



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Lingue, Letterature
e Culture Straniere



23rd DiscourseNet Conference

Discourse, power and mind: between reason and emotion

Discorso, potere e mente: tra ragione e emozione

Discours, pouvoir et esprit: entre raison et émotions

Discurso, poder y mente: entre la razón y la emoción

Diskurs, Macht und Geist: zwischen Ratio und Emotionen

6th – 8th June 2019

Università degli Studi di Bergamo,
Dipartimento di eccellenza di Lingue, Letterature e Culture Straniere

Piazza Rosate, 2 - 24129 Bergamo

BOOK OF ABSTRACTS

LIST OF ABSTRACTS

KEYNOTE SPEAKERS

-Ronny Scholz

Crisis and Future in Political Persuasion. Unravelling Discourse Scenarios with Corpus Methods

-Émilie Née

Pouvoir du discours, pouvoir de l'informatique, quelle(s) rencontre(s) ?

-Melani Schröter

Öffentlich-politisch relevante Emotionen – eine korpusgestützte Exploration

Parallel sessions (alphabetical order)

A

- Francesco Attruia, University of Pisa

La mise en récit de la controverse politique dans les discours mémoriels

B

-Mario Bisiada, Pompeu Fabra University (Spain)

The "education" frame as a means to establish unequal power relations and manipulate debates

-Francesca Bisiani, University of Trieste (Italy) / University of Paris Denis Diderot (France)

The concept of "combattant terroriste tranger" d risk perception: the driving force behind standardization of a nomenclature in European soft law based on threat perception?

-Natalia Borza Pazmany Péter Catholic University (Hungary)

Who is the Other? Polarization patterns in media discourse after the Chemnitz events

C

-Claudia Cagninelli, University of Modena e Reggio Emilia (Italy)

Relation énonciative et verbalisation de l'émotion: expression de pouvoir dans le débat parlementaire

-Maria Cristina Caimotto University of Turin (Italy)

"I have nothing against cyclists, but...": power relations between cyclists and other road users

-Gabriella Carobbio, University of Bergamo (Italy)

Expressive Prozeduren in politischen Reden

-Hassiba Chaibi, Ecole Nationale Supérieure of Alger (Algeria)

De l'émotion dans le débat

-Camelia Cusnir, University of Bucharest (Romania)

Les "influenceurs": construction d'une légitimité en ligne à travers le discours

D

-Karen Dacy, University of Melbourne (Australia)

The representation of Australian female politicians in comments to online newspapers

-Barbara Dancygier, University of British Columbia (Canada)

Emotional dissonance and the language of the media

-Griselda Drouet, University of Rennes II (France)

Contredire avec « en même temps » : un cheval de Troie discursif Pragmatique d'une figure indirecte de la « persuasio »

F

-Patrizia Fasino, University of Palermo (Italy)

Argomentazione e potere negli articoli d'opinione del quotidiano Infocatolica

-Claire-Anne Ferrière, University of Lyon III (France)

Speaking up: resisting oppression and regaining power through language. The case of the new feminist movement born of the Weinstein-gate in the United States: between emotion and reason

-Aurora Fragonara, University of Bergamo (Italy)

Le médecin locuteur en ligne: l'empathie à l'épreuve de l'effacement de la subjectivité

G

-Sijla Graupe/Theresa Steffstun, Cusanus Hochschule (Germany)

"You will never think the same way again" - On power and mind in economic textbooks

-Frauke Grenz, Europa Universität of Flensburg (Germany)

Fear of the Freaks Generating outrage as a discursive strategy for the (re)production of heteronormative education

-Lyubov Gurevich Moscow City University (Russia)

Pragmatic-semantic analysis of defamatory communicative activities: problems of interpretation

H

-Uta Helfrich, University of Göttingen (Germany)

Strategies of legitimation and digital political marketing: Macron's Initiative pour l'Europe

-Pertti Hietaranta, University of Helsinki (Finland)

When emotions supersede reason: some problems of understanding explained

J

-Iris Jammerneegg, University of Udine (Italy)

Kognitive, narrative und emotionale Synergien in deutschen und italienischen Energiewende-Diskursstrategien

K

-Michal Kozdra University of Warsaw (Poland)

Between reason and Emotion. Migration Discourse in Contemporary Russian Online Mass Media

L

-Barbara Lewandowska/Paul Wilson, State University of Applied Sciences in Konin / University of Lodz (Poland)

Emotions and argument power dynamics in online discourses

M

-Rosita Maglie / Gabrina Pounds, University of Bari (Italy) / University of East Anglia (UK)

'You are not alone'. Information and advice provision in Ask-the-expert healthcare websites

-Dorothea Merk, Julius Maximilian University of Würzburg (Germany)

Stereotypes as tools of legitimation in media discourse

-Natalia Molina / Adrian Heidke /Emmanuel Quesada University of Costa Rica

Descortesía en comentarios de Facebook relativos a noticias electorales de crhoy.com y la Nación durante el proceso electoral del 2018 en Costa Rica

-Jane Mulderrig, University of Sheffield (UK)

The rise of psychological governance: a multimodal critical discourse analysis

N

-Antonella Nardi, University of Macerata (Italy)

Die interlinguale Übertragung von Emotionalität am Beispiel der Untertitelung einer Bundestagsrede

P

-Raymund Palayon, King Mongkut's University (Thailand)

If we can't live in peace, then let's die in peace: a corpus analysis of the development of a cult

-Douglas Ponton/Peter Mantello, University of Catania (Italy)/ Ritsumeikan Asia Pacific University (Japan)

The ugly American: The role of social media in influencing anti-US base sentiment in Italy and Japan

-Maria Ponzi, La Sapienza University (Italy) /TU Berlin (Germany)

„Willkommenskanzlerin“, „Satansbraut“, „Bundesmutter“. Anredeformen als emotional markierte linguistische Merkmale. Der Fall von Angela Merkel.

-Carla Prestigiacomo, University of Palermo (Italy)

Persuasion y manipulación en el discurso nacionalsindicalista: Y (1938-1945)

R

-Valeria Reggi, UCL (UK) /University of Bologna (Italy)

Building national identity in discourse: the stereotype of Italianness in the rhetoric of Matteo Renzi

S

-SHVETSOVA Maria, University of Haute-Alsace (France)

La peur dans les affiches de propagande de la Seconde Guerre mondiale

-Federico Giulio Sicurella, University of Milan (Italy)

The eye of the swarm: a critical approach to public intellectual discourse

-Ren Songsha/Peter Teo, West Normal University (China) /Nanyang Technological University (Singapore)

The marketization of higher education in China: a genre analysis of university presidents' messages

-Jesper Tinggaard Svendsen, University of Southern Denmark

Sister or salesman. Discursive strategies for embedding commercial products in everyday activities among female vloggers in Denmark

T

-Peter Teo, Nanyang Technological University (Singapore)

'It all begins with a teacher': A critical discourse analysis of the promotion of teaching in Singapore

-Heli Tissari/Anna Vogel, University of Stockholm (Sweden)

Persuasive storytelling by Médecins Sans Frontières

-Inga Trushkat /Caroline Oppermann/Sabrina Volk University of Hildesheim (Germany)

Legitimation of and through pedagogization

W

-Susanne Weber / Sarah Wieners, Philipps -Universität of Marburg (Germany)

Between excellence and gender: The emotional constitution of equal opportunity commissioners

Z

-Chiara Zanchi / Erica Pinelli, University of Pavia (Italy)

Gender-based violence in the Italian media: the linguistic strategies to diminish perpetrators' responsibility

PANEL LEGITIMATION PROCESSES IN DISCOURSE: NEW THEORETICAL AND EMPIRICAL INSIGHTS

-Samuel Bennett, Adam Mickiewicz University (Poland)
Mythopoetic legitimization strategies in the Brexit debate

-Zuzanna Godzimirska, University of Copenhagen (Denmark)
The language and sources of legitimacy: a corpus-based study of the discursive legitimization of global courts

-Christoph Haker/Lucas Otterspeer Carl von Ossietzky University/TU Dortmund (Germany)
From educational research to right-wing populism: legitimization chains in the immediate reception of research

-Mirela Lazar/Camelia Beciu University of Bucharest (Romania)
Emerging strategies of (de)legitimization in a hybrid media: the case of the Romanian #Rezist protests

-Dimitris Serafis/E. Dimitris Kitis/ Stavros Assimakopoulos
University of Italian Switzerland/University of Liverpool (UK)/University of Malta
Legitimizing austerity in political speeches during the Greek crisis

-Franco Zappettini University of Liverpool (UK)
Towards a discursive theorisation of 'chains of legitimization': empirical evidence from the tabloidization of the Brexit debate

KEYNOTE SPEAKERS

Ronny Scholz, British University in Egypt

‘We will have together one great future’ – Unravelling Discourse Scenarios with Corpus Methods

In this talk I emphasise the importance of discourse scenarios for the persuasion in political campaigns. Discourse scenarios are particularly effective when a political claim is represented as a precondition for securing the future of commonly accepted social values such as peace, justice, freedom, or prosperity. Scenarios play an important role in fixing meaning in discourse. In Laclau/Mouffe’s (1985) terminology we would say that they take part in articulating semantic elements within a chain of signifiers resulting in the hegemonic formation of a certain worldview. The persuasive strength is reinforced when social values appear as being in crisis or under some sort of threat. In order to elaborate the understanding of discourse scenarios as an analytical category I will revisit some of the related concepts such as the frame script (Chilton, 2017; Ziem, 2014), metaphor scenario (Musolff, 2016) or topoi of argumentation (Toulmin, 2003; Wengeler, 2015). Deictic Space Theory (Chilton, 2014) can help to understand better the rhetoric effectiveness of discourse scenarios in that it conceptualises how audiences in discourses are placed in a political space that undergoes a certain fate. Often this fate is presented as related to thriving inside the space or to a threat coming from the outside of this space. Based on examples taken from the European Parliament election campaigns and Donald Trump’s presidential campaign in 2016 I will demonstrate how corpus methods can be used in order to identify and study discourse scenarios. I conclude my talk by discussing the role of discourse scenarios in the highly dynamic environment of political online communication.

References

- Chilton, P. (2014). *Language, Space and Mind*. Cambridge: Cambridge University Press.
- Chilton, P. (2017). “The people” in populist discourse. Using neuro-cognitive linguistics to understand political meanings. *Journal of Language and Politics*, 16(4), 582 –594.

- Laclau, E., & Mouffe, C. (1985). *Hegemony and Socialist Strategy. Towards a Radical Democratic Politics*. London: Verso.
- Musolff, A. (2016). *Political Metaphor Analysis. Discourse and Scenarios*. London: Bloomsbury Publishing.
- Toulmin, S. E. (2003). *The uses of argument*. Cambridge: Cambridge University Press.
- Wengeler, M. (2015). Patterns of Argumentation and the Heterogeneity of Social Knowledge. *Journal of Language and Politics*, 14(5), 689-711.
- Ziem, A. (2014). *Frames of understanding in text and discourse. Theoretical foundations and descriptive applications*. Amsterdam [u.a.]: Benjamins.

Émilie Née, University Paris Est (France)

Pouvoir du discours, pouvoir de l'informatique, quelle(s) rencontre(s) ?

Quel intérêt présente l'outil informatique pour l'analyse des discours ? Quels sont les apports des études en analyse du discours qui ont mobilisé l'informatique, en particulier celles qui se sont intéressées aux discours du pouvoir et/ou au pouvoir du discours et plus largement à la question du pouvoir dans le discours ? C'est à ces questions que nous proposons de répondre dans cette conférence. Nous aborderons aussi la question des humanités numériques, qui orientent l'analyse du discours vers de nouvelles lectures du texte et peuvent amener le chercheur à enrichir ses analyses par la convocation de ressources numériques diversifiées. Dans un premier temps, nous reviendrons sur les raisons épistémologiques et politiques qui expliquent la rencontre précoce entre analyse du discours et informatique. Nous présenterons ensuite un panorama des recherches francophones en analyse du discours outillée, du côté des sciences du langage, mais aussi de l'histoire, de la sociologie, des sciences de l'information et de la communication, et de la science politique en mettant l'accent sur :

les points d'entrée dans le discours qu'autorisent les approches informatisées ;

les types et genres de discours analysés (politiques, médiatiques...) ;

les méthodes privilégiées par ces recherches ;

les dynamiques de pouvoir qu'ont pu mettre en évidence ces recherches.

Un troisième temps de la conférence portera sur la question des corpus en analyse du discours outillée. D'un côté nous montrerons comment les corpus ont pu évoluer depuis les débuts de cette approche, passant de corpus «réservoirs » à des ressources textuelles structurées. Nous soumettrons alors quelques illustrations d'analyses

multidimensionnelles. De l'autre, nous proposerons une typologie des corpus que l'on mobilise généralement en fonction des dynamiques que l'on souhaite mettre en évidence. Ce troisième temps sera aussi l'occasion de revenir sur un certain nombre de principes méthodologiques.

Nous clôturerons cette conférence sur les pratiques interprétatives en analyse du discours outillée et sur les limites d'une approche informatisée des discours.

Melani Schröter, University of Reading (UK)

Öffentlich-politisch relevante Emotionen: Eine korpusgestützte Exploration

Der Vortrag wird sich auf die sprachliche Konstruktion von Emotionen beziehen und auf die Rolle von Emotionen in Konzeptualisierungen der öffentlich-politischen Sphäre. Er wird der Frage nachgehen, welche Emotionen als mehr oder weniger relevant für den öffentlich-politischen Diskurs betrachtet werden können und wie mit linguistischer Methodik Indikatoren solcher Relevanz ermittelt werden können. Ausgehend von der Beobachtung, dass es sich bei 'Empörung' um eine für die öffentliche Sphäre relevante Emotion handelt, werden mit korpusanalytischen Mitteln weitere, potenziell 'öffentliche' Emotionen ermittelt. Eine Liste aus 29 Emotionen, die im weiteren Umfeld von 'Empörung' vorkommen, wird erstellt und diese werden auf ihre ko-textuelle Einbettung hin überprüft. Dabei zeigen sich eine Reihe an Gebrauchsmustern, welche mit Blick darauf diskutiert werden, inwieweit sie Hinweise auf öffentlich-politische Relevanz darstellen. In dem Zusammenhang möchte ich zeigen, warum etwa Unbehagen, Besorgnis, Entrüstung und Verunsicherung relevanter für die öffentliche Sphäre erscheinen als Ekel, Unruhe, Scham und Traurigkeit. Dieser bis dahin auf dem durch Sketch Engine bereitgestellten deTenTen13 Webkorpus basierende Befund wird anhand des durch das Institut für Deutsche Sprache bereitgestellten Deutschen Referenzkorpus (DeReKo 2019-I) zunächst einmal anhand von Vorkommenshäufigkeiten überprüft. In einem letzten Schritt wird anhand von Kollokationsanalysen der frequentere Ärger mit Unmut verglichen, wobei sich zeigt, dass es sich bei Unmut um eine 'politisierte(re)' Emotion handelt. Auf der Basis dieser Befunde soll abschließend thematisiert werden, welchen Beitrag die Frage nach der

'öffentlichen Relevanz' bestimmter Emotionen zur Konzeptualisierung der öffentlich-politischen Sphäre leisten könnte.

PARALLEL SESSIONS

A

Francesco Attruia, University of Pisa

La mise en récit de la controverse politique dans les discours mémoriels

Du 28 octobre au 14 novembre 2017, dans l'église de San Severo al Pendino, à Naples, la Communauté Hellénique de Naples et Campanie a organisé une exposition intitulée « Chypre : mémoire interdite » portant sur l'occupation militaire turque, depuis 1974, dans le Nord de l'île méditerranéenne. Dans cette communication, nous nous proposons de porter un regard à la fois linguistique et discursif sur cette controverse politique, en observant les stratégies de *mise en récit* des rapports de pouvoir et de tensions politiques au sein du discours mémoriel de la Communauté chypriote, envisagée ici en tant que locuteur collectif (Orkibi, 2012, 2015). En prenant comme cadre épistémologique les travaux de M. Halbwachs sur la mémoire collective (Halbwachs, [1950] 1997 ; [1925] 1994), nous nous servirons des théories de l'énonciation et de mise en récit des discours (Salmon, 2008), ainsi que des acquis de la neo-rhétorique perelmanienne ([1958] 2008 ; [1977] 2009), afin de dégager les stratégies linguistiques et discursives employées par la Communauté hellénique s'exprimant, au sein de la controverse, à propos de la spoliation des églises catholiques et la destruction, par les turcs, du patrimoine artistique dans le Nord de Chypre. Ce discours s'appuie sur une tactique globale de la mise en récit des événements qui mobilise plusieurs scènes d'énonciation et genres discursifs, notamment les discours institutionnel (Krieg-Planque, 2012), d'expert (Léglise et Garric, 2012) et expographique (Margarito, 2016 ; Rigat, 2005, 2012). Compte tenu de l'hétérogénéité de cette stratégie, on s'attardera dans cette communication sur le discours institutionnel prononcé par Tasos Tzionis, ambassadeur de Chypre en Italie, à l'occasion de la cérémonie d'ouverture de l'exposition. Les résultats de l'analyse montreront que les procédés argumentatifs qui construisent l'armature énonciative et pragmatique du discours

de l'ambassadeur relèvent à la fois du raisonnement déductif et de l'émotion. De fait, après avoir cherché à établir une connivence avec l'auditoire, par le récit d'une expérience personnelle, l'ambassadeur bâtit un discours réunissant les ressources du *logos*, notamment par l'emploi des enthymèmes et des exemples historiques, et les tactiques censées susciter la compassion et l'indignation.

