

CADAAD 2024



Borders and Boundaries in/across Discourses

Book of Abstracts

10–12 July 2024
Adam Mickiewicz University
Poznań, Poland

Critical Approaches to Discourse Analysis across Disciplines

Borders and Boundaries in/across Discourses

10-12 July 2024

Adam Mickiewicz University

Poznań, Poland

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CADAAD 2024 Plenary talks

Ethnocentrism as a discursive process: The making of identities, social borders and hierarchies

Audrey Alejandro

London School of Economics

The concept of ethnocentrism was developed in the early 20th century to investigate the simultaneous process through which socialisation legitimises in-group identities, knowledge, and norms and delegitimises their out-group counterparts. While it is acknowledged that language plays a key role in this process and its subsequent (re)production of social borders, the concept of ethnocentrism has largely fallen outside the scope of discourse studies. This talk explores the articulation between ethnocentrism and discourse, and the benefits and limits of this relation for the understanding of (social) borders.

Bonding strategies: Blurring boundaries and building affiliations in diplomatic discourse

Zohar Kampf

Hebrew University of Jerusalem

My talk will show how statespersons use bonding strategies in order to blur cultural and ideological boundaries and to build interpersonal and interstate relations. On the basis of three years of ethnographic study at the Israeli president residence, interviews with 40 past and present diplomatic actors, and analysis of statespersons autobiographies, I will survey the main interpersonal bonding strategies and their perceived consequences for and international relations. Adding a critical layer to the progressive discourse analysis, I will discuss the limits and pitfalls of amicable discourse and argue that while bonding strategies transform the SELF/OTHER distinction into a unified US, they often positioned against a threatening THEM.

Exclusionary discourses & practices: The segregation of people in need along Polish borders

Witold Klaus

Migration Consortium

It is stating the obvious that national borders segregate people but the recent situation in Poland shows how far that practice can be stretched. Public authorities are quite committed to wide-opening borders for refugees fleeing Ukraine and at the same time actively persecute other asylum seekers at the Polish-Belarusian border. Not only do they seal borders against those people in need, but they allow them to die in forests and force them to return to Belarus where they are exposed to violence and torture. This segregation is ethnicity-based (privileged white *versus* repressed people of colour) and in discourses and practices divides real from bogus refugees, the ones deserving from others undeserving of our help.

Analysing discursive shifts: Exploring normalization of illiberal politics of bordering, othering and exclusion using Critical Discourse Studies

Michał Krzyżanowski

Uppsala University

My presentation will elaborate on the notion of *discursive shifts* (Krzyżanowski 2013, 2018a, 2020b) used for well over a decade as one of the central, critical-analytical notions used to explore discourse in relation to wider facets of social change. Building on such classic critical discourse concepts as, in particular, *recontextualization* (Bernstein 1990, Krzyżanowski 2016) – with its focus on hegemonic ordering of discourse as well as its diffusion across spatial and temporal scales – discursive shifts have been central in connecting analysis at

micro-/meso-level of discourse dynamics with the macro-level aspects of global and transnational *discursive change* (Fairclough 1992). As a concept, discursive shifts have also enabled tracing various social actors' context-specific responses to wider social, political and economic dynamics, both seen as incremental or gradual change (Krzyżanowski 2018b) and/or as periodic 'crises' (Krzyżanowski 2019; Krzyżanowska & Krzyżanowski 2018, Krzyżanowski & Krzyżanowska 2022, Krzyżanowski et al 2023; Moffitt 2016). In order to highlight the viability as well as applicability of discursive shifts and their inherently recontextualization-based logic, the paper will highlight their application to the critical deconstruction of discourses carrying normalization of contemporary illiberal politics of exclusion (Krzyżanowski 2020; Wodak 2015). My special focus will be on, in particular, recent discourses related to bordering and othering in relation to immigrants, asylum-seekers rooted in illiberal critique of multiculturalism. Therein, I will focus on the ways in which the wider perspective of discursive shifts was helpful in tracing differentiated dynamics of public discourses and their diachronic, gradual slide towards politics and regimes of exclusion in such countries as, inter alia, Poland, Sweden or the UK. I will show how deploying discursive shifts has not only allowed exploring the linear or incremental discourse dynamics but also its strongly mediation-based nature (Krzyżanowski, Triandafyllidou & Wodak 2018; Krzyżanowski & Ekström 2022). As will be shown, the former and the latter enabled tracing the spread of the immigration-related *moral panics* (Cohen 1972; Krzyżanowski 2020b) including via recontextualization of far-right, populist and neoliberal discourses and frames (Phelan 2019; Wodak & Krzyżanowski 2017) as well as via *'borderline discourses' of un/in-civility* (Krzyżanowski and Ledin 2017; Krzyżanowski et al 2021; Ekström, Krzyżanowski & Johnson 2023) which eventually penetrated the wider public imagination.



Pushing the outside of the methodological envelope in corpus-assisted discourse studies

Anna Marchi

University of Bologna

At the core of corpus-assisted discourse studies (CADS) is the idea of systematically and comprehensively identifying patterns that are not available to the “naked eye”. Since we tend to be interested in counting what is difficult to count, though, we often face the problem of finding ways to make complexity available and countable to a CADS eye and methods. This talk reflects on (and questions) so-called qualitative and quantitative approaches in CADS, aiming at pushing and testing methodological boundaries, in a spirit of “eclectic empiricism”. I will use as a case study an exploration of nostalgic discourses over different text types, to see how far a CADS toolkit can stretch. Along the way I will give examples of challenges and failures, and wander across disciplinary borders to try out new perspectives.

Deepening roots for Critical Discourse Studies: Lessons from decoloniality and intersectionality

Viviane de Melo Resende

University of Brasília

This year’s CADAAD conference theme is “Borders and boundaries in/across discourses”. As proposed by the conference organizers, this theme thinks of “borders and boundaries” not only as physical boundaries that delimit territorial spaces, but in a much broader sense, including identity (self/other, us/them), time (past/present) etc., and also boundaries between academic fields and between theory and practice. I decided to respond to this challenging proposal from the point of view of decoloniality and intersectionality, critical thinking

perspectives that offer a diversity of inputs into the debate on borders, from the most immediate meaning of geographical boundaries and their symbolic interfaces as *positionalities*, to the limits of the discursive construction of temporalities, subjectivities, knowledge, identities. The decolonial and intersectional turns are productive in spatial metaphors to discuss these themes, such as the metaphor of the matrix intersection of the axes of domination, liminal thinking, and border epistemologies. I will also seek the metaphor of the *Encruzilhada* proper to Afrodiasporic thought to think about how a relationship between these epistemological turns and critical discourse studies can provide perspectives capable of challenging us epistemologically.

Discussion panel: Critical Discourse Studies in/of Poland: Past, present and future perspectives

Michał Krzyżanowski, Katarzyna Molek-Kozakowska, Marek Czyżewski and Monika Kopytowska

CDS is a growing approach to analysis of socio-political issues in Polish universities. Its usage was championed by Prof. Anna Duszak over 25 years ago, who along with Norman Fairclough wrote the first CDS book published by a Polish publishing house, whilst Prof. Michał Krzyżanowski (formerly Adam Mickiewicz University, Poznań) and Piotr Cap (University of Łódź) have also advocated and developed it in their own ways. After initially gaining popularity from linguistics departments in a handful of universities, CDS is now much more widely used, including in cultural studies, anthropology, political studies, media studies, and sociology.

At the academic level, Polish researchers have faced a series of challenges, including pressure on academic freedoms.



At the public level, like many other countries around the world, Polish society has seen an increasing normalization and mainstreaming of far-right politics and illiberalism. In response to this, Polish CDS practitioners have looked at important public sphere discourses, including the right to seek an abortion, migration, LGBT rights, and the environment.

In this special plenary roundtable, we invite a number of experienced Polish researchers to consider the academic and public role of CDS in Poland ask them to reflect on how the field has developed and in which direction(s) they see it moving in the near future.

Workshop: Publishing with Bloomsbury Advances in CDS

**Michał Krzyżanowski and John E. Richardson
in conversation with Sarah McDonald**

CADAAD 2024 Paper presentations

Analyzing U.S. Diplomatic Rhetoric on Twitter During the Russia-Ukraine War: A Corpus-Based Appraisal Analysis

Muhammad Afzaal, Shanshan Xiao

Shanghai International Studies University

The conflict between Russia and Ukraine has drawn global attention across social platforms, particularly on Twitter, taking the form of commentary generated by actors belonging to various domains. Since 2022, there has been a dramatic increase in tweets from American diplomats regarding the Russia-Ukraine War manifesting both positive and negative attitudes. Indeed, as a prominent ally of Ukraine, the US has played a pivotal role in shaping the discourses surrounding the ongoing war and territorial disputes. However, in recent months, a shift in the formerly supportive rhetoric by the U.S. diplomats in relation to the Russia-Ukraine conflict has been notable, with the changing stance being reflected in distancing tweets such as "Take care of our own border first." These shifting stances warrant a closer look through the lens of CDA which considers discourse as a social practice, entailing a dialectical relationship between specific ideological perspectives and the framing context, organization, and social system. In this context, the present article conducts a corpus-based appraisal analysis of 'border' discourses within a specialized Twitter corpus, spanning the period between 2022 to 2023. Therefore, the study focuses on the lexical and grammatical mechanisms deployed to convey attitudes, particularly those affecting sentiment. It articulates the findings in relation to the sentiment-driven rhetoric of U.S. diplomats, delineating their positions on social media as either negative or positive. Using corpus and Appraisal Theory, the study aims to fill research gaps in the discursive construction of border discourses and to contribute to the critical discourse analysis of diplomatic discourse. The findings of the study strive to address the attitude of systems features in the tweets of US diplomats on the recent surge of border issues.

Identity and emotion in tweets on the amnesty of Catalan pro-independence politicians

Ana Albalat-Mascarell

Universitat Politècnica de València

On 18 November 2023, thousands of people gathered in central Madrid for another widespread protest against the controversial Catalan amnesty law that allowed Spain's incumbent Prime Minister, Pedro Sánchez, to secure a second term in office.

In this context, this paper aims at exploring the interplay of identity and emotion in the debate around the amnesty of pro-independence politicians in the unauthorized Catalan independence referendum of 2017. Specifically, it seeks to examine and compare the rhetorical roles of the self-mentioning discourse patterns and the emotion-driven strategies used by English-, Spanish- and Catalan-speaking politicians when making public statements on this matter through X (formerly Twitter). To this end, Albalat-Mascarell and Carrió-Pastor's (2019) classification system for metadiscourse self-mentions is taken as the starting point, combined with Benítez-Castro and Hidalgo-Tenorio's (2019) reformulated model of the Martin and White's (2005) AFFECT taxonomy for the analysis of the emotion contained in these politicians' tweets.

The findings of this investigation point towards the widespread adoption of first-person pronouns and self-citations to convince audiences of the credibility of the politicians' claims, along with the use of a strongly negative emotional language expressing the politicians' deepest concerns on the state and quality of democracy for Spain.

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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

Technical and Vocational Training Corporation, Riyadh

In this study, Critical Discourse Analysis (CDA) was utilised to examine the Al Jazeera Arabic news website with respect to its reports on the social actors in the Yemen war, particularly the KSA, UAE, Egypt and Bahrain coalition and the opposing Houthis, both before and after the Gulf crisis that occurred on 5 June 2017. The analysed data included a total of 32 news articles related to the war in Yemen, with 16 articles covering the period prior to the Crisis, from 2015 to 2017, and 16 covering the period following the onset of the crisis, from 2017 to 2019. The overall aim was to uncover the ideological implications of various linguistic elements, such as lexical choices, news headline creation, and de-legitimisation strategies, and the results revealed identifiable, distinct, and non-random changes in tone and angle of representation relating to the various social actors and their actions. Before the crisis, the coalition was represented positively while Houthis was presented negatively, while after the crisis, the tone towards these social actors was completely reversed. The various discursive strategies used in the articles across both periods thus show that the coverage of the Yemen crisis was intended to ideologically and politically guide readers' understanding of the crisis.

A tale of two cities: An urban analytics approach to exploring "historic" Nürnberg's prewar and present heritage fabric.

Seraphim Alvanides¹, Carol Ludwig²

¹Northumbria University, ²Saarland University

Abstract

Despite severe bomb damage during WW2 destroying 90% of its historic city centre, Nürnberg continues to retain its world-historical status as a late medieval metropolis. Unlike other postwar cities, which undertook comprehensive clearance and redevelopment (Larkham, 2003), Nürnberg's conservative postwar planning strategy was guided by traditionalism, seeking to integrate the existing historical fabric into a design for a new "old" town. Such historical consciousness was not only evident in archival documentation, but also in Nürnberg being one of the few cities to assess its building stock, mapping *Denkmäler* (buildings/monuments) of historical value prior to the war's end. The *Denkmalwertstufenkarte* (1943) mapped three levels of perceived "historic value", and later informed postwar reconstruction decisions to preserve or demolish (Knauer & Enss, 2022). Adopting an urban analytics approach (Ludwig & Alvanides, 2023) this paper traces the heritage journeys of the 1940s *Denkmäler* by visualizing, comparing and capturing the heritage of the city at two different snapshots in time. The fate of the prewar *Denkmäler* is examined, together with 'new' heritage to emerge since, providing: 1) a richer understanding of the postwar reconstruction of Nürnberg from a heritage perspective; 2) an assessment of the perception of urban heritage during the 1940s and today. By offering insights into the conservation of heritage during times of war and peace, this research crosses disciplinary boundaries in our understanding of heritage under threat.

