



*CALL FOR SUBMISSIONS—  
deadline June 15, 2010*

ASSOCIATION for the  
RHETORIC of  
SCIENCE & TECHNOLOGY  
ANNUAL SEMINAR  
San Francisco, CA  
Saturday, November 13, 2010  
(held as a pre-conference preceding the National  
Communication Association convention)

## RHETORIC of SCIENCE in the PUBLIC SPHERE

The Association for Rhetoric of Science and Technology is again hosting its annual pre-conference prior to NCA. We invite scholars to submit works in various stages of progress. One of the strengths of the pre-conference is that it is a fairly intense day-long set of interactions, ideal for non-traditional presentations or projects in relatively early stages. Presentations addressing any aspect of the ways in which communication impacts the production, dissemination, and utilization of scientific knowledge are invited, using any methodological or theoretical approach. Our goal for this year's pre-conference is to begin with a wide variety of brief scholarly presentations, and then build on those insights to address some of the perennial tensions in rhetoric of science. Conversation last year focused on several topics that we are looking to develop further, including:

- Risk communication and assessment
- Public engagement
- Negotiation of expertise
- Private/public boundary
- Health as scientific rhetoric
- Governance in science/policy
- Other issues as appropriate

Another traditional element of the pre-conference has been at least one interactive event. This year we will have an afternoon workshop in which groups will draft first attempts at "position papers" for the key problem-areas listed above. We will begin the day with an invited guest speaker who will address issues of governance, with some prepared responses and open questions afterward. After the conference we can use some of the new information technologies available to refine those drafts if the groups find it productive. As always, we especially invite interdisciplinary work, and student submissions are welcome.

To submit either a paper, an extended abstract (1-2 pages), or a proposal for a non-traditional presentation, please send a Word-formatted document to Dr. Karen Taylor via e-mail at [kmtaylor4@alaska.edu](mailto:kmtaylor4@alaska.edu), or feel free to contact her with any questions by e-mail or phone at 907-474-6818. We look forward to your joining us for what should be an enjoyable pre-conference.