

## Materials of Persuasion CFP: Materials of Persuasion

Graduate Symposium

[Please pay attention to the changed contact address!]

Materials of Persuasion  
Bard Graduate Center, New York  
April 23, 2010

Few persons are capable of being convinced; the majority  
allow themselves to be persuaded.  
(Goethe)

I'm in the persuasion business, and  
frankly I'm disappointed by your presentation.  
(Peggy Olson, Mad Men)

Critics passing judgment, clergy seeking converts, advertisers selling  
products, and politicians running for office are all in the persuasion  
business. Persuasion is the key to the art of rhetoric, but there has  
always been a material dimension to persuasion as well.

Objects are vehicles of persuasion. We are persuaded to purchase and  
consume objects, and we use them to persuade others, to mediate the  
identities we put forth, and our interactions with each other. The roles  
of persuasive objects change over time as they pass from hand to hand. The  
mutable relationships between material objects, people, and desire are  
powerful, tantalizing subjects of study. So how does persuasion factor  
into these fluid equations

Makers, buyers, and users all have unique  
perspectives on the art of persuasion, as well as unspoken intentions that  
are constantly at work beneath the surface. Some of these intentions may  
be deceptive – persuasion can have a dark side. Finally, persuasion rests  
upon various types of evidence – what must we see in order to believe

We invite scholars from diverse fields to explore these issues– come, and  
be persuasive. Topics may include but are not limited to: Marketing,  
advertising, and the mechanics of consumer desire. Branding and the  
elevation of the status symbol: What's in a name  
The continuum of

authenticity: Influences, appropriations, copies, knock-offs and forgeries. Persuasive scholarship: methodologies, authorial tone, and the use of revealed/suppressed information. Surface treatments: Gilding, varnishing, veneering, trompe l'oeil and faux materiality. The toolbox of persuasion: Emotion, rationalism, the hard sell, manipulation, and deceit.

The conference will take place on April 23, 2010, at the Bard Graduate Center in New York City. Those interested in submitting papers for consideration should contact <gradsymp@bgc.bard.edu>. Please include the title and a 250-word abstract of your paper topic, as well as a CV that includes your contact information and email address. Please send your submission no later than Friday, January 29, 2010. Accepted speakers will be notified in February. The Graduate Student Symposium Committee  
The Bard Graduate Center for Studies  
in the Decorative Arts, Design, and Culture  
18 West 86th Street  
New York, New York 10024

Reference:

CFP: Materials of Persuasion CFP: Materials of Persuasion. In: ArtHist.net, Jan 16, 2010 (accessed Apr 20, 2025), <<https://arthist.net/archive/32241>>.