

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: tba

10:30-11:30 Zoom discussion

Daria Dayter (University of Basel) & Sofia Rüdiger (University of Bayreuth)	Persuasive Language and the Discourse of Seduction Gurus
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

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

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

Conference social

17:00-18:00 Zoom

Everyone is welcome, please sign up during registration	Breakout rooms on Zoom
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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

Christian Hoffmann (University of Augsburg)	The Strategic Use of Evaluations in US Election Campaign Tweets
Piia Varis (Tilburg University)	The Language of Conspiracy as Persuasive Political Tool: Climate Change Conspiracy Theories Online
Lu Xiao (Syracuse University)	Gaps in Online Persuasion Research
Stefan Diemer & Marie-Louise Brunner (Trier University of Applied Sciences)	The Multimodal Discourse of Persuasion in Instastories
Daria Dayter & Thomas Messerli (University of Basel)	Persuasive language and features of formality on the R/CHANGEMYVIEW subreddit
Rosanna Guadagno (Stanford University)	Information warfare in the social media age

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

13:30-14:30 Zoom discussion

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

Lightning Talks

15:00-15:30 live on Zoom

Borisova Elena (Moscow City University)	Persuasive (Perlocutive) Potential of Modal Particles
Dominick Boyle (University of Basel)	Authenticity as a Stancetaking Resource: A corpus driven look at first order authenticity in online restaurant reviews.
Maryam Isgandarli (Azerbaijan National Academy of Sciences) & Azad Mammadov (Azerbaijan University of Languages)	Repetitions in the political discourse of President Donald Trump
Olga Karamalak (Higher School of Economics)	Fashion Related Hashtags' Persuasive Power
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
Laura Coffey-Glover (Nottingham Trent University)	The promotion of "breastfeeding-as-nursing" in the UK and the false dichotomy of breast vs. bottle
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

15:30-15:45 Zoom

Sofia Rüdiger & Daria Dayter	Conference closing
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