and collision.

Professor Na Mingu from Hankuk University of Foreign Studies, president of Seoul Confucius Institute, was elected the new president of the Chinese Rhetoric Society of the World. Prof. Zhang Weixiong, dean of Confucius Institute, Sapporo University was elected as president of the World Association of Language & Culture Education, and Meng Zhuyi, Hankuk University of Foreign Studies, Huang Jinzhang from Shanghai University of Finance and Economics, Prof. Li Keyong, from Sichuan Foreign Language Institute were elected vice-president. This conference promoted dialogue between China's and western rhetorical cultures, facilitating further development of Chinese rhetoric and even world rhetoric.

The conference was hosted by the Chinese Rhetoric Society of the World, Korea Rhetoric Society, Confucius Institute of University of Incheon, Sinological Studies of University of Incheon, and co-organized by Korea Research Consortium and Translation and Rhetoric Research Institute of Korea University.

(*"News of CRSW 3rd Biennial Conference held in Korea"* by Bai Zhenzhi, *People's Daily Online*, *Xinhuanet*, and *Chinanewsnet* on 1<sup>st</sup> November, 2012.)

## **2. The 2012 International Conference on Ethics and Laws of Communication & Journalism was successfully held in Peking University**

The 2012 International Conference on Ethics and Laws of Communication & Journalism convened in Overseas Exchange Center of Peking University on 26<sup>th</sup> May, 2012. Over 70 scholars from China, America, Italy, Korea, Denmark, Mexico, Japan, and so on, submitted papers and attended.

The theme of the conference was "an ethical and legal view of the construction of national communication order and new national order in a global context". The participants held discussions at various levels and exchanged ideas about "national communication order", "construction of new national culture", "moral as mission for national media", "media culture construction", "media and social ethics and national morality construction", the current state, problems, and strategies of national communication in a global context. With plenary lectures and group discussions, the conference was fruitful and colorful.

Prof. Chen Rudong from Peking University, president of the Chinese Rhetoric Society of the World and of the Global Alliance of Media Ethics and Law delivered the opening speech and a keynote speech entitled *On Universal Media Ethics*. He indicated that the Central Committee of the Communist Party of China's decision to develop national culture in October 2011, marked China's transition of national development strategy from centering round economic development to equally valuing economic and cultural development, and transition from product and technical, and financial capital export to creation and export of national culture and national values.

Prof. Chen stated that the new media technology is developing so rapidly that it forces China's national communication to face up to severe challenges. As a result, the new national culture, especially the construction of media culture and media ethics and law, should, beyond doubt, become a national option; and in the same way, scholars of humanities and philosophy and social sciences should then act as pioneers of national cultural construction, especially of media cultural studies.

The twice decomposition of traditional moral, civil politics, and globalization of the working target of the economic structure and cultural communication space tend to be the major causes of the current social ethical dilemma. In constructing national culture, values that transcend countries and nationalities such as respect for men and to life, protection of human dignity, should be made cornerstone of national and even international cultural construction, including constructing media culture and reconstructing communication order. As an important aspect of national culture construction, media culture construction should strengthen the cultivation of a sophisticated audience community, with national ethics and moral modeled with a global and international awareness.

Upon special invitation, Prof. Clifford G. Christians of Illinois University, Prof. Lucia Montefusco of University of Bologna, Prof. Yu Cuiling of Beijing Normal University, made speeches respectively entitled "Truth and the Global Media", "What for the Ethos of the Orator? Rationality vs. Emotions" and "Mass Media's Presentation Styles of Unfilial Events and its Reflection". Prof. Christians believes that "Truth" and "Humanity" ought to be the core values of cross-cultural and global communication. Prof. Montefusco reveals from a historical perspective the making of ethical choice on the basis of an orator's reasoning and emotions and inspiration to

the current human culture. Prof. Shu-Chin Lien of National Taiwan University of Arts, and Prof. Zhang Yanbing of Kansas University, also delivered academic papers on news media ethics and law. In conference reports and group discussions, scholars from different countries and disciplines adopted their respective perspectives, presenting multi-dimensional elucidations on the macro and micro construction of the new media culture and the global communication order.

