# Borders without Boundaries: Research and Pedagogy in Writing and Discourse

The Fifth Annual Conference of the Canadian Association for the Study of Discourse and Writing  
l’Association canadienne de rédactologie (CASDW / ACR)

Brock University, St. Catharines, Ontario  
May 24 to 26, 2014

For the detailed program, with abstracts, please visit [http://casdwacr.wordpress.com/2014/04/19/final-program-for-casdw-2014/](http://casdwacr.wordpress.com/2014/04/19/final-program-for-casdw-2014/)

## SATURDAY, MAY 24, 2014  (May 8, FINAL program)

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:15</td>
<td>Welcome: Doug Brent, CASDW President</td>
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<td>9:30</td>
<td>Opening Keynote: Dr. Doreen Starke-Meyerring</td>
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<td>9:45</td>
<td>Associate Professor, Department of Integrated Studies in Education,</td>
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<td>McGill University, Montreal, Canada</td>
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<td>10:00</td>
<td>Mapping the Roles of Writing in Student Persistence and Degree Completion in Higher Education: Insights from and New Directions for Writing Studies Research</td>
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<td>With increasing efforts to widen participation in higher education in many countries, questions about student persistence and degree completion have regained prominence. Accordingly, much research over the last few decades has attempted to understand the complex factors involved in student persistence and degree completion. While that research has assembled a rich picture of factors, writing as the main site of student learning and assessment has largely been overlooked. Drawing on current research in Writing Studies as well as on a recent study of student experiences with writing in doctoral education, where attrition rates of 30-50% call for renewed attention to this question, this presentation maps the complex roles writing plays in student persistence and degree completion and invites participants to explore new directions for writing studies research in addressing these central questions on all levels in higher education.</td>
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<tr>
<td>10:30</td>
<td>Coffee Break (10:30 – 11:00) outside South Block 216</td>
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<td>11:00</td>
<td><strong>A1. Issues, Controversies, and Lines in the Sand(s)</strong>&lt;br&gt;Chair: Doug Brent, U of Calgary</td>
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<td>to 12:30</td>
<td><em>What’s at Issue? A Preliminary Rhetorical Analysis of Ontario’s “Ring of Fire” Controversy&lt;br&gt;Philippa Spoel, Professor, Dept of English, Laurentian University, Sudbury, ON&lt;br&gt;A Rhetorical Analysis of the Climate-Change Blogosphere and Climate Scientists’ Blogs&lt;br&gt;Graham Smart, Associate Professor, School of Linguistics &amp; Language Studies, Carleton University, Ottawa, ON&lt;br&gt;The Rhetorics of “Speaking Back”: Language, Social Change, and Intercultural Interaction in the Aboriginal Public Speaking Event&lt;br&gt;Stephen Peters, PhD Candidate, McGill University, Montreal, PQ</em></td>
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<td>12:30</td>
<td><strong>Lunch (12:30 – 2:00)</strong></td>
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| 2:00 to 3:30 | **A2. Public Discourses:** Issues, Genres, and Positions  
**Chair:** Doug Brent, U of Calgary  
Uptake, Genre, and Genre Systems: The Discursive Career of the “Housing First” Solution to Homelessness (2013-2014)  
Diana Wegner, Douglas College (Emerita) and UBC, Vancouver, BC  
Obesity, Responsibility and Knowledge Translation: A Multimodal, Genre-Based Analysis of Canada’s Food Guide  
Christen Rachul, PhD candidate, Applied Linguistics and Discourse Studies, Carleton University, & Research Fellow, Health Law Institute, University of Alberta, AB  
We” the People or “We” the Paper: Discursive Constructions of the Reader in Editorials  
Sheila Hannon, PhD; Sessional Lecturer, FIMS and Graduate Journalism, Western University (UWO), London, ON | **B2. ROUNDTABLE**  
Writing Assignments & Curricular Change: Implications from Seven Institutions  
Roger Graves, Director of Writing Across the Curriculum, University of Alberta, Edmonton, AB  
Andrea Williams, Lecturer, University of Toronto, Toronto  
Theresa Hyland, Director, Writing and Cross-cultural Services, Huron University College, London, ON  
Judith Jewinski, Special Advisor to the Provost on English Language Competency, University of Waterloo, Waterloo, ON  
Anne Parker, Associate Professor, University of Manitoba, Winnipeg, MB  
Boba Samuels, Manager—Writing Centre, Wilfrid Laurier University, Waterloo, ON  
Marion McKeown, Royal Military College, Kingston ON  
Gloria Borrows, Writing Centre, Univ. of the Fraser Valley, BC  
Graham Shaw, Writing Centre, Univ. of the Fraser Valley, BC  
David Slomp, University of Lethbridge, Lethbridge, AB | **C2. Communicating Across Language Boundaries**  
**Chair:** J. Andre, U of Calgary  
Politeness Strategies in Personal Statements: A Comparative Discourse Analysis between Native and Non-native English Writers  
Sibo Chen, School of Communication, Simon Fraser University, Burnaby, BC, & Hossein Nassaji, Dept of Linguistics, University of Victoria, Victoria, BC  
The Effectiveness of Formulaic Sequences in Augmenting L2 Writing Proficiency: A Quantitative Research Study  
Lina AlHassan, Carleton University, Ottawa, ON  
Code Switching in Bilingual Writing  
Olga Makinina, PhD student, Carleton University, Ottawa, ON |
| 3:30      | **Coffee Break (3:30-4:00) outside South Block 201** |                                                                                  |                                                                                  |
| 4:00 to 5:15 | **A3. Entering Research Communities:** Students’ Perceptions & Experiences  
**Chair:** Doug Brent, U of Calgary  
Demonstrating Membership in a Disciplinary Community through Reading Scholarly Writing  
Rick Gooding, Katharine Patterson, Jaclyn Rea, & Katja Thieme, Arts Studies in Research and Writing, UBC, Vancouver, BC  
Becoming a Researcher: Senior Students’ Perceptions of Entering a Research Community  
Doug Brent, Dept of Communication and Culture, University of Calgary, AB | **B3. Across Boundaries: Focus on WAC and Academic Writing**  
**Chair:** Jo-Anne Andre, U of Calgary  
Writing Across the Curriculum (WAC) at Ontario Colleges  
Erminia Bossio, Professor ESL & Communications, Faculty of Humanities & Social Sciences, Sheridan Institute of Technology & Advanced Learning, Oakville, ON, & M.A. candidate, Dept. of Language & Literature, University of Waterloo, ON  
Instruction of English Academic Writing in China’s Higher Education: An Analysis of Policy and Reality  
Xuemei Li, Assistant Professor, Faculty of Education, Memorial University of Newfoundland, St John’s, NL |                                                                                  |


