Influence, Manipulation, and Seduction 2 –

Interdisciplinary Perspectives on Persuasive Language
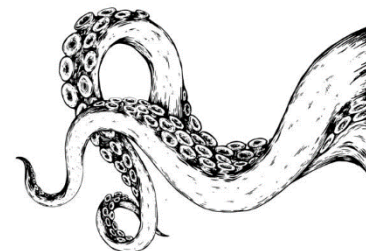
Organizers

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#LanguageAndPersuasion2

Program & Panel Overview

Presentations

All full presentations available as videos via the conference website before the conference dates (starting 1 November).

Live Program - Overview   ***All times in CET time zone***

18 November (Zoom)	19 November (Zoom)
09:45-10:00 Conference Opening	10:15-11:00 Persuasion & Business Discourse
10:00-11:00 Politics & Public Policy	13:00-14:00 The Dark Side of Persuasion
12:30-13:30 Persuasion, Emotion & Meaning-Making	14:30-15:00 Lightning Talks
14:30-15:30 Communicating COVID-19	15:00-15:15 Conference Closing
16:30-17:30 Persuasion Online	
19:00-20:00 Conference Online Social	

November 18 (Friday)

All times in CET time zone

Opening

09:45-10:00, Zoom

Session 1 – Politics & Public Policy – Chair: Tom Van Hout

10:00-11:00, Zoom discussion

Corina Andone (University of Amsterdam)	On the Persuasive Power of Numerical Arguments in Policymaking
Johanna Disdier (Swansea University)	"Don't say, just show": The News Value of Impact of the Most Shared Fake and Not Fake News Articles on the US Capitol Riot
Joseph Flanagan (University of Helsinki)	#IStandWithPutin: Ambient Affiliation as a Form of Persuasion
Anna Iegorova (National Transport University, Kyiv)	Seeking for Allies During Wartime: Persuasive Strategies in Speeches of the President of Ukraine
Jukka Tyrkkö (Linnaeus University) Sophie Raineri (Paris Nanterre University) Jenni Räikkönen (Tampere University) Anna Ishchenko (Linnaeus University) Zayna Jamal Halis (Linnaeus University)	Hammering the Message In: Rhetorical Repetition and Persuasion in Political Speeches
Judit Vári (University of Konstanz) Aleksandra Cichocka (University of Kent) Tamara Rathcke (University of Konstanz/University of Kent)	Perceived Persuasiveness and the Modality of Emotion Effects: A Perceptual Study of Brexit Speeches

Session 2 – Persuasion, Emotion & Meaning-Making – Chair: Frazer Heritage

12:30-13:30, Zoom discussion

Leland Masek (Tampere University)	How Persuasion Occurs in Playful Experiences
Michał B. Paradowski (University of Warsaw)	Social Norms Trump Emotions in a Second Language
Stellan Petersson (University of Gothenburg)	Emotive Meaning Change in Swedish
Ahlem Saidi (Lancaster University)	Persuasion/Manipulation in TED Talks: A Triangulated Exploration of the Practice of Meaning-Making
Mattia Thibault (Tampere University)	Persuasive Cities: Mapping Manipulation in Urban Semiotic Systems

Session 3 – Communicating COVID-19 – Chair: Theresa Neumaier

14:30-15:30, Zoom discussion

Marta Cestari (Leiden University) Annemarije Makkinga (Leiden University) Elise Oosterom (Leiden University) Jenny Doetjes (Leiden University) Matthijs Westera (Leiden University)	Questioning COVID: A Multilingual Dataset and Analysis of Questions in COVID-19 Tweets
Jenna Saarni (University of Turku)	Evaluation in Sensational News Headlines During the Covid-19 Pandemic in Finland
Andrea Valente (York University)	Persuasive Language in Public Health Campaigns in Brazil During Covid19
Rachelle Vessey (Carleton University)	Gendered Persuasive Strategies in COVID-19 Public Health Guidance on Twitter: A Canadian Case Study

Session 4 – Persuasion Online – Chair: Morana Lukač

16:30-17:30, Zoom discussion

Daria Dayter (Tampere University) Thomas Messerli (University of Basel)	Pragmatics of Persuasion on R/ChangeMyView
Claire Hardaker (Lancaster University) the Quo VaDis team	Routes to Radicalization: Conflict in Online Vaccination Discussions
Nicolas Ruytenbeek (KU Leuven)	An Experimental Approach to the Perception of Emotions in Twitter Complaints and Compliments
Elisabeth Scherr (Universität Graz)	Shifting Concepts: The Persuasive Potential of Lexical Choices in the Body Positivity Discourse
Cipto Wardoyo (Coventry University)	Telling Stories as Persuasive Advice in Islamic Sermons

Conference Social

19:00-20:00 Zoom

We have planned a social event to give all the participants a chance to meet new people and mingle in an informal atmosphere.