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In between liquid and internalized racism: Analyzing young migrants' voices

Argiris Archakis¹, Villy Tsakona²

¹University of Patras, ²University of Athens

The present study explores the interplay between liquid racism (Weaver 2016) emerging from the ambiguities included in texts which could be interpreted as racist and antiracist in different contexts and by different recipients, and internalized racism (Pyke 2010) consisting of the acceptance of racist values and views by those who are targeted by them. Given that racist values and views become naturalized through public discourse in modern nation-states, they end up shaping the ways minority members perceive and express themselves.

The data examined include two newspaper articles written by young migrants and coming from *Migratory Birds*, a Greek newspaper distributed as a supplement of *Journalists' Newspaper*, which has a leftwing orientation. The first article promotes learning Greek as the best solution to the communication problems migrants face in their everyday lives in Greece, while the second one takes the form of a public apology (Kampf 2009), where migrants apologize for the 'problems' they have supposedly caused in the European host countries.

The critical analysis shows that the migrant authors have internalized racist values and views circulating among the members of the Greek majority and suggesting that migrants should assimilate to Greek linguacultural and social norms to become accepted. Furthermore, the fact that these articles are published in a newspaper with leftwing orientation could lead to their interpretation as antiracist texts. Such co-existence of racist and antiracist readings of the same texts renders them instances of liquid racism.

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Traces of racism in antiracist discourse: Political cartoons on the Mediterranean "refugee crisis"

Stavros Assimakopoulos¹, Anna Piata²

¹University of Malta, ²National and Kapodistrian University of Athens

A long-standing tradition in the critical analysis of racist discourse has shown that the frequent reference to migrants with the use of metaphors of water movement tends "to normalise certain ways of thinking about" them and by extension "justify their discrimination" (Ng 2018: 220). Such metaphorical representations, however, are not only present in discourse that could be generally characterised as racist or even as leaning towards an exclusionary ideology. Drawing on a corpus comprising the 116 political cartoons that formed part of an exhibition organised by the Greek Cartoonists Association with the aim of 'mak[ing] the refugees' voice be heard throughout the world,' we discuss how this (and related) representations can also crop up in texts of an explicitly antiracist orientation. More specifically, taking advantage of the method put forth within the framework of Critical Metaphor Analysis (Charteris-Black 2004) we focus on the ways in which particular metaphorical source domains (e.g. waves), metonymies (e.g. barbed-wire fences) and symbols (e.g. the EU flag) visually recur creating what appears to be a coherent discourse surrounding the crisis. Our findings confirm the presence of representations that have been traditionally thought to underlie discriminatory attitudes. Against this backdrop, and in line with the background laid out by Conceptual Metaphor Theory, we argue that, through their ubiquitous presence, and regardless of the modality in which they present themselves, metaphorical associations can become so entrenched that they end up underlying our way of thinking about particular social issues and manage to creep up even when we have the best of intentions in fighting social injustice.

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Keeping the lines blurry: mainstream vs radical feminism in UN discourse on violence against women

Célia Atzeni

Université Paris Cité

Since the 1970s, the UN has promoted gender equality and women's rights on the international stage. To do so, it has worked with feminist NGOs and activists from all over the world. However, since then, the UN has been selective on which feminist ideologies can integrate its discourse (Raus, 2013). Feminist ideologies may be labeled as mainstream or radical depending on how consensual they are; mainstream ideologies align more easily with member States, while radical ones face greater scrutiny.

Through a critical corpus-based analysis of UN reports and press releases on violence against women spanning several decades, this study aims to highlight how the organisation proceeds to keep the lines between both feminist ideologies blurry within its discourse, as it is struggling to find a balance between its diplomatic constraints and its responsibility to defend and protect women's rights across the world.

A discourse-historical analysis (Wodak, 2001) conducted on the corpus reveals that this goal is achieved through the UN's use of smoothing processes (Atzeni, 2024). Keeping the lines blurry is necessary for the organisation to maintain its legitimacy on the international stage, especially in a context of crises on the question of human rights; but it comes at the price of a discourse less likely to challenge the global status quo on violence against women (Wodak, 1996).

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"Let's talk about climate migrants, not climate refugees": Metaphors of overlapping crises

Anaïs Augé

UCLouvain

Existing literature revealed controversial implications related to metaphorical descriptions of immigrants, in a variety of contexts (e.g., IMMIGRANTS AS INVADERS, Taylor, 2021; "dehumanising" metaphors, Musolff, 2015; IMMIGRANTS AS NATURAL DISASTER, Charteris-Black, 2006). Yet, limited attention has been paid to climate migration discourse that is, migration induced by the climate crisis. The United Nations explained that "climate migrants" should not be referred to as "climate refugees" since the rights of "migrants" and "refugees" differ. I thus ask how the metaphors applied to "climate refugees" differ from the metaphors applied to "climate migrants", in view of the controversial implications observed by metaphor scholars.

I build a dataset composed of 1. texts released by international organisations supporting the rights of "climate migrants" (United Nations, FridaysForFuture, Greenpeace), and 2. political speeches produced during international events (Conferences of the Parties), which involve politically biased descriptions of "climate migrants-refugees".

I rely on Critical Metaphor Analysis (Charteris-Black, 2004) to demonstrate that the climate and immigration crises "overlap" in metaphorical descriptions of "climate refugees" (IMMIGRATION CRISIS AS THE CLIMATE CRISIS). In contrast, metaphorical descriptions of "climate migrants" present migrants as solutions to the climate crisis (CLIMATE MIGRANTS AS COMMODITIES; see Taylor, 2021). These results lead me to focus on a particular set of metaphors which shed light on the cause(s) of migration, mentioned to qualify climate migrants. These metaphors can eventually instigate support to migrants and generate environmental awareness.

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Metaverse fashion in public discourse

Natalia Berger

Inholland University of Applied Sciences

The term 'Metaverse,' coined in Stephenson's 1992 cyberpunk novel "Snow Crash," remains elusive and intangible for many. It is not confined to a single type of technology. Still, it spans a spectrum that includes virtual reality—marked by persistent virtual worlds that persist offline—and augmented reality, which merges digital and physical realms. This speculative concept forecasts a future where technology is intricately woven into our daily fabric, potentially fostering novel digital economies where users can create, purchase, and exchange goods and transport virtual items like clothing or accessories across platforms.

Despite the Metaverse's nebulous aura, luxury and fast fashion brands such as Gucci, Tommy Hilfiger, and H&M have invested heavily. Morgan Stanley forecasts that digital fashion could bolster industry sales by \$50 billion by 2030 (Marr, 2022). Pioneers like The Fabricant, DressX, and the Dematerialised are eschewing tangible garments for digital-only collections.

This study scrutinizes the narratives and ideologies woven into Metaverse fashion discourse, focusing on the virtual fashion landscape within Roblox, an established metaverse with a distinctive fashion system. Utilizing a varied corpus, including the Roblox blog, item descriptions, and media reports from Nexis-Uni-Academic published in 2013–2023, we will apply Critical Discourse Analysis (CDA) (Fairclough, 2010) to explore the discursive practices that shape public perception of Metaverse fashion. We aim to decode the key signifiers in Roblox's 'written clothing' and their implications for fashion and identity. This analysis will be juxtaposed with Barthes' seminal fashion theory to evaluate its relevance in virtual environments. Our research intends to pioneer the exploration of fashion discourse within the Metaverse, providing a comparative perspective to other online platforms and traditional fashion narratives. The anticipated outcomes will enhance our understanding of how language construction can influence and reflect social practices within digital cultures.

The semiotics of "the unfinished": Signifiers of urban utopia and dystopia in Sweden and South Africa

Anders Björkvall¹, Arlene Archer²

¹Örebro University, ²University of Cape Town

Urban landscapes are characterized by the presence of artefacts and buildings in the process of 'becoming'. This paper focuses on signifiers that, indexically, point to something being 'unfinished'. The specific aim is to explore the unfinished as either utopian potential or thwarted possibility.

Drawing on examples from Sweden and South Africa, we identify the signifiers of the unfinished in highways and building sites, for example, graffiti, advertising, fencing, scaffolding, rubble, warning texts, or visible reinforcement bars. Our methodology is that of social semiotic case studies. We collect, document and theorize *semiotic resources*: signifiers that index the unfinished in different ways. We draw on the concept of *indexicality* (Björkvall & Archer 2022) which has played a key role in the field of linguistic and semiotic landscape studies (Thurlow & Jaworski 2010; Blackwood et al. 2016) and in the geosemiotics of Scollon and Scollon (2003).

Our results show how signifiers of the unfinished point to utopian or dystopian visions of the city, but also how such results must rely on socio-cultural and historical understandings of, for instance, poor planning (unfinished highways) or economic power (in the case of building sites). Interestingly, our research also shows how signifiers of the unfinished can be frozen in time and space, pointing more to lost expectations of the past than to the future whereas signifiers of ongoing, procedural unfinishedness tend to index more promising, utopian versions of the future.

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Adaptive reuse of post-industrial sites in France: The linguistic landscapes of a swimming pool, an abattoir, and a biscuit factory

Robert Blackwood

University of Liverpool

Adaptive reuse of functionally redundant buildings has become an increasingly popular, successful, and creative way of addressing the challenge of a rich architectural patrimony whose original purpose has been rendered obsolete in post-industrial cities. Scholarship in architecture has grappled with the question of adaptive reuse, defined by Choay (2001: 149) as 'the most paradoxical, daring, and difficult form of heritage valorization'. As emphasized by Latham (2000: 37), the focus of adaptive reuse builds on the desire to preserve historic buildings as part of wider conservation processes, with the explicit intent of ensuring the future sustainability of these sites through the identification of a new use. Sociolinguistic research, especially within the traditions of the linguistic and semiotic landscapes, has much to contribute to this transformation of lost spaces.

Within the setting of France, where the destruction of Paris' central markets at Les Halles sensitised the nation to the loss of its industrial heritage, I compare a former swimming pool in Roubaix (north of Lille), an old abattoir in Toulouse, and a converted biscuit factory in Nantes. In particular, I contrast the different discursive presentations of these sites with a view to investigating the role played by meaning-making resources including language, images, architecture, and visitors.

As each venue's original function has been lost, I deploy Linguistic Landscape methodologies to consider how adaptive reuse contributes to sociolinguistic placemaking. In doing so, I tease out the differences between the approaches adopted in each site to consider the boundaries enacted between the first incarnations of the swimming pool, the abattoir, and the biscuit factory, and their new iterations.

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The construction of white nationalist collective identity: An interdisciplinary approach

Amy Booth

Aston University

This paper takes an interdisciplinary approach, drawing on concepts from social movement and extremism studies, discourse analysis, and corpus linguistics, to explore how users of a prominent white nationalist forum shift their perceptions of Self and Other throughout their time as forum members.

Collective identity in social movement contexts is understood to have several primary characteristics which may be constructed discursively (Taylor & Whittier, 1992). These include the drawing of *boundaries*, which promotes awareness both of differences between the in-group and their (perceived) oppressor, and of commonalities within the group; and the raising of *consciousness*, whereby group members develop a new understanding of the social relations between Self and Other, particularly the (perceived) oppression of the former by the latter.

In this paper, I use a corpus-assisted approach to explore the discourse of a sample of white nationalist forum members, comparing their discursive construction of the *boundaries* of their white and white nationalist identities, and of their *consciousness* of their (perceived) social position in relation to out-groups, in the earliest and latest stages of their engagement with the forum. I find that, in line with Taylor and Whittier, users' perceptions of the causes of their oppression shift over time, and that these changes lead to re-evaluation of in-group boundaries, which both contract and expand in different ways.

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Values and basic emotions in the discourse of right-wing populist supporters on Hungarian social media

Natalia Borza

Pázmány Péter Catholic University

The paper investigates how supporters of a Hungarian right-wing populist party (*Fidesz*) use social media to voice their endorsement in the context of the European Parliament election 2024. More specifically, the sociolinguistic study examines what values play a role in shaping the voting preference of the party's supporters.

To reach this aim, the postings campaigning for the EP election from the Facebook page of *Fidesz* were collected, and a sample of the first 500 comments on original posts by the party that attracted most likes and replies were analysed using Ekman's (1992) theory of basic emotions. It was Ekman who demonstrated that all humans have an innate set of basic emotions that are clearly recognizable across cultures, languages, regions and ethnicities. Ekman's classification of emotions was applied in the research as basic emotions are the most semantically distinct ones (Bann and Bryson 2014). In other words, basic emotions are the most distinctly expressed and lexically marked emotions in language.

The paper presents the preliminary result of the research by showing illustrative discursive examples of the seven basic emotions and by pinpointing the values along which the supporters of the populist party expressed these.

European Left between Antisemitism & Anti-imperialism: A Discourse Argumentative Approach

Salomi Boukala

Panteion University of Social & Political Sciences

Hannah Arendt (2004) explicates her view on modern antisemitism by referring to the doctrine of *'eternal antisemitism'* in which Jew-hatred is a normal and natural reaction and justified beyond the need of argument, and expressing her frustration due to the reduction of Jew-hatred to a natural phenomenon, which is based on common-sense fallacies. Drawing upon the discursive strategies of the Discourse Historical Approach (DHA) to Critical Discourse Analysis (CDA) and especially its argumentation strategies (Reisigl and Wodak, 2001), I intend to explore whether and how the European left wing criticism on the 2023 Gaza War spreads an antisemitic mythopoesis and challenges the state of Israel's right to exist. In particular, I focus on a Discourse Argumentative Approach (DAA) (Georgalidou & Boukala, forthcoming) based on the Aristotelian topoi and fallacies, especially the topos of indication and the common sense fallacy, to study whether the European left proceed to a Jew-hatred discourse conflating with anti-Zionism. Norman Fairclough and Lilie Chouliaraki (2005) emphasised the importance of power relations as relations of domination based upon consent that involves the naturalisation of practices and their social relations as matters of common sense. Through this prism, I bring examples by Left parties across Europe (Greece, France, Germany, the UK) that harshly criticize Israel's practices against Hamas to examine the theory of scapegoating and its relevance to the perfect innocence of the victim, as Arendt explicated it, and illustrate common sense fallacies as ideological strategies and power relations.

