

# The 4th Tokyo Conference on Argumentation

The Role of Argumentation  
in Society

August 10<sup>th</sup> - 12<sup>th</sup>, 2012

Sophia University Junior College Division, Kanagawa, JAPAN

Sponsored by:  
Japan Debate Association

In Memory of  
Fr. Scott Howell

主催 日本ディベート協会 (JDA)

於 上智大学短期大学部 (神奈川県)

期間 二〇一二年 八月一〇 - 一二日 (金・日)

社会における議論の役割

第四回  
議論学国際学会議

## August 10, 2012 (Fri)

10:20-16:45	10:20 Opening
English-Debate Experience Seminar for High School Teachers	10:30 Lecture 1
[The lectures will be offered in the <u>Japanese language only</u> ]	12:00 Break
[9:50 Registration of the seminar]	13:00 Debate Preparation & Practice
	15:45 Lecture 2
	16:30 Reflection & Closing

## August 11, 2012 (Sat)

10:00 - 11:45 Room 1 (111)

### OPENING

Greetings by the JDA President: Junya Morooka

KEYNOTE David Zarefsky, Northwestern University  
“When Argumentation Meets Society:  
Bridging Normative and Descriptive Perspectives”

13:00 - 14:30

### Session 1: GREAT EAST JAPAN

#### EARTHQUAKE I

Room 1 (111)

Chair: G. Thomas Goodnight, University of  
Southern California

Hiroko Okuda, Nanzan University  
“Critical reflections on Japan’s crisis  
management as nuclear state: A case  
study of Japanese politics and language  
in the Fukushima nuclear accident”

Masako Suzuki, Keio University  
“Fuhyo Higai [Harmful Rumors]”

Takeshi Suzuki, Meiji University  
“An Analysis of Elite Panic: The Kan  
Administration’s Handling of the Greater  
East Japan Earthquake”

Shojiro Yasui, Ministry of Health, Labour  
and Welfare, Japan  
“A Critical Review of Controversy over  
Health Effects of Low Dose Radiation  
Exposure Accompanied with Fukushima  
Daiichi APP Accident”

### Session 2: PUBLIC ARGUMENT

Room 2 (138)

Chair: Tomohiro Kanke, Tokai University  
Takuzo Konishi, Tokyo, Japan

“Promise and Peril of Habermas’  
Conception of Public Sphere”

Edward Schiappa, University of Minnesota  
“Defining Marriage in California &  
Beyond: An Analysis of Public &  
Technical Argument”

Joseph P. Zompetti, Illinois State University  
& Satoru Aonuma, Tsuda College  
“Public Argument in an Era of Global  
Protest”

### Session 3: ARGUMENTATION PEDAGOGY I

Room 3 (139)

Chair: Shusuke Murai, New York University  
Frans H. van Eemeren, ILIAS and University  
of Amsterdam

“From Ideal Model to Situated  
Argumentative Discourse”

Steve Oswald, VU University, Amsterdam &  
Christopher Hart, Northumbria  
University

“Trust Based on Bias: A Cognitive and  
Evolutionary Treatment of the Rhetorical  
Effectiveness of the Ad Verecundiam and  
Ad Populum Fallacies”

Tomas Nilsson, Lund University  
“Arguing for Business: The Use of  
Prosopopoeia in Everyday Marketing  
Work”

15:00 – 16:30

Session 4: POLITICAL ARGUMENT

Room 1 (111)

Chair: Aya Kubota, Mejiro University

G. Thomas Goodnight, University of Southern California

“Communicative Power & Economic Diplomacy: Matsumoto and Clinton April 17, 2011”

Thomas A. Hollihan & Patricia Riley, University of Southern California

“Strategic Argument and Media Diplomacy: Framing Peace and Security in the Asian Pacific”

Brian R. McGee, College of Charleston

“Barack Obama as ‘Committed Socialist’: Arguing from Definition in the 2012 Republican Presidential Primaries”

Session 5: PERSUASION, DISAGREEMENT, MEDIATION

Room 2 (138)

Chair: Shojiro Yasui, Ministry of Health, Labour and Welfare, Japan

Manfred Kraus, University of Tübingen

“Talk at Cross Purposes: The Role of Disagreement and Polemic Argument in Democratic Societies”

Alena L. Vasilyeva, Minsk State Linguistic University

“Shaping Disagreement Space in Dispute Mediation”

Claudia Zbenovich, Hadassah College

“Diet or Die!: Persuasive Strategies in a Health Coaching Discourse”

Session 6: DEBATE TOPICS

Room 3 (139)

Chair: Bernardo Attias, California State University Northridge

Gordon R. Mitchell, University of Pittsburgh & Satoru Aonuma, Tsuda College & Takeshi Suzuki, Meiji University

