

Exploring the Visual Roots of Classical Rhetoric and Its Implication for Gender Politics: Reflection upon Roman Rhetoric from a Bakhtin's Perspective

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Abstract : This study aims to explore the visual roots of classical rhetoric and its implication for gender politics by the constant reference to Mikhail Bakhtin's theory of novelist time. First, it attempts to clarify the argument that "visuality always has been integral to rhetorical consciousness" by critically re-reading the rhetorical theories of roman rhetorician such as Cicero and Quintilian. Thereby, the vague clues of visuality would be realized from the so-called 'five canons of rhetoric' (invention, arrangement, style, memory, and delivery), which originally deriving from verbal and spoken rhetorical tradition. Drawing on Mikhail Bakhtin's elaboration of novelist time in contrast to epic time, it addresses the specific timeline inherent in the dynamics of visual rhetoric involves the refusing the 'absolute past', the focusing on unfinalized contemporary reality, and the expecting for open future. Taking the primary visions of Taipei LGBT parade over the past 13 years as research cases, it mentions that visuality could not only activate the rhetorical functions of classical rhetoric, but also inspire gender politics in the contemporary era.

Keywords : classical rhetoric, gender politics, Mikhail Bakhtin, visuality

Conference Title : ICSS 2016 : International Conference on Social Sciences

Conference Location : Amsterdam, Netherlands

Conference Dates : August 04-05, 2016