

## Influence, Manipulation & Seduction

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| <b>26 June</b> |  |
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| 9:00-10:00  | Arrival & Registration  |
| 10:00-10:30 | <i>Welcome Address &amp; Conference Opening</i><br>Daria Dayter & Sofia Rüdiger<br>(University of Basel & University of Bayreuth) |

### ***Persuasion in Daily Life***

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| 10:30-11:00 | Moral Communication as Persuasion: <i>Dear Pastor's</i> Advice in Jamaican Talk Radio<br>Susanne Mühleisen<br>(University of Bayreuth)  |
| 11:00-11:30 | <i>A terrible experience!!! vs. A terrible experience:</i><br>On the Influence of Alternative Paralinguistic Features in Online Hotel Reviews on Reply Strategies in Hotel Management Responses<br>Sofie Decock<br>(Ghent University) |
| 11:30-12:00 | Persuasion in and as Conversation<br>Bogdana Huma<br>(York St. York University)   |

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| 12:00-13:30 | Lunch Break |
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### ***Gender & Persuasion***

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| 13:00-13:30 | “This Sub is the Closest Thing I Have to a Friend”:<br>Attracting New Members to Online Incel Communities<br>Frazer Heritage & Veronika Koller<br>(Lancaster University) |
| 13:30-14:00 | Radicalisation, Recruitment and Discourses of Masculinity on /r/The_Donald<br>Robert Lawson<br>(Birmingham City University)  |
| 14:00-14:30 | Creating a Positive Manosphere Identity: The Role of Interaction and (Im)Politeness<br>Alexandra Krendel<br>(Lancaster University)                                       |

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| 14:30-15:00 | Coffee Break |
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### ***Persuasion Online***

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| 15:00-15:30 | From “Crooked Hillary” to “Nervous Nancy”:<br>The Strategic Use of Evaluations in US Election Campaign Tweets<br>Christian Hoffmann<br>(University of Augsburg) |
| 15:30-16:00 | The Language of Conspiracy as Persuasive Political Tool: Climate Change<br>Conspiracy Theories Online<br>Piia Varis<br>(Tilburg University)                     |

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| 16:00-16:30 | Coffee Break |
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### ***Malicious Persuasion***

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| 16:30-17:00 | Power and Influence: Understanding Linguistic Markers of Power in Criminal<br>Persuasive Contexts<br>Ria Perkins<br>(Aston University)          |
| 17:00-17:30 | Disinformation in the News Media: Can News Be Analysed<br>Based on Its Communicative Purpose?<br>Helena Woodfield<br>(University of Birmingham) |

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| 18:00 | Reception |
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**27 June**

### ***New Approaches to Persuasive Language***

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| 9:00-9:30  | How to Analyse Discursive Persuasion in Blame Games<br>Sten Hansson<br>(University of Tartu)   |
| 9:30-10:00 | Reading is Deceiving: Inter-/intratextual Patterns of Persuasion in Research<br>Articles in Serbian and English<br>Ana Vučićević<br>(University of Kragujevac) |

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| 10:00-10:30 | Coffee Break |
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***Lightning Talks Session***

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| 10:30-12:00 | <p>Authenticity as a Stancetaking Resource<br/>Dominick Boyle (University of Basel)</p> <p>Fashion Related Hashtags' Persuasive Power<br/>Olga Karamalak<br/>(National Research University Higher School of Economics)</p> <p>Persuasive (Perlocutive) Potential of Modal Particles<br/>Borisova Elena (Moscow City University)</p> <p>Repetitions in the Political Discourse of President Donald Trump<br/>Azad Mammadov (Azerbaijan University of Languages)</p> <p>More tba</p> |
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| 12:00-13:30 | Lunch |
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***Gender & Persuasion***

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| 13:30-14:00 | <p>Seduction and the Limits of Consent<br/>Rachel O'Neill<br/>(University of Warwick)</p>   |
| 14:00-14:30 | <p>Blurring the Lines between Advice and Incitement: The Many Faces of<br/>Persuasion in the Pickup Artist Community<br/>David Wright<br/>(Nottingham Trent University)</p>       |
| 14:30-15:00 | <p>Selling the Illusion:<br/>Persuasive Language and the Discourse of Seduction Gurus<br/>Sofia Rüdiger (University of Bayreuth) &amp;<br/>Daria Dayter (University of Basel)</p> |

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| 15:00-15:30 | Coffee Break |
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***New Approaches to Persuasive Language***

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| 15:30-16:00 | <p>Cognitive Pragmatics as a Framework for Persuasive Language Analysis: A<br/>Call for (More) Psychological Realism<br/>Pawel Sickinger<br/>(University of Bonn)</p>  |
| 16:00-16:30 | <p>Manipulative Effects of Implicit Communication:<br/>A Comparative Analysis of French, Italian and German Political Speeches<br/>Laura Baranzini (Università della Svizzera Italiana, Osservatorio Linguistico<br/>della Svizzera Italiana), Doriana Cimmino (Università di Salerno), Federica</p> |

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|             | Cominetti (Università di Roma Tre), Claudia Coppola (Università di Roma Tre), Edoardo Lombardi Vallauri (Università di Roma Tre), Giorgia Mannaioli (Università di Roma Tre), Viviana Masia (Università di Roma Tre) |
| 16:30-17:00 | The Linguistic Expression of Persuasion across Varieties of English<br>Robert Fuchs<br>(University of Hamburg)   |
| 17:00-17:30 | Less, without, No! – Persuasive Absence on Cereal Boxes<br>Thomas Messerli<br>(University of Basel)  |

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| 19:00 | Conference Dinner |
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| <b>28 June</b> |
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***New Approaches to Persuasive Language***

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| 9:00-9:30   | The New “Speaker”:<br>Enhancing Persuasiveness through the Assessment and Training of Vowel Resonant Frequencies and Their Acoustically Projected Body Height<br>Oliver Niebuhr<br>(University of Southern Denmark) |
| 9:30-10:00  | Bonding, Trust and Persuasion: Dynamic Prosodic Adaptation as a Cue to Social Distance and Its Role in Persuasion<br>Jan Michalsky<br>(FAU Erlangen-Nürnberg)   |
| 10:00-10:30 | On the Persuasive Effectiveness of Presuppositions:<br>Behavioural and Neurophysiological Evidence<br>Edoardo Lombardi Vallauri<br>(Università di Roma Tre)   |

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| 10:30-11:00 | Coffee Break |
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***Forensic Linguistics and Persuasive Language***

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| 11:00-11:30 | Addressee or Overhearer?<br>Language and Setting the Scene for Manipulation and Persuasion<br>Isabel Picornell<br>(Aston University)             |
| 11:30-12:00 | Negotiation, Deception and Manipulation:<br>The Linguistic Similarities (and Differences)<br>Dawn Archer<br>(Manchester Metropolitan University) |

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| 12:00-13:30 | Lunch |
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***Persuasion Online***

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| 13:30-14:00 | Gaps in Online Persuasion Research<br>Lu Xiao<br>(Syracuse University)   |
| 14:00-14:30 | The Multimodal Discourse of Persuasion in Instastories<br>Stefan Diemer & Marie-Louise Brunner<br>(Trier University of Applied Sciences) |
| 14:30-15:00 | Why We Click:<br>An Examination of Online Social Influence Processes<br>Rosanna Guadagno<br>(Stanford University)                        |

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| 15:00-15:15 | Short Break |
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| 15:15-16:30 | Closing Discussion |
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