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The lack of salience of theory or research methods in Chinese CDS: A challenge for Chinese scholars to work to two sets of priorities

Gwen Bouvier

Shanghai International Studies University

As a European working for 5 years in China, and through seeing weekly submissions to our journal, I have become convinced that there is pressing need to more openly discuss the divergent nature of Chinese and 'International' scholarship in Critical Discourse Studies. This creates challenges for Chinese Scholars. While many of my Western colleagues assume that the key difference relates to censorship and control, this factor is not necessarily the main reason for how and why topics and approaches are chosen in Chinese Critical Discourse Studies. In this session, I want to consider one of these reasons, which results in very specific differences in the logics for how and why we carry out research. I consider how this relates to the way Chinese CDS is rooted in traditions of English Language Teaching and Translation Studies, rather than the more sociological or sociolinguistic traditions, which might characterize the work of European scholars in particular. It is striking for a member of staff in a department that research methods per se can be backgrounded in teaching. This leads to a number of features of Chinese CDS that I want to consider in this talk.

Populist Dichotomies in Digital Discourse: A Study of User Engagement in Turkey's 2023 Election on Twitter

Utku Bozdağ¹, Tamás Tóth², Márton Demeter²

¹Corvinus University of Budapest, ²University of Public Service, Budapest

Recently, the nexus between populism and user engagement on social media has garnered scholarly attention (Boulianne et al., 2020). Following this trend, our research focuses on a particular facet: populist communication on Twitter. With the backdrop of the 2023 Turkish presidential and parliamentary elections—a political landscape influenced by populism—this study examines whether explicit populist style or fractured populist styles trigger more user engagement on Twitter. Using Toth's (2020) analytical framework, the study differentiates between two types of populist style: Explicit Populism (EP), which directly contrasts "the people" with "the harmful others", and Implicit Populism (IP), which hints at either "the people" or "the harmful others" in one message unit. Within IP, further distinctions are made for messages focusing on the people (IPP) and those highlighting antagonism (IPA).

Through manual quantitative content analysis and negative binomial regression of 4,139 tweets, the findings show that EP generates more user engagement in terms of favorites, retweets, and replies compared to implicit populist styles. The distinct behavior of EP displays that it aligns more with users' perceptions and choices, resulting in more engagement. Thus, the articulated dichotomies (EP) operate in a different way compared to the fractured elements of populism (IP). Finally, the findings indicate that the antagonism does not trigger more user engagement, but it does have an upgrading function when expressed together with people-centric messages.

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Recontextualising scientific discourse in European politics: The role of IPCC reports in EU parliament debates 2019-2024

Marina Brancaccio

UNINT-University of International Studies, Rome

The present work stems from previous research by the same author (Brancaccio, 2023) on the IPCC Synthesis Reports 1990-2023 and the language there employed to frame issues related to sustainability. The objectives, mainly aimed at uncovering strategies of human and non-human agency representation, are here extended to the investigation of how the valuable scientific information supplied by the IPCC to global stakeholders is then recontextualised in politics and, in the specific, within the EU parliamentary debates between 2019-2023.

A Modern Diachronic Corpus-Assisted Discourse Studies (MD-CADS) approach is applied to the analysis of the language employed in all texts, of parallel structure and content but from different contemporary periods (Alessi and Partington, 2020). A quantitative analysis highlights the predominant linguistic patterns over time, while a complementary qualitative analysis focuses on the inclusive/exclusive linguistic behaviour of politicians, uncovering their potentially ideological biases. The wider scope is raising awareness on how efficaciously environmental issues are communicated by scientists and politicians, respectively, both negotiating measures for a more sustainable present and future.

Further developments might include other political genres besides the debate at an even more local (country/city) level, as well as a comparison of European parliamentary debates with those happening at the global level, including low-power countries and communities more directly affected by the consequences of climate change.

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Understanding Contention around 'Authenticity' in a Migration Context

Agnese Bresin, James Walker

La Trobe University

In this presentation we outline a new project that aims to advance our understanding of the sociolinguistic situation of Italian Australians, one of the largest post-war migrant groups to Australia (Ricatti 2018). As part of a large-scale intergenerational study on migrant communities in Australia, this project examines the evolution of language use and identities of Italian Australians in Melbourne. Our investigation is based on interviews with post-war migrants, their children and their grandchildren, but also with newer waves of migration (since 2000). These four cohorts differ in many ways, including first/strongest language (primarily English or Italian) and fluency in English and Italian. Part of our research interest lies in the similarities and differences in how 'Italianness' is expressed and experienced by these groups. In this presentation, we focus on relationships and mutual perceptions between descendants of post-war migrants (second and third generation Italians) and more recent migrants. We propose that contrasting perceptions of what constitutes 'authentic' Italiannes in Australia (Marino 2022, Sala & Baldassar 2019) can be linked to misunderstandings that are a) influenced by the respective sociocultural contexts coupled with dominant discourses around Italianness, and b) rooted in differences in the syntactic constructions available in English and Italian. We conclude proposing that more dialogue between the various migration cohorts can stimulate reflection and increase mutual understanding, beyond syntactical differences and across contexts.

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From Ed Sheeran to Keir Starmer: Perceptions of the 'mainstream' and the mainstreaming of the far right

Katy Brown

Maynooth University

While people often use and hear the term 'mainstream' in a range of settings, there has been relatively little discussion about what it actually means. Within far-right studies, attempts to define the mainstream have been centred around party politics, where scholars have sought to understand the impact of mainstream party strategies on far-right successes. While offering a useful starting point, this focus on electoral politics has led to more rigid conceptions of the mainstream which encourage particular normative assumptions about its identity. Drawing on insights from poststructuralist Discourse Theory and music studies, this article proposes a definition for the mainstream which accounts for its contingency and construction, and in so doing challenges dominant narratives about its nature. These issues are crucial when we consider the relationship between the mainstream and far right because they encourage us to question its perceived positioning as a bulwark against reactionary politics. By introducing the concepts of talking 'with' and 'about' the far right, this piece establishes the need for us to take the role of the mainstream in far-right mainstreaming seriously and to pursue counter-hegemonic alternatives.

Russian discourses of the war in Ukraine as reflected in the Central and South-Eastern European press

Olga Brusylovska

Odesa I. I. Mechnikov National University

The war in Ukraine does not only mean the movement of people across borders; it shows that ideas and discourses are also capable of crossing borders and creating new realities for European countries and peoples. The main purpose of the topic is to examine the role of the media in creating and sharing the Kremlin's narratives as a tool to legitimise Russia's war against Ukraine through influence on media and in this way on European public opinion.

The research question is: What impact do official Russian narratives have on media discourses about the Russian-Ukrainian war of 2022 in Central and South-Eastern Europe (in the cases of Poland and Serbia)? Hypothesis 1 is that the media in Central and South-Eastern Europe repeats official Russian narratives about the war. Hypothesis 2 is that the media in Central and South-Eastern Europe don't repeat the official Russian narratives about the war. The paper is based on a case-study (the cases of Poland and Serbia) and Discourse Analysis of articles in major Polish and Serbian quality national broadsheet daily newspapers and online news portals (Rzeczpospolita; Politika) for a six-month period (February 24 – August 23, 2022). The article aims to conclude that official Russian rhetoric is regularly spread by local media; it should be perceived as a tool of the Kremlin's conscious aim to change public opinion in the region and further to change the existing geopolitical space.

Recontextualization of academic discourse in news reports: The case of non-binary inclusive language in Uruguay

Germán Canale

Universidad de la República, Montevideo

Inclusive language has become a proxy for broader ideological and political disputes in many parts of the world. In Uruguay, it was initially promoted by governments and public institutions during previous left-wing offices, but several prohibitions were later attempted during the right-wing government. In October 2023, Universidad de la República, the only state and public national university in the country approved a new regulation allowing students to opt for a non-binary form in their diplomas (with the inclusive morpheme *-e*), which were until then issued exclusively in either the masculine or feminine forms (*-o* and *-a* morphemes, respectively). This initiative fueled disputes over language and gender normativity, language ownership and the expertise of linguists in informing this decision. In this presentation I examine how the university's experts' report –written up by a group of local linguists including myself- circulated in national (digital) news media. My aim is to analyze the specific ideological conditions of recontextualization (Bernstein1990; Fairclough2006) of academic discourse into media discourse. To do so, I compare the experts' report and a set of 15 news reports which circulated the first two weeks after the university's announcement. Recontextualization strategies such as deletion, distortions, omissions and recalibration of arguments point to how the social role of academics' as "legislators" and/or "interpreters" (Bauman1987) is textually negotiated. Findings point to the need to critically examine the negotiation of boundaries between academic (public) discourse and media discourse (Rajagopalan2003) in our current times.

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The representation of the Ukrainian Displaced People diaspora on British television: A Multimodal Critical Discourse Analysis

Jacopo Castaldi

Canterbury Christ Church University

As of June 2023, 179,500 Ukrainian refugees had arrived in the UK on government visa schemes following the Russian invasion of Ukraine in February 2022 (UK Government, 2023). Amongst the media reports of the conflict, some television programmes focused on the Ukrainian Displaced People (UDP), their journeys through Europe and their lives once in the UK.

Through a Multimodal Critical Discourse Analysis lens (e.g. Kress and van Leeuwen 2001; Machin and Mayr, 2012) applied to documentary films (Castaldi, 2021, forthcoming), the paper analyses the representation of UDP in programmes broadcast on British television that focused on the Ukrainian diaspora, and explores the discourses and narratives used to discuss the phenomenon. The study is part of a larger participatory project with UDP in Kent, UK, which investigates representations and self-representations of the Ukrainian diasporic community.

The preliminary results, showing a largely sympathetic stance from the media producers, will be discussed, and comparisons will be made with the media representation of other diasporic communities to highlight positive ways of framing and discussing refugee crises in media discourse.

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Redefining lifestage boundaries: The rebranding of "midlife"

Paola Catenaccio

Università degli Studi di Milano

Our lifespan is carved into distinct stages, which are "boundaried" (Williams & Giles 1998:155) by means of labels, categorization devices (Sacks 1992(1996) that "activate" value-laden assumptions and expectations concerning their members. Among life stages, midlife, or middle age "because it lacks clear cultural or biological markers of onset and cessation" (Heath 2009: 5); as such, it is "characterized by "often conflicting language practices [.] uneasily situated between the discourses of youth and old(er) age" (Anderson 2019: 22).

Possibly as a consequence of this, over the last few years, a new trend seems to have emerged in the labelling of the middle years of our life, with *midlife* and *middle-aged* – once synonyms – having come to represent two different membership categories – one (*middle-aged*) conjuring up images of conventional ageing and the other (*midlife*) a clear focus on "declining to decline" (Gullette 1997). This paper aims to explore evolving notions of *middle age* and *midlife* over the last 15 years through an analysis of their use in the SketchEngine EnTenTen corpora (2008-2021). Preliminary investigations suggest that discourses of midlife have become more salient over the years, with an increase in the number and variety of collocates of *mid[-]life* which appear to confirm that a renegotiation of both the boundaries and the meaning associated with this lifestage is underway.

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Defying Boundaries: Climate Clock Representations on TikTok. A Corpus-Based Multimodal Analysis

Simone Causa

University L'Orientale of Naples

The Climate Clock, situated in New York City, serves as a monument counting down the critical time window before climate change reaches irreversibility. It embodies an initiative with the primary objective of raising awareness about the impact of climate change through scientifically calculated metrics.

This study extends existing research on the role of digital media in addressing climate change, seeking to comprehend how the Climate Clock initiative is perceived and portrayed within the TikTok platform. The selection of TikTok is strategic due to its dual significance: firstly, as a proven locus of engagement for the youth demographic (Oden & Porter, 2023: 8-9), and secondly, for its potential to contribute to innovations in digital media studies by illuminating the landscape of multimodal content concerning climate change discourse (Pearce et al., 2019: 14-15).

Utilizing a corpus analysis based on verbal patterns and multimodal elements (Machin & Mayr, 2012), this study aims to shed light on the patterns of representation of the Climate Clock online by analysing the multimodal corpus of the TikTok videos using the hashtag #ClimateClock. Additionally, it aims to address how a localized phenomenon is reiterated through social media, encompassing on-site video commentaries and remote video manipulation facilitated by the platform's affordances, exploring the expressions used between resignation and political activism.

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Democratically closing borders and setting boundaries between a nation and its states: Legitimising lockdowns in the US and the UK and their states

Huey Fen Cheong, Hongjing Chen, Qian Zhou
Universiti Malaya

Amidst the COVID-19 crisis, the US and UK faced distinct challenges in taking quick and drastic measures (e.g. lockdowns) due to their unique democratic systems, which often create political divides between a nation and its states. Both decentralised governances in the US and the UK provide more autonomy and power to the states. For these countries tend to value individualism, they are extremely resistant to closing borders or setting boundaries that would allow their actions and freedom to be controlled. The lockdown speeches became an essential intermediary, in which the democratic leaders can manoeuvre to democratically close borders and set boundaries for the movement of the people.

