"This talk focuses on articulating the relationships between archives, public rhetorics, and the consolidation of collective memories as they appear among marginalized groups (whether imagined or real). Drawn from my dissertation research, I perform a critical examination of the archival resources built by and about men’s movements. Such artifacts serve as a case study that illuminates the rhetorical processes undergirding the articulation and transmission of collective memories by counterpublics. These archival materials include discussions and critiques of popular media by men’s rights groups, anti-circumcision protest and activist materials, and men’s movement organizational materials arguing for the existence and persistence of “misandry,” the supposed systemic discrimination of men. Through these examples, I argue for more nuanced frameworks that enable us to understand how collective memories are consolidated, rhetorically constructed, and shared, particularly among conservative groups whose rhetoric we might hope to counter or destabilize."