

## SHORT TERM SCIENTIFIC MISSION

### BRIEF

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Grantee name: Irina Diana MĂDROANE

Home Institution: WUT, West University of Timișoara, Romania

Host Institution: UCLAN, University of Central Lancashire, UK

#### Research interest:

In her research, Irina Diana Mădroane has developed a framework for the analysis of media advocacy campaigns, which integrates semio-pragmatics, rhetorical and practical argumentation (Mădroane 2016, 2018, 2019); the framework can also be applied to activist and other types of social change oriented campaigns. She has examined the enactment of practical arguments in media campaign dispositives, looking at the articulation of multimodal discursive resources, including non-argumentative genres, in order to mobilize publics to decide and act in support of the measures proposed. A special concern of hers in this context has been the role of campaign discourse in arousing emotion as a means of achieving mobilization by making various aspects relevant to the publics' goals. Another research interest, developed in collaboration with Dr. Isabela Fairclough (UCLan), has been framing in practical argumentation (Fairclough & Mădroane 2020), which she aims to correlate with her approach to the enactment of practical arguments in advocacy and activist contexts.

#### STSM summary:

The project had three main objectives: (1) starting a collaboration with Dr. Isabela Fairclough (UCLan, host institution) on the topic of emotions, practical argumentation and framing in media calls to action, which will result in an article manuscript; (2) collecting a corpus of media advocacy campaigns and of media articles about activist campaigns from the LexisNexis database, on environment-related topics as well as on other topics, in the post-Brexit period (with adjustments, depending on findings); (3) networking at the University of Central Lancashire (UCLAN) and benefitting from library resources unavailable at the visiting scholar's home university.

The activities with Dr. Isabela Fairclough have resulted into a solid basis for a co-authored article on emotion (indignation, but also fear and other emotions) in activist calls to action, examined through the lens of discursive and rhetorical enactment, as well as framing in one-sided practical argumentation. Its object of analysis will be the activist organization, *Just Stop Oil*, with a focus on their M25 protests in the UK (September-October 2022), and the framing thereof in the British mainstream newspapers with left-wing and right-wing leaning, viewed comparatively (*The Guardian*, *The Daily Mirror*, *The Telegraph*, *The Daily Mail*). In fulfilment of **WG2 objectives**, the approach they will propose in their joint study aims to make a theoretical and methodological contribution, by incorporating performativity, framing and emotion arousal into a framework for the analysis of practical argumentation discourse in radical activist practices. They intend to tackle several main challenges in the scholarly literature on emotion and argumentation, having to do, for example, with the definition of emotions as value judgements *or* as triggering value judgements, with the distinction between affect

and emotion, with the difficulties in linking relevance to goals with specific emotions, and, in particular, with demonstrating the connection between evaluation (value judgments) and action. Moreover, their study will touch upon normative concerns regarding emotional mobilization in the public sphere, by highlighting the need for both relevance and rational persuasiveness in emotion elicitation. The empirical analysis of *JSO* public claim-making and framing will contribute to **WG1 objectives**.

The (uncoded) corpus of media advocacy campaigns gathered from the Lexis/Nexis database during the STSM will be added to the corpus collected in **WG1**, as part of the group's **deliverables**. It includes the following media campaigns and coverage of activist campaigns:

- ✓ Clean It Up (*The Times*)
- ✓ Keep It in the Ground (*The Guardian, The Observer*, British press coverage)
- ✓ Green Britain/Green Industrial Revolution/Green Team (*The Express, The Sun*)
- ✓ A27 Potholes Repair Campaign (*The Observer*)
- ✓ *Just Stop Oil* M25 protests (British press coverage)
- ✓ Save Our Shelters/Save Refuges (*The Sun*)
- ✓ Killed Women (British press coverage)
- ✓ End Femicide (*The Guardian, The Observer*)
- ✓ Refugees Welcome (*The Independent*)

The corpus will also be used by Irina Diana Mădroane in the single-authored book that she is preparing on media discourse, rhetoric and practical argumentation in advocacy and activist contexts.

Over the next months, she and Dr. Isabela Fairclough will meet regularly to work on and complete their article manuscript.