**CASSW 2014  SUNDAY, MAY 25**

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<tr>
<th>South Block 215</th>
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| **9:30 to 10:30** | **B4. Transitions to Graduate Writing**  
*Chair: Doug Brent, U of Calgary*  
Graduate Transitions to the Literature Review Overview  
Carolyn Labun, Senior Instructor, School of Engineering, UBC, Okanagan Campus,  
Jordan Stuck, Instructor, Centre for Scholarly Communication, UBC, Okanagan Campus, & Laura Thorne, Learning Services Librarian, Okanagan Library, UBC, Okanagan Campus, BC  
Graduate Writing Instruction and (Inter)Disciplinary Discourse: Insights from Nanotechnology and Mathematical Biology  
Heather Graves, Interim Director of Writing Across the Curriculum, University of Alberta, Edmonton, AB |
| **10:30** | **A4. Writing Exigencies and Practices**  
*Chair: Jo-Anne Andre, U of Calgary*  
Collaborations in Community Service Learning Contexts: Using Project Teams to Enrich Undergraduate Writing Development  
K. Patterson, D. Wegner, & R. Gooding, Arts Studies in Research and Writing, University of British Columbia, Vancouver, BC  
Explicit versus Implicit Exigencies in Scholarly Articles in Literary Studies: Reconciling Overt Claims with Observed Rhetorical Motives  
Sarah Banting, Assistant Professor, English Dept.  
Mount Royal University, Calgary, AB |
| **South Block 215** | **South Block 456** |
| **11:00 to 12:00** | **B5. Crossing Professional Boundaries: TA Training**  
*Chair: Doug Brent, U of Calgary*  
Crossing Boundaries Through TA Training and Mentoring: Engaging Disciplinary TAs in WAC / WID  
W. Brock MacDonald, Director, Academic Writing Centre, Woodsworth College, University of Toronto, & Andrea L. Williams, Lecturer, Writing Instruction, Faculty of Arts and Science, University of Toronto, Toronto, ON  
Approaches to TA Training and their Impact on Students and Teachers  
Adrienne Raw, Candidate for Masters of English, Rhetoric and Communication Design, University of Waterloo, Waterloo, ON |
| **11:00** | **A5. Digital Supports for Writing Instruction**  
*Chair: Jo-Anne Andre, U of Calgary*  
Introducing MUCH: The Malmö University Chalmers Corpus of Academic Writing as a Process  
Asko Kauppinen, Associate Professor, Anna Wärsby, Associate Professor, & Maria Wiktorsson, Associate Professor, Malmö University, Sweden, & Andreas Eriksson, Associate Professor, Chalmers University of Technology, Sweden  
Perceptions of E-Books among CEGEP Students and Faculty  
Saul Carliner, Associate Professor and Provost Fellow for e-Learning, Dept of Education, Concordia University; Salvador Garcia-Martinez, PhD Student, Dept. of Education, Concordia University; Patrick Devey, Chief Learning Officer, Knowledge One, Montreal; Maurice DiGiuseppe, Assistant Professor, University of Ontario, Institute of Technology, Faculty of Education, Oshawa, ON, & Ann-Louise Davidson, Assistant Professor, Dept of Education, Concordia University, Montreal, PQ |
| **South Block 215** | **Walker Complex 203** |
| **11:00** | **B5. Crossing Professional Boundaries: TA Training**  
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Approaches to TA Training and their Impact on Students and Teachers  
Adrienne Raw, Candidate for Masters of English, Rhetoric and Communication Design, University of Waterloo, Waterloo, ON |
| **South Block 456** | **PC5: PANEL: Value-added Discourse across Three Linked Courses: A Discussion** |
| **Break (10:30 – 11:00) • Coffee outside South Block 215** | **PC5: PANEL: Value-added Discourse across Three Linked Courses: A Discussion** |
| **10:30** | ** VALUE: Valid Assessment of Learning in Undergraduate Education** now dominates US higher educational reform. This panel profiles best practices for engaging students across linked courses—namely, critical reading (annotation-driven discussion), writing-to-learn assignments that enable anthology/symposium projects, and students’ e-portfolios that demonstrate institutional learning outcomes and fitness for job market expectations. A premium will be placed on discussion of divergent and convergent US and Canadian experience of VALUE added practices across academic discourse communities.  
*Timothy Dansdill, Associate Professor of English, Quinnipiac University, Hamden, CT & Paul Pasquaretta, Research and Writing Institute Coordinator, Quinnipiac University, Hamden, CT* |
<p>| <strong>Lunch (12:00 – 1:00 or 1:30, depending on session choices)</strong> | <strong>Lunch (12:00 – 1:00 or 1:30, depending on session choices)</strong> |</p>
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<td>1:00</td>
<td>South Block 215</td>
<td>A6. Genre Studies: Info Docs, Open Letters, and Prezi Presentations</td>
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<td>Chair: Jo-Anne Andre, U of C</td>