Party Committee Vice-Secretary of Peking University, School Administrators Vice Director, Prof. Yang He gave the closing speech, stating that this conference was held in the background of the CPC Central Committee introducing reinforcement of national culture construction, therefore it fitted the development of the times, reflected deep thinkings of scholars from all countries on the development of the current human culture (including Chinese culture), especially media culture, showing the leading and insightful achievements in this field. It will certainly promote cross connection and blending between humanities and social studies, which is favorable for the integration of academic resources and helps to develop a good atmosphere for integration of disciplines. The conference attracted many young researchers to attend, facilitating the growth of a new academic force, with scholarship of the new generation consolidated.

Mr. Yang He also remarked that this conference was a success both in academic researches and in management, in which a new academic community came into being--the Global Alliance of Media Ethics and Law. It not only sets up a bridge of exchange and cooperation for scholars of journalism, communication, literature, ethics, law, rhetoric, linguistics and relevant fields, but also establishes a convenient platform for interaction between academic and media circles and relevant government management departments, which will surely have a positive role in the construction of media culture, perfection of global communication order, especially the building of universal communication ethics.

On behalf of all scholars, Prof. Lucia Montefusco of University of Bologna, Prof. WooSoo Park of Hankuk University of Foreign Studies, Prof. Wang Changxiao of Beijing Normal University made speeches, speaking highly of the conference successfully held.

Approved by the ministry of education, the conference was jointly organized by College of News and Communication and the Chinese Rhetoric Society of the World, co-organized by Global Ethics Union of the United States Carnegie Commission, News Communication Research Institute of Beijing Normal University, Social Sciences in China. Prof. Xu Hong, standing vice-president of News and Communication Institute of Peking University, and Feng Zhiyue, CPC Party Secretary, chaired the opening and close ceremonies respectively.

(Zhai Zihe, The International Conference on Ethics and Laws of Communication & Journalism was successfully held in Beijing, Xinhuanet, 29<sup>th</sup> May, 2012; [http://news.xinhuanet.com/photo/2012-05/29/c\\_123208085.htm](http://news.xinhuanet.com/photo/2012-05/29/c_123208085.htm).)

Huangjing Luke, Universal Communication Ethics Is in Dire Need, China Education Daily, 1<sup>st</sup> June, 2012.

Chen Shanshan, International Conference on Ethics and Laws of Communication & Journalism was successfully held, Social Sciences in China, 30<sup>th</sup> May, 2012)

### 3. Report from Oxford University: Symposium on “Rhetoric in the 21<sup>st</sup> Century”

Two members of the Chinese Rhetoric Society of the World, Chen Rudong and David Frank, were among the 20 scholars of rhetoric invited to participate in a symposium, hosted by the University of Oxford, on the theme “Rhetoric in the 21<sup>st</sup> Century ” from Jul 3 through 8. The Symposium Participants discussed the current state of research in rhetoric and its possible futures. The symposium concluded with a ‘parliamentary’-style debate, which sought to identify the most fruitful direction for the study of rhetoric. As the oldest and most distinguished English speaking university, Oxford was a fitting site for a symposium on one of the West’s most cherished and reviled disciplines.

The high point of the conference was the exchange between Sir Brian Vickers, the leading scholar of rhetoric in the West, and the president of the Chinese Society of the World, Chen Rudong on the purpose and function of rhetoric. Vickers, who was knighted by Queen Elizabeth for his contributions to the humanities, rehearsed the themes he has discussed in a series of books and articles on Western rhetoric. He focused on the one of the West’s foundational texts on rhetoric, Plato’s *Phaedrus*.