Références :

Halbwachs M., [1925] 1994, *Les cadres sociaux de la mémoire*, Paris, Albin Michel.

Halbwachs M., [1950] 1997, *La mémoire collective*, éd. G. Namer, Paris, Albin Michel.

Krieg-Planque A., (2012), *Analyser les discours institutionnels*, Paris, Colin.

Léglise I., N. Garric (éds), (2012), *Discours d'expert et d'expertise*, Berlin, Peter Lang.

B

Bisiada Mario, POMPEU FABRA University

The “education” frame as a means to establish unequal power relations and manipulate debates

An effective way of establishing power relations in discourse is by using frames drawn from the educational domain. Common examples are “doing homework” and “model pupil”, as in the examples below:

(1) “We were considered the kids at school who were not doing our homework. In a way, we have done our homework.” (Gian Luigi Gigli, quoted in Yardley 2016)

(2) Unlike Greece, Portugal has gained much kudos in Brussels and Berlin for being a model pupil for the euro zone. (Economist 2012)

Metaphorical framings are “persuasive efforts that encourage intersubjective agreement about how to see the world” (Schiappa 2003:129) and construct “in-groups and out-groups” (Wodak 2001:73). The education frame, especially common in economic discourse, establishes an unequal, teacher- pupil power relation between the actors

involved: one actor, the teacher, is implicitly attributed the power to decide what the other actor, the pupil, has to do. Once adopted in discourse, those framings manipulate and influence people's judgements by presenting a complex situation in terms of a simple matter of school work, thus bypassing discussions of fairness or appropriateness of particular proposals.

In this talk, I present my study of the use of the "homework" expression in some English and German newspapers. The analysis draws on the News-on-the-Web and DWDS corpora for articles up to 2015. The quantitative analysis investigates the frequency of usage of the expression in English and German. The qualitative analysis studies how it has been used to position the speaker with respect to others in the discourse.

References

Economist (2012) More pain, less gain. *The Economist*, 20 October 2012. <https://www.economist.com/europe/2012/10/20/more-pain-less-gain>

Schiappa E (2003) *Defining Reality: Definitions and the Politics of Meaning*. Carbondale, IL: Southern Illinois University Press.

Wodak R (2001) The discourse-historical approach. In: Wodak R and Meyer M (eds) *Methods of Critical Discourse Analysis*. London: SAGE, pp. 63–94.

Yardley J (2016) Matteo Renzi, Italian Premier, pushes for a place at Europe's power table. *The New York Times*, 28 January 2016. <https://www.nytimes.com/2016/01/29/world/europe/matteo-renzi-italian-premier-pushes-for-a-place-at-europes-power-table.html>

Bisiani Francesca, University of Trieste/Paris 7

The concept of "*combattant terroriste étranger*" and risk perception: the driving force behind standardization of a nomenclature in European soft law

Can perception of a threat become the driver for spreading a nomenclature? This paper focuses on reasons for the emergence and prevailing use of the French nomenclature *combattant terroriste étranger* (foreign terrorist fighter), in soft law acts adopted by the European Commission from September 2001 to March 2018. We have

taken a quantitative lexicometric approach, influenced by French discourse analysis, in order to encourage critical scrutiny of the terminology. In our view, there is a major drawback to continued wielding of such an opaque, poorly-defined term, namely edifying an unreliable framework for legal documents that are designed to be binding.

Indeed, the vehicle for the nomenclature at issue involves a range of declaratory strategies, which purport to rest upon a threat posed by the referent and his or her possible return to the country of origin. The twofold perception that new legislation is urgently needed, and that consensus must be achieved, seems to have relegated another imperative to the background, namely standardizing the nomenclature so as to precisely elucidate what is meant by a *combattant terroriste étranger* from a legal and social standpoint, in order to avoid blurred and doubtful legal practice.

Borza Natalia, Pazmany Peter Catholic University

Who is the Other? Polarization patterns in media discourse after the Chemnitz events

The fatal stabbing of a German man by Syrian and Iraqi men in Chemnitz, Germany sparked a spontaneous protest at the end of the summer in 2018. Hundreds of people gathered in the city centre to protest against the brutality, where some protestors were accused of hunting foreigners in street mobs. Protests continued the following week, which reportedly grew more hostile. A week after the incident, a rock concert was organized to oppose right-wing extremism and to express solidarity, tolerance and respect. Following the Critical Discourse Analytical (CDA) approach, the present qualitative case-study investigates polarization patterns in news media discourse. The linguistic features of the articles reporting the Chemnitz events of four quality press online English-language newspapers (BBC, The Guardian, The Telegraph, and The Times) that appeared within the time period of a week after the incident (27 August – 3rd September) were analysed. The study aims to discover the extent and the linguistic means of the use of the polarization strategy of positive self-presentation and negative other-presentation as

described by van Dijk (2006). Particular attention was given to lexical choices which characterize the participants of the events and evoke emotional appeals. The findings of the research suggest that the investigated accounts of the Chemnitz events heavily rely on value-laden polarization, which results in conveying unrefined passions at the expense of hindering the expression of a wider range of emotions.

References

van Dijk, T. A. "Discourse and Manipulation." *Discourse and Society* 17, no. 3 (2006): 359-83.

C

Claudia Cagninelli, Università di Modena e Reggio Emilia

Relation énonciative et verbalisation de l'émotion : expression de pouvoir dans le débat parlementaire.

En recourant largement aux potentialités dialogiques du discours, les orateurs du débat parlementaire se servent de divers procédés linguistiques à la fois pour prendre position face à la question débattue et pour gérer la relation avec leur contrepartie. La matérialité langagière se charge ainsi de pouvoir : la parole devient elle-même un objet d'argumentation et un instrument dialectique de confrontation à l'adversaire. Dans le cadre d'une approche pragma-discursive, nous proposons une analyse des implications argumentatives des stratégies employées par deux camps politiques opposés pour gérer leur relation interactionnelle. Notre corpus est constitué des débats relatifs à la proposition de loi sur l'extension du délit d'entrave à l'interruption volontaire de grossesse. Les enjeux politiques, sociaux et éthiques de ce sujet engendrent une prise de position à valeur rhétorique mobilisant non seulement l'idéologie mais aussi l'état émotionnel du locuteur. Pour analyser ces phénomènes, une double démarche est adoptée. D'abord, une exploration informatisée du corpus vise à retracer les différents emplois, de la part des deux factions politiques, des pronoms personnels, analysés en relation avec les verbes co-occurents les plus fréquents, pour examiner leur portée argumentative dans la construction des rôles discursifs (défenseurs/opposants). Ensuite, une étude qualitative

des divers procédés de verbalisation de l'émotion par rapport à l'adversaire et à son discours vise à analyser les effets escomptés par la dimension affective du discours.

Maria Cristina Caimotto, University of Turin

“I have nothing against cyclists, but...”: power relations between cyclists and other road users

The promotion of cycling is considered an effective way to respond to the societal challenges posed by pollution, traffic congestion and physical inactivity (Dora et al. 2011) by a growing number of institutions, and it can help achieve 11 of the 17 UN Sustainable Development Goals (UN 2018). Still, rather than being celebrated as a viable solution, cycling and cyclists often trigger emotional, controversial and ‘near hysterical’ reactions (Wild et al. 2018; Montgomery 2013, 240) from objectors, who see cyclists as a "scourge" creating problems for drivers and pedestrians (Walker 2015).

With the identification of Sheller and Urry’s “new mobilities” paradigm (2016), a new wave of research in the social sciences has focused on mobility-related topics, affirming a new kind of analysis in which “mobility and control over mobility both reflect and reinforce power” (Skeggs 2004, 49) “tracking the power of discourses and practices of mobility” (Sheller and Urry 2006, 211). However, Linguistics has not yet contributed to this emergent paradigm (but see Kiernan 2018), a paradigm which, given the unequal power relations between conflicting social identities and interests, would deserve the scrutiny of Critical Discourse Analysis.

My paper is part of my ongoing research which investigates how discourses about mobility (e.g. advocacy and policy documents, news reports, political campaigns, advertisings, driving licence manuals, cartoons) contribute to the shaping of identities of mobility and what power relations can be observed (see also Pooley 2013, Skinner and Rosen 2007). In particular, this paper will investigate how different road users tend to experience difficulties when trying to perceive, feel and make sense of a given situation “as if” they were a different kind of road user (Pinotti, 2011). The analysis will propose explanations

that dig into people's self-perception and the practice of "lifestyle politics" (Bennett 1998). The discourses are investigated through a blend of approaches including Critical Discourse Analysis (Wodak and Meyer 2009), Appraisal Theory (Martin and White 2005) and Critical Metaphor analysis (CharterisBlack 2004).

References

- Bennett W.L. (1998) "The UnCivic Culture: Communication, Identity, and the Rise of Lifestyle Politics" *Political Science and Politics* 31:4, 740-761.
- Charteris-Black J. (2004) *Corpus Approaches to Critical Metaphor Analysis*. Basingstoke: Palgrave MacMillan.
- Dora C. Hoskings J. Mudu P. and Fletcher E. (2011) "Sustainable Transport: A Sourcebook for Policy-makers in Developing Cities" *WHO Library Cataloguing-in-Publication Data* retrieved online http://www.who.int/hia/green_economy/giz_transport_report/en/
- Kiernan P. (2018) *Language, Identity and Cycling in the New Media Age*. London: Palgrave MacMillan.
- Martin J.R. and White P.R.R. (2005) *The Language of Evaluation: Appraisal in English*. Basingstoke: Palgrave Macmillan.
- Montgomery C. (2013) *Happy City; Transforming Our Lives through Urban Design*. New York: Farrar, Straus and Giroux.
- Pinotti, A. (2011) *Empatia: Storia di un'idea da Platone al postumano*. Roma-Bari: Laterza.
- Pooley C. (2013) *Promoting Walking and Cycling. New Perspectives on Sustainable Travel*. Bristol: Policy Press.
- Sheller M. and Urry J. 2006 "The New Mobilities Paradigm" *Environment and Planning A: Economy and Space* 38:2, 207-226.
- Skeggs B. 2004 *Class, Self, Culture*. London: Routledge.
- Skinner D. and Rosen P. (2007) "Hell is the Other Cyclist: Rethinking Transport and Identity" in Horton D., Rosen P. and Cox P. (Eds) *Cycling and Society*. London and New York: Routledge. 83-96.
- Walker P. (2015) "Sabotage and hatred: what have people got against cyclists?" *The Guardian* 1 Jul 2015 retrieved online <https://www.theguardian.com/lifeandstyle/2015/jul/01/sabotage-and-hatred-what-have-people-got-against-cyclists>
- Wild K. Woodward A. Field A. and Macmillan A. 2018 "Beyond 'bikelash': engaging with community opposition to cycle lanes" *Mobilities* 13:4, 505-519.
- Wodak R. and Meyer M. (Eds) (2009) *Methods of Critical Discourse Analysis*. London: Sage.
- UNric 2018 "How does cycling help achieve the Global Goals?" 6 Apr 2018 retrieved online <https://www.unric.org/en/latest-un-buzz/31011-how-does-cycling-help-achieve-the-global-goals>

Gabriella Carobbio, University of Bergamo

Expressive Prozeduren in politischen Reden

Emotionen sind nicht nur als individuelle, sondern auch als soziale Phänomene zu betrachten, insofern sie aus der Privatsphäre eines Individuums hinaus in interaktiven Situationen zum Ausdruck kommen, und zwar (auch) sprachlich. Laut Fiehler (1990: 45) erfüllen Emotionen primär die Funktion einer „bewertenden Stellungnahme“, indem sie spezifische Bewertungsaufgaben etwa in der Konstitution sozialer Beziehungen und Identitäten lösen. Im Rahmen der öffentlich-politischen Kommunikation, auch in Anbetracht der medialen Exposition von Politikern, ist der Emotionsausdruck stark geregelt und bestimmten musterhaften Handlungsstrukturen unterzogen (vgl. Beckmann 2006, Fiehler 1990).

In der Kommunikation von Emotionen spielen neben lexikalischen Mitteln auch prosodische Phänomene wie etwa Betonung, Lautstärke und Sprechgeschwindigkeit eine wichtige Rolle. Durch solche sprachliche Modulationen, die im Sinne der Funktionalen Pragmatik dem Malfeld (Ehlich 1991) zuzuordnen sind, werden „expressive Prozeduren vollzogen, indem eine situative Atmosphäre oder emotionale Befindlichkeit kommunikativ zur Geltung gebracht wird“ (Redder, demn.). Im vorliegenden Beitrag wird der Frage nachgegangen, wie expressive Prozeduren in politischen Reden umgesetzt werden. Es wird dabei das Potential eines diskursorientierten Transkriptionsverfahrens durch HIAT ausgelotet, um herauszufinden, inwieweit bestimmte prosodische Phänomene musterhaft mit dem Ausdruck bestimmter Emotionen gekoppelt werden können. Das Forschungsvorhaben zielt auf die Herstellung eines Kriterienkatalogs zur Annotation prosodischer Phänomene, die mit dem Ausdruck von Emotionen in der politischen Kommunikation zusammenhängen.

Literatur

- Beckmann, Susanne (2006): Der Skandal – ein komplexes Handlungsspiel im Bereich öffentlicher Moralisierungskommunikation. In: Girth, Heiko/Spieß, Constanze (Hg.): Strategien politischer Kommunikation. Pragmatische Analysen. Berlin: Erich Schmidt, 61-78.
- Ehlich, Konrad (1991): Funktional-pragmatische Kommunikationsanalyse – Ziele und Verfahren. In: Flader, Dieter (Hg.): Verbale Interaktion. Studien zur Empirie und Methodologie der Pragmatik. Stuttgart: Metzler, 127-143.
- Fiehler, Reinhard (1990): Kommunikation und Emotion. Theoretische und empirische Untersuchungen zur Rolle von Emotionen in der verbalen Interaktion. Berlin/New York: de Gruyter.
- Redder, Angelika (demn.): Das Malfeld von Sprache – Beobachtungen zum Film "Almanya – Willkommen in Deutschland". In: Gutjahr, Ortrud (Hg.): Interkulturelle Diskussionen zu Almanya. Würzburg: Königshausen & Neumann.

Hassiba Chaibi, ENS d'Alger

De l'émotion dans le débat

Tout projet de parole est un évènement qui s'inscrit dans des circonstances situationnelles, « rend compte de la position du sujet parlant par rapport à l'interlocuteur, à ce qu'il dit, et à ce que dit l'autre » (Charaudeau, 1992 :53) et contribue à la construction de la signification. Ce rapport du sujet à sa parole ne révèle pas seulement ses intentions, il traduit aussi « (sa) façon d'éprouver le monde, de le représenter, et de communiquer avec autrui » (Pagès, 1993 :25). Ainsi dit, l'émotion qui est signalée dans le langage est une source pour l'action et l'interaction (Plantin, 2013).

Dans ce papier, nous proposons d'aborder la question de la construction de l'émotion langagière à travers l'analyse d'un discours ému, tenu par Fatou DIOME que nous qualifions d'« une activité du dire politique correspondant à l'enjeu du débat d'idées dans le vaste champ de l'espace publique, lieu où s'échangent des opinions » (Charaudeau, 2005). Cette confrontation de la parole a eu lieu dans l'émission culturelle *Ce soir ou jamais*, télévisée sur France 2 en consacrant le numéro du 14/04/2015 à la thématique « accueillir ou pas la misère du monde ? ». Notre corpus est constitué d'une séquence vidéo de huit minutes qui nécessite d'être transformée de sa forme orale en un texte écrit par le biais des conventions de la transcription du matériel linguistique et iconique pour pouvoir repérer les lieux de l'affectivité (terme ou geste)

Pour ce faire, nous partons de l'hypothèse qui stipule que tout engagement sur une question politique se manifeste à travers une visée d'incitation à penser l'actualité et les traces de l'émotion qui habitent la parole et la structure (Plantin, 2003).

Références :

CHARAUDEAU. P (2005). *Le discours politique. Les masques du pouvoir*. Vuibert :Paris

CHARAUDEAU.P (1992). *Grammaire du sens et de l'expression*. Hachette : Paris.

PLANTIN (2003) 2003c Structures verbales de l'émotion parlée et de la parole émue In Colletta, J.-M. & Tcherkassof, A. (dir.), *Les émotions. Cognition, langage et développement*, Liège : Mardaga. 97-130

PLANTIN. C(2013). "Les figures en situation argumentative". In M. Bonhomme (coord.) *Les figures*. L'information grammaticale, 137. 50-56

PLANTIN. C (2011). Les bonnes raisons des émotions. Principes et méthode pour l'étude du discours émotionné . Berne, Peter Lang.

