Day 1: 10.07.2024

08:00-08:45	REGISTRATION

08:45 - 09:00	Aula Conference opening

09:00 - 10:00	Aula Plenary talk Analysing Discursive Shifts: Exploring Normalization of Illiberal Politics of Bordering, Othering and Exclusion Using Critical Discourse Studies Michal Krzyzanowski

10:00 - 11:00	Aula Discussion panel Critical Discourse Studies in/of Poland: Past, present and future perspectives. Discussants: Michal Krzyzanowski, Katarzyna Molek-Kozakowska, Marek Czyzewski and Monika Kopytkowska

11:00 - 11:30	Coffee break

	Aula Metaphors of migration	Gorna Discourses of the war in Ukraine	Aula Hrynakowskiego Recontextualisation	Room 4 Advertising discourses	Room 5 Migrant NGOs in the spotlight	Room 6 Gender and sexuality	Room 7 New discourses
11:30-13:30	171 Who's the invader? Metaphors of invasion in immigration and ecology Schuyler Laparle, Sonja Rozental	229 Framing Russia on social media. (Re)enacting narratives Elena Giribaldi	193 Outlining the boundaries of 'resilience' across discursive fields Monica Colombo, Franco Zappettini	26 "For a better one": Discursive Strategies of Legitimization in Tweets Related to Television Advertising in Chilean Referendum Campaigns During 2020-2022 Daniela Ibarra Herrera	55 Keeping the lines blurry: mainstream vs radical feminism in UN discourse on violence against women Célia Atzeni	254 Beyond Borders: Moroccan Media's Role in Shaping Narratives on Male and Female Sports Boundaries Rosa Pennisi	8 A critical discourse analysis of Al Jazeera's online coverage of the war in Yemen before and after the 5 June 2017 Gulf crisis Monther Alluhaidah
	114 Metaphor-led Discourse Analysis of Syrian Refugees' Stories in the UK Tasneem Solie	42 Russian discourses of the war in Ukraine as reflected in the Central and South-Eastern European press Olga Brusylovska	96 Being "resilient" and achieving "resilience": from governmental discourses to the national research agenda Sara Vilar-Lluch, Michael Kranert, Nisreen A. Alwan, Sarah Nield, Dianna Smith	200 The Pinkwashing phenomenon: a multimodal analysis of the corporate image of Avon (UK) and Ausonia (Spain) during the breast cancer awareness month in 2022 Aroa Orrequia-Barea	63 Narrating Mediterranean migration through the eyes of Medicine sans frontiers Stefania Maci	152 Gender Representations in China Daily: A Corpus-assisted Discourse Study Ming LIU	44 Discursive Construal of News Values in the Coverage of the Russian-Ukrainian War First Anniversary: A Cross-cultural Critical Discourse Study Nina Shtok, Olga Jakubiak
	240 An analysis of metaphors of migration in selected newspaper opinion articles Ledia Kazazi	72 Threatened Identities: Stancetaking and Identity Construction in Polish Discourse of Discussion Forums in the Context of Russia's War in Ukraine Magdalena Zabielska, Valentyna Ushchyna	176 Recontextualising scientific discourse in European politics: the role of IPCC reports in EU parliament debates 2019-2024 Marina Brancaccio	184 Unpacking Queer Representations in Global Marketing Campaigns: A Multimodal Critical Discourse Analysis Phanupong Thumnong	88 Navigating Borders in Human Rights Discourse: An Examination Across Institutions Jekaterina Nikitina	239 Sex workers' narratives about 'boundary pushers': A Critical Discourse Study Approach Evelin Nikolova	194 Are Women's Rights a Local or Global Issue? Israeli News Coverage of Local and American Abortion Reform Laws Liran Peretz
	124 "Let's talk about climate migrants, not climate refugees": Metaphors of overlapping crises Anais Augé	208 'Glory to Ukraine': a corpus-based analysis of President V. Zelenskyy's political speeches in wartime Justyna Tomczak-Boczko, Svitlana Goloshchuk	74 Recontextualizing Journalistic Agency: News Translation as Ideological Resistance among Palestinian Journalists in Israel Afnan Kanaaneh, Oren Livio	150 Unveiling the Fantasy-Laden Discourses of Gambling Advertising: A Social Semiotic Approach Eleanor Johnson	197 How Are Migrants' Perspectives Constructed in Two UN mandatory Agencies in Charge of Migrations Issues? Unveiling the Silence Voice: A Critical Discourse Analysis of UNHCR and IOM Representations in the Migration Discourse. Tsun Yang Chuang	112 Recontextualization of academic discourse in news reports: The case of non-binary inclusive language in Uruguay Germán Canale	155 Categories with Flexible Boundaries: Exploring the Use of Political Labels Emilia Jonasson