Chen Rudong was invited to respond, and did so by accurately describing Vicker’s position on rhetoric as concerned with persuasion, argumentation, and the discovery of truth. Professor Chen traced Sir Vicker’s understanding of rhetoric to ancient China and the works of Plato and Aristotle. As the only Asian scholar at the symposium, professor Chen invited his Western audience to consider Chinese rhetoric in both its ancient and modern expressions.

Professor Chen acknowledged the roles played by persuasion, argumentation, and the discovery of truth in Western rhetoric. However, Chinese rhetoric, professor Chen continued, outlines a “way of life,” a “social system,” and a “civilization.” In ancient China, Cheng continued, rhetoric was primarily concerned with morality, ethics, and most important, the Confusion emphasis on love. Rhetoric, professor Chen concluded, should serve as an alternative to war and violence, and offer different civilizations the opportunity to deal with significant problems through moral communication. While Western rhetoric has been concerned with issues of morality and ethics, they have been subordinated to questions of truth.

The Vickers-Cheng exchange highlights the importance of the Chinese Rhetoric Society of the World. Sir Vicker’s review of the Western rhetorical tradition was thorough, accurate, but needed professor Chen’s insights. Western scholars of rhetoric have yet to fully appreciate the insights on rhetoric offered by the traditions and scholars of Asian rhetorics. Professor Chen, in his response to the most influential scholar of rhetoric in the West, modeled how cross-cultural dialogue on rhetoric ought to take place. He honored Sir Vicker’s by treating him with deference, accurately interpreted what Sir Vickers said, and offered an alternative for his audience to consider: the rhetorical traditions and scholarship of China.

Our society should continue to seek opportunities to share what Chinese rhetorical traditions have to offer the world.

(Reported by David A. Frank, University of Oregon)

## **II. News: International Rhetoric 2013**

### **1. Call for papers for the 2nd International Advanced Forum on Communication Studies of Language and Rhetoric 2013**

The 2nd International Advanced Forum on Communication Studies of Language and Rhetoric will be held at Qufu Normal University, Shandong Province, P. R. China on Oct. 18<sup>th</sup> to 20<sup>th</sup>, 2013 sponsored by the Global Rhetoric Society and International Language Communication Society, and organized by Qufu Normal University. Prof. Ju Yumei, president of the International Language Communication Society will manage the organization of this conference.

The theme of the conference is "international language education & culture communication in global context: China and the world", which is sub-divided into:

- I. (1)Theory and method studies in international Chinese teaching (teaching Chinese as a foreign language); (2)foreign and second language teaching and communication studies.
- II. (1)Studies on theory and practice of language communication;(2) Studies on international communication of Chinese culture;(3)Studies on language communication in digital time, studies on journalism style and national communication.
- III. (1)Studies on comparative rhetoric: east-west and north-south;(2) global rhetoric and national rhetoric;(3) Reinterpret to connotation, aims and tasks of rhetoric;(4)studies on literature rhetoric;(5) visual rhetoric and rhetoric of performance.

Qufu was Confucius' hometown, adjoining Mount Tai, the Yellow River and Jinan, a famous city and capital of Shandong Province. Qufu Normal University is one of the renowned universities in China. The 1<sup>st</sup> Biennial Conference of the Chinese Rhetoric Society of the World 2008 was held there, which created extensive international influence. Prof. Ju Yumei, council member of the society, and her team have a wealth of conference organization experience and at the same time, welcome colleagues and friends to contribute ideas for the conference's preparation and convening.

Those who plan to participate please submit your abstracts to Secretariat of the Global Rhetoric Society at [rhetoric2008@163.com](mailto:rhetoric2008@163.com) before March 30<sup>th</sup>, 2013.

Great thanks to Lucia Montefusco, Maria Silvana Celentano, Philippe-Joseph Salazar, Donka Alexandrova, Paul van den Hoven, Hans-Jochen Schild, Lin Yuhong, Huang You, Han Shugeng and other colleagues for their fine suggestions!