This study aims to analyse how the national and state leaders in the US and UK use legitimisation strategies to convince their people to accept lockdowns, despite pressures from anti-lockdown sentiment among the people valuing individual freedom as well as other states within the same nation. Drawing on van Leeuwen's (2007) and Reyes' (2011) legitimisation frameworks, we discovered nine key legitimisation strategies in the lockdown speeches: rationalisation, authorization, appealing to emotions, moral evaluation, rationality, altruism, hypothetical future, mythopoesis, and moralisation. Unlike common studies looking at speeches across countries, this study compares lockdown speeches between a nation and its states as well as among states about how political leaders employ strategies to align with their unique democratic frameworks and provide insights into crisis communication within democracies during global crises.

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The rise and fall of "LGBT-free zones" in Poland

Joanna Chojnicka

University of Groningen

In 2019, county and district councils located mostly in south-eastern Poland started issuing declarations "in support of traditional Polish families", promising to protect them from "LGBT ideology". By the first half of 2020, over 30% of Poland's territory was ostensibly "LGBT-ideology free", with the country facing harsh reactions from the European Union and making headlines across the globe. Today, many declarations have been withdrawn by the councils themselves or invalidated by the administrative court.

While numerous academic and media articles have been written about these zones, few have taken linguistic or discursive aspects into account or contained textual analyses of the original documents issued by the councils. In order to address this gap, I have turned to the website of the Polish Ombudsman, which has made public the Ombudsman's letter to 24 county and 12 district councils urging them to withdraw their declarations as well as all the answers that the Ombudsman's office has received from them. I have also managed to find the texts of 24 original declarations published on the councils' official websites.

In the resulting corpus, I examine framing devices (including metaphors), argumentation strategies, and lexical choices that present "the LGBT ideology" as a threat to the local community and the Polish nation. Examples include framing sex education as "early sexualization of children", using war metaphors, or shifting-the-blame fallacy (Christian majority as oppressed minority). I also consider the manner in which the councils have reacted to the Ombudsman's petition: withdrawing/retaining their position without comment; providing lengthy explanations for their stance; or even reframing their declaration to make it sound arguably "less discriminatory", offering an illuminating case of linguistic manipulation.

In line with the conference theme, the story of Polish LGBT-free zones is a cautionary tale about discursive borders and their very material consequences.

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

Loughborough University

Crowdsourced annotation is often seen and used as a way of balancing “speed, cost and quality” (Quinn and Bederson 2011) in large-scale projects and continues to play a crucial role in creating large-scale training data for general machine learning, including LLMs and generative AI. Criticisms have at times been raised regarding the efficacy and ethics of crowdsourcing (Wu and Quinn 2017; Schmueli et al. 2021), but less attention has been paid to the challenges surrounding the largely anonymous labelling process itself.

In this paper, I interrogate MMHS150K (MMHS) (Gomez et al. 2020), a large multimodal training dataset of identified hate speech that was annotated through the crowdsourcing platform Amazon Mechanical Turk (AMT). I do so use constituent analysis, a novel mixed-methods approach to multimodal corpus analysis that allows for quantitative and qualitative analysis of large-scale multimodal corpora (Christiansen, Dance and Wild 2020).

In addition to presenting the single largest integrated analysis of a multimodal corpus, the paper provides evidence of crucial inconsistencies in the annotation of hate speech by means of AMT that were not noticed either qualitatively or through use of computer vision. These findings highlight the potential benefits of employing a constituent approach to large multimodal corpora and further brings into question the use of human computation in annotation of ambiguous cultural communication.

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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

Katholieke Universiteit Leuven

Migration represents a complex 21st-century issue, with existing research highlighting communicational characteristics present in media and political discourses capable of shaping a crisis-oriented perception of migration in public's viewpoint (Mazzocchetti & Yzerbyt, 2019). However, research concerning the representation of migration conveyed by groups in charge of migration issues, namely UNHCR and IOM, two UN mandatory agencies, remains limited. Thus, this paper aims to examine whether their discourse evinces certain characteristics akin to those identified in media and political discourses when conceptualizing migration. Utilizing a corpus derived from publications on their websites, a critical analysis of their discourse was conducted through an analysis grid based on state-of-art focusing on how media and politics obscure migrants' voice.

Results demonstrate a phenomenon wherein the voice of migrants is marginalized in HCR's and IOM's discourses. Migrants' perspectives occupy a subordinate position across three dimensions. Firstly, their opinions rank third when witnesses are employed, preceded by spokespersons and organizations themselves. Secondly, their citations are often reported through indirect speech, contrasting with spokespersons consistently cited directly. Lastly, migrants' names are rarely attached to their citations, unlike spokespersons who are consistently cited with their full names.

Moreover, the discourses of these two organizations exhibit distinct characteristics. By employing first-person utterances in recounting migrants' experiences, the organizations frame a favorable perception and legitimize their role as guardians of migration. However, this study contends that this utilization results in marginalization of migrants' voice and diminishes their presence in the narratives.

In summary, this study provides insights into the significance of considering the representation of migrants within the narratives crafted by key organizations in the discourse on migration, influencing public's imagination towards migration and individuals in transit.

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Conceptualizing causes of social exclusion by Polish women with Turner syndrome

Kamila Ciepiela

University of Łódź

While the multidimensionality of social exclusion is well-recognized and widely discussed in disability research, the case of Turner syndrome (TS), considered to be a relatively infrequent and mild genetic abnormality, has been often overlooked. This paper draws on the methodology of discourse analysis to show how causality of social exclusion is conceptualized in Turner syndrome. To provide contextual detail qualitative data from interviews with Polish women afflicted with this condition is used. Exclusion is operationalized as an aggregate of deprivation of a body shape and a relational capability failure. Language is understood functionally as actions that specific uses of language carry out. A discursive analysis of interviews with Polish women with Turner syndrome has shown that both the actual non-normative appearance of the body (short stature) and the image of the body constructed by women with TS have constitutive relevance for relational capability failure.

Outlining the boundaries of 'resilience' across discursive fields

Monica Colombo¹, Franco Zappettini²

¹University of Milano-Bicocca, ²University of Rome-Sapienza

In academic discourse the term 'resilience' has been widely used by different disciplines (including psychology, physics, engineering, biology and ecology) to mean the ability of materials and living beings to adapt to changed and adverse conditions.

In recent years, especially in the wake of Covid-19, the language of 'resilience' has been adopted by the EU in relation to its Next Generation programme aimed at funding member states' economic transition towards more sustainable economies and societies better prepared to face (health) crises.

Our study explores the discursive boundaries of the term 'resilience' as they shift from academic fields to policy remits and to the media popularisation in public domains.

We conduct a case study of Italy's NRRP (National Recovery and Resilience Plan), a document produced by the government setting out a programme of how the funding is to be managed. As political debates around Italy's NRRP have widely reverberated in the national press, our study examines the use of *resilien** in news items produced by a selection of Italian most read newspapers across 2023. We apply Critical Discourse Analysis (Wodak and Mayer, 2014) to illuminate how meanings of resilience are created and (de)legitimised.

Preliminary findings suggest that the use of resilience largely reproduce the discourse of crisis and adaptation propagated by the EU. We raise a critique of how such reproduction in public discourse has the potential to normalise the acceptance of crisis while ignoring the wider social inequalities that contribute to adversities in the first place.

Triple Silences: Social, Geographical Oversight, and Climate Change in TV news reporting

Andrea Culkova¹, Irene Elmerot²

¹The Academy of Performing Arts in Prague, ²Stockholm University

While existing studies extensively assess climate reporting qualitatively, a scarcity persists in quantitative research examining climate change reports on television. Television is still the most used platform worldwide to receive general news (News Source Usage Worldwide 2020, n.d.), including climate information (Painter et al., 2023). Despite the societal importance of this field, television's portrayal of climate change has yet to receive the necessary research attention (Schäfer, 2015), even within the corpus-assisted discourse studies that are traditionally not distant to environmental issues (e.g. Bednarek et al. 2022).

We examine all the news broadcasting on Czech television from 2012 to April 2022, combining quantitative corpus linguistics and comprehensive critical discourse analysis. While our analyses show significant 'climate silence' in the corpus, we also observe notable silence on social issues and on particular geographical regions. Drawing on this methodological combination, we scrutinize how an imbalanced prioritization of perspectives collectively impedes the establishment of nuanced and comprehensive climate change reporting.

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Identity borders/boundaries (self/other, us/them) in the discourse of youth organisations acting in Poland

Celina Czech-Włodarczyk

Kazimierz Wielki University, Bydgoszcz

The presentation will present symbolic boundaries in defining the identity of youth organisations operating in Poland. Symbolic boundaries are understood here as lines that include and define people and groups while excluding others (Epstein, 1992). These differentiations can be expressed in normative prohibitions, cultural attitudes and practices, and behavioural patterns (Lamont et al., 2015) that can, in turn, be reflected in discourse. To locate and assess the nature of these symbolic boundaries, an analysis of the discursive construction of the "self/other" and "us/them" categories are necessary. The materials analysed include documents, internal legal acts (statutes, regulations) and other materials produced by youth organisations as well as generally applicable legal acts (acts, regulations) and media reports about the organisations. The analytical categories were: values/ideas/norms, participation, nation/community/state and citizenship. The analysis methods were discursive strategies, according to R. Wodak (2008) and the socio-semantic inventory of ways of representing social actors, according to T. van Leeuwen (2008).

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'Well, it's a clever initiative, but is it art?': Mediatization and voice in Andres Serrano's *Sign of the Times*

John Scott Daly¹, Adam Jaworski²

¹Hong Kong Polytechnic University, ²University of Hong Kong

In 2013, the New York artist Andres Serrano bought some 200 signs from homeless people all around the city, paying, on average, USD20 per sign. After photographing them, he strung them together in a video piece titled *Sign of the Times*. The video was posted on YouTube and embedded in the online version of a newspaper article written by the artist which explains the work (*The Guardian*, 2013). The video and article attracted 56 and 343 comments, respectively, before both threads were closed. This paper examines the artwork and the reader/viewer comments in terms of Agha's (2011) *mediatization* (i.e. the linking of processes of communication with those of commodification), and Blommaert's (2005, p. 4) *voice* (i.e. 'the way in which people make themselves understood or fail to do so'). By critically exploring the voicing structures of this 'genre chain' (Fairclough, 2003), which includes the homeless people and their signs, the artist, his artwork and newspaper article, and the commenters and their comments, we note that commenters' uptake formulations are ideologically variable, inconsistent, and self-contradictory. Ultimately, the paper's aim is two-fold. First, we offer a framework for theorizing a critically engaged piece of text-based art. Second, we want to bring the paper to an ongoing conversation on whether the subaltern can speak (Spivak, 1988), and if not, who can speak for them, if anyone?

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'It's not written all over my face': The discursive construction of the invisibility of chronic pain in pain clinic interactions

Jana Declercq

Universiteit Antwerpen

This paper explores the discursive construction of chronic pain as invisible in interactions with patients in a pain clinic. Chronic pain currently is a significant medical and social challenge: its prevalence is high, and it is difficult to treat and to understand for patients. One reason underlying this is that chronic pain often lacks a clear cause in the form of traceable tissue damage, while biomedicine traditionally considers finding such a cause to be key in diagnosis and treatment. Consequently, stigma and lack of recognition are critical psychosocial issues for these patients.

To examine how pain is constructed as invisible and how these constructs become relevant clinically and socially, a linguistic ethnographic approach was used to collect research interviews and observations of consultations between chronic pain patients and health professionals, which are analysed using interaction analytical approaches.

The analysis uncovers how pain is discursively constituted as invisible on several levels: 1) on the biomechanical and clinical level in terms of its lack of visible or traceable tissue injury, 2) on the level of interaction, as pain needs to be made apparent to other people through pain displays, and 3) on the social level, as chronic pain often is not visible or apparent in society more largely. On all these three -interrelated- levels, notions of the (ab)normal or deviant body come into play, in which patients and health professionals complexly construct pain both as not normal (i.e. not a neutral or desirable state of being), while, at the same time, the lack of traceable tissue injury is constructed as medically normal for chronic pain. Both constructs are important as they legitimise the patient's presence in the clinical context. The conclusion explores how this relates to the stigma around chronic pain, and biomechanical understandings of the body in medicine and society.

Transgressing or reinforcing borders? On place, affiliation, and polylinguaging in Swedish contemporary rap

Jim Degrenius

Department of Swedish, Linnaeus University

Swedish rap and its perceived 'authentic' representation of social conditions in suburban areas has recently been subject to heated debate in public media. This debate serves as an example of the central connection between language, place, and stance in rap, which is the focus of this paper. By qualitatively applying a combination of discourse analytical tools to rap texts by contemporary Swedish rap artists, I will discuss how several linguistic features are used to make affiliation to place central to the performance of the discursive personae. Drawing upon the discourse semantic systems of Appraisal and Involvement (Martin & White, 2005), as well as the concepts polylinguaging (Jørgensen, 2008) and styling (Mortensen & Coupland, 2018), the analysis shows how socio-geographical borders can be both transgressed and reinforced. In the case of the suburb, positive stances towards 'one's own' area can be extended to other similar areas, but increasingly in Swedish rap, one's own area is also staged as a place of conflict and hostility towards others. The results further indicate how a consistent evaluative pattern in rap, the positive stances towards the self, is linked with polylingual styling. The rappers thereby perform an image of the strong and hybrid self, which can be affiliated not only with urban areas traditionally associated with Swedish hip hop, but also to more 'peripheral' parts of the country.

