

**November 20 (Friday)**

All times in CET timezone

**10:00-10:30 Zoom**

Sofia Rüdiger & Daria Dayter	Conference opening
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**Session 1 – Gender & Persuasion – Chair: Mark McGlashan**

**10:30-11:30 Zoom discussion**

Veronika Koller & Frazer Heritage (Lancaster University)	Attracting New Members to Online Incel Communities
Alexandra Krendel (Lancaster University)	Creating a Positive Manosphere Identity
Robert Lawson (Birmingham City University)	Radicalisation, Recruitment and Discourses of Masculinity on /R/THE_DONALD
Rachel O’Neill (University of Warwick)	Seduction and the Limits of Consent
Sofia Rüdiger (University of Bayreuth) & Daria Dayter (University of Basel)	Persuasive Language and the Discourse of Seduction Gurus

**Session 2 – New Approaches to Persuasion – Chair: Tom Van Hout**

**13:30-14:30 Zoom discussion**

Sten Hansson (University of Tartu)	How to Analyse Discursive Persuasion in Blame Games
Kerstin Fischer & Rosalyn Langedijk (University of Southern Denmark)	Persuasive Dialog in Human-Robot Interaction in the Wild
Jan Michalsky (Universität Oldenburg)	Dynamic Prosodic Adaptation as a Cue to Social Distance and Its Role in Persuasion
Oliver Niebuhr (University of Southern Denmark)	Enhancing Persuasiveness through the Assessment and Training of Vowel Resonant Frequencies and Their Acoustically Projected Body Height
Pawel Sickinger (University of Bonn)	Cognitive Pragmatics as a Framework for Persuasive Language Analysis
Edoardo Lombardi Vallauri (Università Roma Tre)	On the Persuasive Effectiveness of Presuppositions: Behavioral and Neurophysiological Evidence

**Session 3 – Persuasion in Daily Life – Chair: Stefan Diemer**

**15:30-16:30 Zoom discussion**

Edoardo Lombardi Vallauri, Dorian Ciminio Federica Cominetti, Claudia Coppola, Giorgia Mannaioli, Viviana Masia (Università di Roma Tre)	Manipulative Effects of Implicit Communication: A Comparative Analysis of French, Italian and German Political Speeches
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Sofie Decock (Universiteit Gent)	On the Influence of Alternative Paralinguistic Features in Online Hotel Reviews on Reply Strategies in Hotel Management Responses
Robert Fuchs (University of Hamburg)	The Linguistic Expression of Persuasion across Varieties of English
Bogdana Huma (York St John University)	Persuasion in and as Interaction
Susanne Mühleisen (University of Bayreuth)	Moral Communication as Persuasion: Dear Pastor's Advice in Jamaican Talk Radio

## Conference social

### 17:00-18:00 Zoom

Everyone is welcome, please sign up during registration	<b>Breakout rooms on Zoom</b>
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We have planned a social event to give all the participants a chance to meet new people and mingle in an informal atmosphere.

The conference social will take place on Zoom in the format of speed dating. You will be randomly assigned to a breakout room with several other participants and given a fun talking prompt (of course, you're free not to use it and chat about whatever you like!). After 5 minutes, breakout rooms will be randomly reassigned. Depending on the number of participants, the social will involve 6-12 rounds and will take 30-60 minutes. You can of course drop out at any time.

## November 21 (Saturday)

All times in CET timezone

### Session 4 – Persuasion Online – Chair: Rob Lawson

#### 10:00-11:00 Zoom discussion

Stefan Diemer & Marie-Louise Brunner (Trier University of Applied Sciences)	The Multimodal Discourse of Persuasion in Instastories
Rosanna Guadagno (Stanford University)	Information Warfare in the Social Media Age
Christian Hoffmann (University of Augsburg)	Dumb Trump, Sleepy Joe and Crooked Hillary: The Persuasive Role of Negative Evaluation in Election Campaign Tweets
Thomas C. Messerli & Daria Dayter (University of Basel)	The Role of Linguistic Formality in Persuasion
Piia Varis (Tilburg University)	The Language of Conspiracy as Persuasive Political Tool: Climate Change Conspiracy Theories Online
Lu Xiao (Syracuse University)	Fight Disinformation in Social Media: An Online Persuasion Perspective

**Session 5 – New Approaches – Forensic Linguistics – Chair: Theresa Neumaier**

**13:30-14:30 Zoom discussion**

Dawn Archer (Manchester Metropolitan University)	Negotiation, Deception and Manipulation: The Linguistic Similarities (and Differences)
Ria Perkins (Aston University)	Power and Influence: Understanding Linguistic Markers of Power in Criminal Persuasive Contexts
Isabel Picornell (Aston University)	Addressee or Overhearer? Language and Setting the Scene for Manipulation and Persuasion
Helena Woodfield (University of Birmingham)	Disinformation in the News Media
David Wright (Nottingham Trent University)	The Many Faces of Persuasion in the Pickup Artist Community

**Lightning Talks**

**15:00-15:30 live on Zoom**

Natascha Rohde (Aston University)	“The Incel Rebellion has already begun! We will overthrow all the Chads and Stacys!” Collective Identity Construction in Computer-Mediated Discourse
Ksenija Bogetic (University of Belgrade; Slovenian Academy of Sciences and Arts)	Discourse of Misogynist Slogans in the Manosphere: Metaphor and Persuasion in a Hate-Group’s Online Forum
Dominick Boyle (University of Basel)	Authenticity as a Stancetaking Resource: A Corpus Driven Look at First Order Authenticity in Online Restaurant Reviews
Olga Karamalak (Higher School of Economics)	Fashion Related Hashtags’ Persuasive Power
Maryam Isgandarli (Azerbaijan National Academy of Sciences) & Azad Mammadov (Azerbaijan University of Languages)	Repetitions in the Political Discourse of President Donald Trump
Laura Coffey-Glover (Nottingham Trent University)	The Promotion of “Breastfeeding-as-Nursing” in the UK and the False Dichotomy of Breast vs. Bottle
Anna Wilson (University of Oxford)	It’s time to do news again
Borisova Elena (Moscow City University)	Persuasive (Perlocutive) Potential of Modal Particles

**15:30-15:45 Zoom**

Daria Dayter & Sofia Rüdiger	Conference closing
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