### **2. The 19th Biennial Conference of the International Society for the History of Rhetoric will be held in the USA in 2013**

The 19th Biennial Conference of the International Society for the History of Rhetoric will be held at University of Illinois at Urbana-Champaign in Chicago in July 2013. The theme of the conference is "rhetoric and performance". More than 300 scholars from over 40 countries will be attending it.

### **3. Rhetoric Workshop on Chinese Rhetoric in antiquity will be held in Switzerland in 2013**

Rhetoric workshop titled “Masters of disguise: conceptions and misconceptions of ‘rhetoric’ in Chinese antiquity” will be held in Zurich, Switzerland, in November, 2013. Scholars from Switzerland, China, Italy, UK, Norway, USA, Germany, the Netherlands and Czech Republic will attend this meeting.

## **III. News: The Global Rhetoric Society**

### **1. The Global Rhetoric Society was founded in Korea**

The 3<sup>rd</sup> Biennial Conference of the Global Rhetoric Society was held in the University of Incheon, Korea, on 26<sup>th</sup> through 28<sup>th</sup> October, 2012. During the conference, participants proposed, on the basis of such communities as the Chinese Rhetoric Society of the World, to found the Global Rhetoric Society as an academic association to promote the development of rhetoric over the globe, with Prof. Chen Rudong elected the president. Famous scholars from China, the US, Italy, German, South Africa, Korea, Japan, Malaysia, Mexico, Bulgaria, Brazil, etc. were chosen as members of the council.

The society was founded upon initiation of Prof. Chen Rudong, president of the Chinese Rhetoric Society of the World. In his opening and keynote speeches, Prof. Chen expressed his concern at the globalizing trend in current international rhetoric studies, and called on scholars of all nations to view from a global angle human rhetorical tradition and its significance for the reconstruction of international order in the future. Western rhetoric should step out of the exclusive ancient Greek, out of even Europe, to welcome a cultural fusion with Asian rhetoric in the east and a dialogue with African rhetoric in the south. With extension of Asian and African rhetorics to the west and the north, the resulting integration will evolve towards a global rhetoric. He proposed that the Global Rhetoric Society is not a geological or spatial concept but an academic organization to create a new academic horizon and feeling and scene, a new equality space for innovation and sharing of human ideas, cultural fusion and civilization remolding, a new bridge for scholarly exchange, cultural fusion and friendship establishment. Scholarship-Culture-Friendship, the purpose of the new society, will be carried further forward.

The Global Rhetoric Society is designed to unite scholars all over the globe to study, from the universal perspective, rhetorical phenomena and laws on the background of all human cultures, civilizations, religions, states and nations, to encourage interdisciplinary studies and fusion between rhetoric and disciplines such as philosophy, literature, linguistics, communication, sociology, psychology, and to promote exchange and cooperation between researchers of various disciplines and from all countries, providing original rhetorical theories and ideas to solve problems in globalization faced by us human beings.

**Council of the Global Rhetoric Society (Oct. 2012-Sep. 2016) consists of:**

**President:** Chen Rudong, professor of Peking University, China

**Council members:**

Cheryl Glenn, professor of Pennsylvania State University

David Frank, professor and dean of Robert D. Clark Honors College, University of Oregon

Donka Alexandrova, professor of Sophia University, Bulgaria, and president of Bulgaria Rhetoric Society

Fabián Sánchez Tapia, professor of Universidad Nacional Autónoma de México

Fan Pikshy, senior lecturer of University of Malaya

Heping Zhao, professor of California State University

Ju Yumei, professor, dean of foreign language and literature of Qufu Normal University, China

Jon Viklund, researcher of Uppsala University, Sweden

Laurent PERNOT, L' Académie des inscriptions et belles-lettres de l' Institut de France, professor of University of Strasbourg II

Lucia Montefusco, professor of the University of Bologna, Italy, and immediate past president of the International Society for the History of Rhetoric