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"We pursue justice": Legitimation strategies in the public-facing communications of philanthropic foundations

Mark Dehlsen¹, Agni Kalfagianni¹, Carole-Anne S nit²

¹Erasmus University Rotterdam, ²Utrecht University

Philanthropic foundations are important actors in the sustainable development policy community, contributing billions of dollars to causes aimed at advancing justice. And yet, we do not effectively understand their motivations or how justice shapes their actions. By combining our own analytical justice framework with Theo van Leeuwen's legitimation framework, this paper explores how philanthropic foundations identify and seek to implement their version of justice through their work in the field of sustainable development. We apply a critical discourse study methodology to the public statements of 41 philanthropic foundations with a global reach to explore the cultural codes of justice they use as part of their discursive practice. We then look at how these cultural codes are used in different ways to legitimize foundations' actions – and even their existence.

Our analysis demonstrates that philanthropic foundations utilize a wide variety of legitimation strategies in their public communications. The foundations in our sample did not engage in discussion about the relationship between the inequality and wealth creation required for philanthropy. Instead, they relied heavily on recontextualization of other sources of authority for their legitimation. For example, the Sustainable Development Goals play an important role in providing legitimacy to foundations' sustainable development programs regardless of their level of ambition. We also explore how the legitimation practices of foundations have implications for sustainability governance. We find that the reliance by foundations on understanding of justice that prioritizes human wellbeing over non-human interests limited capacity to consider the potential conflicts between sustainability and development. Finally, we find that foundations are often inconsistent in values they use to legitimize different aspects of their operations. By exploring these inconsistencies, we identify areas of disagreement within foundations which are otherwise hidden from the public – such signs of organizational cultural conflicts between the economic and social policy programs within foundations.

"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"

Massimiliano Demata¹, Bronwen Hughes²

¹University of Turin, ²Parthenope University of Naples

The expansion of border walls and fences protecting nations from their neighbours and/or the arrival of unwanted strangers is one of the most important phenomena which has been taking place in the realm of international politics in the last three decades (Vallet 2018). This expansion coincides (and in turn feeds into) the widespread sense of crisis that, from the pandemic to immigration and wars, seems to characterize political discourse in many nations. In the face of such crises, many political leaders and parties have responded by offering security in the shape of strengthened national boundaries, consisting in both visible and symbolic barriers (e.g., walls or fences) allegedly protecting their nations from the supposed threat coming from the "other".

Taking up and expanding the author's previous research on argumentation in Trump's discourse (Demata 2017), this paper looks at the argumentative strategies used by populist and right-wing politicians in Europe and North America to justify their proposals to build a border wall or fence. The paper will employ the strategies of argumentation proposed by Wodak in her Discourse-Historical Approach, and in particular *topoi* (Wodak 2001; Boukala 2016), to illustrate the pervasiveness and the effectiveness of security discourses in contemporary politics. Ultimately, such strategies are instrumental in processes of "othering" which serve to build policies of discrimination and marginalization towards certain social groups.

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Ideological shifts in interpreter-mediated political discourse: Analysing interpreters' political orientation

Patryk Dobkiewicz

Adam Mickiewicz University, Poznań

In the increasingly radical and globalized public sphere, the role of translation and interpreting in shaping multilingual political discourses remains underexplored. Studies across a range of institutional and ideological contexts have shown that interpreting ideologically loaded texts may both weaken the ideological salience of target texts in comparison with their source texts (e.g. Bartłomiejczyk, 2016) and intensify it (e.g. Gu & Tipton, 2020), thus indicating the discourse-constructive potential of interlingual mediation. However, research on such "ideological shifts" has so far relied solely on transcripts of interpreted debates, without including interpreter-specific variables in the analysis. This talk presents the results of an experimental study in which research paradigms from Critical Discourse Studies and Interpreting Studies are combined to investigate whether the occurrence of ideological shifts in interpreted target texts is dependent on participating interpreters' political orientation, as measured using the euandi 2019 questionnaire (Michel et al., 2019). The results of initial qualitative assessment of linguistic strategies used by interpreters followed by their statistical analysis indicate that while highly ideologically loaded source texts, regardless of their specific ideological alignment, are shifted by interpreters more often than those more ideologically neutral, the political orientation of the interpreters themselves appears to have no significant effect on the presence of ideological shifts in target texts. This highlights both the complexity of discursive phenomena observed in multilingual political discourse, and the added value of experimental approaches in research rooted in Critical Discourse Studies.

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The discursive construction of the liminal home: The case of the Ukrainian refugees

Ali Dokumaci

Charles University, Prague

This study investigates the discursive construction of the concept of home from the viewpoint of Ukrainian refugees who relocated to Prague and sought accommodation in student dormitories following the Russian invasion of Ukraine. The theoretical framework of this research draws upon Laclau and Mouffe's discourse theory (Laclau & Mouffe, 1985), emphasizing the social construction of the concept of home and its interrelation with materiality, affectivity, stability, forced displacement, place identity, and liminality. The research methods are ethnography and discourse-theoretical analysis (Carpentier & de Cleen, 2007), both of which play an equivalent role in conducting the research. During the field research, in-depth interviews were conducted with four Ukrainian refugee women and one student. In addition, informal discussions on the topic were held with a large number of Ukrainian refugees. Within the discourse-theoretical context, three nodal points have been identified: uncertainty, limited stability, and material construction. For Ukrainian refugees, the concept of home remains in a state of limbo, shaped by the uncertainty and the unstable circumstances they experience after being forcibly displaced from their real homes. Nonetheless, despite the challenges posed by residing in student dormitories, the act of dwelling in these spaces still represents a form of home performance due to their status as places of residence.



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

Monash University, Melbourne

Australian citizenship policy is a complex web of reciprocal rights and obligations that unites a multicultural population across the Commonwealth of Australia. As is customary in welfare policy analysis, citizenship policy analysis has historically been conducted apart from market-oriented analytics. This paper investigates the parliamentary inquiry on the Australian Citizenship Legislation Amendment (Strengthening the Requirements for Australian Citizenship and Other Measures) Bill 2017 to close this gap. Drawing from the literature on welfare policy and market-oriented approaches, this study explores policy discourse surrounding the legislative inquiry on the citizenship legislative agenda, focusing on the perspectives of different stakeholders about the citizenship test and language proficiency standards in citizenship legislation. In particular, the devolution of authority, privatization, managerialism, and workfare are examined as components of neoliberal governance. This study clarifies how policy on language proficiency requirements and the citizenship test justify and propagate neoliberal ideas. The broader effects of market-oriented policies on the rights and obligations of citizenship become evident when aspiring citizen programs are examined with consideration for their temporal aspects. By analyzing how market forces affect policy and the composition of Australian society, this study encourages a reevaluation of the core principles underpinning citizenship in Australia.

Argumentative legitimization of femonationalist discourses: Silvia Romano's return to Italy

Eleonora Esposito¹, Dimitris Serafis²

¹University of Navarra, ²University of Groningen

In 2018, the Italian volunteer-aid worker and activist Silvia Romano was kidnapped in northeast Kenya and eventually released after 18 months of captivity. Once back in Italy, an hijāb-covered Romano declared she converted to Islam while held hostage and changed her name to Aisha. Romano's conversion triggered a wave of discriminatory attitudes across Italian media and opened the dam to a deluge of misogynous and Islamophobic attacks against the newly liberated activist, accused of having betrayed Catholic religion and Italian culture. In light of a Multimodal Critical Discourse Studies approach (Machin 2013), we collected a corpus comprising 86 front pages from mainstream Italian newspapers of different ideological backgrounds, collected during the first week after Romano's release (May 2020). Drawing on van Leeuwen's language of legitimation (van Leeuwen 2007), we explore the recontextualisation of social practice (van Leeuwen 2008) on mainstream newspapers' front pages and the main argumentation strategies, namely topoi (Reisigl & Wodak 2001), that emerge on the basis of this recontextualisation, ending up argumentatively legitimising femonationalist rhetorics (Farris 2017) against Silvia Romano. Our results show how several topoi (e.g. topos of danger/threat, topos of responsibility and topos of justice), stemming from the interplay of different semiotic resources on the front page, argumentatively backup newspapers' positioning along the lines of 'moral evaluation' and 'rationalisation' legitimation.

Identity across borders: the intersemiotic translation of *The Rocky Horror Show's* Dr. Frank N. Furter in *One Piece*

Roberto Esposito

University of Naples L'Orientale

The Rocky Horror Show musical (O'Brien, 1973) is now celebrating its 50th anniversary with a tour across UK, Ireland and Europe. The iconic Dr. Frank N. Furter – popularized by the comedy horror film adaptation *The Rocky Horror Picture Show* (Sharman, 1975) – was even a source of inspiration for the Japanese manga artist Eiichiro Oda, author of the global phenomenon *One Piece* (1997–present). Oda explicitly designed the character of Emporio Ivankov based on Dr. Frank N. Furter's persona: a muscly and eccentric doctor whose practical skills and revolutionary attitude allow him to change people's body and mind.

The present paper aims at showing how Dr. Frank N. Furter is a crossing-borders and crossing-boundaries identity not only in the plot of *Rocky Horror (Picture) Show*, but also as a compelling example of intersemiotic translation (O'Halloran *et al.*, 2016) that makes cultural-bound narratives available worldwide. The extraordinary spread of Frank's figure from Europe to Asia created a complex case for different types of translation: in terms of medium and multimodality, from film to manga and from manga to anime; in terms of linguistic elements, from Japanese to English and Italian.

One of the principles of intersemiotic translation is resemiotization, which considers semiotic choices as social practices that need to be translated according to context (O'Halloran *et al.*, 2016). Moving from this assumption, the transposition of Dr. Frank N. Furter into Emporio Ivankov and the character's international versions will be observed in *One Piece's* original and translated manga figures and anime frames. Drawing from Multimodality Theory (Kress and van Leeuwen, 2001), this research is also informed by recent and all-encompassing studies on manga and anime (Clements and McCarthy, 2006; Brenner, 2007; Berndt and Kümmerling-Meibauer, 2013) to explore identity construction and translation across languages and cultures (Adami and Ramos Pinto, 2020).

Is there a cultural border for the incest taboo? Taboo Language and Incest in the French and British press (2017-2022)

Sophie Eyssette

Università La Sapienza, University of Silesia

Incest is worth exploring from a sociolinguistic perspective as it is both a social and linguistic taboo. Incest can be defined as a universal prohibition of not marrying within a kinship (Lévi-Strauss, 1949). This paper investigates whether the representation of incest is culturally universal between the French and British press. The aim is to cross-culturally analyse the semantic prosody of the incest taboo to examine its universality. Semantic prosodies are of interest in a cross-cultural analysis as a term and its semantic preferences are not perfectly transferable from one language to another (Grabowski, 2022). The variations in the semantic prosody reveal how incest is represented in both cultures.

The analysis is carried out within the framework of cross-linguistic corpus-assisted discourse studies (CADS) (Taylor, 2014; Vessey, 2013). CADS provides statistical foundations while considering the cultural contexts to analyse the linguistic patterns of the incest taboo. The findings of this study reveal that the representation of incest differs between the French and British press. While the French media emphasises the definition of child sexual abuse, the British press tends to eroticise incest through the mention of fictionalised incestuous relationships. This indicates that, even though the incest taboo is considered universal, the depictions of incest in these two countries are culturally and politically determined.

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(Re-)Imagining the Polish-German borderland: The case of post-Soviet army bases

Małgorzata Fabiszak and Anna W. Brzezińska

Adam Mickiewicz University, Poznań

State borders are simultaneously socio-symbolic and territorial-political entities (Cohen 1986); their nature oscillates between the image of "a dividing wall" and a permeable space-in-between (Donnan 2001: 1290). In this paper we look at the long-term effects of the construction of a new border between Poland and Germany in 1945, which led to the forced expulsion of the German population and appropriation by the Polish settlers of "the new territories (...) [that] were emptied of people but not of buildings, factories and infrastructure" (Ładykowska and Ładykowski 2013: 166). The new inhabitants lived in a state of "permanent temporariness" (Polska 2005: 20). They experienced an acute sense of uprootedness, unfamiliarity (Bauman 1995) and lack of belonging (Fabiszak et al. in press) for many decades.

Against this backdrop of demographic collapse and strenuous efforts to familiarize the borderland, we want to focus on the discursive (re-)construction of the identity of the former Soviet Army bases that up until 1992 were absent from the Polish maps. Two locations have been selected as research sites. One (Borne Sulinowo) has successfully re-imagined itself into a civilian town, while the other (Kłomino) has failed to do so and has been largely demolished. Our aim is to identify the pull and push factors and keep and repel factors that determined the two different outcomes of these transformations. Our data come from local online newspapers and information fora, field work in situ and ethnographic interviews with the inhabitants. The research methods draw on Semiotic Landscape Studies (Jaworski and Thurlow 2010) and Discourse Historical Approach (Reisigl and Wodak 2009). Our results should offer insight into the social spatialization (Shields 1991) of places lost and regained.

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On the border of discourse(s): Re-designing the socio-spatial and semantic boundaries of "social vulnerability" within and across social domains.

