

## Medical Rhetoric CCCC 2025 Roundtable CFP: Computer Love in Rhetorics of Health and Medicine

The chair of the CCCC 2025 conference, Dr. Kofi J. Adisa, frames the [conference theme](#) through the lens of "Computer Love." This concept encapsulates the creation, nurturing, and cultivation of non-traditional and non-normative digital spaces (B-side) for generating and distributing content. It disrupts established writing genres by advocating for multimodal discourses and encourages digital collaborations to establish alternative platforms for communities that are multiply marginalized (including students, educators, researchers, and practitioners).

These principles of "Computer Love" resonate with [ongoing discussions in rhetorics of health and medicine \(RHM\)](#) regarding diversity, equity, access, and inclusion. They prompt RHM scholars, practitioners, and educators to embrace interdisciplinary perspectives that analyze discourses and practices across a diverse array of health and medical contexts (Meloncon et al., 2020). "Computer Love" can be approached in various ways, such as ethically engaging with multiply marginalized patients, communities, and users through digital platforms and technologies, facilitating participatory (public) health content creation and dissemination on a global or transnational scale, and fostering socially just health writing courses that equip students to navigate the intersection of technology, content production, and user engagement.

**Thus, this roundtable invites proposals for presentations that explore the re-envisioning and re-imagining of RHM as both a catalyst and a mediator of "Computer Love."**

### Roundtable Objective and Sponsored Panel Details

This CFP is for a standing group-sponsored panel at CCCC 2024; successful proposals are included as speakers on a panel proposal that MRSRG submits to CCCC. Importantly, while CCCC has a [No Multiple Speaking Roles](#) policy, participation on a sponsored panel does not count toward this rule.

The objective of the roundtable is to foster interactive discussions between and around these issues and among presenters and the audience. To this end, *we invite proposals for modified ignite (5-minute) presentations* where participants provide an overview of their research, teaching, or administrative/professional work discussed in the framework of RHM and "Computer Love." Each presenter will be asked to conclude with a question or questions they will pose to the audience to foster discussion.

### Prospective Topics

Individuals are invited to submit proposals for short (5-minute) presentations addressing a variety of themes inspired by the CCCC 2025 CFP. While not limited to these suggestions, potential themes include:

### Pedagogies of Computer-Mediated Health and Medical Communication/Writing

- How can educators integrate "Computer Love" principles into teaching medical rhetoric and communication skills?
- What innovative pedagogical approaches harnessing technology promote empathy, collaboration, and critical thinking among students in healthcare disciplines?

### **Digital Writing Practices in Healthcare Education**

- How do patient (user)-centered digital writing tools and platforms serve as a B-side in composing and disseminating health-related texts and narratives?
- How do virtual support communities and telemedicine platforms facilitate connections and foster a sense of “Computer Love” between patients and healthcare providers?
- In what ways can students and professionals in healthcare fields utilize computer-mediated writing practices to engage diverse audiences, challenge dominant discourses, and promote health equity?

### **Researching “Computer Love” in RHM/Medical Rhetoric**

- What methodologies and theoretical frameworks are most effective in studying the intersection of technology, communication, and healthcare within medical rhetoric?
- How can we foster collaborations among diverse stakeholders in research via digital technologies and platforms? How might that collaboration present new opportunities for multiply marginalized speakers, learners, and writers?
- How can researchers critically examine the impact of digital technologies on health communication practices, patient-provider relationships, dynamics between public health communicator and communities, and public perceptions of health, medicine, and illness?

### **Technology-Enhanced Healthcare Communication**

- How do patient-centered digital technologies intersect with established forms of academic writing, such as research-based arguments, rhetorical analysis, literacy narratives, and reflective writing?
- How do digital communication technologies such as telemedicine, mobile health apps, and social media platforms shape patient-provider interactions and health outcomes?
- What are the ethical considerations surrounding the use of AI, chatbots, and predictive analytics in healthcare communication, and how can “Computer Love” principles inform responsible and empathetic use?
- Can computer-generated narratives and algorithmic storytelling tools capture the complexity of lived experiences and foster empathy among diverse users/audiences?

### **Submissions**

Please submit 250-word maximum proposals to [priyankag@vt.edu](mailto:priyankag@vt.edu) by **Friday, May 24, 2024**. The MRSG is committed to ensuring a range of voices and perspectives are represented on the panel; we welcome and support submissions from early career, multiply marginalized or underrepresented (MMU), and graduate student scholars, and first-time presenters. Submissions from co-authors considered. Your questions are welcome! **Contact Priyanka (Priya) Ganguly at [priyankag@vt.edu](mailto:priyankag@vt.edu).**

In your proposal, note the following:

- The topic/focus of your proposed presentation
- How you will address the theme of “Computer Love in Rhetorics of Health and Medicine” in your presentation
- The final question(s) you will use to engage the audience in a conversation at the end of the presentation

**Proposal decisions will be made by May 28, 2024.**

**References**

Meloncon, L. K., Graham, S. S., Johnson, J. M., Lynch, J., & Ryan, C. (2020). *Rhetoric of health and medicine as/is: Theories and approaches for the field*. The Ohio State University Press.