

YOU ARE INVITED TO A
Kenneth Burke

Symposium

Monday, December 9

7:00-10:00 p.m. CU 222

SPC 6931 (Seminar in Kenneth Burke) invites you to their end-of-the-semester symposium. Students will present their semester projects in a conference-style session, as detailed below. Snacks and beverages will be provided. Please join our conversation.

7:00 Welcome and Introductions

Dr. David Cratis Williams

7:05 *Burkean Theories and Orientations*

“On Kenneth Burke's ‘symbol-using animal’”

J C Bronsted

Abstractish: This paper is an examination of Burke's human creature that arises from the dialectic of "symbolicity" and "animality". This dialectic of human nature emerges out of Burke's philosophy of literary arts as a symbolic act

“Kenneth Burke on Money, the Capitalist God”

Eileen Hammond

This essay analyzes Burke's thoughts on money as published in three of his major works, and situates them within the broader context of his theory of dramatism.

“Terministic Transformations and *The Road We've Traveled*”

Volrick Higgs

This piece examines the Barack Obama 2012 political re-election campaign film in light of Burkean concepts which illuminate rhetorical moves that occur throughout.

Question and Answer Period

8:25 *Break*

8:45 *Burkean Critical Analyses*

“Burkean Jamming: The Real behind the Codes. An analytical argument of Culture Jam as a symbolic activism”

Alina Idrissova

The paper analyzes Culture Jamming as a symbolic activism, its effectiveness and validity of the movement through the act of civil disobedience, resistible force and aesthetics of visual rhetoric on postmodern consumer capitalist society. I incorporate Burke's principles of Man as symbol-using (symbol-making, symbol-misusing) animal in order to decode the amplified meaning of Culture Jamming as a symbolic medium. I use Dramatism as a tool to study the effectiveness and validity of the Culture Jammers' social movement through the act of civil disobedience, resistible force and aesthetics of visual rhetoric on postmodern consumer capitalist society

“‘Basketball Wives’ - Guilty As Sin: Kenneth Burke's Guilt-Purification-Redemption Cycle”

Rosena Francois

Increasingly docusoaps, featuring Black women, filled with conflicts and fights, continue to emerge with guilt as a reoccurring theme throughout the shows. The study examined VH1's docusoap, *Basketball Wives*, yet more specifically, the interviews of the show's cast members on an altercation that involved bullying. The incident is featured on a clip, entitled Taking the Purse, which occurred on an episode of the show between cast members, Tami Roman and Kesha Nichols. The study applied Kenneth Burke's theory of guilt-purification-redemption to conduct a critical analysis on the interviews of the clip to understand the guilt cycle experience of the cast members.

“The Joy of Cooking with Kenneth Burke: Using Burkean Cluster-Agon Analysis and Rhetorical Form to Examine the Modern Cookbook”
Cynthia Carrico-Rausch

“The first requisite for writing well about food is a good appetite” (Liebling, 1962).

As humans, we are consumed by food. Food has a language, structured to sway and shape emotions. They not only provide guidance, they invite, seduce, and demand their reader to participate in the epistemology of food. They are the language of suasion and rhetorical form. As with any artistic performance, good writing, like good cooking, must appeal to its audience because of its form, defined by Burke as “the creation of an appetite in the mind of the auditor, and the adequate satisfying of that appetite”. Modern cookbooks that have addressed satisfying the aesthetic appetite are decidedly different than traditional “homemaker” cookbooks. Through a Cluster-Agon Analysis, this paper will help “crack the code” of modern cookbooks as rhetorical form.

Question and Answer Period