



REQUIRED Cover Page

APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

**All applicants please complete this cover page.

Choose one: <input type="checkbox"/> Creative activity <input type="checkbox"/> Research activity <input checked="" type="checkbox"/> Professional Enhancement activity	Date of Last PDG Award (Semester and Year awarded): <u>16 November 2006</u> Date of ATU Faculty Appointment (Semester and Year): <u>Fall 2005</u>
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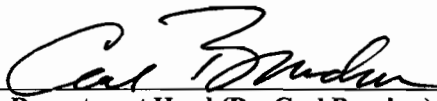
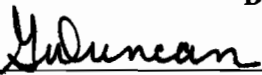
1. **Project Title:** RHETORIC ACROSS RELIGIONS: COMMUNICATION VIA RODS AND SNAKES
2. **Name of Principal Investigator/Project Director:** Ernest J. Enchelmayer
3. **School (abbrev):** LFA 4. **Department:** ENGLISH
5. **Campus Mail Address:** WPN 139 6. **PI/PD Campus Phone:** 356-2030
7. **Amount Requested:** \$ \$3660.55 8. **Total Cost of Project:** \$ \$3660.55
9. **Does this project involve:** 10. **Duration of Project:** 6 days

Yes No

- ☐ ☒ human subjects?
☐ ☒ animals/animal care facility?
☐ ☒ radioactive materials?
☐ ☒ hazardous materials?
☐ ☒ biological agents or toxins restricted by the USA Patriot Act?
☐ ☒ copyright or patent potential?
☐ ☒ utilization of space **not** currently available to the PI/PD?
☐ ☒ the purchase of equipment/instrumentation/software currently **available** to the PI/PD?

NOTE: If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

SIGNATURES

 Department Head (Dr. Carl Brucker)	<u>1-19-07</u> Date
 Dean (Dr. Georgena Duncan)	<u>1-19-07</u> Date

This Section to be completed by the Office of Academic Affairs

PDC Committee Award Recommendation: Yes _____ No _____
PDC Committee Proposal Rank: _____ of _____ Total Proposals.
Recommendation of VPAA: Yes _____ No _____
Recommendation of President: Yes _____ No _____
Award Date: _____

A. COVER PAGE

See page #1

B. ABSTRACT

This project is for the dissemination of research at *the* international conference for my research field: the International Society for the History of Rhetoric (ISHR). I have an invitation to present my research at the 2007 conference in Strasbourg, France, during July 24-28. I will make a lengthy presentation to peers using electronic projection to share the visual elements of my research into the visual/historical iconography of religious rhetoric through uses of rods and snakes.

C. PURPOSE / OBJECTIVES

I examine several images of religious rhetoric and how these images impact communication, particularly in the Old Testament. The main idea is embodied in uses of rods and snakes and how these rods and snakes become the basic symbol for communication that we know as the caduceus (often mistakenly used to symbolize medicine). In terms of the history of rhetoric, this exploration of the appearances of a rhetorical tool [the rod and snake(s)] symbolizes a tangible element of rhetoric. How does this rhetorical tool share space in ancient religions and Christianity? .

D. SIGNIFICANCE / NEED

Professional Enhancement Projects: My presentation at the conference is necessary because this is an international venue where I can present my research and represent ATU. ISHR meets once every other year, so being invited to make a presentation is an honor. The significance of this project is to share information with my peers who have similar interests in rhetoric and/or the visual history of rhetoric. Attending this conference will also allow me the opportunity to share research from previous research work on images of rhetoric.

E. PROCESS FOR ATTAINMENT OF OBJECTIVES / GOALS

Professional Enhancement Projects: I am the specific speaker on this project. I believe that I have a 45-minute session to present my work followed by question & answer. This would be my first time to attend such an international conference. Any potential peers for my session have not been named to date. The conference is the International Society for the History of Rhetoric (ISHR). It is the biennial conference for ISHR. This group meets at a new location every other year. The conference is going to be hosted by Université Louis Pasteur (ULP) in Strasbourg.

