

Empirical studies of discourse and argumentation in public policy: multidisciplinary and multilingual perspectives

WG1 meeting - international conference of the European Network
for Argumentation and Public Policy Analysis

8-9 September 2022

Venue: Università Cattolica del Sacro Cuore, Brescia Campus, Via Trieste, 17, 25121 Brescia, Italy,
“Sala della Gloria”

Scientific committee: Barbara De Cock, UCLouvain, Sara Greco, USI, and Sara Cigada, Università
Cattolica del Sacro Cuore

Local organizer: Sara Cigada, (Centro di Linguistica dell’Università Cattolica - CLUC)

<https://brescia.unicatt.it/>

Program

8th September

9.00-9.30 Coffee and registration

9.30-10.00 Institutional welcome, introduction to the work of WG1

10.00-11.00 Plenary by Michele Zappavigna (University of New South Wales, online): Emoji as a
social media paralanguage: Exploring emoji-text relations in discourse about working from home
during the pandemic 🏠💻👤

11.00-12:30 Discourse and argumentation: empirical studies of online and social media discourse

Laetitia Aulit: Debate on controversial issues in online focus groups in Spanish: a case study on the role of mitigation and intensification strategies in the argumentation

Sara Greco: From #PayYourWorkers to #BoycottBlackFriday: The argumentative role of hashtags in activists' discourse on sustainable fashion

Viktorija Kostadinova and Jean Wagemans: Statement type annotation on Reddit

12.30-14.00: lunch break

14.00-15.30: Empirical perspectives on corporate discourse and argumentation (part 1)

Emanuele Brambilla: Arguing for sustainability in the barefoot shoe market. A study of European companies' websites

Chiara Mercuri: Conflicting characterization frames and argumentation in the public controversy around sustainable fashion

Sergio Conti and Chiara Piccinini: New knowledge and cultural values introduced in China through the modification of *chengyu* in advertising campaigns

15.30-16:00 Coffee break

16.00-17.00: Empirical perspectives on corporate discourse and argumentation (part 2)

Giulia D'Agostino, Costanza Lucchini and Rudi Palmieri: Arguing for sustainable corporate policies: activist investors as rhetorical agents

Edoardo Lombardi Vallauri and Claudia Coppola: Cross-linguistic differences in manipulation: stronger nominalization reinforces presupposition

17.00-18.00 Plenary by Stavros Assimakopoulos (University of Malta): The (re)search of hate speech in social media discourse: challenges of working with empirical data

18.15-19.15: Guided city tour of Brescia

9th September

9.00-10.00 Plenary by Laura Filardo-Llamas (Universidad de Valladolid): "What are we at war with? Metaphor as a (de)legitimising strategy in the early stages of the Covid-19 pandemic"

10.00-10.30 Coffee break

10.30-12.00 Political and policy discourse (part 1)

Paola Catenaccio: Narratives of bioeconomy in EU policy discourse: an argumentation-based analysis

Emeline Pierre: Agent-defocusing strategies in European parliamentary debates: A corpus-based analysis in French, Spanish and English

Corina Andone: On numerical arguments in policymaking

12.00-13.30 Lunch break

13.30-14.30 Political and policy discourses (part 2)

Gordon Sammut, Mohammad Sartawi, Martin Bauer, Sara Oufan and Aisha Alsayegh: Worldviews in Kuwait: a discourse analysis of health and environmental policy documents and selected media coverage

Anna Bonola and Valentina Nosedà: The ideology of Russkij mir: linguistic manipulation in Vladimir Putin's speeches.

14.30-15.30: Discourse and argumentation surrounding COVID-19

Ewa Modrzejewska: The argumentative role of numbers in infographics on COVID-19

Yael Rozenblum, Keren Dalyot and Ayelet Baram-Tsabari: Does having kids trump science? The role of science knowledge vs. individual's interests in COVID-19 related dilemmas

15.30-16.00: Closing words and future activities of WG1

16.00-16.30 Final coffee break