Gaetano Falco

Università degli Studi di Bari "A. Moro"

Over recent decades, "social vulnerability" has been a major concern for researchers in diverse fields. Although the initial use of the term "vulnerability" originated in the domains of moral philosophy and bioethics, it has become critical to other research areas, such as the health sector, social sciences, environmental and economic studies as well as human rights (Biswas and Nautiyal 2023), thus resulting in a multitude of theorizations and definitions whose boundaries are often blurred and hard to determine. This indeterminateness and intricacy have led to the emergence of new areas of investigation, e.g. socio-bioethics. Considering that "social vulnerability" has largely been assessed from a socio-spatial perspective – a case in point being the notion of vulnerable boundaries/borders associated with immigration, environment and health – this paper aims to explore "social vulnerability" at a linguistic level. Specifically, using the analytical tools of Corpus-Assisted Discourse Studies (Gillings et al. 2023) and drawing upon the meaning-making strategies of language (Halliday 2003), we investigate how new word-making principles, new word clusters, new meanings and new functional varieties contribute to the semantic and pragmatic re/shaping of the discourses of "social vulnerability" within and across disciplinary borders. The study is carried out on three corpora organized in different sub-corpora consisting of both institutional documents from international organizations (e.g. EU, WHO, EEA, UN) and research articles, including texts relevant to climate change, immigration and the health sector.

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Counter-hegemonic pedagogical practices across disciplines: A case study from Chile

Carla Fardella¹, Carolina Pérez-Arredondo², Claudio Broitman³, Natascha Roth-Eichin⁴

¹Universidad Andres Bello ²Universidad de O'Higgins, ³Universidad Andrés Bello,

⁴Pontificia Universidad Católica de Valparaíso

The objective of this study is to identify and analyze counter-hegemonic pedagogical practices constructed for, and by, a school community in a Chilean school through the implementation of an annual carnival to face emerging social challenges in their communities. Through a qualitative empirical study, we analyze how the carnival as a transformative pedagogical practice forges a bond with the school, their families, and local social actors to bring about social change in the community through the students' learning experiences across school subjects. The methodology of this work follows an instrumental case study design (Stake, 1995), in which we analyze how the school carnival promotes, resignifies, and reinforces socio-educational ecologies in its community through the recontextualization of social practices in the school space (van Leeuwen, 2008). Hence, the data corresponds to observations of the planning and design process of the carnival, interviews with, and questionnaires to, relevant social actors of the school community, and document analysis, which include, among other sources, audiovisual recordings of previous versions of the carnival. Results suggest that the carnival favors the construction, maintenance, and resignification of a symbolic liaison across the school community in which it is possible to identify the ideas, expectations, and valuations of the community in their pursuit of social well-being and social change through quality and meaningful teaching and learning experiences (Fardella & Carvajal Muñoz, 2018). As a result, the empirical findings in this study provide a new understanding of how learning and teaching practices can, in fact, challenge and overcome structural and institutional constraints in the construction and legitimation of meaningful socio-educational ecologies.

"Like wearing an itchy sweater you can't take off": Metaphor and Gender Dysphoria on Reddit

Eleanor Field

Lancaster University

Metaphor is an essential tool for making sense of and communicating about sensitive, subjective, and difficult experiences. This study systematically investigates how transgender people use metaphor to talk about their lived experiences of gender dysphoria in transgender communities on Reddit.

This study focuses exclusively on metalinguistic discussion threads sourced from the ten most popular transgender communities on Reddit in which users explicitly ask for or propose metaphor (e.g., "what's a good metaphor for dysphoria?" or "what do people think of my metaphor for dysphoria?"). As such, all the metaphors can be considered 'deliberate' according to Steen's (2008) definition. The main purpose of these threads is to develop a metaphor that aptly communicates the experience of gender dysphoria to a cisgender audience to facilitate a better understanding of the experience and to potentially break down the us/them border.

This research adopts a qualitative, discourse-analytic approach towards analysis. Metaphors were identified before being categorised based on their basic denotational meaning.

The range of source domains used within the threads will be presented and it will be demonstrated how different source domains can capture different experiences of gender dysphoria. For example, individuals draw from a 'Food' source domain to capture different degrees of dysphoria; with mild dysphoria being compared to consuming something one dislikes, and more severe dysphoria being compared to consuming something one is severely allergic to. In addition to considering the different source domains used to conceptualise dysphoria, this study also considers how different source domains are evaluated by community members and the reasons behind their endorsement and/or resistance.

Thus, this study considers the implications of the metaphorical patterns in the data for understanding the experience of gender dysphoria.

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Stuck between group and transgression: An analysis of the strategic utilization of stance to navigate in-group condemnations

Elie Friedman

Ashkelon Academic College

Public condemnation has become a ritualized form of communication in which political actors advance epideictic rhetoric to advocate morals, while disparaging social actors who violate them (Kampf, 2020). Condemnation becomes less straightforward when a transgression is committed by members of the condemner's in-group. Such transgressions present politicians with an "avoidance dilemma" (Bavelas et al., 1990), as both condemning and refraining to do so can negatively impact the actor's public image and relations within the in-group. This study examines how political actors navigate this challenge. Examining ten public transgressions that occurred in Israel from 2020-2023, the study engages in a discourse analysis of tweets posted by Israeli politicians, illustrating eight discursive strategies for coping with this challenge. The study utilizes Du Bois' (2007) stance triangle (evaluation, position, and alignment) to show how political actors navigate conflicting affiliations to their in-group and to public values. While certain in-group condemnations demonstrate a sense of public value-affiliation which may disrupt group relations, other types of downgraded condemnations demonstrate how group affiliation trumps value-affiliation. The study illustrates that the prevalence of downgraded in-group condemnations is indicative of extreme polarization at the expense of "statism"—an increasing recent trend in Israel. Furthermore, this study shows that a platform such as Twitter demands that public figures take a public stand on transgressions, creatively negotiating their stances regarding the actions of in-group members.

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Sustainable and Safe': Gated Communities and (Un)Sustainability in Tourism Discourse

Cassandra Gerber

Universität zu Köln

As a global economic phenomenon, tourism is always a postcolonial practice, reflected in language, text, and representation at tourist sites and beyond (Hall & Tucker, 2004; Storch, 2018). The rapidly growing global tourism sector also creates the need to facilitate foreign investment, leading to the establishment of material and discursive borders such as tourist villages or gated communities. My paper focuses on how sustainability is one of the main arguments for the implementation of a large-scale real estate project called 'Fumba Town' on the island of Unguja, Zanzibar. Promises of green infrastructure, waste management, and clean water supply are used as selling points for the construction of a new city. However, such real estate projects in tourist destinations reflect global social inequalities, especially since they are taking place in a Free Economic Zone (FEZ) with specific regulations. Using Multimodal Critical Discourse Analysis (Mayr & Machin, 2012), I engage with data such as photographic material and conversations as well as the project's online and face-to-face marketing strategies. My analysis is focused by the following questions: How do discursive and material transformations of the semiotic landscape relate to sustainability discourses in what Myers (2020) calls a 'Privatopia'? What does sustainability signify in these contexts? And how do these discourses contrast with the lived realities of the local population?

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Women refugees and adoption of social media; post-traumatic discourse, identity and belonging

Soudeh Ghaffari

Newcastle University

According to the UN Refugee Agency, through forced displacement, many recent women refugees experience atrocity and torture in their homeland as well as having to deal with isolation issues in the host countries (UNHCR.org, 2018). Yet, specific cultural and religious traditions may prevent these women from articulating their trauma publicly. Previous research illustrated how religious practices have become interwoven with the cultural fabrics of Muslim communities as the most obvious frames of reference in the moments of self-identification and psychological healing (Ghaffari, 2020). In this paper, I analyse the linguistic patterns and discourse strategies (Reisigl & Wodak, 2016) throughout my interviews with five recent Muslim women refugees in the UK, to explore the role social media (YouTube & Instagram) plays in the form, quality and adjustments of religious practices among them. By incorporating theoretical and methodological tools in discourse and social media studies (KhosraviNik, 2017) and gender and migration studies (Hopkins, 2016), this paper demonstrates how paying attention to the role of religious practices for women refugees and their possible reformulations through engagement with social media in new socio-cultural locations, i.e. the UK and Europe, forms a highly innovative, timely and significant multidisciplinary research with positive impact on our understanding of women migrants' lives.

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Framing Russia on social media. (Re)enacting narratives

Elena Giribaldi

University of Pavia, University of Bergamo

This research explores how the Russian nation has been metaphorically framed in American newspapers' narratives on X between 2012 and 2022. Metaphors play a crucial role in comprehending complex concepts like nations by connecting them to familiar entities. Additionally, they serve as framing devices, carrying specific ideologies and conveying implicit meanings within discourse (Fairclough, 1995).

The present study focuses on three research questions: (I) examining the prevalent metaphorical framings of Russia in newspapers' posts on X, (II) tracing the evolution of these framings in a diachronic perspective (2012-2022), and (III) determining whether X users reinforce or resist the identified metaphorical framings.

To conduct this research, all X posts containing the word "Russia" and their corresponding direct replies between 2012 and 2022 were automatically gathered from the X accounts of three prominent American newspapers: New York Times, Wall Street Journal, and New York Post. Subsequently, a qualitative analysis was performed on the posts using a combination of Cameron's vehicle identification procedure (2003) and an adapted version of MIPVU (Steen et al., 2010) to identify metaphorical expressions.

Having identified the prevailing metaphors of Russia in newspapers' X posts, a selected sample was chosen to investigate users' replies, focusing on whether they reinforced or resisted the figurative framings presented in the newspapers' posts. Preliminary findings indicate that the framing of Russia is predominantly negative, however, users actively challenge such portrayal through various discourse strategies (van Poppel & Pilgram, 2023).

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'Can the Subaltern speak' in research by the Western academic? On studying hijab by turning back the gaze on the Western feminist discourse analyst

Ewa Glapka

Szczecin University

Taking a critical discursive psychological approach (Potter and Wetherell 1987), the study investigates how Muslim women in South Africa negotiate their subjectivities of hijabi women by means of socio-culturally available discourses. The paper interrogates a number of (socially and academically) constructed borders. Firstly, observing the need for transdisciplinary research, it applies tools of critical discursive psychology to selected concepts in postcolonial theory. Secondly, in the analysis, the paper probes a number of borders investigated in postcolonial studies, including the ones between the West and Islam, the Subaltern and the elite, and, importantly, the seer and the seen (Naidu 2017). Regarding the latter, the analysis of interview data is used as the premise of a self-reflexive critique of my, the analyst's, Occidental position of knowing, with which I entered the study process. The critical approach to my own and interviewees' sense-making is used to challenge the homogenizing gazes of the Western researcher (Spivak 1988) and the Western feminist (Mahmood 2005), but also to expose the essentializing "radical textual practice of differences" (Spivak 1988) in postcolonial writings on hijab. Finally, the empirical and epistemic boundaries of the position of 'critical respect' (Gill 2007) are discussed.

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Implicit appraisal of women in popular press. Quantitative evidence for socio-economic differences in contemporary North America

Dylan Glynn

Université Paris 8, Vincennes-Saint Denis

Appraisal is a fundamental function of language and arguably underlies many critical issues in social construction. This study employs Appraisal Theory (Martin & White 2005) and Profile-based Analysis (Divjak 2006) to reveal the representation of implicit power in North American popular women's press. The aim is to identify systematic differences in how women are portrayed, especially with respect to different socio-economic contexts.

Social class is operationalised by magazine: *Vogue* understood as representing socio-economic elite, *Cosmopolitan* as middle socio-economic class and *Closer* as the class associated with low power and low mobility. 12 issues of each magazine, dating between 2012 and 2018, constitute the corpus. Balanced samples of the first 1000 words are taken from interviews with women featured on the cover of each issue. These samples are manually itemized by two coders (Fuoli 2018) and annotated by two coders for "attitude" (Read & Carroll 2012), and for "sexuality" and "valence" on a 9-point scale (Glynn & Krawczak 2014).

Multivariate quantitative techniques are used to identify significant differences between the magazines. The results reveal that *Cosmopolitan* portrays women in a sexualised manner with a negative valence where *Vogue* expresses low sexuality with high power appraisal and positive valence. *Closer's* representation has low sexuality and low power, but positive valence.

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Evaluating rationalisations: When are legitimising appeals to goals and effects fallacious?

Sten Hansson

University of Tartu

Critical discourse analysts have drawn welcome attention to how policymakers use various discursive strategies of legitimation to justify controversial and potentially harmful policies (van Leeuwen & Wodak, 1999; Reyes, 2011; Björkqvall & Höög, 2019). While justifying policies by referring to their goals or effects may seem normatively more desirable than merely appealing to someone's authority, legitimation via 'instrumental rationalisation' (van Leeuwen, 2007) is actually often based not on factual evidence but on vague and hyperbolic positive depictions, such as 'brighter future' and 'most ambitious' (Hansson & Page, 2023). To make the critical evaluation of policy-related rationalisations more rigorous, analysts need a framework for systematically telling apart typical ways of rationalising that are more sound and those that are potentially fallacious. I suggest that one promising avenue to achieve this is by mapping out the legitimations as prototypical argument schemes and assessing these in light of the pragma-dialectical rules of sound argumentation within the framework of the discourse-historical approach to political communication (Reisigl, 2014). I bring examples of legitimacy discourse used by the British government to illustrate this approach.