Camelia Cusnir, Université de Bucarest (Romania)

Les “influenceurs” : construction d’une légitimité en ligne à travers le discours

Le web 2.0 a offert à tout utilisateur d’Internet la possibilité de devenir, à son tour, producteur de contenu. Selon le concept de “mass-self communication” proposé par Castells (2009), tout utilisateur d’Internet a l’opportunité de produire un contenu qui, potentiellement, peut toucher une audience de masse. Beaucoup d’utilisateurs d’Internet, appartenant notamment aux nouvelles générations, se servent de cette possibilité pour distribuer du contenu mais aussi pour promouvoir leurs projets personnels, leurs intérêts et leurs valeurs. Certains de ces utilisateurs qui, hier, étaient des anonymes, arrivent à gagner une notoriété importante et à être suivis, parfois, de millions d’“abonnés”.

En utilisant la CDA qui s’intéresse à « révéler les structures de pouvoir » (Wodak, 2009) et à “rendre explicites les relations de pouvoir qui sont fréquemment obscures et cachées” (idem) et qui se préoccupe à expliquer comment “les structures du discours créent, confirment, légitiment, reproduisent ou provoquent les relations de pouvoir et de domination en société » (Van Dijk, 2001), nous nous intéresserons à identifier les stratégies discursives, rationnelles et émotionnelles, mises en place par ces “influenceurs” afin de construire leur légitimité en ligne.

Notre corpus sera formé des publications en ligne des influenceurs roumains comptabilisant le plus grand nombre d’abonnés sur Youtube, Facebook et Instagram, sur une période d’un mois, avec le but de révéler comment ils arrivent à construire un rapport de pouvoir avec leurs abonnés auxquels ils arrivent à imposer aussi leurs propres intérêts et valeurs et, finalement, leurs propres représentations de la réalité.

Bibliographie (sélective)

Abidin, C. (2016). Engaging with Influencers’ fashion brands and #OOTD advertorial campaigns on Instagram. In *Media International Australia*, 161(1), 86-100. DOI: 10.1177/1329878X16665177.

Aubert A., Denouël J., Granjon F. (2014). *Médias numériques et participation. Entre engagement citoyen et production de soi*. Paris: Mare et Martin Éditions.

Castells, M. (2010). *The Rise of the Network Society*. Oxford : Wiley-Blackwell.

Chilton, P., Schaffner, C. (ed.), *Politics as Text & talk. Analytic approaches to political discourse*, John Benjamins Publishing 2002, Amsterdam, Philadelphia

Fairclough N., *Language and power*, New York, Longman Inc, 1989.

Fairclough N., « What is CDA? Language and Power Twenty-Five Years On », 2014, https://www.academia.edu/8429277/What_is_CDA_Language_and_Power_twenty-five_years_on, consulté le 15.04.2015.

Gruzd, A., Wellmann, B. (2014). Networked Influence in Social Media: Introduction to the Special Issue. In *American Behavioral Scientist*, 58(10), 1251–1259. DOI: 10.1177/0002764214527087.

Machin D., Mayr A., *How To Do Critical Discourse Analysis. A Multimodal Introduction*,. LA/London/New Delhi/Singapore/Washington DC, Sage Publications, 2012.

Maingueneau D., *Les termes clés de l'analyse du discours*, Paris, Seuil, 2009.

Maingueneau, D., *Discours et analyse de discours*, Paris, Armand Collin, 2014.

Van Dijk T. A., « Structures of discourse and structures of power”, in J. A. Anderson (Ed.), *Communication Yearbook*, CA, Sage, 1989.

Van Dijk T. A., « Principles of Critical Discourse Analysis », *Discourse & Society*, 4:2 (1993), pp. 249-283. <http://discourses.org/OldArticles/Principles%20of%20critical%20discourse%20analysis.pdf>, consulté le 17.06.2013.

Van Dijk T. A., *Ideological discourse analysis*, New Courant, English Dept, University of Helsinki), 4 (1995), pp. 135-161.

Van Dijk T. A. (2005). «War Rhetoric of a Little Ally. Political implicatures of Aznar's Legitimization of the War in Iraq », *Journal of Language and Politics*, 4:1 (2005), pp. 65-92, Special Issue “The Soft Power of War. Legitimacy and community in Iraq war discourses”, <http://www.discourses.org/OldArticles/War%20rhetoric%20of%20a%20little%20ally.pdf>, accessed on 4.11.2014.

Wodak R., « Critical Discourse Analysis: History, Agenda, Theory, and Methodology », in R. Wodak, M. Meyer, *Methods of Critical Discourse Analysis*, London, Sage, 2009, pp. 1-33, http://www.academia.edu/1614495/Methods_of_critical_discourse_analysis, accessed on 17.04. 2015.

Wodak R., « Language, power and identity », in *Language Teaching*, 45:2 (2012), pp. 215–233. Cambridge, Cambridge University Press, DOI:10.1017/S0261444811000048, consulté le 17.04.2015.

D

Karen Dacy, University of Melbourne (Australia)

Women remain underrepresented in government worldwide and in Australia, where past female leaders have encountered many obstacles in their careers. Research associates print and broadcast media with different standards for male and female leaders, the latter

represented through personalisation, exclusion and even implication in dishonesty and criminality. However, such coverage may largely represent the interests of media organisations. Online interactive discussion presents a possible source of more granular information about sentiment and attitudes towards women in political leadership.

This paper combines corpus linguistics and critical discourse analysis methods to investigate representation of Australian female politicians in comments to online newspapers using a corpus of approximately 250,000 words. It combines quantitative and qualitative analysis of sentiment and attitude expressed in adjectives, naming practices, counterfactuals, presuppositions, implicative and modal verbs, drawing on models of appraisal and text analysis by Martin and White (2005) and Van Leeuwen (2008).

Results supported earlier findings of under inclusion, higher negativity towards females and generalisation of their achievements and motives, overall reducing female leaders' complexity compared to males. There was also strong evidence of disapprobation relative to male politicians, in accusations of abuse of public funds or criminal activity. Overall, it was concluded that while overt sexism was largely absent from comments, comments characterised women as underperforming in politics, with overarching themes of strength for males and weakness for females.

References

- Baker, P. (2014). *Using corpora to analyze gender*. Bloomsbury. London.
- Caldas-Coulthard, C. & Moon, R. (2010). "Curvy, hunky, kinky": Using corpora as tools for critical analysis. *Discourse and Society*, 21(2), 99–133. <https://doi.org/10.1177/0957926509353834>
- Davies, Mark. (2013) *Corpus of Global Web-Based English: 1.9 billion words from speakers in 20 countries (GloWbE)*. Available online at <https://corpus.byu.edu/glowbe/>.
- Donaghue, N. (2015). Who gets played by "the gender card"? A critical discourse analysis of coverage of Prime Minister Julia Gillard's sexism and misogyny speech in the Australian print media. *Australian Feminist Studies*, 30(84), 161–178.
- Fairclough, N. (2001). *Language and power*: London. Routledge.
- Falk, E. (2013). Clinton And the Playing-The-Gender-Card Metaphor in Campaign News. *Feminist Media Studies*, 13(2), 192-207.
- Hunston, S. (2011) *Corpus Approaches to Evaluation: phraseology and evaluative language*. Routledge. Birmingham.
- Martin, J. R. & White, P. R. R. (2005). *The Language of Evaluation: Appraisal in English*. *The Language of Evaluation: Appraisal in English*. <https://doi.org/10.1057/9780230511910>
- McLuhan, M. (2006). *The Medium is the Message*. In Durham, M.G. & D. M. Kellner (Eds.), *Media and Cultural Studies: Key Works* (2nd ed. pp. 107–117). Oxford: Blackwell. <https://doi.org/10.1177/026858094009002003>
- Partington, A. (2010). Modern Diachronic Corpus-Assisted Discourse Studies (MD-CADS) on UK newspapers: an overview of the project. *Corpora*, 5(2), 83-108.

- Pearce, M. (2008). Investigating the collocational behaviour of man and woman in the BNC using Sketch Engine 1. *Corpora*, 3(1), 1-29.
- Rayson, P. (2003). *Matrix: A statistical method and software tool for linguistic analysis through corpus comparison*. Ph.D. thesis, Lancaster University.
- Romaniuk, T. (2014). Text trajectories and media discourse: tracking gendered representations in presidential politics. *Gender and Language*, 8(2), 245–267. [docview/1650585409?accountid=12372](https://doi.org/10.1017/S1752225314000027)
- Trimble, L. (2016). Julia Gillard and the Gender Wars. *Politics & Gender*, 12(02), 296-316.
- Van Dijk, T. A. (2017). How global media manipulated the impeachment of Brazilian president Dilma Rousseff. *Discourse and Communication*, 11(2), 199–229. <https://doi.org/10.1177/1750481317691838>
- Van Leeuwen, T. (2008). *Discourse and practice: New tools for critical discourse analysis*. Oxford University Press.

Barbara Dancygier, University of British Columbia

Emotional dissonance and the language of the media

This paper will consider a range of linguistic forms which jointly construct the current communicative environment, often characterized as ‘post-truth’. Journalistic and scientific sources alike attempt to explain the phenomenon, and they all point to the emotional sources of the crisis. Emotional stance seems to be replacing epistemic stance.

This paper considers the problem of emotional impact of media discourse from the linguistic perspective. Analyzing a wide range of examples (from journalistic corpora, TV news, late-night news talk-shows, online comments, memes, etc.), I propose an analysis of linguistic usage which jointly constructs what I refer to as patterns of ‘emotional dissonance’ – a tendency to form judgments (true or false) on the basis of emotional (dis)comfort. In particular, I focus my attention on constructions which have recently increased their use, such as *it’s like if*, or *that’s like V-ing* (e.g. *that’s like saying X*) which combine a cluster of forms. In the former case, the construction relies on simile, conditionality, and verbal markers of counterfactuality, as in Stephen Colbert’s comment on Trump’s callous response to a disaster: *It’s like if Nero had tweeted* [...]. Such constructions address the stance expressed (e.g., as in this case, lack of empathy) and comment on it, mostly representing public figures as **communicating** something they did not in fact say. Importantly, such negotiation of emotional responses to discourse relies on imagined discourse which highlights the emotional dissonance. Overall, the project clarifies the role of emotional responses to discourse in creating stance.

Contredire avec « en même temps » : un cheval de Troie discursif

Pragmatique d'une figure indirecte de la *persuasio*

L'observation des interactions montre qu'il est souvent essentiel pour le locuteur de construire des contradictions indirectes, mises en scène (Drouet, 2013), par le jeu des postures énonciatives (Rabatel, 2005), pour mieux contredire son interlocuteur, comme dans l'énoncé suivant :

S : alors là non / non non non / c'est trop / c'est trop / j'en ai marre d'entendre parler de cette maladie

I : alors il y a une chose aussi / c'est qu'**en même temps** vous savez il vaut mieux jouer la prévention

S : oui je sais bien / je sais que vous avez raison (corpus médical)

Véritable processus discursif à part entière, « *en même temps* » se révèle alors le fruit d'une volonté du locuteur d'échanger des arguments dans la transaction langagière en préservant le *face-want* de chacun (Brown et Lévinson, 1987). Mais en allant plus loin dans l'étude de ce phénomène, nous avons constaté que cette façon de contredire en douceur avec *en même temps* pouvait également permettre de construire une conciliation « piégée » qui joue sur la confusion suscitée par la contradiction permettant au locuteur d'influencer le discours de son interlocuteur. À partir d'un corpus médical et d'extraits de débats politiques radiophoniques, nous souhaiterions présenter cette structure propre au discours oral : la contradiction avec *en même temps*, véritable *cheval de Troie discursif*, qui construit une dynamique rhétorique entre *persuasio* et *conciliatio* (Perelman et Olbrechts-Tyteca, 1958) et peut s'apparenter ainsi à une stratégie du locuteur pour indirectement influencer l'opinion d'autrui.

Références bibliographiques

Amossy, R. (2010) *L'argumentation dans le discours*, 3eme édition, Armand Colin, Paris, 256 p.

Brown, P. et Lévinson, S. (1987). *Politeness: some universals in language usage*, London: Cambridge University Press.

Drouet G. (sous presse). *La mise en scène de la contradiction à l'oral : analyse et fonctionnement*, Thèse de doctorat sous la direction de Marie-Claude Le Bot, Université Rennes 2, à paraître dans la collection *Domaines Linguistiques*, sous la direction de F. Neveu, Classiques Garnier.

Grize, J-B. Piérait-Le Bonniec, G. (1983). *La Contradiction : essai sur les opérations de la pensée*. 1 vol. Le Psychologue, Paris: Presses universitaires de France, 206 p.

Kerbrat-Orecchioni, C. (1984). « Antonymie et argumentation: la contradiction », *Pratiques*, n° 43, pp.46-58.

Kerbrat-Orecchioni C. (2005). *Le discours en interaction*, Armand Colin, Paris, 365 p.

Perelman Ch. Et Olbrechts-Tyteca L. (1958). *La nouvelle rhétorique. Traité de l'argumentation*. Tome 1er, Presses Universitaires de France, Paris, 350 p.

Perelman Ch. (1970). *Le champ de l'argumentation*. Presses Universitaires de Bruxelles, 408 p.

Plantin C. (1990). *Essais sur l'argumentation, introduction linguistique à l'étude de la parole argumentative*. Kimé, Paris, 351 p.

Rabatel A. « La part de l'énonciateur dans la construction interactionnelle des points de vue » *marges linguistiques* 9, 2005, p.121.

Richard E. et Drouet G. (2013) « Une stratégie énonciative singulière : la mise en scène de la contradiction dans le discours oral », in François J., Larrivée P., Legallois D. et Neveu F. (éds), *La Linguistique de la contradiction*, Berne, Peter Lang, coll. Gramm-R, 17, pp. 295-308.

Richard E. et Drouet G. (2017). « En même temps, un marqueur double ? De la simultanéité temporelle à la contradiction énonciative. » Actes du Colloque International : « À l'articulation du lexique, de la grammaire et du discours : marqueurs grammaticaux et marqueurs discursifs », Université Paris 3 – Sorbonne-Nouvelle, avril 2014.

Roulet, E. « Echanges, Interventions et Actes de langage dans la structure de la conversation », Université de Genève, *Etudes de linguistique appliquée* n° 44, oct-déc 1987, Didier Erudition, Paris, p.31.

Van Eemeren, F. et Houtlosser, P. (2004). « Une vue synoptique de l'approche pragma-dialectique », in *L'argumentation aujourd'hui, Positions théoriques en confrontation*, Marianne Doury et Sophie Moirand (dir), Presses Sorbonne Nouvelle, Paris, pp. 45-75.

Vignaux G. (1976). *L'argumentation, essai d'une logique discursive*. Droz, Genève, 338 p.

F

Patrizia Fasino, University of Palermo

Argomentazione e potere negli articoli d'opinione del quotidiano Infocatolica

Da sempre la Chiesa esercita una grande influenza sulla vita degli uomini tanto da poter essere considerata un sistema di potere capace di disciplinare e controllare la società

(Picazo Tadeo, 2014). Grazie all'azione congiunta di organismi appositamente istituiti, documenti opportunamente elaborati e discorsi debitamente orientati, si assicura un ruolo di rilievo nella gestione dei problemi umani, riuscendo in tal modo a mantenere salde tanto la propria ideologia, quanto la propria autorità (*ibidem*). L'evangelizzazione diventa dunque per la Chiesa un modo per plasmare pensieri e azioni dei fedeli, rendendo la conversione un atto di persuasione (García González, 2012) mirante a educare le masse e mantenerne il controllo.

Tuttavia, il conseguimento di tale obiettivo le impone oggi il confronto con una società che, dubitando della validità dei proclami evangelici, assume spesso posizioni contrarie agli insegnamenti divini, soprattutto quando si tratta di argomenti delicati come quelli bioetici. Da qui l'esigenza di servirsi anche dei nuovi *media* per divulgare la Parola e orientare le opinioni sia dei singoli che dell'intera collettività. Interessanti a questo proposito sono gli articoli pubblicati nella sezione "Opinión" del portale *Infocatólica*, un quotidiano digitale di informazione e opinione socio-religiosa che, attraverso analisi cristiane della realtà e argomentazioni in cui si mescolano ragione e sentimento, persuasione e manipolazione, contribuisce a consolidare il potere della Chiesa nella società odierna.

L'obiettivo della mia ricerca consiste pertanto nell'analizzare mediante quali strategie linguistico-argomentative gli autori di questi articoli, appellandosi ora al cuore ora alla mente dei lettori, perpetuano la legittimità e l'autorità dei dogmi cristiani.

