



## ÖREBRO APPLY TRAINING SCHOOL: MULTIMODAL RHETORIC AND ARGUMENTATION IN PUBLIC POLICY COMMUNICATION

Örebro University, HumUS

April 5-7, 2022

### Schedule

Tuesday April 5		
08.30-10.30	Short Introduction to the training school.	
<b>Room: P104</b>	Analysis and evaluation of multimodal argumentation (Assimakis Tseronis)	
10.30-10.45	Coffee break	
10.45-12.30	Workshop (Assimakis Tseronis)	See for instructions or material that the instructor may have placed in the relevant folder
<b>Room: P104</b>		
12.30-13.30	Lunch break Campus restaurant Kraka in Långhuset	
13.45-15.30	Rhetorical reception analysis of multimodal communication and argumentation (Jens Kjeldsen)	
<b>Room: L103</b>		
15.30-15.45	Coffee break	
15.45-17.30	Workshop (Jens Kjeldsen)	See for instructions or material that the instructor may have placed in the relevant folder
<b>Room: L103</b>		

Wednesday April 6		
08.15-10.00	Multimodal argumentation in (pro-social) advertising (Hartmut Stöckl)	
<b>Room: L142</b>		
10.00-10.30	Coffee break	
10.30-12.15	Workshop (Hartmut Stöckl)	See for instructions or material that the instructor may have placed in the relevant folder
<b>Room: L142</b>		

12.15-13.30	Lunch break Campus restaurant Kraka in Långhuset	
13.30-15.15 <b>Room: P254</b>	Critical perspective to the argumentative analysis of multimodal communication (Dimitris Serafis)	
15.15-15.45	Coffee break	
15.45-17.30 <b>Room: P254</b>	Workshop (Dimitris Serafis)	See for instructions or material that the instructor may have placed in the relevant folder
18.30	Social dinner	

Thursday April 7		
08.15-10.00 <b>Östra Mark</b>	Prosodic features in multimodal argumentative discourse (Gabrijela Kišiček)	
10.00-10.30	Coffee break	
10.30-12.15 <b>Östra Mark</b>	Workshop (Gabrijela Kišiček)	See for instructions or material that the instructor may have placed in the relevant folder
12.15-13.30	Lunch break Buffet provided at Östra Mark	
13.30-15.15 <b>Östra Mark</b>	Poster preparation (parallel sessions)	More information will be provided at a later moment
15.15-15.45	Coffee break	
15.45-17.30 <b>Östra Mark</b>	Poster presentation and discussion (plenary session)	



## Preparatory readings

### Assimakis Tseronis, *Analysis and evaluation of multimodal argumentation*

Blair, A.J. (2015). Probative norms for multimodal visual arguments. *Argumentation*, 29, 217-233.

Tseronis, A. (2017). Analysing multimodal argumentation within the pragma-dialectical framework: Strategic manoeuvring in the front covers of *The Economist*. In: Van Eemeren, F.H. and Peng, Wu (eds.), *Contextualizing Pragma-Dialectics* (pp. 335-359). Amsterdam: John Benjamins.

Tseronis, A. (2020). The prospects for multimodal schemes of argument: Assessing the spoofing strategies in subvertisements of the tobacco industry. In *3rd European Conference on Argumentation (ECA 2019), Groningen, The Netherlands, June 24-27, 2019* (Vol. 1, pp. 579-592). London: College Publications.

### Jens Kjeldsen, *Rhetorical reception analysis of multimodal communication and argumentation*

Kjeldsen, Jens E. (2015). Where Is Visual Argument? In: van Eemeren, F.H. and Garssen, B. (eds.), *Reflections on Theoretical Issues in Argumentation Theory* (pp. 107-117). Cham: Springer International Publishing.

Kjeldsen, Jens E. (2018). Audience analysis and reception studies of rhetoric. In: Kjeldsen, J.E. (ed.), *Rhetorical audience studies and reception of rhetoric. Exploring audiences empirically* (pp. 1-42). London/New York: Palgrave Macmillan.

Kjeldsen, J. E., and Andersen, I. (2018). The Rhetorical Power of News Photographs: A Triangulatory Reception Approach to the Alan Kurdi Images. In: Kjeldsen, J.E. (ed.), *Rhetorical audience studies and reception of rhetoric. Exploring audiences empirically* (pp. 309-333). London/New York: Palgrave Macmillan.

Kjeldsen, J.E. and Hess, A. (2021). Experiencing multimodal rhetoric and argumentation in political advertisements: a study of how people respond to the rhetoric of multimodal communication. *Visual communication*, 20 (3):327-352. doi: 10.1177/14703572211013399.

### Hartmut Stöckl, *Multimodal argumentation in (pro-social) advertising*

Grancea, I. (2017.) Types of visual arguments, *Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric* 15 (2), 16–34.

Ripley, M. L. (2008). Argumentation theorists argue that an ad is an argument, *Argumentation* 22, 507–519.



Rocci, A., Mazzalli-Lurati, S. and Pollaroli, C. (2018). The argumentative and rhetorical function of multimodal metonymy. *Semiotica* 220, 123–153.

Stöckl, Hartmut (2021): Pixel surgery and the doctored image. The rhetorical potential of visual compositing in print advertising. In: Pflaeging, J., Wildfeuer, J., and Bateman, J. (eds.), *Empirical Multimodality Research: Methods, Evaluations, Implications* (pp. 187-209). Berlin/Boston: der Gruyter.

### **Dimitris Serafis, Critical perspective to the argumentative analysis of multimodal communication in times of 'crises'**

Flowerdew, J. and Richardson, J. E. (2018). Introduction. In: Flowerdew J., and Richardson J.E. (eds.), *The Routledge Handbook of Critical Discourse Studies* (pp. 1-10). London/New York: Routledge.

Machin, D. (2013). Introduction. What is Multimodal Critical Discourse Studies?. *Critical Discourse Studies*, 10(4): 347-355.

Serafis, D., Greco, S., Pollaroli, C. and Chiara Jermini-Martinez Soria (2020). Towards an Integrated Argumentative Approach to Multimodal Critical Discourse Analysis: Evidence from the Portrayal of Refugees and Immigrants in Greek Newspapers. *Critical Discourse Studies*, 17(5): 545-565.

### **Gabrijela Kišiček, Prosodic features in multimodal argumentative discourse**

Groarke, L. (2018). Auditory Arguments: The Logic of 'Sound' Arguments *Informal Logic*, 38 (3), 312-34.

Kišiček, G. (2018). Can we Translate Sounds into Words? A response to Leo Groarke`s Auditory Arguments: The Logic of 'Sound' Arguments. *Informal Logic*, 38 (3): 346-361.

Kišiček, G. (2018). Persuasive power of prosodic features. *Argumentation and Advocacy*, 54 (4): 345-350.