“Changing Horses in Midstream: Topic Change Controversies as Rhetorical Crises”

Masako Suzuki, Keio University

“Topics Dividing the World”

17:00 – 18:30

Session 7: CONTEMPORARY CULTURE & ARGUMENT

Room 1 (111)

Chair: Kaori Yamada, University of Wisconsin-Milwaukee

Lin-Lee Lee, National Kaohsiung Normal University

“Exploring the Living Fossil of Daughter’s Kingdom: A Rhetorical Study of Mosuo Folksongs”

Silvia Adler, Bar Ilan University

“Silent and Semi-silent Argumentation in the Graphic Novel Scene”

Laurance Paul Strait, University of Southern California

“Argumentative Hoaxing: From Incommensurability to Mutual Understanding”

Session 8: MOVEMENT STUDIES

Room 2 (138)

Chair: Junya Morooka, Rikkyo University  
Kevin Baaske, California State University, Los Angeles

“Argument and the Occupy Movement: Multi-voiced Advocacy in Contemporary Protest”

Noriaki Tajima, Kanda University of International Studies

“Voices of Anti-neoliberal Movement in Japan: Two Protests for Japanese Non-regular Young Workers”

Elsa Guardiola, Montpellier III University

“Political Discourse in Crisis Context: Discursive Strategies and Audience to the Test Electoral Campaigns and Post-electoral Conflicts in Mexico”

Session 9: PANEL ON PUBLIC DEBATE

Room 3 (139)

“A Panel/Public Debate: Should High School Students in Japan Debate Nuclear Power?”

Satoru Aonuma, Tsuda College

David Hingstman, University of Iowa

Michael Janas, Samford University

Gordon R. Mitchell, University of Pittsburgh

19:30 – 21:00 RECEPTION At Okura Frontier Hotel Ebina

## August 12, 2012 (Sun)

10:00 - 11:30 Room 1 (111)

KEYNOTE Yoshiro Yano, Chuo University

“Social Strength of Weak Arguments: Understanding 21C Japanese Political Debates through Classical Sociological Perspectives”

13:00-14:30

### Session 10: GREAT EAST JAPAN

#### EARTHQUAKE II

Room 1 (111)

Chair: Thomas A. Hollihan, University of Southern California

Yasuhito Abe, University of Southern California

“‘Pray for Japan’: Reinventing ‘Japanese National Character’ after the 2011 Tohoku Earthquake, Tsunami, and Nuclear Crisis”

Satoru Aonuma, Tsuda College

“Historical Seismology vs. Nuclear Engineering: A Case Study of Interfield Argument in the Debate over Nuclear Power Plant Siting in Japan”

Michael Janas, Samford University

“It Can’t Happen Here: Motivated Cognition and American Arguments Regarding Fukushima Daiichi”

Naoki Kambe, Kanda University of International Studies

“Representations/Reconstructions of the Japanese after the Great East Japan Earthquake”

### Session 11: PHILOSOPHY & ARGUMENT

Room 2 (138)

Chair: Takuzo Konishi, Tokyo, Japan

J. Anthony Blair, University of Windsor

“Arguing To and Arguing With”

Janice Schuetz, University of New Mexico

“Renditions of Free Speech/Information in Julian Assange’s Moral Argumentation about WikiLeaks”

Tatiana Ivanova, Nevsky Institute of Language and Culture

“Argumentation, Actually... Is All Around”

### Session 12: RHETORICAL ARGUMENT I

Room 3 (139)

Chair: Masako Suzuki, Keio University

Junya Morooka, Rikkyo University &

Tomohiro Kanke, Tokai University

“Female Orators in Modern Japan”

Eisuke Kubota, Aichi Mizuho College & Aya Kubota, Mejiro University

“Rhetoric of Love in Modern Japan: Reconstructing Female Sexuality”

Takayuki Kato, Seiwa University

“An Analysis of Royal Address by the King of Bhutan at the Diet of Japan”

Angela G. Ray, Northwestern University

“Global Analogies and Social Knowledge: Nineteenth-century Americans Learn about the World”

15:00 – 16:30

Session 13: RHETORICAL ARGUMENT II

Room 1 (111)

Chair: Takayuki Kato, Seiwa University

Kaori Yamada, University of  
Wisconsin-Milwaukee

“Restorative Rhetoric for Ethical  
Rhetorical Leadership: A Critical Analysis  
of George W. Bush’s Hurricane Katrina  
Speech”

Renske Wierda, University of Amsterdam

“Authority arguments in  
Direct-to-consumer Medical  
Advertisements”