Liu Lu, associate professor of Peking University, China

Manfred Kraus, professor of University of Tübingen, Germany, and vice president of the International Society for the History of Rhetoric

María Alejandra Vitale, presidente de la Asociación Latinoamericana de Retórica; Presidente de la Asociación Argentina de Retórica

Na Mingu, professor of Hankuk University of Foreign Studies, Korea, secretary general of Rhetoric Society of Korea

Philippe Joseph Salazar, distinguished professor of University of Cape Town, South Africa

Woosoo Park, professor of Hankuk University of Foreign Studies, past president of Rhetoric Society of Korea, Korea

Zhang Weixiong, professor, dean of Confucius Institute of Sapporo University, Japan,

The Global Rhetoric Society encompasses the Chinese Rhetoric Society of the World, the Global Alliance of Media Ethics and Law, the World Association of Language & Culture Education, the International Society of Rhetoric and Communication Studies, and the International Language Communication Society.

**2. The Global Alliance of Media Ethics and Law was established at Peking University**

On May26<sup>th</sup>, 2012, the Global Alliance of Media Ethics and Law was founded in 2012 International Conference on Ethics and Laws of Communication & Journalism at Peking University. Prof. Chen Rudong was elected president of the society.

The Global Alliance of Media Ethics and Law is a nonprofit public academic and business organization, consisting of scholars, researchers, and enthusiasts researching and teaching

journalism, communication, linguistics, literature, ethics, law, and rhetoric, especially of media ethics and law, and media practitioners, media managerial and administrative personnel all over the world. Its tenet is to unite scholars and practitioners of related fields of all countries and all regions, to carry out related research and academic and business exchange, to promote exchange and cooperation within and between media ethics, language ethics, rhetoric ethics, literature and art ethics, media law, to promote teaching of such disciplines as media ethics and law, in order to facilitate construction and development of media culture, media ecological environment and scholarship, and drive the enhancement of human communication order and efficiency. This alliance is a professional committee under the Global Rhetoric Society working independently, in working languages of Chinese and English.

**Council of the Global Alliance of Media Ethics and Law (May 2012-Apr. 2014):**

**President:** Chen Rudong (concurrent), Peking University, China

**Secretary general:** Wang Changxiao, Beijing Normal University, China

**Vice secretary general:** Hui Dongpo, Beijing Union University, China; He Shu, Peking University, China

**Council Members:**

Clifford Christians, University of Illinois

David A. Frank, University of Oregon

Fabián Sánchez Tapia Martínez, Universidad Nacional Autónoma de México

Lucia Montefusco, the University of Bologna, Italy

Li Yongqiu, Hankuk University of Foreign Studies, Korea

Liu Lu, Peking University, China

Lien Shuchin, National Taiwan University of Arts, China

Maria Silvana CELENTANO, University of Chieti-Pescara, Italy

Woosoo Park, Hankuk University of Foreign Studies, Korea

Wang Changxiao, Beijing Normal University, China

Yu Cuiling, Beijing Normal University, China

Zhang Yan Bing, University of Kansas

Li Zuowen, Communication University of China

Hui Dongpo, Beijing Union University, China

He Shu, Peking University, China

Lu Jiayin, The China Youth University of Political Sciences, China

Helena Moelgaard Hansen, University of Copenhagen, Denmark

Jin Xuelian, Chongqing University of Posts and Telecommunications, China;  
University of Sheffield, UK

**3. The World Association of Language & Culture Education was set up in Korea**

To promote international language and culture education, and to promote the exchange and cooperation between researchers and teachers of linguistics, rhetoric, and communication and relevant disciplines, the Global Rhetoric Society decided to found the World Association of Language & Culture Education during the convention of the 3<sup>rd</sup> Biennial Conference of the

Chinese Rhetoric Society of the World.