Dal punto di vista metodologico, l'analisi segue le indicazioni della teoria dell'argomentazione (Anscombe e Ducrot, 1994) e della sua grammatica (Lo Cascio, 2009; Fuentes Rodríguez e Alcaide Lara, 2002), avvalendosi al contempo dei contributi su ideologia, discorso e manipolazione (Van Dijk, 2006, 2009 e 2010), e delle riflessioni sul discorso emotivo (Charaudeau, 2008 e 2011) e su quello religioso (García Gonzales, 2012; Picazo Tadeo, 2014; Varas e Vásquez-Rocca, 2018).

Bibliografia minima

Charaudeau, P. (2011), "Las emociones como efectos de discurso", *Versión, La experiencia emocional y sus razones*, 26, México, UAM, pp. 97-118, <http://www.patrick-charaudeau.com/Las-emociones-como-efectos-de.html>;

Fuentes Rodríguez, C./Alcaide Lara, E.R. (2002), *Mecanismos lingüísticos de la persuasión*, Madrid, Arco Libros;

García González, J.M. (2012), "Aproximación retórica al lenguaje religioso cristiano", *Teología y cultura*, 14, pp. 67-77; http://www.teologiaycultura.com.ar/arch_rev/vol_14/004_GARCIA_LenguajeReligiosoyRetorica.pdf;

Van Dijk, T.A. (2009), *Discurso y poder*, Barcelona, Gedisa Editorial.

Claire-Anne FERRIERE, University of Lyon 3

Speaking up: resisting oppression and regaining power through language.

The case of the new feminist movement born of the Weinstein-gate in the United States: between emotion and reason.

If power dynamics are evident in discourse practices, it seems that in the case of the imbalanced power relations between men and women, power dynamics mean first and foremost that women are silent and/or silenced. The mere act of speaking up publicly – as many women have been doing in the previous year, denouncing abuses from powerful men – is therefore in itself an important discursive act that challenges established power dynamics. Thus, I am not so much interested here in the discourse practices that are symptomatic of that initial imbalance of power, as in those through which women try and regain power. Indeed, what started as individual discourses of denunciation against Harvey Weinstein was gradually built into a fully-grown feminist movement, challenging power dynamics between men and women. This paper therefore offers to study what rhetorical and pragmatic tools women in the new feminist movement use in order to put forward a common, alternative narrative about gendered power relations and convince their audience of the legitimacy of their claims. In order to do so, I intend to realise comparative analyses of key discourses in the construction of the movement: the Weinstein case, the second Women's March which marks a decisive step for the construction of an activist movement, and the opposition to Brett Kavanaugh's nomination to the Supreme Court. I will be particularly interested in the relative use of emotions and

reasoning throughout the movement and try and see how a potential evolution in the treatment of personal and collective emotions is relevant to the construction of the said-movement. In order to do so, I will compare texts from these different stages in the construction of the movement and study how the anger of these women – which fuels the movement – is not expressed as such but is, notably through its interplay with empathy, construed as indignation, a moral and collective emotion.

References

Bloor, M. & Bloor, T. (2007) *The Practice of Critical Discourse Analysis: An Introduction*. London: Hodder Arnold.

Burke, T. (2018) *Me Too is Movement, Not a Moment*. TEDwomen. Available at: https://www.ted.com/talks/tarana_burke_me_too_is_a_movement_not_a_moment/transcript?language=fr (Accessed: 26/02/2018).

Boix, C. (2007) *Argumentation, Manipulation, Persuasion*. Paris: L'Harmattan.

Cockcroft, R. & Cockcroft, S. (2014) *Persuading People: An Introduction to Rhetoric*. New York:

Palgrave.

Evans, E. & Chamberlain, P. (2015) "Critical Waves: Exploring Feminist Identity, Discourse and

Praxis in Western Feminism." *Social Movement Studies*. 14 (4). Pp. 396-409.

Fairclough, N. (1989) *Language and Power*. London: Longman.

Fairclough, N. (2003) *Analysing Discourse: Textual Analysis for Social Research*. London:

Routledge.

Pahud, S. & Paveau, M-A (Eds.) (2018) *Féminismes quatrième génération. Itinéraires*. 2017-2,

2018. [Online] Available at: <https://journals.openedition.org/itineraires/3765> (Accessed: 13/03/2018).

Van Dijk, T. A. (1998) *Ideology. A multidisciplinary approach*. London: SAGE.

Aurora Fragonara, University of Bergamo

Le médecin locuteur en ligne: l'empathie à l'épreuve de l'effacement de la subjectivité

Dans l'interaction avec ses patients, le médecin est soumis à un certain nombre de contraintes, qui dérivent de son statut professionnel et orientent son comportement, sa posture intellectuelle et ses propos vers l'objectivité et la scientificité. Ce positionnement

discursif semblerait exclure toute sorte d'expression de subjectivité et d'émotivité vis-à-vis de la situation et de l'état d'âme de ses patients. Dans notre contribution nous questionnons cet a-priori afin de voir si, comment et à quelles fins, des traces de la subjectivité du médecin-locuteur se manifestent dans son discours et dans quelle manière elles sont gérées à l'intérieur d'une instance de discours qui se veut objective. Pour ce faire, nous avons choisi d'étudier un corpus de consultations en ligne disponible sur le site *Docteurclik*, concernant différentes pathologies et, par conséquent, différents médecins-locuteurs. Étant donné la situation d'échange dans laquelle médecin et patients prennent partie, on peut émettre l'hypothèse que la subjectivité du médecin se manifeste dans le discours surtout à travers des démonstrations empathiques de compréhension des sentiments, de la situation du patient et de ses attentes. L'analyse des données a mobilisé les concepts d'énonciation, positionnement discursif, point de vue. Par la suite, elle s'est appuyée sur le repérage de plusieurs marqueurs énonciatifs et textuels : déictiques (je, vous), formes verbales, séquences d'informations non-strictement médicales (description de la vie quotidienne de personnes atteintes d'une certaine pathologie), modalités de reprise textuelle. Les résultats montrent différents degrés de (non)implication personnelle et d'empathie de la part des médecins, selon le type d'interaction établie.

Références

ADAM Jean-Michel, 2011, *La linguistique textuelle. Introduction à l'analyse textuelle des discours*, Paris, A. Colin.

CARRETIER Julien, DELAVIGNE Valérie, FERVERS Béatrice, 2010, Du langage expert au langage patient : vers une prise en compte des préférences des patients dans la démarche informationnelle entre les professionnels de santé et les patients in *Sciences-Croisées*, Accès en ligne : hal-00918119

PINOTTI Andrea, 2016, *Empathie, histoire d'une idée de Platon au post-humain*, Paris, Vrin.

RABATEL Alain. 2017, *Pour une lecture linguistique et critique des médias. Empathie, éthique, point(s) de vue*, Limoges, Lambert-Lucas.

G

Prof. Dr. Silja Graupe, Theresa Steffestun, M.A., both Cusanus Hochschule

“You will never think the same way again” - On Power and Mind in Economic Textbooks

In the aftermath of the financial crisis the relationship of power and mind has become a rather prominent topic in economics. First, behavioral economics, a joint venture of cognitive psychology and economics, has risen to be the most important informant for the government of behavior change by corporations, non-governmental organizations and states worldwide. It has advanced the predominant neoliberalism to “neuroliberalism” (Whitehead et al. 2018), which addresses not only reason but also the emotions and habits of its population. Second, students and even some scholars have claimed that an “indoctrination effect” (Earle et al. 2017; Rubinstein 2006) can be observed in economics education, which leads students “to accept a set of beliefs uncritically” (Earle et al. 2017, 35). Indeed early empirical research showed that instruments of persuasion can be found in canonical economic textbooks (Graupe 2017). Central concepts of economics, such as “market”, “price” and “state” are stripped off their common meaning, implicitly reframed metaphorically and charged with strong emotions. Claiming the authority of an objective science the authors create an asymmetry of knowledge between the economic scholar and the student and call the student to overcome it, promising that she will “never think in the same way again and [...] never look at an issue in the same way” (Mankiw 2014, 17). In our article we would like to inquire the role of “Hyper- and Hypocognition” as a central instrument to exercise power on minds in economic textbooks. By the means of textual analysis, especially concerning frame-semantics (Busse 2012) and informed by literature from the fields of Anthropology, Psychology and Cognitive Linguistics we would like to explore, how discourse about certain concepts, emotions and experiences, concerning for example democracy or nature, is made impossible due to the semantics employed in economic textbooks, endangering the students to forget them and their complex meaning.

References

Busse, D. (2012). *Frame-Semantik: Ein Kompendium*. Berlin: de Gruyter.

Earle, J./Moran, C./Ward-Perkins, Z. (2017). *The Econocracy. The perils of leaving economics to the experts*. Manchester: Manchester University Press.

Graupe, S. (2017). *Beeinflussung und Manipulation in der ökonomischen Bildung. Hintergründe und Beispiele*. FGW-Studie Neues ökonomisches Denken 05. Düsseldorf.

Mankiw, N. G. & Taylor, M. P. (2014). *Economics*. 3. Auflage. Andover (GB): Cengage Learning EMEA.

Rubinstein, Ariel (2006): A Sceptic's Comment on the Study of Economics *The Economic Journal*, 116, C1-C9.

Thaler, R. & Sunstein, C. R. (2009). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. 2nd Edition. New York: Penguin.

Whitehead, M. et al. (2018). Neuroliberalism: Cognition, context, and the geographical bounding of rationality. *Progress in Human Geography*, 1-18.

Frauke Grenz, Europa-Universität Flensburg

Fear of the Freaks- Generating Outrage as a Discursive Strategy for the (Re)Production of Heteronormative Education

In late 2013 the government of the German federal state of Baden-Württemberg proposed to implement gender and sexual diversity as a topic across all school subjects. This proposal of a curriculum reform was followed by a heated public debate, which soon reached national attention. The issue was discussed politically as well, resulting in the new curriculum not being passed in 2015 as planned but only in 2016.

Within this debate, emotions play an important role for the discursive construction of knowledge about gender, sexuality, and education. In a petition against the curriculum reform, signed by almost 192,000 citizens, the reform is portrayed as a threat; from April 2014 on, every few months thousands went on the streets to demonstrate against “gender-ideology and sexualization of our children through the curriculum”. Through different discursive strategies, children are depicted as innocent and in need of protection against lgbtiq people, who are portrayed as hypersexual and (mentally) ill.

In my ongoing PhD project, I analyze the discursive constructions within this debate, drawing on Michel Foucault's understanding of power, Judith Butler's theories on gender and subjectivation, as well as Norbert Ricken's approach to the German concept of Bildung (education). The focus lies on how gendered education is negotiated. Specifically, I work out through which discursive strategies certain (hetero)normative ideas and knowledge about gender, sexuality, and education are (re)produced. In my presentation, I would like to present and discuss preliminary results, focusing on the role of emotions for the legitimization of certain power relations.

Lyubov Gurevich, Moscow City University (Russia)

PRAGMA-SEMANTIC ANALYSIS OF DEFAMATORY COMMUNICATION: COGNITIVE SPACE DIMENSIONS

Based on P. Pevelev's cognitive space theory (2000), I. Schlesinger's description of cognitive space in linguistics (1995) and G. Newby's fundamental concept for information retrieval (1993), which is developed after D. Meadows and Heiner Benking's attempt to map dimensions of various cognitive spaces (1972), and others, this paper presents a pragma-semantic analysis of defamatory communication. Following after G. Bateson (2002) and S. Grof (2002) the author argues that defamatory communication is better comprehended and interpreted as metacommunication, or "communication about communication" (Bateson, 2002), where correlation of communicative roles of metacommunication actors influences the utterances meanings and their perlocutionary effect. It's an integrative approach to the research of the pragmatic component of a defamatory utterance which influences the stability of the lexeme meaning. It can strengthen the negative connotation of a defamatory lexeme or neutralize it in discourse.

Pragma-semantic analysis of defamatory metacommunication is presented here in three cognitive space dimensions such as the Gender, Age and Structure. It demonstrates possible interpretations of male, female and children's discourse on the example of *gossip*. It shows how the type of Observer in metacommunication determines the utterance perlocutionary effect, influences the choice of the verb of defamation and defines the possibility of defamatory metacommunication within some particular discourse in general.

It make it possible to conclude that the variability of pragma-semantic meanings of defamatory lexemes is determined by such intralinguistic reason as blurred concept and extralinguistic reason as dependence on different dimensions of communicators cognitive space.

References:

Bateson, G. (2002). *Mind and Nature*. Hampton Press.

Grof, S. (1981). *Mind, Nature and Consciousness: Gregory Bateson and the New Paradigm*. Phoenix: Journal of Transpersonal Psychology.

Peter J. Peverelli, J.P. (2000). *Cognitive Space. A social cognitive approach to Sino-Western cooperation*. Eburon; 1st edition.

Schlesinger, I.M. (1995). *Cognitive Space and Linguistic Case. Semantic and Syntactic Categories in English*. Cambridge University Press. Online publication date: October 2009. Retrieved from <https://doi.org/10.1017/CBO9780511551321>

H

Uta Helfrich, University of Göttingen (Germany)

Strategies of legitimation and digital political marketing: Macron's *Initiative pour l'Europe*

Digital media take an important part in political competition and marketing (Cortini & Manuti 2016). Websites and social media are equally used by politicians, parties, governments, and other institutional players to create their own discursive spaces for communicating, promoting, and legitimising their political ideas and actions online. This paper focuses on the role of digital media in political legitimation processes, taking as an example Emmanuel Macron's Sorbonne speech *Initiative pour l'Europe: Une Europe souveraine, unie, démocratique* (26-09-2017). In this statement, which was intended as a landmark speech against the background of the EU's legitimacy crisis, the French president outlined his vision for a "re-foundation" of Europe, according to him the only way to face the challenges of our times and to ensure Europe's future. Our study on Macron's digital marketing strategies of his concept of Europe is grounded within the theoretical frameworks of CDA (Fairclough ²2010; van Dijk 2009; Wodak 2007; Wodak & Meyer 2009; amongst others) and MMDA (Kress 2011; Paltridge ²2012; Jewitt 2016; etc.). Combining

both perspectives, microlevel discursive strategies of mediatisation and remediation can be identified which serve the promotion of his ideas via digital media and thus help to establish legitimacy (van Leeuwen 2007, 2008). In particular, we will examine media-specific resources, i.e. multimodal operators such as hashtags, hyperlinks and @mentions, and other visual elements such as embedded images or videos. We will argue that Macron's strategic use of their semiotic potential contributes to legitimate his personal claim for political leadership within the "catalytic Franco-German European engine".

References

- Cortini, Michela/Manuti, Amelia (2016): "The narrative bias. Political marketing on the world wide web." In: Millar, Sharon/Wilson, John (eds.), *The Discourse of Europe. Talk and Text in Everyday Life*. Amsterdam/Philadelphia: Benjamins, 49-77.
- Fairclough, Norman (2010): *Critical Discourse Analysis. The Critical Study of Language*. London: Longman.
- Jewitt, Carey (2016): "Multimodal analysis." In: Georgakopoulou, Alexandra/Spilioti, Tereza (eds.), *The Routledge Handbook of Language and Digital Communication*. Abingdon/New York: Routledge, 69-84.
- Kress, Gunther (2011): "Multimodal discourse analysis." In: Gee, James Paul/Handford, Michael (eds.), *The Routledge Handbook of Discourse Analysis*. Abingdon/New York: Routledge, 35-50.
- Paltridge, Brian (2012): "Multimodal Discourse Analysis." In: Paltridge, Brian (ed.), *Discourse Analysis: an Introduction*. London: Bloomsbury, 169-185.
- van Dijk, Teun A. (2009): "Critical discourse studies: a sociocognitive approach." In: Wodak, Ruth/Meyer, Michael (eds.), *Methods of Critical Discourse Analysis*. London: Sage, 62-85.
- van Leeuwen, Theo (2007): "Legitimation in discourse and communication." In: *Discourse and Communication* 1:1, 91-112.
- van Leeuwen, Theo (2008): *Discourse and Practice. New Tools for Critical Discourse Analysis*. Oxford: Oxford University Press, 105-123.
- Wodak, Ruth (2007): "'Doing Europe'. The Discursive Construction of European Identities." In: Mole, Richard (ed.), *Discursive Constructions of Identity in European Politics*. Basingstoke: Palgrave Macmillan, 70-94.
- Wodak, Ruth/Meyer, Michael (2009): "Critical discourse analysis: History, agenda, theory, and methodology." In: Wodak, Ruth/Meyer, Michael (eds.), *Methods of Critical Discourse Analysis*. London: Sage, 1-33.

Pertti Hietaranta, University of Helsinki

When emotions supersede reason: some problems of understanding explained

The purpose of this paper is neither to find scapegoats for the cases discussed nor to prove that someone did something wrong. Instead, this paper seeks to demonstrate that emotions and emotionally loaded factors occasionally override – despite our best efforts – our cognitive resources and make us draw conclusions which turn out to be based on misunderstandings.

I will discuss two different attested cases of apparent misunderstanding and suggest for them explanations which are similar to each other in that the explanations make crucial reference to the interplay of emotions and reason while the explanations are simultaneously also different from each other in some other ways.

