



VCRHM

*Virginia Colloquium on the
Rhetoric of Health and Medicine*

Saturday, June 9, 2018

9:00 a.m. to 4:30 p.m.

George Mason University

Fairfax, Virginia

Research Hall, Room 163



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Schedule Overview

8:30–9:00	Registration and Breakfast
9:00–9:15	Opening Remarks
9:15–9:45	Keynote Address, Kirk St. Amant
9:45–10:00	Break and Setup
10:00–11:30	Graduate Student Presentations— Block I
11:30–12:45	Networking Lunch
12:45–1:00	Break and Setup
1:00–2:00	Graduate Student Presentations— Block II
2:00–3:15	Lightning Round Presentations
3:15–3:30	Break and Setup
3:30–4:15	Funded and Collaborative Research Panel
4:15–4:30	Closing Remarks

Welcome to the 1st Annual VCRHM

Welcome to the first Virginia Colloquium on the Rhetoric of Health and Medicine (VCRHM).

VCRHM attempts to answer a question: How can we connect scholars across our region doing similar work? Across Virginia—with so many universities, so much interest in issues related to medicine and health, and close proximity to funding sources that can fuel those projects—it seemed that the time was right to bring together scholars with shared goals and great potential for research growth and collaboration.

We hope to make this happen today: to make introductions, build networks, share research, and encourage mentorship. I invite everyone to use this space today to learn about new opportunities nearby, make new projects happen, and find new research questions. We also hope to facilitate these conversations past our event as well, and we hope you will provide us with your thoughts and feedback on the best ways to do that moving forward.

On behalf of our team, again, welcome and thank you for joining us today.

Respectfully,

Heidi Lawrence, Assistant Professor, English
George Mason University

VCRHM Team Members

Lori Beth De Hertogh, PhD

Lori Beth De Hertogh is an Assistant Professor at James Madison University. She researches intersections between cyberfeminism, rhetorics of health and medicine, and technology.

Elizabeth Ferguson, PhD Candidate

Elizabeth Ferguson is a PhD candidate in Writing and Rhetoric at George Mason University. Her research interests include medical rhetorics and international technical communication focusing on epidemics.

Lourdes Fernandez, PhD Candidate

Lourdes Fernandez is a PhD candidate in Writing and Rhetoric at George Mason University. Her research interests include the rhetorics of institutional responses to public problems and rhetorics of sexual assault.

Bernice L. Hausman, PhD

Bernice L. Hausman is the Diggs Professor in the Humanities and Chair of the English Department at Virginia Tech. She studies medical controversies in the public sphere, most recently vaccine skepticism.

Michael J. Klein, PhD

Michael J. Klein is an Associate Professor of Writing, Rhetoric and Technical Communication, Director of the Cohen Center, and Interim Associate Dean of The Graduate School at James

Madison University. He researches technology and popular culture, medical humanities, and the rhetorical use of narrative by patients and caregivers.

Heidi Y. Lawrence, PhD

Heidi Y. Lawrence is an Assistant Professor in English at George Mason University. Her research focuses on the rhetorics of medical and scientific controversies, currently examining public debates about the safety and efficacy of vaccinations.

Rachael Graham Lussos, PhD Student

Rachael Graham Lussos is a PhD student in Writing and Rhetoric at George Mason University and a professional writing instructor. Her primary research interest is the rhetoric of quantification in the context of chronic pain treatment.

Cathryn Molloy, PhD

Cathryn Molloy is an Assistant Professor and Director of Undergraduate Studies at James Madison University. Her research focuses on rhetoric of health and medicine, rhetoric of mental healthcare, rhetorics of the everyday, qualitative research methods, and feminist rhetorics.

Kelly Pender, PhD

Kelly Pender is an Associate Professor of English at Virginia Tech, where she teaches courses in rhetorical history and theory, medical rhetoric, critical theory, and rhetorical and literary criticism.

Keynote Speaker: Kirk St.Amant

Kirk St.Amant is the Eunice C. Williamson Endowed Chair of Technical Communication at Louisiana Tech University (USA) and an Adjunct Professor of International Health and Medical Communication with the University of Limerick (Ireland).

His keynote address, “Communicating Care across Cultural Contexts (Writ Large): Scaling the Dynamics of Culture to Address Communication Needs in Different Contexts of Care,” examines how different ideas from social and cognitive sciences can be combined into an approach that individuals working in health and medical communication can use to identify and address the dynamics affecting the communication of care in different cultural contexts.

The presentation covers how this approach can be applied to understand different levels of culture (e.g., national culture, professional culture, socioeconomic culture) both as independent entities and as constructs at work within a greater cultural context. The presentation introduces attendees to a method they can use to address different cultural contexts and dynamics when communicating concepts of care to different audiences.

Detailed Schedule

Opening Remarks

9:00 a.m.

Heidi Y. Lawrence, George Mason University

Keynote Address

9:15 a.m.

“Communicating Care across Cultural Contexts (Writ Large): Scaling the Dynamics of Culture to Address Communication Needs in Different Contexts of Care”

Kirk St.Amant, Louisiana Tech University

Graduate Student Presentations I

10:00 a.m. to 11:30 a.m.

“Promoting ‘Mothering through Breastfeeding’: Shaping Medical Discourse and Maternal Practice through La Leche League’s Mother-to-Mother Support Group”

Jenny Moore, Old Dominion University

“Rhetorics of Epidemic”

Elizabeth Ferguson, George Mason University

“Mountain Valley Pipeline: The Local Landscape of Health”

Kelly Scarff, Virginia Tech

Graduate Student Presentations II

1:00 p.m. to 2:00 p.m.

“Reimagining the Functional Side of
Health Literacy”

Sarah Singer, UNC Chapel Hill

“The Polysemy of “Access” in the Digital Mental
Health Industry”

Emma Bedor Hiland, University of Minnesota

Lightning Round Presentations

2:00 p.m. to 3:15 p.m.

The category suggestions below are a suggestion for organizing our lightning round presentations only; participants are invited to organize into categories and groups as desired.

<i>Category</i>	<i>Presenter</i>
Chronic Illness	Cathryn Molloy, JMU
	Rachael Graham Lussos, GMU
	Cynthia Martin, JMU
Interdisciplinary Collaborations	Lori Beth De Hertogh, JMU
	Lourdes Fernandez, GMU
	Michael J. Klein, JMU
	Kelly Pender, Virginia Tech
Public Health	Heidi Y. Lawrence, GMU
	Alexis Priestley, Virginia Tech
	Elizabeth Ferguson, GMU
Medicine and Narrative	Marie E. McAllister, UMW
	Sigrid Streit, University of Detroit Mercy
Health and Marginalized Populations	Katherine Randall, Virginia Tech
	Jenny Moore, ODU
	Tom Le, GMU

Funded and Collaborative Research Panel

3:30 p.m. to 4:15 p.m.

“Vaccination Research Group as a Humanities Lab:
Thinking Rhetorically to Teach Undergraduates about
the Complexity of Medicine”

Bernice L. Hausman, Virginia Tech

Neil Feste, Virginia Tech

Maggie Eddleton, Virginia Tech

Perna Das, Virginia Tech

Closing Remarks

4:15 p.m. to 4:30 p.m.

Heidi Y. Lawrence, George Mason University

Notes

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Contact Information

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Instructions for Guest Wi-Fi Access

1. On your device, select MASON as your wireless network.
2. Go to your web browser and enter itservices.gmu.edu. The self-registration portal appears.
3. Click on Create an Account and enter your information to complete the self-registration.

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