

GW4 Rhetoric In Society; *Viral Rhetorics*

Panel 2: Rhetoric of Illness (14 January, 15:00-16:30)

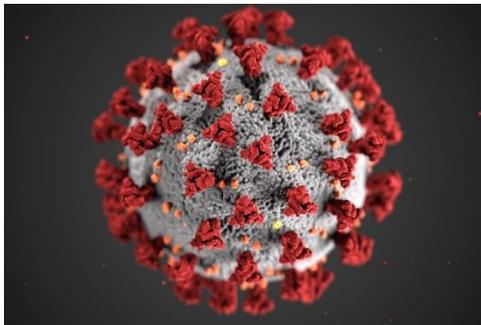
Chair: Dr Elisabeth (Lisa) El Refaie, Cardiff

1) Dr Andrew Blades (Lecturer in English, Bristol University)



According to the *Centre for the Protection of National Infrastructure* (CPNI)'s guidance document of May 2020, "CPNI have developed COVID-19 (CV-19) workplace actions campaign which aims to help organisations successfully embed good health behaviours in the workplace in line with UK Government guidelines." The CPNI posters have been used across a number of workplaces. Many of them are more straightforward in their instruction ('your colleagues need you to wash your hands' etc.). This one, however, is more ambiguous. I will talk about the implications of the phrase 'your colleagues need you to', which features in the full run of posters in the CPNI campaign, and its relationship to 'say if it's not okay'. What implications and rhetorical impacts do the pronouns and possessives – you, your, it – have here? What might this suggest about the relationship between individual actions and wider institutional structures during a pandemic?

2) Dr João Florêncio (Senior Lecturer in History of Modern and Contemporary Art and Visual Culture, University of Exeter)



I will be looking at the visual rhetorics of this image. By comparing it with other alternative representations of the virus, as well as famous early representations of HIV, I will draw some questions concerning the military rhetorics deployed in popular immunological discourses, as well as broader questions concerning the biopolitical underpinnings of imaging technologies in 20th and 21st-century health sciences.

3) Prof Luna Dolezal (Associate Professor in Philosophy and Medical Humanities, University of Exeter)



I will talk about the UK government's recent 'Tackling Obesity' public health campaign, using the campaign's public health posters to discuss how the campaign leverages fat shaming as a means to encourage normative models of self-care and self-discipline, explicitly framing obesity as the result of an individual's 'choices' which in turn 'cost' others.