The emotions to be discussed are anxiety and fear including the expectations associated with these emotions. The cases examined in turn relate, first, to the American decision makers' well-known (mis)understanding of a crucial part of the Japanese response to the Potsdam Declaration in July 1945 demanding Japan to surrender unconditionally and the consequent bombing of Hiroshima (see e.g. Kawai 1950), and, secondly, to the Waitangi treaty of 1840, which effectively established New Zealand as a British colony and which through the differences between the English and the Maori texts either intentionally or unintentionally failed to protect "Maori interests from the encroaching British settlement" (NZ History, 'Differences between the texts', URL: <https://nzhistory.govt.nz/politics/treaty/read-the-Treaty/differences-between-the-texts>, (Ministry for Culture and Heritage), updated 20-Dec-2012).

I will argue that emotions affected the reasoning of those involved – and thus contributed in a major way to the final outcome – in both cases even if in somewhat different ways and for different reasons.

REFERENCES

Kawai, Kazuo (1950), "Mokusatsu, Japan's Response to the Potsdam Declaration," *Pacific Historical Review* 19 (4): 409 – 414.
New Zealand History, 'Differences between the texts', URL: <https://nzhistory.govt.nz/politics/treaty/read-the-Treaty/differences-between-the-texts>, (Ministry for Culture and Heritage), updated 20-Dec-2012).

J

Iris Jammernegg, University of Udine

Kognitive, narrative und emotionale Synergien in deutschen und italienischen Energiewende-Diskursstrategien

Dieser Beitrag wird Teilergebnisse eines derzeit im Fachbereich Germanistik an der Universität Udine laufenden Forschungsprojekts aufbereiten, das einen Ausschnitt des auf die erneuerbaren Energien bezogenen Diskursgeschehens im deutschen und italienischen Raum sowohl getrennt als auch vergleichend untersucht. Da insbesondere jene in sich verwobene Diskursstränge von Interesse sind, die Rezeption und Akzeptanz der Inhalte zu steuern versuchen, werden als Korpusbasis multimodale, größtmögliche Breitenwirkung erzielende und/oder an diskursrelevante Zielgruppen gerichtete Online-Kommunikate von Akteuren, die dem Entscheidungszentrum des öffentlichen, profitorientierten und Dritten Sektors zuzuordnen sind, sowie von Multiplikatoren herangezogen.

Dabei kommt der Analyse von Wissensaufbau bzw. -management innerhalb eines äußerst komplexen, zahlreichen unbeständigen Kontextvariablen unterliegenden Handlungsfeldes zentrale Bedeutung zu. Anhand ausgewählter Akteure beider Kulturräume, die entweder weiterhin die fossilen oder vermehrt die erneuerbaren Energieträger fördern, soll hier kontrastiv erforscht werden, ob Wissen generiert bzw. geteilt oder als die asymmetrische Beziehung festigender Machtfaktor eingesetzt wird. In diesem Zusammenhang ist jeweils zu erörtern, welches Verhältnis einerseits zwischen rational argumentativen, narrativen sowie empfindungsbasierten die Einstellung der Adressaten fokussierenden Diskursstrategien, andererseits zwischen den an den Kommunikaten beteiligten semiotischen Codes besteht. Es soll also dargelegt werden, aus welcher Positionierung heraus zu welchem Zweck dem einen oder anderen Ansatz bzw. ihrem Zusammen- sowie Gegenspiel der Vorzug gegeben wird, welche semiotischen Muster sich damit verbinden und welcher Stellenwert der sprachlichen Komponente zukommt.

Methodisch ergänzen einander computergestützte Kollokationsanalyse und qualitativer Zugang, der sich auf saliente, Diskurs steuernde Textteile der Korpora konzentriert.

K

MICHAL KOZDRA, Institute of Russian Studies, University of Warsaw (Poland)

Between Reason and Emotion. Migration Discourse in Contemporary Russian Online Mass Media

This study aims at illuminating how participants of Russian online migration discourse construct representations of reasoning and emotions, using different semiotic modes, when describing migrants, especially from Central Asia and the Caucasus. By the participants of the Russian online discourse I understand the elites of symbolic power, i.e. social actors that are capable of creating Russian community, wielding control over the means of communication, and possessing adequate capital and are capable of ruling over others (influencing their minds), particularly by shaping public opinion and influencing people's way of thinking.

For the purpose of achieving the main goal, two types of empirical data were analysed: textual and visual material published in the Russian online newspapers ("Argumenty i fakty", "Rossijskaya gazeta", "Moskovskij komsomolec" and "Izvestiya") from 2005 until 2018. The methodology of this paper is based on multimodal critical discourse analysis (Kress & van Leeuwen 2010; Anisimova 2003; Fairclough 1999) and anthropological linguistics cognitively-oriented (Wierzbicka 1985).

The material investigated allowed the multimodal (verbal and non-verbal) representations of reasoning and emotions to be reconstructed in this discourse. The analysis showed how verbal and non-verbal representations of reasoning and emotions are combined in the process of conceptualisation of migrants from different points of view: as alien in terms of ethnicity, culture and religion, as inferior people, a threat to law and social order, or a threat to Russia's economic interests. Furthermore, the investigation deciphers how the two – reason and emotion – relate to each other. Finally, it provides perspectives for studies of other discourses playing a crucial role in contemporary Russian society.

REFERENCES

Anisimova, E.E. 2003. *Lingvistika teksta i mezhu' turnaya kommunikaciya (na materiale*

kreolizovanny`x tekstov). Moskva: Academia.

Fairclough, N. 1999. *Critical Discourse Analysis: the Critical Study of Language*. London, New York: Longman.

Kress, G., van Leeuwen, Th. 2010. *Multimodal Discourse: the Modes and Media of Contemporary Communications*. London: Hodder Education.

Wierzbicka, A. 1985. *Lexicography and Conceptual Analysis*. Ann Arbor: Karoma.

L

Barbara Lewandowska-Tomaszczyk, State University of Applied Sciences in Konin/**Paul A. Wilson**, University of Lodz (Poland)

Emotions and argument power dynamics in online discourses

The paper seeks answers to two research questions: (1) how evaluative properties of utterances condition argumentation power dynamics in online commenting interactions and (2) to what extent textual evaluative properties are influenced by the speakers' emotional arousal (Wilson & Lewandowska-Tomaszczyk 2017) and involvement (Bodenhausen et al. 1994). The study addresses these issues in Polish and English online article comments, referring to the present political situation (Chilton 2004, Herring 2004, Zappettini 2017) in the UK and Poland. The commentators' discursive identities show a complex interplay between their subjectivity inherent in any act of evaluation, the need to align with a particular community and the multiple layers of power relationships, that is commentators vis-à-vis relevant political parties, and other members of their own political camps as well as online power relationship between interactants.

The analysis is conducted in terms of qualitative and quantitative lexical and discursive parameters and investigates the type and frequency of the evaluative lexis, emotionality/abuse scale (Balci & Salah 2014), metaphoricity, and frequency, types and functions of interactive comments in relevant interconnectivity patterns (Lewandowska-Tomaszczyk 2013, 2017a,b) in selected comments to online articles in the *Guardian*, *Daily Telegraph* and *Independent* and the comparable Polish dailies, *Gazeta Wyborcza* and *Rzeczpospolita* (2013-2018). The data are juxtaposed to the materials generated from two reference corpora, monco.frazeo.pl – for Polish and monitorcorpus.com – for English.

The conclusions present similarities and differences in the type of argumentative power distribution in Polish and English, as well as the strength of its persuasive effects, correlated with relevant emotionality and rationality axes and their cultural underpinnings.

References

- Balci, Koray and Albert Ali Salah. 2014. "Automatic Analysis and Identification of Verbal Aggression and Abusive Behaviors for Online Social Games." *Computers in Human Behavior* 53, 517-526.
- Bodenhausen, Galen V., Lori A Sheppard and Geoffrey P. Kramer. 1994. "Negative affect and social judgment: The differential impact of anger and sadness." *European Journal of Social Psychology* 24(1): 45-62. doi: 10.1002/ejsp.2420240104
- Chilton, Paul. 2004. *Analysing Political Discourse: Theory and Practice*. London, UK: Routledge.
- Herring, Susan C. 2004. "Computer-Mediated Discourse Analysis: An Approach to Researching Online Behavior. In *Designing for Virtual Communities in the Service of Learning* ed. by Sasha A. Barab, Rob Kling, and James H. Gray, 338-376. New York: Cambridge University Press.
- Lewandowska-Tomaszczyk, Barbara. 2013. "Online Interconnectivity and Negative Emotion Patterning." In: *New Media, Audience and Emotional Connectivity* Special Issue of *Sociedad de la Información* 44: 76-109.
- Lewandowska-Tomaszczyk, Barbara. 2017a. "Identity, Emotions and Cultural Differences in English and Polish Online Comments." In *International Journal of Language and Culture* 4 (1): 47-71.
- Lewandowska-Tomaszczyk, Barbara. 2017b. "Conflict radicalization and emotions in English and Polish online discourses on immigration and refugees." In *Conflict, Mediated Message and Group Dynamics: Intersections of Communication*, ed. by Stephen Croucher, Barbara Lewandowska-Tomaszczyk, and Paul A. Wilson, 1-24. USA: Rowman & Littlefield.
- Wilson, Paul A. and Barbara Lewandowska-Tomaszczyk. 2017. "Pride in British English and Polish: A Cultural Linguistic Perspective." In *Advances in Cultural Linguistics*, ed. by Farzad Sharifian, 247-288. Singapore: Springer Nature Pte Ltd.
- Zappettini, Franco. 2017. Transnationalism as an Index to Construct European Identities: An Analysis of 'Transeuropean' Discourses. In C. Karner, & M. Kopytowska (Eds.), *National Identity and Europe in Times of Crisis Doing and Undoing Europe* (pp. 13-35). Bingley: Emerald Group Publishing.

M

Rosita Maglie, University of Bari (Italy) **and** **Gabrina Pounds**, University of East Anglia (UK)

“You’re not alone” Information and Advice Provision in Ask-the-Expert Healthcare websites

The aim of the present paper is twofold: assessing what type of interaction style is and may be achieved in ‘Ask-the-expert’ healthcare websites and how this understanding may be applied to enhance, adjust and inform communication practice in this and other healthcare domains. In order to do this, fifty exchanges from the US Question and Answer healthcare Internet resource *GoAskAlice!* were compared with thirty exchanges from the leading UK Q&A healthcare website *NetDoctor*. The selection criteria were the topic dealt with in the exchanges (i.e. depression) and the experts responsible for the answer provided to the client (i.e. health professionals). The study adopts a novel methodology, complementing a corpus and discourse analysis approach to computer-mediated communication (Maglie 2015) with the discourse-pragmatic framework developed for the linguistic analysis of clinical empathy (Pounds 2011, 2016) in order to assess the role that Patient-Centred Communication (PCC) and empathy play in online clinical interactions. Moreover, due to the fact the two websites are produced in two different Anglophone countries (i.e. the US and the UK) and for two different age groups (i.e. young adults in *GoAskAlice!* and mainly adults in *NetDoctor*) the scope of the study widens to address possible (register-based) age-related and cross-cultural differences in information and advice provision. The analysis shows that the virtual expert in *GoAskAlice!* makes as much use of PCC, particularly, empathic expression, in her online answers as already detected in Pounds (2016). Furthermore, additional categories and functions in the communication practice were identified which can be attributed to differences in target audience. The results provide the basis for enhancing (online) medical experts’ patient-centred interactive practice, with consideration to the target audience’s age and cultural background.

References

- Maglie, Rosita. 2015. *The New Discourse of Healthcare. A corpus and discourse analysis approach to a Q&A website*. Roma: Aracne.
- Pounds, Gabrina. 2011. 'Empathy as "appraisal": A new language-based approach to the exploration of clinical empathy. *Journal of Applied Linguistics and professional Practice* 7/2: 139-62.
- Pounds, Gabrina. 2016. *Patient-centred Communication in Ask-the- Expert Healthcare Websites. Applied Linguistics* 2016: 1-19.

Dorothea Merk, Department for British Cultural Studies / Political Science, Julius Maximilian University of Würzburg (Germany)

Stereotypes as tools of legitimation in media discourse

Stereotypes of other groups and nations in form of visual or textual representations are a regular feature of media discourse (Bassewitz, 1990). In the news coverage of foreign political events, images of the Self and the Other are embedded as fixed elements in message texts in order to interpret political events within the scope of one's own national discourse. By means of emphasis, paraphrasing or indirect phrasing, textual stereotypes of one's own and the other nation have played a central role in legitimating power relations in news texts ever since (Nitz, 2008). The growing number and importance of 'reassuring' auto-stereotypes can be observed in the present legitimation discursive process of the Brexit in British media texts.

This paper analyses both quantitatively and qualitatively the use *and* function of national stereotypes in the British and West German media discourse at the example of the first state visit to London of the Federal President Theodor Heuss in 1958. While the British quality newspapers show a high number of negative hetero-stereotypes of the Germans to legitimate a reserved British welcome to the West German host, the newspapers of the Federal Republic use equally restrictive characterisations of the British to interpret this cold reaction to President Heuss in London. The Critical Discourse Analysis of this past discursive event aims at giving general characteristics of national stereotypes in the legitimising process in British media texts. Parallels are drawn to the current legitimation process of the Brexit in related British press articles.

References

- Bassewitz, Susanne von (1990). Stereotypen und Massenmedien. Zum Deutschlandbild in französischen Tageszeitungen. Wiesbaden: Deutscher Universitäts-Verlag.
- Fairclough, Norman (2003). *Analyzing Discourse. Textual analysis for social research*. London et. al.: Routledge.
- Hafez, Kai (2002). *Die politische Dimension der Auslandsberichterstattung*. Baden- Baden: Nomos Verlagsgesellschaft.
- Nitz, Pia (2008). Stereotype, Images und Nationenbilder in der Auslandsberichterstattung. In Oliver Hahn (Ed.), *Deutsche Auslandskorrespondenten. Ein Handbuch*. (P. 64-79). Konstanz: UVK Verlagsgesellschaft.

Natalia Molina Valverde, Adrián Vergara Heidke, Emmanuel Quesada Gómez, University of Costa Rica

DESCORTESÍA EN COMENTARIOS DE FACEBOOK RELATIVOS A NOTICIAS ELECTORALES DE CRHOY.COM Y LA NACIÓN DURANTE EL PROCESO ELECTORAL DEL 2018 EN COSTA RICA

Las redes sociales se han vuelto un espacio al cual se han trasladado las prácticas comunicativas que se dan en la interacción cara a cara (Halim, 2015). Por esto, se ha planteado una nueva rama de la pragmática llamada *ciberpragmática*, la cual pretende estudiar la lengua en su contexto cibernético (Yus, 2010). A partir de esta propuesta, el objetivo de esta investigación es analizar la descortesía en los comentarios de Facebook relativos a noticias electorales de *CRHoy.com* y *La Nación* durante la primera y segunda ronda del proceso electoral del 2018 en Costa Rica. Para obtener los resultados, se utilizó la clasificación de estrategias de descortesía planteadas por Halim (2015). A partir del análisis, se pudo observar que las estrategias de condescendencia, crítica o queja y los insultos fueron las más utilizadas por los usuarios. Finalmente, se concluye que los usuarios de esta red social se aprovechan de la situación comunicativa para poder generar una gran cantidad de comentarios descorteses y que atacan al otro.

Referencias bibliográficas:

- CULPEPER, Jonathan, 2011: "Politeness and impoliteness" en Karin AIJMER y Gisle ANDERSEN (eds.): *Sociopragmatics (Handbooks of Pragmatics)*, Berlín: Mouton de Gruyter, 391-436.

— ,2016: “Impoliteness Strategies” en Alessandro CAPONE y Jacob MEY (eds.): *Interdisciplinary Studies in Pragmatics*. Suiza: Springer International Publishing, 421-445.

HALIM, Shamilah Abdul, 2015: *Impoliteness Strategies Used in a Politician's Facebook*. Tesis de maestría, Universidad de Malasia. [<https://goo.gl/xyuN8o>]

YUS, Francisco, 2010: *Ciberpragmática 2.0*, Barcelona: Planeta.

Jane Mulderrig, University of Sheffield (UK)

The rise of psychological governance: a multimodal critical discourse analysis

Neoliberal governments are increasingly turning to behavioural science for ways of shaping (or ‘nudging’) human conduct. In 2017 the Nobel prize was awarded to behavioural economist Richard Thaler, whose work on nudge has been enthusiastically taken up by policy-makers around the globe. Nudge develops psychology-inspired policy interventions to address ‘wicked’ problems like obesity, personal debt, environmental sustainability, and ageing. These typically involve subtle communication techniques designed to penetrate individual psychologies, and thereby secure voluntary behaviour change, producing more ‘responsible’, policy-compliant behaviours. The discourse of nudge involves a deeply problematic rationality-emotion dualism which gives licence to pathologise those sections of society who exhibit delinquent (irrational) behaviours. Despite widespread attention from the political and social sciences, however, little attention has been paid to the semiotic practices actually involved.

