

Victoria J. Gallagher, North Carolina State University

“The vMLK Project: Crafting a Necessary (Digital) Space to Explore Rhetorical Leadership and Civic Transformation”

Friday, October 12, 2018

3:00 – 4:30 p.m.

Curtin 175

The Virtual Martin Luther King (vMLK) project is an immersive, ambient recreation, including sound and visual renderings, of Martin Luther King, Jr.’s 1960 “Fill Up the Jails” speech delivered in Durham, NC, of which no known recordings survive. A product of interdisciplinary collaboration using digital technologies to engage students, scholars, and the public, vMLK challenges how we think about rhetorical leadership, public address, and public memory. The vMLK exhibit appeared at the Smithsonian in 2017.



In this talk, vMLK principle investigator Victoria Gallagher will discuss some provocations and problems that arise from work at the juncture of rhetoric and digital humanities. Her goal is to extend scholarly conversations in these areas by describing the ways in which the vMLK project puts the digital humanities into practice, how rhetorical theory guides the production of this digital humanities project, and, reciprocally, how the making of different digital projects might engage contemporary modes of civic life in provocative ways.

Dr. Gallagher is Professor of Communication at North Carolina State University. Her specialty is rhetorical criticism of visual and material culture. Her scholarship appears in journals including *Rhetoric Society Quarterly*, *Quarterly Journal of Speech*, and the *Journal of Visual Literacy*.

Sponsors: Rhetorical Leadership Graduate Certificate/Concentration Program, Communication Department, Urban Studies Programs, and History Department

Contact: Kathryn Olson, UWM Department of Communication, kolson@uwm.edu