



***DISCOURSE AND PERSUASION 3.0:
IDENTITIES IN A HYBRID AND MULTIMODAL WORLD***

Facultad de Ciencias Sociales y Humanas, Teruel
Universidad de Zaragoza, Spain

24 September 2019 (Pre-Conference Workshops)
25-27 September 2019 (Main Conference)

Following the five successful events hosted by the Universities of Naples (2013), Catania (2014), Macerata (2016), Cagliari (2017) and Antwerp (2018), the *I-Land Interuniversity Research Centre* brings the sixth edition of its *Languaging Diversity* annual conference (*LD6*) to the University of Zaragoza, Spain, at the Campus of Teruel. The beautiful historic city of Teruel, a UNESCO world heritage site, boasts mesmerising examples of the Mudejar architectural style, and is home to the tragic and deeply moving story of Diego de Marcilla and Isabel de Segura, the so-called 'lovers of Teruel'.

LD6 builds on the themes of the previous editions (i.e. diversity, alterity, power, social class and globalisation) to propose a research strand linked to *persuasion*, the pragmatic or communicative intention whereby identity is enacted, power communicated and societal patterns reproduced.

The three Aristotelian modes of persuasion (i.e. *ethos*, *pathos* and *logos*) have traditionally been associated with such typically persuasive genres as political speeches, editorials or opinion articles, which are claimed to shape power relations where those at the helm were a selected few (politicians, journalists, lawyers, renowned scholars, etc.). The age of social media and the Internet of Things, however, forces academics to study this phenomenon from a new perspective and try to answer questions such as the following: Who holds the power to persuade nowadays? How do certain people become influential? What channels are most effective when trying to persuade others? What are the underlying motives behind persuasion nowadays? Which persuasive strategies work best in each community of practice? Which of our various identities are most likely to be moulded and/or reinforced as a result of persuasion? All these questions arise in a world order of increasing hybridization, at a time when there are fewer boundaries between the written text and the (audio)visual, between seemingly factual genres and those where opinion is markedly present; in short, between truth and fabrication. In this setting, our active participation as global citizens in the consumption, production and transmission of information, or 'prosumption' (Weeks et al. 2017), has also blurred the boundaries between persuader and persuadee.

In *LD6*, we set out to cast light on the intricacies of persuasive discourse and the manifold reactions it may engender in today's globalised and multicultural societies. At the core of this endeavour is a genuine willingness and commitment to tease out the nature of persuasion in diverse contexts (e.g. art, education, business, companies, the private sphere, etc.), through diverse channels (e.g. face-to-face interaction, on-line communication, published articles, performances, etc.), and as more or less relevant to diverse identities (e.g. linguistic, political, gendered, etc.). As in previous *LD* editions, interdisciplinarity will also be key for us. This time, in *LD6*, the collaboration and cross-fertilisation of knowledge will show in an organising and scientific team encompassing Philology, Psychology, Education, Business and Fine Arts, five areas representing the extremely enriching interdisciplinary make-up of the School of Social Sciences and Humanities in Teruel.

We are looking forward to a varied programme and invite abstracts in any of the conference languages (English, Spanish, French and Italian) for full workshops, papers, posters, short work-in-progress reports in the pecha kucha format, as well as panels adhering to any of the following broad research questions:

- Which persuasion strategies predominate in oral, written and multimodal discourse?
- Which of the three Aristotelian modes of persuasion (*ethos*, *pathos*, *logos*) stands out in different contexts? How is each communicated?
- How are the fuzzy boundaries between persuasion and manipulation revealed in today's hybrid, multicultural and post-truth societies? How may information come to be manipulated in various contexts (e.g. political, journalistic, corporate, etc.) to suit and further the interests of "[...] one party [...] against the best interests of the recipients" (Van Dijk 2006: 363)?
- How far does the perceived transparency, efficiency and honesty of certain power structures contribute to the perceived veracity and persuasiveness of their messages? How are those messages construed to further enhance and protect their public image?
- Does persuasion underlie any communicative event, just as emotion or affect?
- What emotions are most likely to contribute to persuasion in various contexts? How are persuasive messages construed and conveyed to tap into those precise emotions?
- What discursive strategies (verbal and non-verbal) are most effective in various contexts (professional, public, private) and through various channels (face-to-face, on-line, etc.)?
- What persuasive strategies seem to prevail in different languages? What strategies seem to be most effective in particular languages, but not in others?
- In an increasingly globalised world, what strategies of intercultural mediation may work better when conveying persuasive messages that, in some way or another, may affect or influence people from various origins and with various L1 backgrounds?
- What role do sociolinguistic variables such as age or gender play in persuasion?
- Is there any link between identity and the use of particular persuasive strategies? How are age or gender identities discursively construed, shaped and reinforced in persuasive contexts?
- How and to what extent is persuasion used in today's highly connected world as an instrument to boost discrimination on the grounds of ethnicity, age, sex, sexual orientation, belief, disability, etc.? What persuasive strategies are used to prevent, counter or remove any kind of discriminatory practice?
- In which genres is persuasion most explicit and why? Where is it most implicit? How is persuasion revealed and processed in those cases where it is construed implicitly?

The following areas and/or methodological approaches must be understood as a general guideline that can be further extended:

- (Critical) discourse analysis/studies
- (Critical) genre analysis
- Appraisal theories of emotion
- Cognitive linguistics
- Conceptual metaphor theory
- Construction emotion theories
- Content analysis
- Contrastive and intercultural pragmatics
- Corpus-based/assisted discourse analysis
- Cultural studies
- Film studies
- History of ideas
- Language teaching and learning (Genre pedagogy, CLIL, etc.)
- Linguistic anthropology
- Literacy studies
- Literary studies
- Media studies
- Multimodal discourse analysis
- Neurolinguistics
- Political communication
- Psycholinguistics
- Relevance theory
- Rhetoric
- Sociolinguistics
- Systemic-functional linguistics
- Translation studies

TIMING:

First Call for Papers	4 February 2019
Second Call for Papers	4 March 2019
Deadline for submission of proposals	4 April 2019
Notification of acceptance/rejection of proposals	10 May 2019
Early bird registration	Before 14 August 2019

REGISTRATION:

REGULAR FEES

Early bird registration (before 14th August 2019)	
<ul style="list-style-type: none"> • Conference registration: 160 Euros • Conference registration + Pre-conference workshops: 185 Euros • Conference registration + Gala dinner: 195 Euros • Conference registration + Pre-conference workshops + Gala dinner: 220 Euros • Pre-conference workshops: 25 Euros 	

- Gala dinner: 35 Euros

Late registration (after 14th August 2019)

- Conference registration: 180 Euros
- Conference registration + Pre-conference workshops: 205 Euros
- Conference registration + Gala dinner: 215 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 240 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros

STUDENT FEES (BA, MA, PHD)

Early bird registration (before 14th August 2019)

- Conference registration: 100 Euros
- Conference registration + Pre-conference workshops: 125 Euros
- Conference registration + Gala dinner: 135 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 160 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros

Late registration (after 14th August 2019)

- Conference registration: 120 Euros
- Conference registration + Pre-conference workshops: 145 Euros
- Conference registration + Gala dinner: 155 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 180 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros

GUIDELINES:

As a general rule, all submissions (regardless of their category; see below) should try to account for all or most of the following items:

- Connection with conference theme
- Quick state of the art
- Objectives, significance and originality of the study
- Methodology
- Expected or provisional results
- Discussion and conclusion

There are 5 categories of proposals. All proposals will be peer-reviewed by the conference programme committee.

CATEGORY 1: Pre-conference workshops

- We accept proposals for 4-hour workshops (either morning or afternoon) involving substantial audience participation. The workshops should draw on the conference theme and on any of the broad research questions outlined above to show, as practically and

- hands-on as possible, how persuasion may be studied and analysed from a range of methodological approaches (linguistic, literary, artistic, educational, psychological, etc.).
- Proposals should be between 800 and 1000 words in length (excluding word count for references) and should include:
 - The rationale for the workshop and its relevance to the conference theme.
 - The nature of the workshop's envisaged audience and the possible benefits they may gain from their participation.
 - The reasons behind the workshop's practical orientation and the specific objectives it aims to fulfil.
 - The organisation/programme of the workshop.
 - Information on technical requirements.