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Navigating Immigration Discourses in a Politically Polarized Era

Ruth Harman

University of Georgia

The politics of immigration in the United States is a challenging topic for K-12 teachers, especially within the current post-truth political context (Zembylas, 2022). As a group of critical scholars committed to justice in teacher education, we examined the discourses that shaped pre-service teachers' representations of immigration and immigrant communities in a multicultural education course. We used critical discourse analysis and systemic functional linguistics (e.g., Fairclough, 1992; Halliday & Matthiessen, 2004) to explore the ways that teachers' online discussion posts represented, perpetuated and/ or disrupted prevalent discourses about immigration. To explore the discursive stances in the texts, we drew upon the SFL interpersonal meaning system, and more specifically, on APPRAISAL theory developed by Martin and Rose (2003). In the first phase of our analysis we drew from theories about ENGAGEMENT. In our second round of analysis, we explored SFL patterns of ATTITUDE, especially judgment and appreciation. Our analysis pointed to three discursive stances in the texts. In the first pro-immigration stance, texts construed immigrants as mostly robust tenacious people and immigration policy as harmful. In the conflicted stance, texts used hedges and boosters to commit and then distance themselves from negative construal of immigrants and immigration policy. In the anti-immigrant stance, racialized constructs of immigrants were enacted through dialogic contractive strategies and negative judgment, especially negative social propriety. All three discursive stances included reference to the ideologically right-wing claims about race and immigration evident during the Trump era.

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What's the Point of Donald Trump? The Gestural Style of Right-Wing Populism

Christopher Hart

Lancaster University

The rise of right-wing populism (RWP) has brought with it a new style of political communication, a key feature of which is ostensive appeal to the body as a semiotic resource during spoken discourse (Hall, Goldstein & Ingram 2016). This bodily performance is played out through co-speech gestures – movements of the hands and other parts of the body in temporal and semantic/pragmatic coordination with aspects of speech (Kendon 2004). Despite an extensive multimodality programme, gesture has received surprisingly little attention in Critical Discourse Analysis (CDA) (cf. Cienki 2004; Hart & Winter 2022).

Drawing on gesture research in cognitive linguistics, this paper presents an analysis of one specific gestural form – finger points – in the spoken discourse of Donald Trump. A single text is selected for analysis: a 2016 campaign rally held in Buffalo, New York. A total of 55 minutes of video is analysed in a two-stage process. The data is first combed to identify all instances of pointing based on formulation features adapted from Fenlon et al. (2019). Pointing gestures are then subject to context-of-use studies (Kendon 2004) to establish functions and form-function correspondences.

A number of important associations are revealed. For example, outward points identify particular members of the audience. Inward points occur with first person pronouns in utterances contrasting the speaker with other politicians. Downward points occur as part of expressions referring to the location where the speech is taking place. Two-dimensional upward points that form a loop occur with 'we' to signal *inclusive* 'we'. Such gesture-speech combinations are critically interpreted as performing RWP by establishing rapport with the audience in a way characteristic of live entertainment, by aligning the speaker with the audience, and by positioning the speaker as distinct from other politicians in putting America first.

Implications for further gestural studies in CDA are also considered.

Boundaries of work-life: 'Quietly quitting' the treadmill?

Lise-Lotte Holmgreen

Aalborg Universitet

Global phenomena such as climate change are impacting our everyday lives in multiple ways. This is partly the result of our continuous efforts to increase productivity and ensure ever increasing growth rates. However, seeing that increasing growth rates are unsustainable for the planet and the people involved, we are reconsidering our roles as employees in contributing to production levels. Metaphorical expressions such as 'Bare Minimum Mondays' and 'Quiet Quitting' have been coined to reflect this concern and to address individual needs and self-care in response to the perceived stress and pressure of working life.

In this paper, I will approach the matter from a discourse and critical metaphor perspective (Musolff & Zinken 2009) investigating how expressions as the above conceptualise immediate concerns in time and space but also reflect underlying social and cultural models (Kövecses 2015; Romano & Porto 2016). Following this, I will discuss the possible implications of these conceptualisations for our understanding of the boundaries between a working and a private self, on the one hand, and the possible promises it holds towards (re)conceptualising employee positions in the workplace, on the other.

The data for the study will consist of a small corpus of media texts that were published in the aftermath of the Covid-19 pandemic in US media from 2021 onwards. The texts introduce expressions that conceptualise alternatives to established work life, framing them against current discourses in society. Thus, the study is explorative seeking to establish the origins of expressions, their conceptual meaning and potential reach outside a US context.

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The Meath Gaeltacht: An example of Irish post-colonial colonisation?

Michael Hornsby

Adam Mickiewicz University, Poznań

Despite the Irish language's symbolic role and revival efforts of the state, it remains the first or daily language of only a very small minority, both in those areas designated as the Gaeltacht, and of dedicated language activists in the rest of the island of Ireland. Colonial discourse identified Irish as a major obstacle to establishing control of Ireland. Associating Irish with barbarity and backwardness provoked a counter discourse that celebrated Irish as representing a lost golden age of civilisation and learning and nationhood. This binary has persistently exerted a paralysing effect on the re-establishment of Irish as a community language.

This paper aims to examine the case of the founding of Gaeltacht 'colonies' in the east of the country, with the establishment of Irish-speaking settlements in Co. Meath (about 55 km northwest of Dublin). The government's goals were to relieve overcrowding and poverty in the western counties and to spread the Irish language. The clash of the two competing discourses on the Irish language mentioned above will be our focus here. Government rhetoric, backed by the status of Irish as the state's first official language, encouraged diffusion of the language in a number of ways, and the establishment of a new Irish speaking area in the east was a very concrete manifestation of governmental support for Irish. The migrants were mostly welcomed into a county where the ethos of the romanticised Gaelic revival was in full swing. However, resentment manifested itself in local newspapers, with claims that the migrants were given the land in preference to local farmers. This paper examines the discourses on this event prevalent at the time (and to some extent, today), and in particular the use of the terms 'colony' and 'colonisation' to refer to this particular social experiment, mainly from a post-colonial perspective.



Aligning with both national and international scholarly cultures: A CDS project on how the Australian media have represented their relationship with China over the past 20 years

Changpeng Huan

Shanghai Jiao Tong University

Chinese scholars must work to both national and international scholarly requirements, which can create tensions. National funding in the Humanities tends towards more nationally oriented projects, for example, related to policy, international relations, and nation branding. Such projects are often tied into promotions, funding, or contract renewals, and therefore create a demand on the time of Chinese discourse scholars. Leading Chinese discourse journals will tend to publish the outputs from these projects. Yet international journals may be less interested in these kinds of studies, even viewing them suspiciously. In this session, I discuss the nature and consequence of this problem. I also reflect on how Chinese CDS can work with this situation. This talk explores how projects can both align with the national funding agenda as well as engage with relevant international scholarly concerns. These points are considered with an illustration from my own research project on the representation of China in the Australian news media. While this project aligns with national concerns about reputation and international relations, it also allows me to take part in wider international debates about how Australia has shifted in regards to geopolitical alliances over the decades, and is in a constant process of rewriting its geopolitical and economic dealings across the Asia-Pacific region.

Rethinking semiotic boundaries in discourse: Multimodal writing in mental health art

Corey Huang
Lingnan University

While critical discourse studies have increasingly considered the multimodal nature of all discursive practices, there has been a strong tendency to draw/emphasize a boundary between linguistic/textual and non-linguistic/textual elements in interpretive and analytic processes. This paper aims to problematise such a boundary by showing how practices of writing in several pieces of mental health art in Hong Kong effectively blur semiotic boundaries (e.g., the 'verbal-visual boundary') in text-based communication. When analysing the artworks, it also considers a set of relevant digital photos and videos generated on ethnographic trips, online publicity about the creators of the mental health art and their works and one interview about the artworks under research. Drawing on social semiotics (e.g., van Leeuwen, 2005), recent sociolinguistic research on multimodal writing (e.g., Jaworski, 2020; Huang, 2023) and narrative discourse research (e.g., De Fina & Georgakopoulou, 2015), this paper demonstrates how writing practices which constitute the mental health artworks skilfully assemble diverse semiotic resources (e.g., written narratives, colours, typography, cement wall) to 'externalise' particular inner thoughts and feelings. Furthermore, the writing practices are found to build mental health 'small stories' (Georgakopoulou, 2007) which intertwine different storylines, storytellers and sites of storytelling to express complex, sometimes conflicting attitudes, beliefs and/or experiences related to mental health.

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"For a better one": Discursive Strategies of Legitimization in Tweets Related to Television Advertising in Chilean Referendum Campaigns During 2020-2022

Daniela Ibarra Herrera

Pontificia Universidad Católica de Valparaíso

This presentation aims to characterize the discursive strategies of legitimization in tweets related to television advertising in election campaigns for the referendum for a new constitution in Chile (2020-2022), from a critical perspective that integrates principles of critical discourse studies, specifically, in the study of legitimation (van Leeuwen, 2007; Hansson & Page, 2022) and the conceptual framework of the hybrid media system (Chadwick, 2017). This qualitative study analyzes a random sample extracted from a corpus of approximately 100,000 tweets marked with the hashtag #Franjaelectoral published in the campaign periods of the first (2020) and exit (2022) referendum for a new constitution in Chile. A random sample of 50 tweets from each data set was analyzed in detail to characterize the discursive strategies of legitimation used in these texts and thus contrast the texts generated in both campaigns. It was found that users use several legitimation strategies in their texts to justify their position in relation to the electoral processes related to the new constitution in Chile. These strategies aim to justify adherence to a certain option in the constituent process based on various factors, such as the electoral process, the television slot, the constitutional text, among others. The study of the discourses generated in these contexts can contribute to understanding an unprecedented electoral process in the history of Chile.

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Sustainability in concrete jungles: a critical multimodal social semiotic approach to visual mimicries in environmental discourse

Laura Imhoff

University of Duisburg-Essen

Anthropogenic climate change is unequivocally causing adverse impacts on all forms of life on earth (IPCC, 2023). Alongside the urgent undertakings of urban transformations towards ecological sustainability, this paper argues that practices of aestheticising our habitat as associated with 'nature' have become significant. Drawing on semiotic landscapes (Jaworski & Thurlow, 2010), a multimodal social semiotic approach (Kress & van Leeuwen, 2001), and fieldwork in western Germany in 2022-23, I consider environmental discourse in linguistic and semiotic landscape research. Through a critical social semiotic perspective on public environments, this work in progress aims to contribute to the understanding of environmental challenges by examining (un-)sustainable place-making. As will be shown, in the dense urban environment of concrete where there is minimal space left for 'nature', visualisations semantically referring to flora and fauna are frequently emplaced. These visual materialisations of environmental discourse constitute sustainable imagery in and of public spaces by mimicking nature in idealised ways. Further demonstrating the readability of unsustainable place-making practices in semiotic landscapes (see Kosatica, 2023), I address the entanglement of environmental injustices and visualisations of 'nature' in areas with less privileged access to sustainable living conditions. My data reveals that, in some instances, these visual mimicries function as a substitute for ecological useful greenery, operating as a form of spatial greenwashing – performing sustainability on the level of symbols, while ultimately contributing to unsustainable habitats.

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Competing Discourses on Decolonization of the Urban Space on the Russian-Ukrainian Borderland: Examining the Case of Kharkiv, 2022-2023

Anna Ivanova

Graduate Center for the Study of Culture, University of Giessen

After the outbreak of the Russian war against Ukraine, Ukrainian public politics reacted to the invasion with various means. One of the most prominent transformations happened in memory politics and reshaped political discourse by focusing on "decolonizing" Ukrainian public space from Russian and communist influence. Decolonization affected all the spheres of public life, including the urban space.

These transformations have not bypassed the Ukrainian city of Kharkiv, located in close proximity to the Russian border and previously having tight economic, social and cultural connections with the neighboring country. Holding the leading position in terms of civilian infrastructure destruction, Kharkiv lags behind most Ukrainian cities in the decolonization process in terms of scale and pace. Decolonization discourse in Kharkiv seems to be not universally supported, dividing groups by social cleavages based on language, class, and geopolitical orientations. Therefore, various counter-discourses emerged on the streets, which do not allow official political discourse on decolonization to establish complete hegemony.

With my research, I aim to analyze how the current politics of urban space decolonization relate to the cleavages and antagonisms of Ukrainian society. Using Norman Fairclough's methodology of Critical Discourse Analysis and Ernesto Laclau's approach to discursive hegemony to investigate decolonization and toponymic legislation of 2022-2023, I explore how state authorities officially frame decolonization. Ethnographic observation through the method of 'walking in the city' (de Certeau) allows me to record key practices of how decolonization of the urban space is implemented and responded to by local administration and city inhabitants.

Critically approaching Ukrainian decolonization discourse and counter-discourses that emerge in response contributes to understanding the discourses' potential to divide societies from the inside, even under extreme conditions of external threat.

"When do I ever just get to be me?" How African American girls discursively deconstruct their 'outsider within' status

Agata Janicka

Adam Mickiewicz University, Poznań

In *Feminist Killjoys* (2010), Sara Ahmed points out how bodies of colour are a source of tension in majority white spaces without non-white women having to even say a word. African American women in particular occupy a uniquely complex position in the society, one which Patricia Hill Collins calls being "the outsider within" (2000). This means they constantly have to navigate and negotiate their in-group identity as either belonging to "Black" or "women", when in reality their lived experiences – including language use – differ *both* from those of Black men and those of white women (Houston and Davis 2002). In this paper, I investigate how a group of eight African American female college students aged between 19 and 22 discursively deconstruct their ideological and social 'outsider within' status and how they report on that lived experience during a focus group interview. In the interview they discuss stereotypes and expectations regarding Black women's talk, as well as their opinions on Black women's language behaviour. Using Black feminist epistemology (Collins 2000) as an alternative theoretical framework for this study, I aim to emphasize the continued urgency for studies that do not reinforce essentialist narratives regarding African American women as a community of speakers (Scott 2002).