13:30 - 15:00	Lunch break

15:00 - 16:00	Aula Plenary talk Exclusionary discourses & practices: The segregation of people in need along Polish borders Witold Klaus

16:00 - 16:30	Coffee break

	Aula Metaphors and framing	Gorna Migrant policy discourse	Aula Hrynakowskiego Tech and AI	Room 4 Health discourses 1	Room 5 Analysing film, theatre and music	Room 6 Negotiating femininity	Room 7 Liquid racism
16:30-18:30	238 East is East and West is West? Fuzzy boundaries and metonymic meaning shifts of East and West in Viktor Orbán's rhetoric Lilla Petronella Szabó, István Benczes, Réka Benczes, István Kollai	167 Offshoring and outsourcing migration management: the cases of Italy and the UK external borders Franco Zappettini	188 Crowdsourced surveillance in the online-offline nexus: Multimodal writing in mental health art Rania Fawzy	188 Rethinking semiotic boundaries in discourse: Multimodal writing in mental health art Corey Huang	231 Identity across borders: the intersemiotic translation of The Rocky Horror Show's Dr. Frank N. Furter in One Piece Roberto Esposito	270 The linguistic representation of agency in exclusionary feminism online : A quantitative study Lalou Rival	15 In between liquid and internalized racism: Analyzing young migrants' voices Argiris Archakis, Villy Tsakona
	135 A Critical Metaphor Analysis of the Symbolic Violence in the News Discourse: A Case Study on Roe v. Wade in the U.S. Yafei Zhu	259 Citizenship Policy in Neoliberal Times: A Policy Discourse Analysis of the Legislative Inquiry on Australian Citizenship Legislation Amendment (Strengthening the Requirements for Australian Citizenship and Other Measures) Bill 2017 Remart Dumlao	40 Metaverse fashion in public discourse Natalia Berger	46 Interpreting the public's expected and actual responses towards public health instructions on social media: a quantitative multimodal discourse study Yuze Sha	159 "Get in the box, you jezebel!" A critical discourse analysis of Barbie (2023) and its cultural impact Elizabeth Andosca	268 Collective identity in French feminist discourse Joanna Koswenda	62 Gratitude as a manifestation of liquid racism in a Greek antiracist campaign Rania Karachaliou
	169 Cui bono? An experimental study of metaphors for UK welfare payments and their framing effects Steve Strudwick	80 "Had he arrived on our shores under this Bill, he might well have been locked up and deported": a critical storytelling approach to parliamentary narratives on the UK Illegal Migration Bill Sofia Lampropoulou, Camila Montiel McCann, Samuel Bennett	82 "Harder, Better, Faster, Stronger": Discourses of artificial intelligence for data analysis Trena Paulus, Vittorio Marone	164 The language of access and restriction: How has authorship, nomination, agency, rhetoric evolved over 50 years of amicus briefs filed in milestone US Supreme Court abortion cases? Amanda Potts, Jamie Abrams	86 Hallyu and Globalised Masculinities Yanni Sun, Caitlin Hogan	91 Navigating Work and Family: A Critical Discourse Analysis of the Representation of Women's Multiple Roles in Chinese Sina Weibo Reports Qianqian Wu	215 Traces of racism in antiracist discourse: political cartoons on the Mediterranean "refugee crisis" Stavros Assimakopoulos, Anna Piata
		244 EU FOM as Fragile Transnationalism on the Ground: A Corpus-assisted Critical Discourse Ethnographic Approach Katherine E. Russo, Arianna Grasso			75 Redrawing borders of exclusion: Responses to the UK government's actions in a music mash up Lyndon Way	53 What is "the wall"? Negotiating boundaries of women's youth and attractiveness in the manosphere Alexandra Krendel, Veronika Koller, Mark McGlashan, Jessica Aiston	106 Online detection of covert hate speech through sentiment analysis: two case studies Anna Szczepaniak-Kozak, Fabienne Baider, Katerina Strani, Magdalena Jaszczyk-Grzyb, Marion Winters