F. DISSEMINATION OF RESULTS

I will present a paper and Powerpoint slideshow to those attending my session. The venue for this will be in the conference room to which I am assigned. I plan to provide several copies of my paper for distribution among attendees. My hope is that my paper may be published by the ISHR bulletin, *Rhetorica* (not to be confused with my research into the rhetoric iconography, often referred to as Rhetorica).

G. REPEATED REQUESTS : None in this grant cycle and none for this conference before.

H. BUDGET: See page 4

I. BIBLIOGRAPHY: Not Applicable

J. APPLICATION VITA See attached pages

**PROPOSED BUDGET
FACULTY DEVELOPMENT GRANT**
(include budget categories as appropriate)

1. *Supplies (please list items to be purchased and estimated price per item including taxes and shipping, if appropriate):

Item No. 1 video equipment rental for conference	Estimated Price	<u>\$175.00</u>
Item No. 2 laptop rental for conference	Estimated Price	<u>\$200.00</u>
Item No. 3 translation service fees (additional lines as needed)	Estimated Price	<u>\$300.00</u>

Total estimated supplies \$675.00

2. Travel (please list travel expenditures by date and estimated costs):

Travel No. 1 round-trip flight	Estimated Price	<u>\$1660.23</u>
Travel No. 2 mileage to/from airport	Estimated Price	<u>\$34.32</u>
Travel No. 3 cab rides /train tickets (additional lines as needed)	Estimated Price	<u>\$135.00</u>

Total estimated travel \$1829.55

3. Lodging & Parking & Fees & Food:

Item No. 1 Conference Hotel	Estimated Price	<u>\$700.00</u>
Item No. 2 Conference Registration	Estimated Price	<u>\$250.00</u>
Item No. 3 Parking at Little Rock Airport (\$11 x 6 days)	Estimated Price	<u>\$66.00</u>
Item No. 4 \$28.00 per diem x 6 days (additional lines as needed)	Estimated Price	<u>\$168.00</u>

Total estimated lodging & parking & fees \$1156.00

TOTAL PROPOSED BUDGET \$3660.55

RELATED PUBLICATIONS:

Enchelmayer, Ernest J. "The Southern Icon." *The Encyclopedia of Southern Culture*. Ed. James Thomas. University of North Carolina Press (forthcoming)

Blakesley, David. *Illuminating Rhetoric: A Guide to Seeing, Reading, and Writing*. San Francisco: Mayfield/McGraw-Hill, 2003. [Editorial Assistant]

RELATED CONFERENCES, PAPERS, LECTURES, & PUBLIC APPEARANCES:

"Who Are These Women Representing Rhetoric?" Conference on College Composition and Communication, New York, NY, March 2007.

"Iconography: Visualizing Rhetoric." Medieval Popular Culture area of the Popular Culture Association, San Antonio, TX, April 2004.

"Rhetorica Iconography: Making the Visual Matter." Conference on College Composition and Communication, San Antonio, TX, March 2004.

"Medieval Iconography of Rhetoric as Teacher." Southeastern Medieval Association, University of Arkansas, Fayetteville, AR, October 2003.

"Visual and Cultural Rhetoric." Conference on College Composition and Communication, New York City, NY, March 2003.

"Historical and Pedagogical Consideration of Rhetorical Iconography." Conference on College Composition and Communication/RNF, Denver, CO, March 2001.

"Influences of Rhetoric(a) in Composition." South Central Modern Language Association, Memphis, TN, October 1999.

"Rhetoricism, Social Constructionism, and Cognitive Science." Midwest Modern Language Association, St. Louis, MO, November 1998.

RELATED TEACHING AT THE UNIVERSITY LEVEL:

- Rhetoric (graduate)
- Specialized Study in English (graduate)
- Visual Composition (undergraduate)

- Summer 2007 – Visual Rhetoric (graduate)