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<td>Managing Collaboration within a Hierarchy: A Rhetorical Genre Analysis of the “Info Doc” Lauren Murphy, M.A. Student, Carleton University, Ottawa, ON</td>
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<td>A Genre Analysis of Open Letters: From Inked Pages to Digital Transmissions Alessandro Marcon, M.A. Student, Carleton University, Ottawa, ON</td>
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<td>Presenting Prezi: An Exploration of the ‘Genre’ of Prezi Presentations Sara Doody, M.A. Student, School of Linguistics and Language Studies, Carleton University, Ottawa, ON</td>
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<td>1:30</td>
<td>South Block 215</td>
<td>B6. ROUNDTABLE Writerly Form, Critical Skills: Teaching Writing in a Polytechnic Setting</td>
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<td>Humber faculty describe a curricular shift in their first-semester writing course from an approach grounded in the rhetorical mode paradigm to one positioning writing as a selection of ‘moves’ and focusing on argument-response writing linked to critical reading and reasoning. The pedagogical implications, assessment, and impact on the parallel ESL stream are also discussed.</td>
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<td>Trevor Arkell, Coordinator, Dept of English, Humber Lakeshore Campus, Toronto, ON</td>
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<td>Vera Beletzan, Associate Dean, Dept of English, Humber, Toronto, ON</td>
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<td>Prasad Bidaye, Coordinator, Dept of English, Humber North Campus, Toronto, ON</td>
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<td>John Stilla, Coordinator, ESL, Dept of English, Humber Lakeshore Campus, Toronto, ON</td>
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<td>South Block 456</td>
<td>CAFS 1C: Talking About Food: Food Narratives, Discourses &amp; Representations</td>
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<td>Chair: Josée Johnston, U of Toronto</td>
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<td>The Family Behind the Farm: Analyzing the Affective Geographies of Manitoba Pork Production Kate Cairns, University of Toronto; Deborah McPhail, &amp; Claudyne Chevrier.</td>
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<td>Taro Hall, 309</td>
<td>Budgets, Beans, and Blogs: Social Media Representations of the Food Stamp Challenge Jennifer Martin, Western University, London, ON</td>
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<td>Obesity, Responsibility and Knowledge Translation: A Multi-modal Analysis of Canada’s Food Guide Christen Rachul, Carleton University, Ottawa, ON</td>
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<td>Engineering risk: Analyzing Discursive Power in Agricultural Biotechnology Wesley Tourangeau, University of Waterloo, Waterloo, ON</td>
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<td>(Session ends at 2:30) The Canadian Association of Food Studies has organized and is hosting this session, which they have generously invited CASDW members to attend at no charge. Many thanks to CAFS.</td>
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<td>3:00</td>
<td>Walker Complex 203</td>
<td>C6. WORKSHOP (1:30 -3:00) Writing for Publication: A Workshop on Academic Writing</td>
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<td>This workshop will help potential authors work through the process of preparing a proposal to publish their work through Inkshed Publications. We’ll examine the call for proposals, discuss the focus of the two publication streams, and workshop ideas for publication.</td>
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<td>In the second half of the workshop, we’ll focus on publishing academic articles. We’ll discuss how reviewers read submissions, problems that result in rejections, and ways to write introductions that situate the research as important. Saul Carliner will provide an editor’s perspective on the process, and workshop organizers will bring their perspectives as article reviewers. Our goal is to encourage participants to see themselves as authors and to help them adopt strategies that will help them reach that goal.</td>
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<td>Saul Carliner, Editor-in-Chief, IEEE Transactions on Professional Communication, Concordia University, Montreal, PQ</td>
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<td>Theresa Hyland, Director, Writing and Cross-cultural Services, Huron University College, London, ON</td>
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<td>Brian Hotson, Director, Writing Centre, Saint Mary’s University, Halifax, NS</td>
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**South Block 215**