	FILM SHOW
19:30	*Green Border* directed by Agnieszka Holland (Zamek)

Day 2: 11.07.2024

09:00 - 10:00 — Aula — Plenary talk
Ethnocentrism as a Discursive Process: The making of Identities, Social Borders and Hierarchies
Audrey Alejandro

10:00 - 10:30 — Coffee break

	Aula — Constructing migrant identities	Gorna — New advances in CDS	Aula Hrynakowskiego — Representations of LGBTQ+ identities	Room 4 — Analysing the climate crisis	Room 5 — Analysing Facebook	Room 6 — Boundaries in crisis	Room 7 — Us vs them	Room 8 — Publishing with Bloomsbury
10:30-12:30	**27** Discourses of Privileged Migration: Constructions of Migration and 'Expats' in British Daytime TV Shows — Samuel Parker, Josephine Cornell, Sehrish Ali	**162** Digital distribution processes, Techno-Discursive dynamic, and "new" tools in social media CDS — Majid KhosraviNik, Eleonora Esposito	**179** Queer Russians' Understanding of "Traditional Family Values" and Opposition to Anti-LGBTQ+ Legislation on X (formerly Twitter) — Sofia Pastukhova	**94** Unravelling the discursive knot: A critical analysis of the interweaving of strategic management and sustainability discourses in the Harvard Business Review — Nina Louw, Taryn Bernard, Gert Human	**83** Media representations of the 2019 Chilean constitutional process on Facebook — Carolina Pérez-Arredondo, Luis Cárcamo-Ulloa	**210** Borders in flux: The changing conceptualisation of borders from a diachronic and cross-cultural perspective — Karolina Krawczak, Anna Rogos-Hebda, Małgorzata Fabiszak	**38** The 'us vs. them' divide in online political discourse — Valeria Reggi, Claudia Roberta Combei	**WORKSHOP** Michal Krzyzanowski and John Richardson, in conversation with Sarah McDonald
	174 Regimenting migrant storytelling: Migrant positionings in the online curated stories of UK-based charity organizations — Paige Johnson, Sofia Lampropoulou	**165** What's the Point of Donald Trump? The Gestural Style of Right-Wing Populism — Christopher Hart	**58** Threatened futures: Mermaids as agents of gender conspiracy in the British press — Jai Mackenzie, Aimee Bailey	**153** Discursive shifts in China's climate change communication — Guofeng Wang	**170** Membership Categories and the Interactional dynamics of a Catholic Facebook Community in Singapore — Andre Joseph Theng	**105** Navigating Immigration Discourses in a Politically Polarized Era — Ruth Harman	**230** Words that Divide, Words that Unite: A Comparative Analysis of Language Inclusivity in the Discourse of Lula da Silva and Jair Bolsonaro — Jana Vaneckova, Petra Svobodova	
	154 Understanding Contention around 'Authenticity' in a Migration Context — Agnese Bresin, James Walker	**211** Expanding the Boundaries of Prognostic Critique in CDS: Using Empirical Methods to Study the Emancipatory Potential of Texts — Maka Julios-Costa	**131** "Like wearing an itchy sweater you can't take off": Metaphor and Gender Dysphoria on Reddit — Eleanor Field	**108** Net-Zero by 2030 – the complexities of political discourse in local politics — Michael Kranert	**130** "Fortunately, Mahmoud Darwish passed away before seeing this page": Israeli-Arab discourse on the "Write it down! I am an Arab" Facebook Page — Hila Lowenstein	**227** Democratically closing borders and setting boundaries between a nation and its states: Legitimising lockdowns in the US and the UK and their states — Hongjing Chen, Qian Zhou, Huey Fen Cheong	**32** Stuck between group and transgression: An analysis of the strategic utilization of stance to navigate in-group condemnations — Elie Friedman	
	252 The functions of children in migration discourse — Artur Lipiński, Maciej Polcyn	**116** A 'Constituent' Corpus Analysis of Multimodal Hate Speech: Using a novel approach to large-scale multimodal discourse analysis to analyse 150,000 image/texts of racialised hate speech training data — Alex Christiansen	**243** Bordering gender recognition: The dispute around trans identities within the UK's constitutional arrangements — Johnny Unger, Nelly Gérard	**166** Positioning Sweden as a global leader in climate change mitigation — Milena Zart		**67** Linguists vs. Populists. Borders and Boundaries in Polish Discourse of Linguistics (2015–2023) — Anna Stanisz-Lubowiecka		