This paper aims to address that gap, bringing the Foucauldian concept of governmentality into transdisciplinary dialogue with CDA to critically examine and historically contextualise the discourse processes whereby nudge has insinuated itself into the UK political context. I draw evidence from an anti-obesity public health campaign targeting children. Subtle semiotic techniques are used to arouse fear and disgust, while working class lifestyles are construed as risky and undisciplined. Rather than questioning the causal role of the global food and drinks industry, the campaign instead enlists commercial partners in producing consumerist incentives. I argue nudge is intrinsically fitted to neoliberal ideology; by

emphasising risk and individual wellbeing it allows governments to show concern for public welfare, while side-stepping root causes.

N

Antonella Nardi, University of Macerata (Italy)

Die interlinguale Übertragung von Emotionalität am Beispiel der Untertitelung einer politischen Fernsehsendung

Wie wichtig der Sprachgebrauch in der Politik ist, wird täglich in den Medien deutlich. Durch ihre Sprache bzw. ihre Sprechweise vermitteln Politiker/-innen nicht nur Inhalte, sondern auch ihre Einstellung und Denkweise zu den behandelten Themen. Somit werden Wirklichkeiten konstruiert und legitimiert, die Wissensverarbeitungs- und Entscheidungsprozesse der Zuhörenden beeinflussen. Zusätzlich spielt auch der multimodale Kontext des Mediendiskurses eine relevante Rolle. Wichtig ist also nicht nur *was* gesagt wird, sondern auch *wie* das Wissen vermittelt wird, besonders im Falle interlingualer und interkultureller Übertragung.

Dialoge aus audiovisuellen Texten werden u.a. durch Untertitelung in eine Fremdsprache übertragen. Da Untertitel auf die Verkürzung von Filmdialogen und somit auf eine möglichst knappe Formulierung abzielen, unterliegen sie speziellen Strategien der Textadaptation. Durch die Anwendung solcher Strategien werden z.B. überflüssige verbale Äußerungen weggelassen, Teile der Aussage gekürzt oder Füllwörter und Partikel getilgt, die für die Übermittlung der Information nicht essentiell sind. Das dem Standard entsprechende Untertitelungsverfahren beabsichtigt also die Übertragung des propositionalen Gehalts der Filmdialoge, was eine Standardisierung spontaner Kommunikation bewirkt und zum Verlust von pragmatisch relevanten Informationen sowie Emotionsausdrücken aus den Originaldialogen führt, besonders wenn diese nicht dem bildlichen Kontext des audiovisuellen Dokuments zu entnehmen sind.

Dieser Beitrag will am Beispiel der Untertitelung von Sequenzen aus einer politischen Fernsehsendung die Frage aufwerfen, ob für audiovisuelle Texte besonderer

pragmatischer bzw. emotionaler Prägung eine Abweichung von den strengen Auslassungs- und Reduktionsregeln möglich oder sogar wünschenswert wäre, um nicht nur den Inhalt, sondern auch den pragmatischen und emotionalen Wert des Ausgangstextes wiederzugeben.

P

Raymund T. Palayon, School of Liberal Arts, King Mongkut's /**Richard Watson Todd**, University of Technology Thonburi Bangkok (Thailand)

If we can't live in peace, then let's die in peace: A corpus analysis of the development of a cult

Religion plays a significant role in society, ostensibly providing benefits through the promotion of morals and through acting as a route for life satisfaction. However, some religious groups can have detrimental and destructive effects both on society as a whole and on the group's followers. The most notable such destructive cult is Peoples Temple led by Jim Jones which resulted in over 900 of his followers dying from poisoning in 1978. In this paper, we trace the development of Peoples Temple from its roots as a Christian sect before 1973 to its development as a destructive cult in 1978. The data used are the sermons of Jim Jones during these time periods, with a corpus of around 50,000 words for the early stages, and 90,000 words for the late stages. Three methods were used to compare the two corpora: keyword analysis, key semantic tag analysis, and Multidimensional analysis. The findings show that sect sermons exhibit features related to the language of Christianity concerning life and well-being characterizing Peoples Temple as beneficial; whereas, the destructive cult sermons display features related to politics, conspiracy, death, and swear words characterizing Peoples Temple as dangerous. The sect sermons are elaborative mostly through personal narratives and show the expression of commitment which make them persuasive; whereas, the destructive cult sermons frequently use othering and negativity leading to brainwashing and controlling. They are increasingly elaborative, authoritative and demonstrative which make them more

persuasive. The findings may create an early warning system for identifying future destructive cults.

Pinelli Erica/ Chiara Zanchi, University of Pavia (Italy)

Gender-based violence in the Italian media: the linguistic strategies to diminish perpetrators' responsibility

Last years, Italian media have dealt with an increasing number of cases of gender-based violence (GBV). This has prompted a debate on how language can mislead the interpretation of GBV facts. Furthermore, the discourse related to GBV backgrounds an asymmetrical power relationship between men and women in the Italian society.

Our paper will be framed within Critical Discourse Analysis (van Dijk 1993) and Critical Metaphor Analysis (Charteris-Black 2004) and will use a corpus including articles concerning GBV taken from on-line newspapers and retrieved through a Google search. This will allow us to focus on minor, but still far-reaching and perhaps less controlled, media. The years 2017 and 2018 will be selected, as they straddle the so-called Manifesto di Venezia, which features a Decalogue of how media should treat GBV.

We will outline an array of the linguistic strategies employed to diminish the perpetrator's responsibility in GBV and will show how these strategies contribute to a specific conceptualization of the event. For example, passive voice plays a major role in defocusing the perpetrator (uccisa dalla gelosia del marito [ilmeridianonews.it 27/01/2018]). Furthermore, the representation of event participants is relevant in the above example: gelosia 'jealousy' is encoded as the Agent of the GBV, whereas marito 'husband' as the Possessor of jealousy. Finally, in the above example, a specific conceptual metaphor, JEALOUSY IS AN OPPONENT, also implies that the husband himself struggled against the crazy violence of that emotion. These linguistic strategies, combined together, result in a skewed conceptualization of the GBV event.

Douglas Ponton, University of Catania (Italy)/ **Peter Mantello**, Rietstumeikan University (Japan)

The Ugly American: The Role of Social Media in influencing anti-US base sentiment in Italy and Japan

This paper explores how Social Media have influenced US-base policy by shaping public opinion towards US bases in Italy and Japan. We ask how Social Media narratives have formed protest behavior, in terms of citizens' participation in social movements, the mobilization of civil resistance and expression of political opinions. By examining the discourse of anti-US base social movements such as NoMUOs in Sicily and Okinawa Peace Group in Japan, this paper explores issues of the discursive (de)legitimation of the bases, from a critical perspective. Since 9/11, the proliferation of US military sites has become the most extreme manifestation of extraterritoriality in the 21st century. Japan and Italy are among the top five countries of the world for number of US bases. During the 20th century, successive governments in Italy and Japan used various public relation strategies to intimidate, co-opt and enfeeble anti-base movements. Yet, in the last decade, the rise of social media and techniques such as crowd-sourcing have aided the resurgence in anti-US base activism and fuelled resistance against compliant host governments and a US-led political order. In Media terms, we draw on Delueze and Guttari (2003), Bennett (2010), and Thacker (2004) to elucidate connections between representation strategies and probable audience response. Linguistic analysis applies a variety of critical methodologies (Wodak 2001, Fairclough 1989), especially presupposition and the pragmatic construction of inferential language (Levinson 1983, Chilton 2004).

Maria Francesca Ponzi, La Sapienza University (Italy)/Technische Universität Berlin (Germany)

„Willkommenskanzlerin“, „Satansbraut“, „Bundesmutter“. Anredeformen als emotional markierte linguistische Merkmale. Der Fall von Angela Merkel.

Ziel dieses Vortrags ist es anhand empirischer Beispiele zu zeigen, dass Anredeformen ein privilegierter Ort für den Emotionsausdruck sind.

In der Tat weisen Anredeformen eine ausgesprochene pragmatische Funktion der interaktionalen Mediation mit dem Gesprächspartner auf (vgl. Bazzanella 2005; Canobbio 2011). Allein die Wahl der einen oder der anderen Anredeform verrät sehr viel über den Ton der Äußerung und spricht über die emotive Stimmung des Sprechers/Schreibers dem Hörer/Leser gegenüber.

Der daraus hervorgegangene Rahmen zeichnet sich also davon ab, dass die Wahl einer bestimmten Anredeform viel mehr als eine stilistische Entscheidung darstellt, denn hinter diesen linguistischen Merkmalen verbirgt sich die wahrhaftige Konstruktion der Identität von den betreffenden Gesprächspartnern, von ihrer sozialen Zugehörigkeit und deren emphatischen und affektiven Stimmungen (vgl. Schwitalla 1995; 2010: 179-180; 2011).

Diese Studie nimmt sich vor, alle möglichen emotionalen Markierungen von Anredeformen zu analysieren und zwar die, die auf prosodischer (bzw. typographischer), morphologischer, lexikalischer, semantischer und auf syntaktischer Ebene zu beobachten sind.

Konkret wird sich die Analyse auf einer Reihe von Facebook-Kommentaren basieren, in denen deutsche Bürgerinnen und Bürger auf die von der Kanzlerin Angela Merkel auf ihrer offiziellen Facebook-Seite geposteten Äußerungen reagieren. Das Korpus ist auf den Zeitrahmen 2013-2018 beschränkt und wird insgesamt aus circa 500 Anredeformen bestehen.

Im zweiten Teil der Analyse wird die emotionale Perspektive ins Verhältnis zu einer Gender-Interpretation der an der Kanzlerin gerichteten Anredeformen gesetzt. Tatsächlich sind Anredeformen in der Lage, nicht nur den Grad der Nähe bzw. der Distanz zu vermitteln, sondern oft auch die Machtverhältnisse zwischen den Gesprächspartnern festzulegen.

Mittels typischer sexistischer markierter Alloktionen kann nämlich eine spezifische exogene konversationale Asymmetrie erzeugt werden (vgl. Orletti 2000: 40; Schneider/Schneider 1991; Molinelli 2002).

Literatur in Auswahl

Bazzanella, Carla (2005), *Linguistica e pragmatica del linguaggio*, Laterza, Bari/Roma.

Canobbio, Sabina (2011), "Formule di saluto". In: *Enciclopedia Treccani Online*, [http://www.treccani.it/enciclopedia/formule-di-saluto_\(Enciclopedia-dell%27Italiano\)/](http://www.treccani.it/enciclopedia/formule-di-saluto_(Enciclopedia-dell%27Italiano)/), letzter Zugriff 04.11.18.

Molinelli, Piera (2002), "„Lei non sa chi sono io!': potere, solidarietà, rispetto e distanza nella comunicazione". In: *Linguistica e filologia*, 14, 283–302.

Orletti, Franca (2000), *La conversazione diseguale. Potere e interazione*, Carocci, Roma.

Schneider, Iris/ P. Schneider Klaus (1991), "'Ach Kindchen, davon verstehen Sie nichts!'. Über den sexistischen Gebrauch deutscher Diminutivformen". In: E. Feldbusch, R. Pogarell, C. Weiß (Hg.), *Neue Fragen der Linguistik. Akten des 25. Linguistischen Kolloquiums*, Paderborn 1990, Vol. 2 (Innovation und Anwendung), Niemeyer, Tübingen, 169-174.

Schwitalla, Johannes (1995), „Namen in Gesprächen". In: E. Eichler u. a. (Hg.), *Namenforschung. Ein internationales Handbuch zur Onomastik*, 1. Teilband, De Gruyter, Berlin/New York, 498-504.

Schwitalla, Johannes (2010), "Kommunikative Funktionen von Sprecher- und Adressatennamen in Gesprächen". In: N. Pepin/ E. De Stefani (Hg.), *Eigennamen in der gesprochenen Sprache*, Francke, Tübingen, 179-199.

Schwitalla, Johannes (2011), „Gesprochene Sprache und Gesprächsanalyse". In: H. P. Althaus/ H. Henne/ H. E. Wiegand (Hg.), *Lexikon der Germanistischen Linguistik*, De Gruyter, Berlin/New York.

Carla Prestigiacomio, University of Palermo

Persuasión y manipulación en el discurso nacionalsindicalista:

Y (1938-1945)

Sobre todo en determinados momentos históricos, en la interacción entre discurso, cognición y sociedad (Van Dijk, 2009), la prensa representa un instrumento capaz de influir en la ideología y en la acción de todos los agentes sociales.

En este sentido, cobran especial relevancia las publicaciones periódicas (con todos los tipos discursivos que las conforman) que el régimen franquista, sobre todo en los años inmediatamente posteriores a la guerra civil, explota en su proyecto de adoctrinamiento.

Protagonista de este plan es también la Sección femenina, que pretende forjar la identidad de una "nueva" mujer, que pueda convertirse en un engranaje fundamental en el diseño de la construcción de la España auspiciada por el régimen.

Indagar las estrategias persuasivas, legítimas o no, empleadas por la prensa femenina franquista es el objetivo que me propongo en este estudio. En concreto, adoptando la

óptica del análisis del discurso argumentativo-persuasivo y del ACD, me propongo analizar los mecanismos discursivos, macro y microestructurales, de un corpus extraído de «Y» (1938-1945), revista en la que el locutor institucional pretende difundir los valores del credo falangista, con el objetivo de influir en las ideas y en la conducta de la mujer española, máxime después de la revolución social e ideológica generada durante la II República.

Referencias bibliográficas

Anscombe Jean-Claude, Ducrot Oswald. 1994. *La argumentación en la lengua*. Madrid: Gredos.

Arce Pinedo, Rebeca. 2015. *La construcción social de la mujer por el catolicismo y las derechas españolas en la época contemporánea*, Universidad de Cantabria, Facultad de filosofía y letras, Dep.to de Historia moderna y contemporánea. <https://repositorio.unican.es/xmlui/bitstream/handle/10902/8332/Tesis%20RAP.pdf?sequence=1>

Bergès, Karine. 2012. “La nacionalización del cuerpo femenino al servicio de la construcción de la identidad nacional en las culturas políticas falangistas y franquistas”. *Mélanges de la Casa de Velázquez* 42-2. <http://journals.openedition.org/mcv/4578>

Cayuela Sánchez, Salvador. 2011. *La biopolítica en la España franquista*. Tesis doctoral. Murcia: Universidad de Murcia. <https://digitum.um.es/jspui/bitstream/10201/19789/1/CayuelaSanchezSalvador.pdf>

Charaudeau, Patrick. 2003. *El discurso de la información. La construcción del espejo social*. Barcelona: Gedisa Editorial.

R

Building National Identity in Discourse: the Stereotype of Italianness in the Rhetoric of Matteo Renzi

Valeria Reggi, University College London (UK)

The paper investigates the dynamics of power relations and group formation in institutional communication, focusing on how the Italian ex-Prime Minister Matteo Renzi created shared background knowledge and constructed his audience as ideological subjects (Althusser, 1984; Bourdieu, 1991; Fairclough, 2015; Gramsci, 1971). The research that is presented in the paper, which analyses two sample speeches in English that Renzi addressed to a general audience at Georgetown University and Harvard, aims to bring to

the fore the discursive strategies he used to engage with his audience and the view of the country that he contributed to foster and promote. The study highlights a sharp contradiction between the iconoclastic leitmotifs of Renzi's political campaigning (Barile, 2014; Bordignon, 2014; Renzi, 2011, 2012, 2013) and his extensive use of verbal and nonverbal clichés and references to traditional beliefs. While apparently leading the country to modernization, Renzi appealed to emotions and feelings to turn the myth of the nation into common sense (Billig, 1995; Moscovici, 2000). The reason may lie both in the self-preservation dynamics of stereotyping (Pickering, 2001), and, above all, in Renzi's deliberate references to clichés and tradition to reinforce long-established political conservatism.

The research is conceived as a pilot study to test the applicability of Jeremy Munday's model for evaluation in translation (2012) to second-language production. This model foregrounds the evaluative stance of the speaker and the dynamics of creation of the Other by combining James R. Martin's and Peter White's Appraisal Theory (2005) with Paul Chilton's Deictic Space Theory (2004). Drawing upon Critical Discourse Analysis, the study integrates Munday's model with implicit cognitive resources and culture-specific nonverbal language (hand gestures) in order to bring to the fore the speaker's implied values and beliefs and underlying ideological manipulation (Bakhtin, 1981; Volosinov, 1973).

References

- Althusser, L. (1984). *Ideology and Ideological State Apparatuses (Notes towards an Investigation)*. In *Essays on Ideology* (pp. 2–60). London: Verso Editions.
- Bakhtin, M. M. (1981). *The Dialogic Imagination*. Austin: University of Texas Press.
- Barile, N. (2014). *Brand Renzi: anatomia del politico come marca*. Milano: Egea.
- Billig, M. (1995). *Banal Nationalism*. London, Thousand Oaks, New Delhi: SAGE Publications, Ltd.
- Bordignon, F. (2014). Matteo Renzi: A 'Leftist Berlusconi' for the Italian Democratic Party? *South European Society and Politics*, 19(1), 1–23.
- Bourdieu, P. (1991). *Language and Symbolic Power*. (J. B. Thompson, Ed.). Cambridge: Polity Press.
- Chilton, P. (2004a). *Analysing Political Discourse: Theory and Practice*. London and New York: Routledge.