**A7: Genres & Professional Boundaries**  
*Chair: J. Andre, U of Calgary*

**Calls to Collaborate in the Health Professions: Competing Tropes of Diversity and Substitution in Canadian Health Policy**  
Sarah Whyte, PhD candidate, University of Waterloo, Waterloo, ON

**More than just Ambulance Drivers: A Genre Struggle for Professional Recognition**  
Saira Fitzgerald, PhD student, School of Linguistics and Language Studies, Carleton University, ON

**South Block 456**

**B7. Where Art and Design Meet Discourse**  
*Chair: Doug Brent, U of Calgary*

**Writing as a Key Locus in the Canadian Art World: Visual Artists as Professional Writers**  
Janna Klostermann, School of Linguistics and Language Studies, Carleton University, Ottawa, ON

**The Rhetoric of Website Design Professionals’ Online Portfolios**  
Tania S. Smith, Dept. of Communication and Culture, University of Calgary, Calgary, AB

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**President’s Reception**
for CASDW participants  
5:00 to 7:00 pm, Sunday, May 25  
*(See your registration package for tickets & location)*

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**CASDW Banquet**  
6:30 pm, Sunday, May 25, 2014

**Keefer Mansion**

14 St. David’s St. W, Thorold (St. Catharines)  
(905) 680-9581

Bus 28 from campus (Isaac Brock Blvd., Zone 2; 8-mins)