12:30 - 14:00 — Lunch break

14:00 - 15:00 — Aula — Plenary talk
Deepening Roots for Critical Discourse Studies: Lessons from Decoloniality and Intersectionality
Viviane de Melo Resende

	Aula — THEMATIC PANEL: Bridging disciplinary borders: Advances in CDS and argumentation	Gorna — THEMATIC PANEL: Negotiating (non)humanness. Drawing and crossing boundaries between humans and others	Aula Hrynakowskiego — THEMATIC PANEL: Lost places and heritage landscapes: Mapping the boundaries of conservation and transformation	Room 4 — Media representations of the climate crisis	Room 5 — Exclusion on/through social media	Room 6 — Wellness and ageing	Room 7 — Analysing the far right in the UK
15:00-16:30	**304** "We don't have a country if we don't have borders. We will build a wall." Border walls and fences, populist rhetoric and the practice of "othering" (Panel 1) — Massimiliano Demata, Bronwen Hughes	**277** Language Ideological Perspectives on Human-AI Boundaries (Panel 3) — Didem Leblebici	**291** Spaces lost and gained: Place transformations and heritage shifts (Panel 5) — Stefania Tufi	**198** Defying Boundaries: Climate Clock Representations on TikTok A Corpus-Based Multimodal Analysis — Simone Causa	**19** Populist Dichotomies in Digital Discourse: A Study of User Engagement in Turkey's 2023 Election on Twitter — Utku Bozdağ, Tamás Tóth, Márton Demeter	**216** Chasing Rainbows: Self-help discourse, the "nounification" of happiness, and the problem with "positive thinking". — Darren Kelsey	**77** "How to Read Fascist Language: The Myth of British Fascism as an 'Anti-Capitalist' Ideology." — Daniel Ritschel
	276 Argumentative legitimation of femonationalist discourses: Silvia Romano's return to Italy — Eleonora Esposito, Dimitris Serafis	**282** Of Humans and Other Animals. Discursive Framings of Pets as Humans and Humans as Other (Panel 3) — Miriam Lind	**285** (Re-)Imagining the Polish-German borderland: The case of post-Soviet army bases (Panel 5) — Malgorzata Fabiszak	**201** Knowledge, Authority, and Subjectivities: Representing Climate Adaptation in Australian Media Discourse — Lorenzo Zannini	**69** Moral Panic and the Amplified Dangerousness: Reflections on Latino and Hispanic Immigrants' Representations in Trump's Twitter Discourse — YUE ZHANG	**101** Boundaries of work-life: 'Quietly quitting' the treadmill? — Lise-Lotte Holmgreen	**156** From Ed Sheeran to Keir Starmer: perceptions of the 'mainstream' and the mainstreaming of the far right — Katy Brown
	272 Evaluating rationalisations: When are legitimising appeals to goals and effects fallacious? (PANEL 1) — Sten Hansson	**287** The Human Making of the Non-Human – Discourses, Practices and Power in the Making of Machines (Panel 3) — Britta Schneider	**293** A tale of two cities: An urban analytics approach to exploring "historic" Nürnberg's prewar and present heritage fabric (Panel 5) — Seraphim Alvadines and Carol Ludwig	**251** Triple Silences: Social, Geographical Oversight, and Climate Change in TV news reporting — Andrea Culkova, Irene Elmerot	**209** From Words to Genocide: A Linguistic Analysis of Discursive Patterns of Hate Against Palestinians — Siti Nurnadilla Mohamad Jamil	**189** Redefining lifestage boundaries: the rebranding of "midlife" — Paola Catenaccio	**212** Far-Right Transmedial Worlds: A discourse-mythological analysis of 'Tommy Robinson' and the "Fall and Rise" Archetype — Christopher Little