- Fairclough, N. (2015). *Language and Power* (3rd ed.). Abingdon, Oxon, New York: Routledge. Gramsci, A. (1971). *Prison Notebooks*. (Q. Hoare & G. Nowell-Smith, Eds.). New York: International Publishers.
- Martin, J. R., & White, P. R. R. (2005). *The Language of Evaluation: Appraisal in English*. London: Palgrave Macmillan.
- Moscovici, S. (2000). *Social Representations: Explorations in Social Psychology*. Cambridge: Polity Press.
- Munday, J. (2012). *Evaluation in Translation*. Abingdon, Oxon, New York: Routledge.
- Pickering, M. (2001). *Stereotyping, The Politics of Representation*. New York: Palgrave Macmillan.
- Volosinov, V. N. (1973). *Marxism and The Philosophy of Language*. New York and London: Seminar Press.

Songsha Ren, China West Normal University/ **Peter Teo**, National Institute of Education, Nanyang Technological University (Singapore)

The Marketization of Higher Education in China: A Genre Analysis of University Presidents' Messages

This paper focuses on the global phenomenon of marketization of higher education and China's response to it. By analyzing the presidents' messages (henceforth PMs) published in the websites of 36 top-ranked universities in China, we aim to ascertain the extent to which these PMs perform a marketizing role and identify the discursive strategies by which this is accomplished. Informed by the theoretical orientations of Critical Discourse Analysis (Fairclough, 1989; Van Dijk, 1993) and adopting a genre analysis methodological approach (Bhatia, 2013; Swales, 1990), we examined the various rhetorical moves and discourse strategies of this institutionalized genre of higher education. Our rhetorical move analysis uncovered six distinct move types, including establishing the profile and credentials of the university, stating the university mission, and articulating future aspirations. The analysis of the micro-discursive strategies revealed an interdiscursive structure comprising features of bureaucratic, entrepreneurial/corporate, advertising, and conversational discourses. This multi-layered textuality reflects a dynamic interweaving of different purposes/intentions constructed in and around the static move structure of the PMs. More significantly, the contestations manifest in the interdiscursive structure of the

PMs reveals the competing imperatives and influences to which Chinese universities are being subjected. On one hand, they are under pressure to project a more global(ized) outlook to compete more effectively with other 'global universities'. On the other, they continue to be subjected to the expectations of the Chinese central government to uphold national instrumentalist ideologies. The implications of this contestation and negotiation of political power, market forces and institutional autonomy will be discussed in our paper.

References

- Bhatia, V. K. (2013). *Analysing genre: Language use in professional settings*. Oxon: Routledge.
- Fairclough, N. (1989). *Language and power*. Harlow: Longman.
- Swales, J. (1990). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
- Van Dijk, T. A. (1993). Principles of critical discourse analysis. *Discourse & Society*, 4(2), 249-283.

S

SHVETSOVA Maria, University of Haute-Alsace (France)

La peur dans les affiches de propagande de la Seconde Guerre mondiale

La peur est une émotion ressentie face à un danger ou une menace. Provoquer la peur est une des meilleures façons de manipuler les gens. La manipulation basée sur la peur est méthode est souvent pratiquée dans le discours politique et particulièrement dans le discours totalitaire. La « politique de peur » a été largement utilisée pendant la Seconde Guerre mondiale. Cette période est souvent appelée « la guerre des affiches », parce que l'affiche constituait le principal moyen de la propagande. Le texte entre dans les relations avec l'image en créant un outil de manipulation qui fait appel à deux systèmes de la communication différents. Ce qui facilite la transmission du message et renforce l'effet. Comme le produit de la propagande du régime totalitaire l'affiche, parmi d'autres moyens de la propagande, sert à créer l'atmosphère de la peur. Dans la présente intervention nous essayerons de répondre aux questions suivantes : comment la peur est exprimée dans les slogans et dans les images des affiches de propagande ? comment le graphique interagit

avec le texte dans une affiche de propagande pour provoquer la peur chez les allocuteurs à travers l'affiche ?

Bibliographie :

BRETON, Philippe, *La parole manipulée*, Paris, La Découverte/Poche, 1997, 2000.

CHARAUDEAU, Patrick, *Le discours politique. Les masques du pouvoir*, Paris, Vuibert, 2005.

CHARAUDEAU, Patrick, MAINGEUNEAU, Dominique, *Dictionnaire d'analyse du discours*, Paris, Seuil, 2002.

KÖVECSES, Zoltán, *Metaphor and Emotion: Language, Culture and Body in Human Feeling*, Cambridge University Press, 2003.

MAINGEUNEAU, Dominique, *Les phrases sans texte*, Paris, Armand Colin, 2012.

MICHELI, Raphaël, *Les émotions dans les discours*, De Boeck Supérieur, 2014.

SIMONNET, Stéphane, QUELLIEN, Jean, DORNA Alexandre, *La propagande : images, paroles et manipulation*, L'Harmattan, 2008.

WODAK, Ruth, *Politics of Fear: What Right-Wing Populist Discourse Mean*, Sage, 2015.

ZOJA, Luigi, *Paranoïa, la folie qui fait l'histoire*, Belles Lettres, 2018.

Federico Giulio Sicurella, University of Milan

The eye of the swarm: a critical approach to public intellectual discourse

In the present age, in which seemingly unrestricted access to information appears to go hand-in-hand with growing distrust of expert and scientific authority, the question of the social role of intellectuals has become ever more important and cogent. The proliferation of voices enabled by digital media, in particular, appears to threaten traditional forms of intellectual authority. What some celebrate as a polyphony that embodies the promise of collective intelligence and power-free knowledge, others reject as a cacophony, a dissonant hum in which information becomes ambiguous and opinions suspicious. Either way, intellectuals seem condemned to irrelevance. In this paper, I wish to reinstate the primacy of the intellectual by proposing a way to reconcile it with the virtuous plurality of the public. Inspired by the metaphor of the contemporary intellectual as the eye of the swarm – which is derived from artificial intelligence studies (Foster 2015) – I will defend the idea that public intellectuals retain their unique power to make sense of our world by

defining problems, imparting vision, and nurturing a sense of common identity. Building on the concept of the intellectual as a social spokesperson (Pels 2000), I will then outline a critical approach (Wodak & Meyer 2015) to the analysis of public intellectual discourse. The approach focuses on the ambivalent interplay between the need for self-legitimation and the aspiration to speak for 'us' which, I claim, lies at the core of intellectual activity as such. The empirical applicability of this approach will be demonstrated by considering the specific role of public intellectuals as *nation-makers* (Suny & Kennedy 1999) with a focus on the post-Yugoslav transitional context. Through the analysis of editorials and opinion pieces published in the national press in the aftermaths of Kosovo's declaration of independence from Serbia in 2008, Croatia's accession into the European Union in 2013, and the upsurge of anti-government protests in Bosnia-Herzegovina in 2014, I will show how the discursive making and re-making of the nation provides a versatile platform for intellectuals to publicly assert their authority and achieve legitimacy in contemporary societies.

References

- Foster, J. (2015). The eye of the swarm. In Keren, M. e Hawkins, R., editors, *Speaking power to truth: digital discourse and the public intellectual*. Edmonton: Athabasca University Press.
- Pels, D. (2000). *The intellectual as stranger: Studies in spokespersonship* . London, UK: Routledge.
- Suny, R. G. & Kennedy, M. D. (eds.) (1999). *Intellectuals and the articulation of the nation* . Ann Arbor: University of Michigan Press.
- Wodak, R., & Meyer, M. (eds.) (2015). *Methods of critical discourse studies* (3rd ed.). London, UK: Sage.

Jesper Tinggaard Svendsen, University of Southern Denmark

Sister or salesman. Discursive strategies for embedding commercial products in everyday activities among female vloggers in Denmark

The YouTube video platform has become an alternative to more traditional media among young media consumers. Especially vlogs have become very popular in recent years. A vlog can be defined as "a record of thoughts, opinions or experiences that is filmed and

published on the internet” (Cambridge Dictionary) and it is characterized by a high degree of self-disclosure and authenticity (Ferchaud et al. 2018). Thus, vlogs support the possibility of sharing intimate experiences from the vlogger’s everyday life and it underpins the making of a relatively strong parasocial relationship (Rihl and Wegener 2017). However, vlogs are also a commercial genre, where the vlogger presents products or services, and the main aim of this study is in that regard to explore the discursive ways in which commercial products are embedded in these vlogs. Using the theoretical frameworks from Fairclough (2010) and Goffman (1981) 60 vlogs made by the two most popular female vloggers in Denmark are analyzed. The analysis shows how the (mandatory) marking of commercial issues are backgrounded by (i) embedding the commercial product in the vloggers’ personal life, emotions and social practices and by (ii) constructing a personal and sisterly relation between the vlogger and the followers. Following Fairclough (1993), this constitutes an example of “the manipulation of interpersonal meanings for strategic, instrumental effects” (p. 141). The presentation addresses the potential problems related to the findings in order to contribute to further discussion and reflection upon issues centered around vlogs as a genre.

References

- Fairclough, N. (1993). Critical discourse analysis and the marketization of public discourse: The universities. *Discourse & Society*, 4(2), 133-168.
- Fairclough, N. (2010). *Critical discourse analysis* (2nd ed.). London: Longman.
- Ferchaud, A. et al. (2018). Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels. *Computers in Human Behavior* 80, 88-96.
- Goffman, E. (1981). *Forms of Talk*. Philadelphia: University of Pennsylvania Press.
- Rihl, A. & Wegener, C. (2017). YouTube celebrities and parasocial interaction: Using feedback channels in mediated relationships. *Convergence: The International Journal of Research into New Media Technologies*. 1-13.

T

PETER TEO

'It All Begins with a Teacher': A Critical Discourse Analysis of the promotion of Teaching in Singapore

Until recently, the scholarly discourse on education tended to focus on the rationality of teaching and teachers rather than the ways in which emotions play a part in teachers' professional practices and experiences. As part of the larger 'affective turn' in humanities and social sciences research (Hardt, 2007), there is now a growing interest in the role of affect in education. This paper focuses on the discursive construction of affect and its role in Singapore's education. As a society that places a high premium on education, Singapore has made great strides in growing and nurturing a culture of educational success. From inscribing the value of social and emotional competencies in its educational framework to emphasising the 'ethics of care' in the professional relationships of teachers and students, the Singapore Ministry of Education (MOE) has gone the distance to underscore the role of affect in education. By drawing on Hardt & Negri's (2000) theoretical framework of affective labour, this paper critically analyses a series of promotional videos with the tagline, "It all begins with a teacher", produced by the MOE. The analysis shows how the MOE draws on and reproduces the ideology that a caring and affective teacher is a good and effective teacher. The paper concludes with a brief discussion on the implications of mining teachers' affective labour as a key pedagogic resource and performative indicator of a teacher's effectiveness.

References:

Hardt, M. (2007). Foreword: What affects are good for. In P. Ticineto-Clough & J. Halley (Eds.). *The affective turn: Theorizing the social* (pp. ix–xiii). Durham, NC: Duke University Press.

Hardt, M., & Negri, A. (2000). *Empire*. Cambridge, MA: Harvard University Press.

Heli Tissari/Anna Vogel, University of Stockholm (Sweden)

Persuasive storytelling by Médecins Sans Frontières

How do humanitarian aid organizations persuade web visitors to donate money in times when it is difficult to reach an audience through all the media noise? Our work takes a departure in Chouliaraki's (2011) typology on solidarities, where she discerns between empathy, irony and agonism. Our primary data consists of two web news stories on Yemen, published in February 2019 by Médecins Sans Frontières, both in English and in Swedish. We will focus on their linguistic, semiotic and cognitive aspects and compare them. The stories will be approached through critical discourse analysis (Charteris-Black 2004), more specifically rhetoric analysis (Aristotle 2004), metaphor analysis (Steen et al. 2010) and visual semiotic analysis (Kress & van Leeuwen 2006). Preliminarily, we suggest that the argumentation in these stories is balanced so that logos and pathos take equal shares. Regarding logos, Médecins Sans Frontières use facts, numbers and expert statements to appeal to the readers' reasoning. In addition, connectives that construe a logic structure are frequent, such as *instead*, *even if*, and *due to*. Pathos-arguments are expressed through evaluative words, e.g. *absurdly*, *failure* and *alarming*. Conventionalized metaphors contribute to the description of Yemen as war-torn country, as in "The war *drives* humanitarian needs" where the war is conceptualized as troops driving people away from their homes. The English and Swedish texts are similar to a large degree but the photos vary. We argue that the texts express agonistic solidarity, since they convey a complex picture of the Yemen war.

Primary sources

<https://www.msf.org/humanitarian-crisis-yemen-fuelled-main-donor-governments-involvement-war>

<https://www.lakareutangranser.se/nyheter/jemen-givarlander-maste-ta-ansvar>

<https://msf.lu/en/news/all-news/unacceptable-investigation-findings-into-abs-health-centre-bombing>

<https://lakareutangranser.se/nyheter/jemen-koalitionen-tar-inte-ansvar-bombattack>

Secondary sources

Aristotle (2004). *Rhetoric*. Mineola, N.Y.: Dover Publications Inc.

Charteris-Black, J. (2004). *Corpus approaches to critical metaphor analysis*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan

Chouliaraki, L. (2011). 'Improper distance': Towards a critical account of solidarity as irony. *International Journal of Cultural Studies* 14(4). S. 363–381.

Kress, G. R. & Van Leeuwen, T. (2006). *Reading images: the grammar of visual design*. 2. ed. London: Routledge

Steen, G.J., Dorst, A.G., & Herrmann, J.B (2010). *Method for Linguistic Metaphor Identification: From MIP to MIPVU*. Amsterdam: John Benjamins Publishing.

Inga Truschkat, Carolin Oppermann, Sabrina Volk, University of Hildesheim

LEGITIMATION OF AND THROUGH PEDAGOGIZATION Social Impacts of discursive strategies of operational competency management in demographic change

Our paper shows how semantics of pedagogization as discursive practices legitimize new forms of increasing responsibility of individuals on the one hand and decreasing responsibility of political and scientific actors for social problems on the other hand. We will do this by presenting some empirical findings of our scientific accompanying research project, which was funded by the German Federal Ministry of Education and Research in the funding priority "Operational Competency Management in the Demographic Change".

By using the research program of SKAD (Keller 2011; 2011), we aim to work out interpretative patterns (Keller & Truschkat 2013; 2014) of the discourse of the accompanied funding priority (below discourse 2016). Moreover we conducted a diachronic comparison by using data from the prior funding programme „Culture of Learning as competence development“ (below discourse 2006).

With our analysis we contribute to the debate about pedagogization as an ideologized concept of nowadays legitimation practices (Gruber 2004; Höhne 2004; Ribolits & Zuber 2004, Wrana 2009). But our findings show that pedagogization does not only mean a specific form of subjectivation but moreover it legitimates a depoliticisation of social problems through specific discursive practices. In the sense of the critical discourse studies

(Fairclough 1995; Jorgensen & Phillipps 2002) we will discuss under the umbrella of the critical management studies (Fournier & Grey 2000; Adler et al. 2007; Alvesson et al 2009) how to intervene critically in the discourse of operational Competency Management in the demographic Change as a scientific accompanying research project.