Peter A. Cramer, Simon Fraser University

“Sick Stuff: A Case Study in the  
Micro-rhetoric of Controversy”

Session 14: AUDIOVISUAL ARGUMENT

Room 2 (138)

Chair: Hiroko Okuda, Nanzan University

Laura Alberti, University of Southern  
California

“Visual Argument in Controversy: The  
Greek Debt Crisis in the European Public  
Sphere”

Yoshiko Ikeda, Ritsumeikan University

“Images of the Japanese and Americans in  
2000s films”

Bernardo Attias, California State University  
Northridge

“Sound Arguments: Debating Technology  
in Popular Music Subcultures”

Session 15: ARGUMENTATION PEDAGOGY

II

Room 3 (139)

Chair: Yoshiro Yano, Chuo University

Noriaki Tajima & Arata Miyazaki, Kanda  
University of International Studies

“Seeking an Alternative and Effective Way  
of Teaching: Narrative Style in  
‘Introduction to Communication’  
Textbooks”

Minghui Xiong & Yun Xie, Sun Yat-sen  
University

“Logics for Legal Argumentation”

Michael D. Bartanen, Pacific Lutheran  
University & Robert S. Littlefield, North  
Dakota State University

“The Cultural Influences of Forensics  
Practice: The Cold War and its Influence  
on American Forensics”

17:00-18:00

CLOSING

Room 1 (111)

J. Anthony Blair, University of Windsor

August 11, 2012 (Sat) 8月11日(土)

	Room1 (111)	Room2 (138)	Room3 (139)
10:00 11:30	<u>Keynote</u> Zarefsky		
13:00 14:30	<u>Session 1</u> [Goodnight] Okuda Suzuki (M) Suzuki (T) Yasui	<u>Session 2</u> [Kanke] Konishi Schiappa Zompetti & Aonuma	<u>Session 3</u> [Murai] Eemeren Oswald & Hart Nilsson
15:00 16:30	<u>Session 4</u> [Kubota (A)] Goodnight Hollihan & Riley McGee	<u>Session 5</u> [Yasui] Kraus Vasilyeva Zbenovich	<u>Session 6</u> [Attias] Mitchell & Aonuma & Suzuki (T) Suzuki (M)
17:00 18:30	<u>Session 7</u> [Yamada] Lee Adler Strait	<u>Session 8</u> [Morooka] Baaske Tajima Guardiola	<u>Session 9</u> [PANEL] Aonuma Hingstman Janas Mitchell

August 12, 2012 (Sun) 8月12日(日)

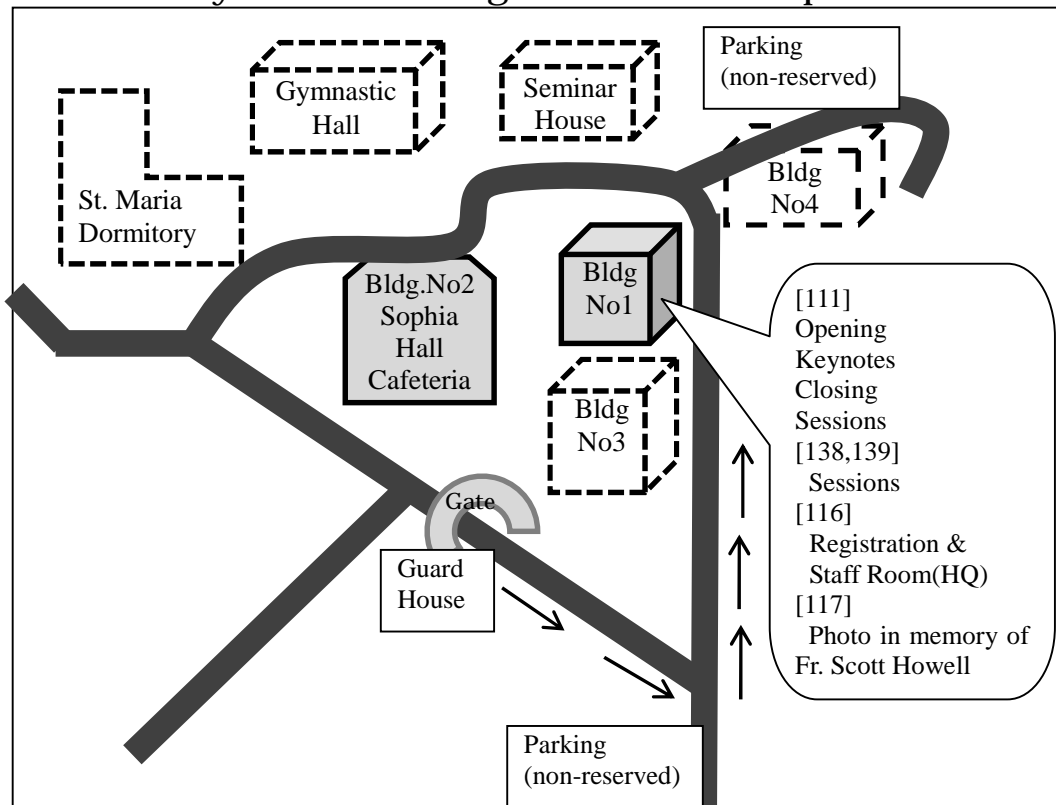
	Room1 (111)	Room2 (138)	Room3 (139)
10:00 11:30	<u>Keynote</u> Yano		
13:00 14:30	<u>Session 10</u> [Hollihan] Abe Aonuma Janas Kambe	<u>Session 11</u> [Konishi] Blair Schuetz Ivanova	<u>Session 12</u> [Suzuki(M)] Morooka & Kanke Kubota (E) & Kubota (A) Kato Ray
15:00 16:30	<u>Session 13</u> [Kato] Yamada Wierda Cramer	<u>Session 14</u> [Okuda] Alberti Ikeda Attias	<u>Session 15</u> [Yano] Tajima & Miyazaki Xiong & Xie Bartanen & Littlefield
17:00 18:00	<u>Closing</u> Blair		