The tenet of the Association is to unite teaching and educating experts, scholars and related practitioners of language and culture in all regions all over the world, to carry out active teaching and educating studies of language and culture, to boost exchange and cooperation between scholars of language and cultural studies over the world, and to promote language and culture education. The working languages are Chinese and English.

**Council of the World Association of Language & Culture Education (Oct. 2012-Sep. 2014)**

**Honorary President:** Chen Rudong, Peking University, China

**President:** Zhang Weixiong, Sapporo University, Japan

**Vice president:** Huang Jinzhang, Shanghai University of Finance and Economics, China

Meng Zhuyi, Hankuk University of Foreign Studies, Korea

Li Keyong, Sichuan International Studies University, China

**Secretary general:** Jiang Meng, Sichuan International Studies University, China

**Council members:** Fan Pikshy (Malaysia), Donka Alexandrova (Bulgaria), Fabián Sánchez Tapia (Mexico), Lucia Montefusco (Italy), Manfred Kraus (Germany), Philippe Joseph Salazar (South Africa), Na Mingu (Korea), Zhao Yanchun (Tianjin Foreign Studies University, China), Li Hongyin (Peking University, China), Qin Huilan (Shanghai Normal University, China), Li Jun (Jinan University, China), Ternguto Aitoru (Hokkai Gakuen University, Japan), Ahn Sung Jae (University of Incheon, Korea), Lin Yuhong (National Taipei University of Education, Taiwan, China), Zuo Siming (East China Normal University, China), Xiao Li (Dalian University of Foreign Languages, China), Park Namyong (Hankuk University of Foreign Studies, Korea), Jiang Nan (Jiangsu Normal University, China), Zhu Chunli (Henan University of Economics and Law, China), Sun Qian (Tianjin Foreign Studies University, China), Zhao Jing (Southwest Jiaotong University, China), Zhou Yanling (Peking University, China), etc.

#### **4. New council of the Chinese Rhetoric Society of the World**

26<sup>th</sup>-28<sup>th</sup> Oct., 2012, the council of the Chinese Rhetoric Society of the World has undergone a recent change of the term of office, hence Na Mingu (of Hankuk University of Foreign Studies, president of Seoul Confucius Institute) was elected the new president; Prof. Zhang Weixiong (dean of Confucius Institute, Sapporo University) vice president; Prof. Hui Dongpo (Beijing Union University), Secretary General; with Chen Rudong as the honorary president.

JON Sung Gi (Korea University, Korea), Kim Jong Gab (Kunkuk University, Korea), Maria Silvana Celentano (University of Chieti-Pescara, Italy), Hans Jochen Schild (Germany), Takase Natsuko (Sapporo University, Japan), Ahn Sung Jae (Korea), Huang Jinzhang (China), Zeng Yiping (Jinan University, China), Yuan Ying (Soochow University, China), Sheue\_jen Ou (Hsuan Chuang University, Taiwan, China), Lin Yuhong (Taiwan, China), Li Shengmei (China), James Crosswhite (University of Oregon, USA), Lee Jong Jin (Ehwa women's University, Korea), Jiang Meng (China), Tian Lizhi (Shandong University, China), Lin Chia Ying (Universiti Pendidikan Sultan Idris, Malaysia), Qin Huilan (Shanghai Normal University, China), and Zhang Luping (China University of Political Science and Law, China) were elect members of the council.

## **5. International rhetoric scholars were invited to lecture and exchange in China.**

On 23<sup>rd</sup> Oct., 2012, Philippe Salazar, distinguished professor of University of Cape Town, South Africa, was invited to give an academic report on the Rhetoricity of International Politics in Classroom No. 507, 3<sup>rd</sup> Teaching Building, Peking University. About 100 students of the general course Chinese Rhetoric of Peking University and those from other universities like Beijing Normal University, also arrived to listen to the lecture, and exchanged ideas with Prof. Salazar. The activity was chaired by Prof. Chen Rudong of School of Journalism and Communication, Peking University, and Associate Professor Liu Lu made comments on Prof. Salazar's lecture.