References

- Adler, P. S., Forbes, L. C. & Willmott, H. (2007): Critical Management Studies. In: Academy of Management Annals, 1, S. 119-179.
- Alvesson, M.; Bridgman, T. & Willmott, H. (2009): Introduction. In: Alvesson, M., Bridgman, T./Willmott, H. (Hrsg.): The Oxford handbook of critical management studies, Oxford: Oxford University Press, S. 1-26.
- Fairclough, N. (1995): Critical Discourse Analysis. London.
- Fournier, V. & Grey, C. (2000): At the critical moment: Conditions and prospects for critical management studies. In: Human Relations, 53(1), S. 7-32.
- Gruber, E. (2004): Pädagogisierung der Gesellschaft und des Ich durch lebenslanges Lernen. In: Ribolits, E./Zuber, J. (Hrsg.): Pädagogisierung. Die Kunst, Menschen mittels Lernen immer dümmer zu machen! Schulheft 116. Innsbruck/Wien/München/Bozen: Studienverlag, S. 87-100.
- Höhne, T. (2004): Pädagogisierung als Entgrenzung und Machtstrategie. Einige kritische Überlegungen zum erziehungswissenschaftlichen Pädagogisierungsdiskurs. In: Schäfer, A./Thompson, C. (Hrsg.): Pädagogisierung (S. 27-36). Halle/Wittenberg: Martin Luther Universität.
- Jorgensen M. W. & Philipps, L. J. (2002): Discourse Analysis as Theory and Method. London.
- Keller, R. (2008): Wissenssoziologische Diskursanalyse. Grundlegung eines Forschungsprogramms (2. Aufl.) Wiesbaden: VS Verlag.
- Keller, R. (2011): The Sociology of Knowledge Approach to Discourse (SKAD), in: Human Studies 34 (1), S. 43-65.
- Keller, R. & Truschkat, I. (Hrsg.) (2013): Methodologie und Praxis der Wissenssoziologischen Diskursanalyse. Band 1: Interdisziplinäre Perspektiven. Wiesbaden: VS Verlag.
- Keller, R. & Truschkat, I. (2014): Angelus Novus: Über alte und neue Wirklichkeiten der deutschen Universitäten. Sequenzanalyse und Deutungsmusterrekonstruktion in der Wissenssoziologischen Diskursanalyse. In: Angermüller, J., Nonhoff, M., Herschinger, E., Macgilchrist, F., Reisigl, M., Wedl, J., Wrana, D. & Ziem, A. (Hrsg.), Diskursforschung. Ein interdisziplinäres Handbuch. Bielefeld: Transcript. Aufl. S. 294-328.
- Ribolits, E. & Zuber, J. (Hrsg.) (2004): Pädagogisierung. Die Kunst, Menschen mittels Lernen immer dümmer zu machen! Schulheft 116 (S. 9-16). Innsbruck/Wien/München/Bozen: Studienverlag.
- Wrana, D. (2009): Economizing and Pedagogizing Continuing Education. In: Peters; M. A., Besley, A. C., Olssen, M., Maurer S. & Weber, S. (Hrsg.): Governmentality Studies in Education. Rotterdam: Sense, S. 473 - 486.

W

Susanne Maria Weber, Sarah Wieners Philipps University Marburg, Germany

Between 'excellence' and 'gender' – the emotional constitution of equal opportunity commissioners

In “Excitable Speech”, Butler (1997) points to the power of language that marginalizes individuals and can be hurtful. Gill (2014) and Scharff (2012) furthermore point out the toxic, psychic dimension of discourse. In today’s individualizing, neoliberal regime, they argue, gendered inequalities remain unspeakable thus causing emotions such as stress, depression and a feeling of not belonging. Accordingly, it is the discursive environment in which the individual has to constitute itself that causes emotions.

In this paper, we examine the constitution of subjects’ in scientific organizations. More precisely, we look at how gender equality commissioners navigate and discuss their positions in German scientific organizations that participated in the Excellence Initiative.

Our results are based on interviews with six gender equality commissioners which we analyze from a discourse perspective (Foucault 1973; Butler 1997). They show that they have to combine two incommensurable discourses – gender equality and ‘excellence’ – from fragile subject positions within organizational knowledge and power orders. In their constitution as activists and responsible individuals their identities often remain broken. This position between ‘belonging’ and ‘othering’ conveys itself in the interview in emotional terms. This paper thus adds to the literature on the emotional constitution of subjects in neoliberal organizations.

References :

Butler, J. (1997). *Excitable Speech. A Politics of the Performative*. New York: Routledge.

Foucault, M. (1973). *Archaeology of Knowledge - and the discourse on language*. New York: Pantheon Books.

Gill, R. (2014). Unspeakable Truth. Unspeakable Inequalities: Post Feminism, Entrepreneurial Subjectivity, and the Repudiation of Sexism among Cultural Workers. *Social Politics*, 21(4), pp. 509- 528.

Scharff, C. (2012). *Repudiating feminism: Young women in a neoliberal world*. Farnham: Ashgate. 1

PANEL

Title: 'LEGITIMATION PROCESSES IN DISCOURSE: NEW THEORETICAL AND EMPIRICAL INSIGHTS'

convened by:

Franco Zappettini University of Liverpool

and Samuel Bennett, Adam Mickiewicz University in Poznań

The aim of the panel is to explore the different ways in which discourse (in its amplest meaning of 'language in use') is key in processes of legitimation across a variety of socio-political contexts. In this sense, the panel contributes to the wider conference themes by investigating the relation between power and its discursive manifestations within the context of legitimation dynamics. Contributions in this panel build on and extend further the wealth of interdisciplinary work on the topic of legitimation from a range of theoretical and analytical perspectives including:

- o Legitimation processes in/through political communication
- o Legitimation processes in/through populist discourses
- o Legitimation processes in/through new mediatised forms
- o Legitimation processes in/through pedagogy

List of contributors (in alphabetical order):

1. Samuel Bennett
2. Camelia Beciu and Mirela Lazar
3. Zuzanna Godzimirska
4. Christoph Haker and Lukas Otterspeer
5. Dimitris Serafis, E. Dimitris Kitis, and Stavros Assimakopoulos,
6. Franco Zappettini

ABSTRACTS

Mirela Lazar and Camelia Beciu, Faculty of Journalism and Communication Studies
University of Bucharest

Emerging strategies of (de)legitimization in a hybrid media: the case of the Romanian #Rezist protests

In 2017, the Romanian political space was shaken by one of the most important forms of protest after the fall of communism, in the context of the fight against corruption. Our research focuses on the way in which three mainstream online newspapers (*Adevarul*, *Evenimentul Zilei* and *Cotidianul*) appropriated Facebook in constructing articles on the #Rezist protests. We are addressing a less studied aspect in media critical discourse analysis, namely the ways in which mainstream media integrate social networks in the format of articles as an “enforcement mechanism” (Carlson 2017: 8) of strategies of legitimizing actors/courses of action, including the ways the journalist performs her authority through discourse practices. We argue that the media discourse plays a part “in the (self-) identification of audiences with particular values, claims, and actions” (author & al. 2018: 23) by mediating social emotions and thus (de)legitimizing meanings, decisions and responsibilities (Van Dijk 1998; Van Leeuwen 2008). The corpus includes opinion articles selected according to the dynamics of the demonstrations. The research uses a discursive methodology based on CDA elements (Koller 2009; Wodak 2010; Fairclough & Fairclough 2012) and the dispositive analysis (Caborn 2007; Charaudeau 2005) to highlight strategies of (de)legitimization in a hybrid media through examining the discursive strategy of appeal to emotions (Van Dijk 2006) that may initiate “emotion, reflection and action” (Chouliaraki 2008: 329). The corpus analysis underlines various modes of integration of Facebook in the journalists’ discourse and the legitimization of an engaged collective actor and of shared/naturalised ways of acting within a field of power relations.

References

Author & al., 2018 (in print) *Debating migration as a public problem. National Publics and Transnational Fields*, Peter Lang Publishing.

Caborn, J., 2007, "On the Methodology of Dispositive Analysis", *Critical Approaches to Discourse Analysis Across Disciplines* 1 (1), 115-123.

Carlson, M., 2017, *Journalistic Authority. Legitimizing News in the Digital Era*, Columbia University Press.

Charaudeau, P., 2005, *Le discours politique – les masques du pouvoir*, Paris, Vuibert. Chouliaraki, L., 2008, "The Symbolic Power of Transnational Media: Managing the

Visibility of Suffering", *Global Media and Communication* 4(3), 329-351.

Fairclough, I. & Fairclough, N., 2012, *Political discourse analysis: A method for advanced studies*. London, Routledge.

Koller, V., 2009, « Analyser une identité collective en discours : acteurs sociaux et contextes », *Semen. Revue de sémiolinguistique des textes et des discours*, 27, 69-96.

Van Dijk, T., 2006, "Discourse and manipulation", *Discourse & Society* 17(2), 359–383.

Van Dijk, T., 1998, *Ideology: A Multidisciplinary Approach*, London, Sage.

Van Leeuwen, T., 2008, *Discourse and Practice: New Tools for Critical Analysis*, New York, Oxford University Press.

Wodak, R., 2010, " 'Us' and 'Them': Inclusion and Exclusion – Discrimination via Discourse", in *Identity, Belonging and Migration*, edited by Gerard Delanty, Ruth Wodak, and Paul R. Jones, 54-77, Liverpool, Liverpool University Press.

Samuel Bennett, Adam Mickiewicz University, Poznań

Mythopoetic legitimation strategies in the Brexit debate

In this paper I present current research into the legitimation strategies that were employed by actors on both sides in the run up to the Brexit referendum. I argue that the moment of the referendum was discursively constructed as a crisis point which, in turn, necessitated immediate action to remedy the situation, that is, to 'save' the country. The weeks and months leading up to the UK referendum on EU membership is a prime example of political rhetoric being employed with the goal of persuading interlocutors – in this case the electorate – to act in a certain way. As with many other forms of political discourse, different legitimation strategies were called upon and utilised, none more so than mythopoesis (van Leeuwen 2008). Here I understand mythopoetic legitimation as moral or cautionary tales that serve to (de-)legitimize a given action (Vaara 2014). I argue that mythopoetic legitimation was a useful discursive strategy for two reasons. Firstly, following

Dunmaire (2005, 484) by narrating the referendum as a crisis and intertextually linking this to previous stories “political evocations of the future tap into – indeed, prey upon – the public’s general anxiety about the inherent ambiguity and interdeterminacies of the future in order to influence social perceptions, cognitions and actions”. Secondly, in warning of a negative future, some speakers have the opportunity to present themselves as the hero or saviour of the country (Kelsey 2015), although the success of this strategy rests upon another form of legitimation – authorisation. To illustrate my findings I take data from the BBC’s ‘Great Debate’ programme, aired two days before the referendum in June 2016.

References:

Dunmaire, Patricia. 2005. “Pre-empting the Future: Rhetoric and Ideology of the Future in Political Discourse”. *Discourse and Society* 16 (4), 481–513.

Kelsey Darren. 2015. “Hero Mythology and Right-Wing Populism: A Discourse- Mythological Case Study of Nigel Farage in the Mail Online.” *Journalism Studies*. Accessed 2 February 2017.

Vaara, Eero. 2014. “Struggles over legitimacy in the Eurozone crisis: Discursive legitimation strategies and their ideological underpinnings”. *Discourse and Society* 25 (4), 500–518.

van Leeuwen, Theo. 2008. *Discourse and Practice: New Tools for Critical Discourse Analysis*. Oxford: Oxford University Press.

Zuzanna Godzimirska, Faculty of Law, University of Copenhagen

The Language and Sources of Legitimacy:

A corpus-based study of the discursive legitimation of global courts

International courts (ICs) need legitimacy in order to function effectively, to ensure compliance with their decisions, and ultimately to survive. Given that significant attention has been dedicated to the judicial means by which ICs gain legitimacy, this paper focuses on the discursive level of legitimation. Adopting an interdisciplinary approach and drawing on two corpora consisting of judgments of two global courts issued

in the period 1996-2016, the paper explores how these institutions try to persuade their constituents of their legitimacy through a variety of discursive legitimation techniques. In operationalizing legitimation discourses, the paper draws on Theo van Leeuwen’s linguistic framework for analyzing the way discourses construct legitimation. The framework

distinguishes between three categories: authorization, moralization and rationalization. By reference to those categories and through a combination of automated methods of text classification and corpus approaches to discourse analysis the paper explores the differences in the two court' legitimation efforts. Does one refer more to provision texts, or the authority of other courts? Which values do the courts invoke to increase the persuasive force of their judgments? How is rationalization linguistically constructed in these courts' judicial reasoning? The aim of the paper is two-fold. First, it aims at increasing our understanding of the broader legitimation efforts of international courts. Second, it aims at adding a brick to the existing, but yet modest bridge between the disciplines of law and linguistics, and shedding new light on how corpus methods can assist in mapping the discursive legitimation efforts of judicial institutions.

Christoph Haker, Carl von Ossietzky Universität Oldenburg /**Lukas Otterspeer**, Technische Universität Dortmund

From educational research to right-wing populism: legitimation chains in the immediate reception of research results

The subject of our analysis is the transformation of the *Progress in International Reading Literacy Study 2016* (PIRLS 2016) in the discourse of immediate reception in Germany. Successive statements of actors representing different social fields – science, mass media, internet public and politics – characterise this reception process, which followed the study's publication in 2017. These statements are the data basis of our tentative and qualitative research, which shows, that during this process the content of PIRLS rapidly changes while its scientific authority perpetuates and gives right-wing populist positions symbolic power. Our critique does not focus on the right-wing populist positions itself, but on the transformation of PIRLS 2016. This process enables right-wing populists, not only to legitimize their opinions, but also to connect them with scientific evidence and truth. Therefore the political and by any means valiant positions can claim to be without alternatives. Referring to the methodological framework of Bourdieu's participant objectivation and Eribon's theory of a subject, we aim to establish a form of self-reflection as critique. On the one hand, such a reflection focuses the construction work of social

science. On the other hand, the relational position of researchers in the scientific field as well as in society as a whole is in the focus. By this reflection, we do not support a populist anti-academic prejudice. Far away from this, we see our critical approach as a necessity if educational science does not want to put its scientific autonomy at risk.

Dimitris Serafis, Università della Svizzera italiana (USI) **E. Dimitris Kitis**, Xi'an Jiaotong-Liverpool University, **Stavros Assimakopoulos**, University of Malta

Legitimizing austerity in political speeches during the Greek crisis

Our study, which is informed by Critical Discourse Analysis (CDA), scrutinizes representations of social agency and legitimation strategies in Greek PMs' speeches during the Greek/EU crisis (Wodak & Angouri 2014). It follows the principle of interrelation between the *macro-level* (dominant) values and views, such as the doctrine of austerity, and the *micro-level* of individuals' discursive strategies and texts, which includes discursive representations and legitimization strategies, realized in Greek PMs' speeches (Van Dijk 2008: 85-89). In this bi-focal lens, coherent *discourses* (Fairclough 2003) which favor austerity views and policies are construed, despite the different backgrounds of different PMs. In particular, we focus on the speeches of PM George Papandreou (center-left/socialist) and Alexis Tsipras (left-wing) who, despite their manifestos of expanding social benefits, both implemented austerity reforms. Focusing on the micro-level, we exploit tools from the Systemic-Functional lexicogrammatical approach (SFG) which allows us to study how representations of social action are realized in transitivity structures (Van Leeuwen 2008) and the Cognitive Linguistics (CL) approach which enables us to examine how representational meaning is further enriched through metaphors (Hart 2008). Moreover, following Van Leeuwen's (2007) categorization on the language of Legitimation, we seek to unveil the strategic lines in which austerity is underpinned in the analysed speeches. We illustrate our approach by offering representative examples from addresses given by the aforementioned PMs on focal dates of the Greek crisis.

References

Fairclough, N. 2003. *Analysing discourse: textual analysis for social Research*. London: Routledge. 9

Hart, Ch. J. 2008. Critical discourse analysis and metaphor: toward a theoretical framework. *Critical Discourse Studies* 5 (2), 91-106.

Van Dijk, T. A. 2008. *Discourse and Power*. New York: Palgrave Macmillan.

Van Leeuwen, T. 2007. Legitimation in discourse and communication. *Discourse & Communication* 1 (1): 91-112.

Van Leeuwen, T. 2008. *Discourse and Practice*. New York: Oxford University Press.

Wodak, R. and Angouri, J. 2014. From Grexit to Grecovery: Euro/Crisis Discourses. Special Issue *Discourse & Society* 25 (4), 417-577.

Franco Zappettini, Department of Communication and Media University of Liverpool, UK

Towards a discursive theorisation of 'chains of legitimation': empirical evidence from the tabloidization of the Brexit debate

This contribution of this paper is primarily theoretical as it aims to advance new insights into discursive dynamics associated with 'chains of legitimation' negotiated between political and media discursive practices. I will offer empirical evidence of such dynamics from the mediatisation and institutionalisation of Brexit to show how the discursive nexuses of the 'will of the people' and 'popular sovereignty' have been instrumental in the (de)legitimation chain of Brexit and its construction as a 'critical juncture' (Zappettini & Krzyzanowski, 2019). More specifically I will focus on the role of the media and draw from a corpus of British tabloids to argue that Brexit was legitimised as a reaction to moral panics constructed around antagonistic representations of different 'people' and through strategies of fear which built on pre-legitimation strategies (Krzyzanowski, 2014) rooted

in historical priming of the readership. This regulation of knowledge by the media provided the public with an imaginary sense of empowerment and control over issues perceived as external threats and crucially allowed such discourses to enter and escalate the institutional chain (Zappettini, 2018). This paper will thus call for an understanding of legitimation processes in discourse from multi-actor, diachronic and 'chained' perspectives.

References:

Krzyżanowski, M. (2014). Values, imaginaries and templates of journalistic practice: a Critical Discourse Analysis. *Social Semiotics*, 24(3), 345-365

Zappettini, F. and Krzyżanowski, M. (2019) The Critical juncture of Brexit in Media & Political Discourses: from National Populist Imaginary to Cross-National Social and Political Crisis. *Critical Discourse Studies* Vol. 16, issue 2

Zappettini, F. (2018). Which people, whose values? Paper presented at the 2nd International Conference 'Europe in Discourse: Agendas of Reform'. 21-23 September 2018 Hellenic American University, Athens, Greece.