$71.50 ($55 per person plus HST & gratuity), plus beverages

*Reserve a spot by emailing andre@ucalgary.ca by MAY 12*
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| 9:00 to 9:30 | South Block 215 | **A8. CLOSING PLENARY**  
*What is this Thing? A People’s History of Writing Studies in Canada*  
Dana Landry, Faculty, Writing Centre, UFV, and Student, Interdisciplinary Studies Graduate Program, UBC  
This research aims to discern what and who contemporary Canadian writing studies is. It attempts a comprehensive, national mapping of where writing studies scholars are located institutionally, a more empirically based sense of the shared perspectives and nuanced variations within writing studies, and the politics of writing studies as experienced by its members. I report on a questionnaire sent to subscribers to the list-servs of CASDW, CASLL, CSSR, and CWCA. |
| 9:30       | Break (9:30 – 10:00) outside South Block 215 |  |
| 10:00 to 11:00 or 11:30 | Taro 403 | **A9. Common Knowledge in the Academy and Sense-making in the Commons**  
Chair: Jo-Anne Andre, U of Calgary  
Looking for the Marble Knee of the Missing Left Leg of the Christ from Michelangelo’s Deposition: How the Internet Complicates the Concept of Common Knowledge for University Students  
Theresa Moritz, Senior Lecturer, Woodsworth College, University of Toronto, Toronto, ON  
Visualizing Edmonton’s Innovative Future Together: Binary Signifying Practices in a Caption Writing Exercise  
Katie Herzog, Yun-Csang Ghimn, & Laura Graham with Michael Granzow & Rob Shields, University of Alberta, Edmonton, AB  
(Session ends at 11:00 am) |
| 11:30      | Lunch (11:30 to 1:00) |  |
| 1:00 to 2:30 | Taro 403 | **CASDW Annual General Meeting**  
All members (old and new) are invited to attend |
CONFERENCE REGISTRATION & CASDW MEMBERSHIP RENEWAL

All presenters, panelists, and participants must register for the conference. (Note: CADW membership year runs Jan. 1 to Dec. 31)

- To register for the Congress & CASDW conference, please visit http://www.congress2013.ca/home
- If registering as a CASDW member, then please join CASDW or renew your membership here: http://casdwacr.wordpress.com/about/how-to-join/

TRAVEL INFORMATION

- For information about travel and accommodations, please visit http://congress2014.ca/plan-your-trip
- For the campus map (and parking lots), visit http://congress2014.ca/sites/default/files/sites/default/uploads/brock_congress2014_map.pdf
- For the St. Catharines tourism guide book, visit http://www.tourismstcatharines.com/flip-book/#/0
- For daily wine tours (from campus) and other tourism options, visit http://congress2014.ca/plan-your-trip/tourism

OTHER CONFERENCES NEAR BY

May 23, Brock University - Canadian Writing Centres Association Conference: Writing without Borders. For information and registration, visit http://cwcaaccr.wordpress.com/cwcaaccr-2014-conference/

May 24-17, Brock University—Canadian Association of Food Studies. For information and registration, visit http://cafs.landfood.ubc.ca/en/

May 27-29, Waterloo, ON. Inkshed conference: Taking Risks in Writing, Research, & Teaching. Canadian Association for the Study of Language and Learning. For information and registration, visit http://www.inkshed.ca/blog/conferences/

May 28-30, Brock University. Conference of the Canadian Society for the Study of Rhetoric (CSSR). For information, visit http://www.cssr-scer.ca/conference/

MORE THINGS TO DO ON CAMPUS: SATURDAY, MAY 24

17:00 – 18:00 Canada/US Connections Interdisciplinary Panel: Mobility of Global Talent and Networking
18:00 – 19:00 Sipping Ontario Wines with the Stars
20:00 – 22:00 Performance of neXT Company Theatre's "Khalida"

MONDAY, MAY 26

16:30 – 17:30 Poetry Beyond Boundaries: Paul Savoie reads from his "Bleu bémol" anthology
17:00 – 18:00 Thinkers Beyond Boundaries – Maureen Lux; On Medicare and medicine chests: Indian hospitals and the construction of national health in post-war Canada

Exhibits
Scotia Bank Hall A loft; Installation
Thistle (box office) And all watched over by machines of loving grace; Installation
Thistle (theatre lobby) Inspiring Images: Landscapes, objects, people; Installation