16:30 - 17:00 — Coffee break

	Aula — THEMATIC PANEL: Bridging disciplinary borders: Advances in CDS and argumentation	Gorna — THEMATIC PANEL: Negotiating (non)humanness. Drawing and crossing boundaries between humans and others	Aula Hrynakowskiego — THEMATIC PANEL: Lost places and heritage landscapes: Mapping the boundaries of conservation and transformation	Room 4 — The language of civil society	Room 5 — Multi-modal approaches to CDS	Room 6 — The language of intergovernmental communication and diplomacy	Room 7 — Investigating far-right narratives
17:00-18:30	**294** The more you believe in conspiracy theories, the less critical you are towards fallacies (Panel 1) — Steve Oswald, Daniel De Oliveira Fernandes, Pascal Wagner-Egger	**283** Between Award-Winning and Disabled: On the Linguistic Negotiations of Physical Norm and Deviance in Domestic Animals in German (Panel 3) — Theresa Schweden, Lena Späth	**279** Adaptive reuse of post-industrial sites in France: The linguistic landscapes of a swimming pool, an abattoir, and a biscuit factory (Panel 5) — Robert Blackwood	**66** "We pursue justice": legitimation strategies in the public-facing communications of philanthropic foundations — Mark Dehlsen, Agni Kalfagianni, Carole-Anne Sénit	**61** Visual Politics of War: Cultural construction of Self and Other in Ukraine and Russia's Twitter Diplomacy — Alina Mozolevska	**110** Dialogic analysis of government social media communication: How commanding and thanking elicit blame — Ruth Page, Sten Hansson	**145** The border of hate: the clash of antisemitism and Islamophobia in the discursive worldview of the neo-Nazi community on Stormfront.org in the aftermath of the Hamas-led attack on Israel. — Małgorzata Waśniewska
	288 European Left between Antisemitism & Anti-imperialism: A Discourse Argumentative Approach (panel 1) — Salomi Boukala	**281** Me, my machine and I. Discursive Negotiations of Bodies, Boundaries and Medical Devices in Diabetes Management (Panel 3) — Rita Vallentin	**301** The semiotics of "the unfinished": Signifiers of urban utopia and dystopia in Sweden and South Africa (Panel 5) — Anders Björkvall and Arlene Archer	**128** "A very naive image of welfare Sweden". Small stories as a resource to negotiate identities within civil society discourse — Robert Blackwood, Anna Vogel	**13** 'US' Versus 'THEM' Dichotomy: A Cognitive-Functional Perspective of Multimodal Media Representation of Afghan Migrants Living in Pakistan — Sara Khan, Nadia Anwar	**220** Reshuffling the Terrorist Threat Hierarchy: A Study of the Dynamic Representations within (In)Security Discourses — Daniel Malone	**20** Weaponizing Conflict: Russo-Ukrainian War as a Manipulation Tool in French Far-Right — Olena Siden
	296 The recontextualisation of antisemitism and hatred online. Studying argumentative inferences on Facebook (Panel 1) — Dimitris Serafis, Salomi Boukala		**302** Heritage fragments as post-industrial capital: Profiling discourse itineraries of Essen's transformation (Panel 5) — Maida Kosatica, Evelyn Ziegler and Isabelle Buchstaller	**217** Activism Crossing the Line: Negative Perception of Environmental Activist Discourse on Social Media — Marina Niceforo	**34** The representation of the Ukrainian Displaced People diaspora on British television: A Multimodal Critical Discourse Analysis — Jacopo Castaldi	**93** Decoding discourses: borders and global governance based on Buen Vivir codes — Yara Martinelli, Maurício Costa	**52** Extreme-right narratives: affordances, ideology and incitement — John E. Richardson

19:30 — Conference Dinner

Day 3: 12.07.2024