CATEGORY 2: Panels

- Panels during the main conference offer an opportunity to group related papers together to allow extended discussions.
- Panel proposals (2 hours, including 3 or 4 full paper presentations), to be submitted by the panel convenor(s), should include:
 - The convenor(s)'s introduction, detailing the rationale for the panel, its connection with the conference theme, and a brief summary of each contribution.
 - The abstract for each of the proposed papers.
- Proposals should be between 800 and 1000 words in length (including the introduction and the abstracts), accompanied by references, names and affiliations of convenor(s) and presenters. Titles, names, affiliations and references are excluded from the word count.

CATEGORY 3: Full papers

- 20-minute talk followed by 10 minutes for questions and discussion.
- Complete research or research in progress where at least some results have been achieved.
- Abstracts should be between 400 and 450 words in length, accompanied by references, name(s) and affiliation of presenter(s). Title, name(s), affiliation and references are excluded from the word count.

CATEGORY 4: Posters

- Results of completed research or work in progress.
- Abstracts should be between 250 and 300 words in length, accompanied by references, name(s) and affiliation of presenter(s). Title, name(s), affiliation and references are excluded from the word count.

CATEGORY 5: Pecha Kucha

- 20x20 talks (20 slides, each shown for exactly 20 seconds): 7 minutes.
- Work in progress.
- Abstracts should be between 200 and 250 words in length, accompanied by references, name(s) and affiliation of presenter(s). Title, name(s), affiliation and references are excluded from the word count.

CONFIRMED PLENARY SPEAKERS SO FAR:

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| - | Laura Alba Juez [LINGUISTICS AND PSYCHOLOGY; FUNCTIONAL LINGUISTICS] <ul style="list-style-type: none"> • Full Professor of Linguistics at UNED-Universidad Nacional de Educación a Distancia, Madrid, Spain. • Specialist in Pragmatics, Discourse Analysis and Functional Linguistics. |
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	<ul style="list-style-type: none"> Principal Investigator of the EMO-FUNDETT project (<i>EMOtion and language 'at work': The discursive emotive/evaluative FUNction in DiffErent Texts and work conTexts</i>).
- Francesca De Cesare [SPANISH LINGUISTICS]	
	<ul style="list-style-type: none"> Associate Professor in Spanish Linguistics at the University of Naples "L'Orientale", Naples, Italy. Specialist in (Critical) Discourse Analysis, translation and Spanish literature.
- Matteo Fuoli [CORPUS-BASED DISCOURSE ANALYSIS]	
	<ul style="list-style-type: none"> Lecturer in Corpus-based Discourse Analysis at the University of Birmingham, UK. Specialist in corporate discourse and evaluation/stance/appraisal in discourse.
- José Martín-Albo Lucas [PSYCHOLOGY]	
	<ul style="list-style-type: none"> Senior Lecturer in Developmental and Educational Psychology at the University of Zaragoza, Teruel, Spain. Specialist in Motivation and Emotions. Principal Investigator of the <i>Emoción, Regulación, Ajuste</i> project.
- Pascual Pérez-Paredes [CADS]	
	<ul style="list-style-type: none"> University Lecturer in Applied Linguistics at the Faculty of Education of the University of Cambridge, UK. Specialist in Corpus-based Discourse Analysis, Variation and multidimensional analysis of (specialized) language(s), Second Language Education and Computer Assisted Language Learning (CALL).
- Adelina Sánchez Espinosa [GENDER AND FILM STUDIES]	
	<ul style="list-style-type: none"> Senior Lecturer in English Literature at the University of Granada, Spain Coordinator for GEMMA, the Erasmus Mundus Master's Degree in Women's and Gender Studies Specialist in Gender Studies and Film Studies

CULTURAL PROGRAMME:

Rani Drew (British-Indian playwright, poet and novelist based in Cambridge, UK)

<https://ranidrew.wordpress.com/>

John Drew (British poet based in Cambridge, UK)

Joint poetry reading (main conference): *Poems from Across the World*

Pre-conference workshops:

Rani Drew => Persuasion and creative writing / drama

John Drew => Poetry in translation