Fr. Scott Howell, S.J.  
1942-2012

Personal History

- April 26<sup>th</sup>, 1942    Born in Washington, D.C., U.S.A.
- Sept 7<sup>th</sup>, 1959    Entered the Society of Jesus
- May, 1972        Received a PhD in Physics from Catholic University
- August 14<sup>th</sup>, 1972    Came to Japan
- 1975             Acted as the Japanese agent in founding the present Japan-US Exchange Debate program (then sponsored by the SCA-CIDD, now by the JDA & the NCA -CIDD)
- June 4<sup>th</sup>, 1977    Ordination as a priest
- April, 1979       Started teaching in the Department of Engineering, Sophia University
- Feb 2<sup>nd</sup>, 1982     Final Vows
- March, 1986     One of the founders of the present Japan Debate Association (JDA, then Japan Debate Conference)
- April, 1991       Associate Professor, Sophia University
- April, 1996       Professor, Sophia University
- April, 2009       President, Sophia University Junior College Division
- July 18<sup>th</sup>, 2012    Passed away at the Juntendo Hospital

## Sophia University Junior College Division Campus



**The Okura Frontier Hotel Ebina** is a 5-minute walk from **Ebina Station** (Odakyu Line), from which a 20-minute outbound train will take you to **Hadano Station**, at which South Exit a free shuttle bus is available to start at 9:10 & 9:40 (on 11th & 12th) to **Sophia University Junior College Division**. Parking space is open, and no reservation is necessary. Just tell a guard at the gate that you're a conference participant. Return Buses leave the Sophia campus at 18:40 & 18:50 on 11th, and 18:30 & 18:40 on 12th.

### Lunch / Drinks / Smoking

**Reception:** On August 11th (Sat) there will be a reception party at the Okura Frontier Hotel Ebina from 7:30PM (All participants are invited. No need to be dressed up!)

**Free Drinks:** We will be offering free cold drinks (water, coffee, Coke etc.) all day.

**Lunch:** A variety of lunch sets are offered at reasonable prices at restaurants around the campus. Also, sandwiches are sold at nearby stores. We will provide a guide map including such nearby restaurants and stores at the conference registration.

**Smoking:** Basically, smoking is prohibited except for few designated areas outdoors.

## The Committee for the 4th Tokyo Conference on Argumentation 第4回議論学国際学術会議 実行委員会

Chair & Host: Takeshi Suzuki 鈴木健 (Meiji University)

Japan Debate Association: Kazuhiko Kakehi 笈一彦(The University of Tokyo), Takayuki Kato 加藤貴之(Seiwa University), Aya Kubota 久保田絢(Mejiro University), Shigeru Matsumoto 松本茂(Rikkyo University), Junya Morooka 師岡淳也(Rikkyo University), Masako Suzuki 鈴木雅子(Keio University), Shusuke Murai 村井秀輔(New York University), Yoshiro Yano 矢野善郎(Chuo University), Shojiro Yasui 安井省侍郎(Ministry of Health, Labour and Welfare, Japan)

The Screening Committee: David Zarefsky, (Northwestern University), J. Anthony Blair, (University of Windsor), Takayuki Kato 加藤貴之 (Seiwa University), Aya Kubota 久保田絢 (Mejiro University), Takeshi Suzuki 鈴木健 (Meiji University)