The conference social will take place on Zoom in the format of a surprise scavenger hunt. You will be randomly assigned to a breakout room with several other participants and given several prompts to gather specific items from your surroundings, such as your favorite mug, something blue, etc. (of course, you're free not to use the prompts and chat about whatever you like!). After 12 minutes, breakout rooms will be randomly reassigned. Depending on the number of participants, the social will involve 3-4 rounds and take 40-50 minutes. You can of course drop out at any time.

November 19 (Saturday)

All times in CET time zone

Session 5 – Persuasion & Business Discourse – Chair: Erika Darics

10:00-11:00, Zoom discussion

Dominika Beneš Kováčová (Masaryk University)	"The Little Miracle": The Use of Manipulative Language in the Promotion of CBD Products on Instagram
Marie-Louise Brunner (Umwelt-Campus Birkenfeld/Hochschule Trier) Stefan Diemer (Umwelt-Campus Birkenfeld/Hochschule Trier)	Persuasion Strategies on Instagram Business Accounts
Laura Coffey-Glover (Nottingham Trent University)	"5 Ways to Give Your Skin a Fresh Workout": Semiotized and Mediatized "Consumer Masculinity" in UK Branding and Advertising for Men's Skincare Products
Anouk van der Pas (VU Amsterdam) * please note that this presenter won't attend the panel discussion session on Nov 19*	Resistance in Charitable "Cold Calls": A Conversation Analytical Research on Cold Calls

Session 6 – The Dark Side of Persuasion – Chair: Isabel Picornell

13:00-14:00, Zoom discussion

Rosie Marsh-Rossney (Swansea University)	"It Shouldn't Even Be Wrong": A Discourse Analysis of Attitudes and Rationalisations in Online Paedophile Communities
Laura Mercé (University of Valencia)	Discursive Manipulation in the Courtroom: The Case of Depp v. Heard
Kate Muir (Bath Spa University) Robert Thomas (University of Bath) Ekaterina Kochmar (University of Bath) Faye Walker (Bath Spa University) Nigel Dewdney (University of Bath) Adam Joinson (University of Bath)	Persuasive Strategies Across Conversational Contexts: Development of a Natural Language Processing Tool to Detect Benign and Malicious Persuasion in Online Dialogue
Keighley Perkins (Swansea University)	"No Matter Where You Are, Never Be Afraid. Patriots Walk Amongst You!": Examining the Legitimation of In-Group Identities by the Radical Right on Twitter
Sofia Rüdiger (University of Bayreuth) Daria Dayter (Tampere University)	Creepy, Confident, or Persistent? Triangulating Practice and Discourse in Pick-up Artist Instructional Videos
Giuseppina Scotto di Carlo (Università di Napoli 'L'Orientale')	"No Does Not Mean No": The Discursive Framing of Female Sexual Rejection as 'Last Minute Resistance' in Pick-Up Artist Communities

Lightning Talks

14:30-15:00, live Zoom presentations

Jess Aiston (Lancaster University)	"If the Roles Were Reversed It Would Be a Riot in the Streets": The Use of the Topos of Justice Within an Online Anti-Feminist Community
Hayat Aoumeur (Mostaganem University)	A Multimodal Approach to Persuasion in Billboard Advertising: The Case of Djezzy, Algeria's Principal Mobile Network Operator
Ketevan Gigashvili (Iakob Gogebashvili Telavi State University)	About One Method of Communication Within Tsovatush Minority Speech Community
Antti Kuusimaa (Tampere University)	Trump's 2015 Presidential Announcement Speech: The Message Through a Critical Discourse Analysis
Mohamed Saki (University of Western Britany, Brest)	Pathos and Persuasion: A Case Study of Appeals to Emotions in a Collective Action – A Case Study of Digital Reactions to the Overruling by the US Supreme Court of Wade vs Roe
Jayashabari Shankar (University of Utah)	Persuasion in 'Popular Science': Evaluating to What Extent Subjectiveness Has a Place in Contemporary Science Writing
Vincent Wai Sum Tse (Monash University/The University of Warwick)	"We 'Drug' the Students": Celebrity Tutors' Performance of Expertise in the Shadows
Yat Ho Wong (University of Bayreuth)	From Chaos to Governance? Alternative Representations as Resistance in Online Media
Maria Załęska (University of Warsaw)	"Actually the Argument Is Not Convincing": Folk Theories of (Un)convincingness

Conference Closing

15:00-15:15, Zoom