Prof. Philippe Salazar is a council member of the Global Rhetoric Society, an editorial board member of *International Rhetoric Studies*, director of Rhetoric Research Center of University of Cape Town, South Africa, outstanding professor of rhetoric, lifelong honorary president of South African Rhetorical Communication Society, founder of African Rhetoric Society and author of *Paroles de Leaders*.

### **6. Rhetoric program for doctoral degree was set at Peking University**

A rhetoric program for doctoral degree was set in school of journalism and communication of Peking University in 2012. This is the unique rhetoric program for doctoral degree of Peking University. Prof. Chen Rudong was elected as the doctoral supervisor. This program will begin to recruit doctoral students whose languages are both of Chinese and English from 2013.

## **IV. Publications News**

### **1. *International Rhetoric Studies* Vol. II was published**

*International Rhetoric Studies* Vol. II, Journal of the Chinese Rhetoric Society of the World with Prof. Chen Rudong as editor-in-chief, was published by China Higher Education Press in October, 2012. With a collection of significant academic theses from scholars in China, the USA, Italy, Mexico, Korea, Sweden, Bulgaria, South Africa, etc., this issue demonstrates members' academic achievements and frontier trends and developments in Chinese and international rhetoric research.

Major papers are "Theoretical Construction of Public Rhetoric" by Chen Rudong (China), "The Problem of Rhetoric and the Rhetoric of Problems: Developing a Global Rhetoric" by David A. Frank (US), "The Rhetoric of National Food Politics" by Jon Viklund (Sweden), "Time Rhetoric and the May Fourth Movement" by Jarkko Haapanen (Sweden), "The Trends of the Transitional Political Discourse" by Donka Alexandrova (Bulgaria), "Melancholic Lycanthropy: Representations and Rethoricity in the Treaty Sobre la melancolía of the Spanish Medic Alonso de Santa Cruz" by Fabián Sánchez Tapia Martínez (Mexico), "Classical Stoicism and Renaissance Rhetoric" by Lawrence D. Green (US), "The Power of Sweetness in a Persuasive Speech" by Lucia Montefusco (Italy), "Archetypes of Eloquence and Cultural Matrices: the Case of Menelaus" by Maria Silvana Celentano (Italy), "Thoughts on Comparative Rhetorics" by

Philippe-Joseph Salazar (South Africa), “Similes and Metaphors in Picture Writing of Teaching Chinese to Foreigners” by Huang Yaying & Lin Yuhong (Taiwan, China), etc.

In order to fit in with the internationalization of rhetorical studies in China, from the current issue on, *International Rhetoric Studies* will adopt both Chinese and English as its official publishing languages. Besides, from the current issue on, the society will introduce scholars of the Global Rhetoric Society and the Chinese Rhetoric Society of the World. This issue presents Prof. David Frank, dean of Robert D. Clark Honors College, University of Oregon.

## **2. *Journal of Peking University, Jianghuai Tribune* and our society jointly ushered in a special Column for Rhetoric and News Communication**

Since 2011, the society has initiated cooperation with *Journal of Peking University, Jianghuai Tribune*, etc., started rhetoric and journalism and communication columns, publishing series of academic conference papers of our members and exercising great academic influence.

*Journal of Peking University, No.6, 2012*, opened the column of the universal communication ethics publishing president of the Global Alliance of Media Ethics and Law and professor Chen Rudong's “The Audience's Perspective of the Rational Society Construction”, and council member and professor of Illinois University, Clifford G. Christians' “Universal Media Ethics: In Search of the Truth”.

*Journal of Peking University (Philosophy and Social Science), No.5, 2012*, published a series of significant papers, such as president Chen Rudong's “State Discourse Power”, council member and professor of Oregon University, James Crosswhite's “Rhetoric, Equality and Freedom”, professor of Hankuk University of Foreign Studies, Woosoo Park's “Ethics of Expression Ethics in the Ancient Greek-Roman and Chinese Traditions”.

