

2026 ARSTM @NCA Conference Schedule
SpringHill Suites by Marriott New Orleans Warehouse Arts District Hotel
301 St. Joseph's Street
Lagniappe Room
New Orleans, Louisiana
Wednesday, November 18, 2026

7:30am

- **Breakfast**

8:00am

- **Welcome and Opening Remarks**

8:10am to 9:25am

Panel: Algorithmic Circulation, AI, and Information Infrastructure

- *Rhetorical Circulation and Scientific Abstracting at the Dawn of the Information Age*
Jonathan Buehl, Ohio State University
- *Constructing Counterpublics: Employing Spectacle in the Web Presence of Three Museums in Branson, MO*
Reid Johnson, Texas Tech University
- *When Knowledge Meets the Algorithm: Knowledge Circulation through GenAI in Science, Technology, and Medicine*
Fatima Zohra, University of Waterloo
- *A Rhetorical Analysis of the Circulation of "AI Agent"*
Yitong Wang, North Carolina State University

9:30am to 10:45am

Panel: Histories, Ethics, and Institutional Mechanisms of Scientific Trust

- *Rhetoric and the Cultural Techniques of Life and Death*
Joshua Reeves, Oregon State University
- *Constitutive Circulation and the Proliferation of Mechanistic Medicine*
S. Scott Graham, The University of Texas at Austin
- *Circulations of Suffering: Rhetorical Proximity and the Politics of Care in Public Narratives of Psychiatric Euthanasia*
Cassidy Rempel, University of Wisconsin-Madison
- *Retractions and the Erosion of Scientific Trust*
Rod Abhari, University of Wisconsin-Madison

10:50am to 12:05pm**Panel: Stem Cells, Raw Milk, Clean Foods, and Sunshine: MAHA Rhetorics and Assessing Scientific “Truths”**

- *Stem Cells and Rhetorical Pluripotency*
Dr. Tori Thompson Peters, Baylor University
- *The Grist in the Gift: Kernels of Truth and the Art of the Scam*
Dr. Amanda Friz, University of Washington
- *The Kennedy Paradox: Weaponizing Celebrity Against Public Health*
Dr. Michelle Laura Flood, St. John Fisher University
- *When the Dose Becomes the Poison: Circulation and the Rhetorical Reversal of Medical Authority*
Meg Marquardt, Mississippi State University

12:05pm to 1:30pm

- **Announcements**
- Lunch on Your Own [\(List of Nearby Restaurants\)](#)

1:30pm to 2:30pm**Panel: Upstream Rhetoric: How Simplified Public Sphere Narratives Reshape Technical Sphere Practice and Policy**

- *HRT and Breast Cancer Risk*
Kelly Pender, Virginia Tech
- *Upstream Rhetorics and Blood Refusal: Constructing a Notion of Safety*
Heidi Y. Lawrence, Associate Professor of English, George Mason University
- *Disease Outbreaks and Ecological Origins*
Julie Gerdes, Assistant Professor, Virginia Tech

2:35pm to 3:50pm**Panel: Digital Embodiment, Metabolic Rhetorics, and Diagnostic Communities**

- *Morphologic Ethos and the Rhetorical Construction of GLP-1 Transformation*
Maggie Hart, University of Minnesota, Twin Cities
- *“Normal is not always optimal”: How Influencer Jessie Inchauspé Interprets, Repackages, and Circulates Blood Glucose Science*
Dr. Mary Clindenbeard, Assistant Professor of English, Louisiana State University
- *From PCOS to PMOS: Digital Illness Storytelling and Rhetorical Re-Naming in Online Communities*
Nusrat Jahan, University of Louisiana at Lafayette
- *Interfacing Biomedical Knowledge: A Media Genealogy of PubMed and Its Bibliographic Predecessors*
Jen Fehsenfeld, George Mason University

3:55pm to 5:10pm

Panel: Environmental Rhetorics, Risk, and Technological Ecologies

- *Circulating Biodiversity, Cultivating Resilience: An Ecofeminist Rhetorical Analysis of Seed Banks*
Lisa L. Phillips, Associate Professor, Texas Tech University
- *Toggling Information Rhetorics: Facilitating Rhetorical Trust through Common Jargon and Specialized Terminology in Science, Technology, and Medical Communication*
Benjamin Bennett-Carpenter, Oakland University
- *"Only God is Qualified to Change the Weather": Outlaw Discourse, "Bad" Science, and Conspiracies About Geoengineering Among Health Freedom Advocates*
Megan E. Cullinan, University of Montana
- *Five Days At the "Epicenter of the Global AI Industry": An Interdisciplinary Analysis of Discursive Practice in the Private Sector*
Sara Rabon, PhD Student, University of Wisconsin-Madison

5:10pm to 6:00pm: Break Before Dinner

6:00pm: ARSTM @NCA Dinner (Location TBD)