*Jianghuai Tribune, No.3, 2012*, established the rhetoric column publishing a series of papers , including President Chen Rudong's “National Rhetoric”, council member, dean of Robert D. Clark Honors College, University of Oregon, Prof. David Frank's “Rhetoric of Questions and Questions of Rhetoric: Construct the Global Rhetoric”, ex- president of Korean Rhetoric Society, and professor of Hankuk University of Foreign Studies, Woosoo Park's “Interpretation Process of Perelman and Tyteca's New Rhetoric: A Korean Perspective”.

As to the above columns, our society is responsible for soliciting contributions, and with support from our conferences and special forums, topics selected to keep up with international academic front, and concentration on major issues in China and international rhetoric and communication practice, it is expected to lead and drive disciplines such as rhetoric and communication to develop in the right direction. The starting of those columns will contribute to the publication of our members' academic achievements and development of international rhetoric studies.

## **3. The Global Rhetoric Society will publish *Series of the Rising Cross-Discipline Subject of Rhetoric and Communication***

In order to promote the development of international rhetoric and interdisciplinary innovation, such organizations as the Global Rhetoric Society, the Chinese Rhetoric Society of the World, International Society of Rhetoric and Communication Studies, International Language Communication Society, and the World Association of Language & Culture Education, will unite

scholars all over the world to edit and publish *The Rising Rhetorical Communication as an Interdisciplinary Subject Series*. Treatises like Hui Dongpo's *News Discourse Rhetoric* will be published in 2013. Those scholars inclined to compose and edit please go straight to contact Secretariat of the Global Rhetoric Society. Submission from any scholar or discipline is always welcome.

#### **4. *International Rhetoric Studies* Vol. III calls for papers**

*International Rhetoric Studies III* calls for papers, and submissions are welcome from scholars either in Chinese or in English. Please mail to *rhetoric2008@163.com*. Our publication abides by academic standards, so you can refer to *International Rhetoric Studies I & II*. Our society especially welcomes original contribution that fits in with the rhetorical communication practice of the country in question and leads at the academic front, observing a word limit of about 10000 characters in Chinese or 4000 words in English. The society upholds the principle of "Academic Freedom, All-Inclusiveness, Quality Uppermost, Total Author-Responsibility (for his Views)." Under the circumstances of equal academic quality, priority is given to conference and member submissions from our society. Our publication mainly recruits first-rate scholars from various countries as editorial board members. Contributions of anything submitted elsewhere or already published are not accepted. Due to the lengthy publication life cycle, the current contribution ought not to be submitted elsewhere before Acceptance Offer is received.

(Editorial Board, *International Rhetoric Studies*)

#### **5. Recommendation: Member Publication**

*Towards a New Model of Rhetorical Criticism*, by Ying YUAN (member of CRSW, associate professor of Soochow University). Shanghai: Shanghai Foreign Language Education Press, Sept., 2012.

This book conducts a systematic inquiry into Rhetorical Criticism by focusing on the following points: 1) redefining the key term of "rhetorical criticism"; 2) contrasting five major RC models and revealing their respective limitations; 3) justifying a new RC model with distinct rhetoricity, easy operativity and wide applicability; 4) applying the new RC model to the evaluation of ten discourses from advertisement, news reporting, speech, business letter and academic writing. The originality of this inquiry lies chiefly in extracting elements and sub-elements from the categories of "invention", "style" and "rhetorical situation" (which constitute the new RC model), so that those former vague terms turn out to be clear, concrete and applicable. In the discourse analysis with the new RC model, not only is *stasis* combined with *enthymeme* in interpreting "invention" strategy, but *propriety* and *clarity* of "style" are also judged upon *stasis* or *enthymeme*, which overcomes the former single dimension or category-isolated criticism.

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