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Unveiling the Fantasy-Laden Discourses of Gambling Advertising: A Social Semiotic Approach

Eleanor Johnson

University of Nottingham

Technological advancements have had a profound impact on our daily lives, but this is especially true where the world of gambling is concerned. Fuelled by the rise of social media, online gambling industries and social gaming, which replicate gambling activities within the confines of social platforms, have shown a growing interest in each other, establishing what has been termed a "dubious romance" (Cassidy et al. 2013, p.74). Despite the existing body of research pertaining to this questionable coalition (Mills et al. 2023; Hing et al. 2023; Gainsbury et al. 2016; Kim et al. 2015), the precise ways by which influence is exerted remain unclear. Therefore, this paper investigates gambling advertising from a Critical Discourse Analysis (CDA) perspective. Employing a social semiotic framework drawn from visual semiotics (Kress and van Leeuwen, 2006; Ledin and Machin, 2022), it explores how designers in the advertising realm of social casino gaming and online gambling employ an array of semiotic tools to communicate specific discourses. By analysing the complexities of semiotic choices, I uncover how these types of advertisements, whether endorsing 'free to play' games or conventional online gambling, aim to legitimise gambling. As van Leeuwen (2018) states: "in studying legitimation, attention must be paid, not only to language, but also to the other forms of expression that combine with language in short, to multimodality" (p.18). The discursive themes that I identify as running across the adverts, namely (1) the role of agency, (2) depicting power and authority, and (3) fantasy, fortune and anti-stigmatisation, encompass a myriad of subtle yet insidious multi-semiotic techniques. These techniques manipulate discourse and emotions, obscuring the harsh reality of potential monetary losses, and instead recontextualise gambling into something exotic and alluring.

Regimenting migrant storytelling: Migrant positionings in the online curated stories of UK-based charity organizations

Paige Johnson, Sofia Lampropoulou

University of Liverpool

This study examines practices of positioning in the personal curated experience stories of migrants* in the UK, building on previous work (Lampropoulou and Johnson, 2023) to examine how explicitly pro-migrant narratives can reproduce hegemonic racist ideology. I examine these representations by combining methods and heuristics from narrative analysis (De Fina & Georgakopoulou, 2019), critical discourse analysis (Fairclough, 1995) and speech and thought presentation.

A 400,000-word corpus comprising 700 text-based stories from 70 UK-based charity organizations has been collected. Several semi-structured interviews with charity stakeholders and refugees will also be collected, following from my voluntary involvement with a refugee organization. The study therefore operationalizes a participatory methodological approach, embedding academic and non-academic perspectives in its analytical architecture. Data collection and analysis methods, namely a triangulatory process of self-reflexivity and introspection, will be addressed (Montiel McCann, submitted), contributing to the advancement of CDS.

This presentation will focus on this hybrid methodological approach and preliminary findings, specifically the role of curation as a *hierarchical* process that determines the involvement of those with lived experience of the asylum system in the telling of their stories. This proximity to the process of telling is reflected in the representation of their narrative voice, and of the regimentation of a canonized form of positive migrant storytelling in the UK context.

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Ideological Boundary Constructions through Deixis in Speeches of Select World Leaders on Ukraine-Russia War

Abiodun Jombadi

Kwara State University

Within Critical Discourse Analysis, identity construction has implication for ideological representations and such phenomenon is frequently analysed as constituted in texts within semantic, grammatical, lexical and phonological relations. The paper aims to discuss the realisation of this identity marking (through ideological boundary construction) by means of how deictic expressions are deployed in political discourse, specifically focusing on the speeches of select world leaders delivered on the wake of the Ukraine-Russia war in February, 2022. The paper is interested in the actual deictic choices made by these speakers as manifestations of how they make sense of the war, that is, their positive presentation of self and negative presentation of others. Analytical technique will be qualitative using van Dijk's socio-cognition model of Critical Discourse Analysis as the theoretical framework for the study. Eleven speeches delivered by ten European and American leaders will be analysed in this work. The speeches are those delivered between February and April, 2022. The sources of data include The Times of Israel online newspaper, the United Nations official website, The Rev blog, the official website of the Government of the United Kingdom, and Reuter.com.

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Categories with Flexible Boundaries: Exploring the Use of Political Labels

Emilia Jonasson

Linnaeus University, Växjö

Political actors make use of various linguistic strategies to achieve ideological goals. One such strategy involves representing groups as "us" versus "the others," where "the others" are typically portrayed negatively (van Dijk, 2011). Following *the ideological square model* (van Dijk, 2011), pejorative labels for political groups can be viewed as one kind of discursive manifestation of negative other-presentation. However, additional linguistic research on the function of pejorative political labels in public discourse is still necessary. Thus, this study aims to contribute to understanding the ideological function of pejorative political labels.

This study investigates the use of two group labels in Swedish politics: "avgrundsvänster" (eng. *abyss left*) and "avgrundshöger" (Eng. *abyss right*). These labels are compounds featuring the same metaphorical modifier ("abyss"), while the head elements ("left" and "right") denote opposing positions on the political left-right spectrum. According to dictionaries, both terms carry a pejorative connotation, indicating "extreme" political stances.

135 Swedish press opinion articles from 2008–2022 were examined using qualitative text analysis techniques, which involved analyses of coherence, attributes, and co-occurring topics. The results revealed flexible boundaries within the categories "avgrundsvänster" and "avgrundshöger". Diverse referents, from terrorists to elected politicians and journalists, were included in the same category. This semantic flexibility can serve as a manipulative strategy, implying similarities among these diverse referents when associated within the same category. These findings contribute to discussions about political discourse in the public sphere, particularly regarding derogatory language usage.

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Expanding the Boundaries of Prognostic Critique in CDS: Using Empirical Methods to Study the Emancipatory Potential of Texts

Maka Julios-Costa

Lancaster University

In this talk, I propose a research programme whereby prognostic critique, originally presented as part of the DHA (Reisigl & Wodak, 2016), can be integrated into CDS praxis more generally, systematically and explicitly than it has been thus far. Prognostic critique is arguably where the socially transformative agenda of CDS finds its culmination, as it expressly orients towards 'the transformation of communication' (ibid. p.25) via the creation of guidelines and recommendations to challenge, dismantle and replace socially problematic (e.g. racist, sexist) discursive practices. However, explicit engagement with this level of critique within CDS studies is still rare. In the few cases where this has been attempted (Godin, 2021), recommendations for the transformation of discourse rest on analysts' interpretations and largely untested intuitions about what alternative discourses look like and how they may impact social action and attitudes.

In this instance, I argue that experimental methods can greatly enhance the prognostic critique capabilities of CDS by enabling researchers to empirically explore the emancipatory potential of texts, such that any interpretations and recommendations are informed by more systematic probing of the effects of alternative discourses on audiences' attitudes and/or behaviour. As an example of how this may be attempted, I report on the results of two experimental studies aimed at using news texts to tackle prejudice towards Muslim communities in the UK. Participants (N=60) were exposed to media narratives of improved contact between Muslim and non-Muslim communities, and the impact of these texts on implicit attitudes (Greenwald & Banaji, 1995) was measured via an Evaluative Decision Task (Draine & Greenwald, 1998). Though unsuccessful in mitigating intergroup prejudice as measured in this way, this work offers one example of how the proposed programme can be implemented.

I will also offer insights into learnings, limitations and areas of improvement to consider when applying this programme.

Dynamics of 'us' and 'others' relations in political discourses: Dialectical deictic-space theory

Bertie Kaal¹, Ali Basarati²

¹Independent Researcher, ²University of Economics and Human Sciences in Warsaw

This paper presents Dialectical Deictic Space Theory as an extension to Cap's (2013) proximation theory. This new approach is grounded upon the premise that the 'us-others' groups in political discourses are heterogeneous, dialectic, and therefore dynamic. Thus, relationships between discourse entities are positioned and repositioned on relative axes of space, time, and attitude (Chilton, 2014). The deictic centre is also considered as a dynamic marker that allows for presentations of 'other' coordinate systems, they are subject to a cognitive feature that allows for evaluation and adaptation to changing contexts. This dynamic-dialectic approach holds that differences in cognitive time-space coordinate systems are indicators of convergence and/or divergence from 'us' and 'other' categories, thus signaling a dialectic relation between them. As an example, we apply this dynamic-dialectic principle on spatial-temporal patterns found in political discourses. Leaning on cognitive-linguistic and anthropological literature (Levinson, 2002; Duranti, 2015), this approach maintains that the cognitive faculty of visualising deictic positioning of discourse entities on space-time-attitude (STA) vectors indicates how political discourses justify and establish common grounds for collective actions. To illustrate the dynamic-pragmatic cognitive grounding approach, we analyse 300 American presidential texts on the threats of terrorism (2001-2023). Applying the dynamic STA framework, we offer a multi-layered composition of discourse spaces, reflecting and accounting for different degrees of convergence to and/or divergence from the 'us' and 'them/other' territories as well as their dialectic relations. In this multi-layered arrangement of discourse space, each of the layers is expressed through specific lexico-grammatical and cognitive pragmatic patterns that reflect the deictic centre and frame of reference. This adaptable coordinate system shapes the force direction of political discourse, its possible intentionalities, and justifications for action.

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Two Borders, Two Worlds: A Corpus-Supported Analysis of Discursive Representations of Migrants on the Polish-Belarusian and Polish-Ukrainian Borders in the Polish Press.

Victoria Kamasa¹, Zofia Trafas²

¹Adam Mickiewicz University, Poznań, ²Universität Wien

The years 2021 and 2022 marked a profound transformation in Poland's migration dynamics, driven by the humanitarian crisis on the Polish-Belarusian border and Russia's full-scale invasion of Ukraine. This metamorphosis positioned Poland as a country with one of the highest proportions of migrants in Europe, prompting a significant shift in media focus. This study delves into the representation of Persons on the move (the Persons) during this pivotal period, employing corpus-supported discourse analysis.

Our research draws on a corpus of over 5 million words extracted from articles published in prominent Polish newspapers over a six-month period following the commencement of each migration movement. To reconstruct the discursive construction of the Persons, we analyzed collocations of the words *refugee* and *migrant*. We first categorized them thematically, following Gabrielatos' and Baker's (2008) framework. Subsequently, we conducted an in-depth analysis of concordances.

The findings reveal a distinct discursive construction of Persons based on the specific border they crossed or attempted to cross. While the image of Persons at the Polish-Belarusian border aligns somewhat with previous research (e.g. , KhosraviNik, 2010; Vezovnik, 2018), the representation of Persons from the Polish-Ukrainian border is distinctive. This representation offers insights into a positive construction of the Persons, intertwined with a discourse of care and help.

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Recontextualizing Journalistic Agency: News Translation as Ideological Resistance among Palestinian Journalists in Israel

Afnan Kanaaneh, Oren Livio

University of Haifa

The Arabic language press in Israel includes newspapers and websites created by and targeted at Palestinian citizens of Israel, which comprise approximately 20% of the population. As minority media operating under strict institutional regulation, with limited access to official information and suffering from financial precarity, Arabic media rely not only on independently produced journalism, but also on content translated from the majority Hebrew language press. In this study, we explore how news is translated by Palestinian journalists in this context, a process often referred to as *transediting* (Schäffner, 2012). We examine transediting as a political act shaped by intersecting institutional, ideological, cultural, and discursive factors, and simultaneously reflecting and challenging unequal power relations between Palestinians and Jews in Israel.

Employing a mixed-method approach combining critical discourse analysis of journalistic texts and semi-structured interviews with Palestinian journalists, we compare source Hebrew texts with their Arabic counterparts, focusing on selections made in translation regarding lexis, transitivity, modality, naming, elaborations, omissions, and other discursive devices. Through interviews, we then explore Palestinian journalists' interpretations of these selections and consider resultant transformations in meaning.

Our findings demonstrate that translation in asymmetrical contexts does not necessarily reinforce cultural hegemony, but may also function as a mode of resistance. By recontextualizing dominant texts through various discursive mechanisms (Iteanu-Fairclough, 2008), Palestinian journalists reconstruct an alternative ethos of journalistic agency highlighting linguistic creativity and ideological advocacy, rather than investigative originality and timeliness. At the same time, this agency is still constrained by many factors, including commercial obligations, political- and security-related climates, media outlet status, and audience demands. We discuss the implications of our findings for the existing literature on transediting.

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Gratitude as a manifestation of liquid racism in a Greek antiracist campaign

Rania Karachaliou

University of Ioannina

Given that in the post-modern world diversity is expected to be celebrated and discriminatory practices to be denounced, racism manages to infiltrate antiracist discourse via various oblique forms such as *contemporary racism* (van Dijk 2000), *liquid racism* etc. (Weaver 2016, Archakis 2022, Tsakona et al. 2020). In the present study, I place my emphasis on liquid racism, i.e. an ambiguous and difficult to trace form of racism which 'requires the grouping or layering of signs that produce multiple racist and non-racist meanings' (Weaver 2016, 252–253). In particular, I examine the co-existence of racist and antiracist positionings in the Greek antiracist campaign 'Second Chance', which was launched by The Greek Council for Refugees in 2020. Drawing on Multimodal Critical Discourse Studies, which explore the interconnection of different semiotic modes and its contribution to the (re)production of power relations (see among others Machin & Mayr 2012), I argue that although the campaign combats several stereotypes against refugees, it tacitly promotes paternalistic assumptions through the construction of the grateful refugee as the ideal 'Other'. In this sense, the campaign under scrutiny constitutes an instance of liquid racism.

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The controversies of Socialist heritage 2.0: De-commemorating Soviet Marshal in late post-socialist Prague

Lydie Karnikova

Institute of Communication Studies and Journalism, Charles University, Prague

Socialist heritage in the Czech republic was shed under a new light with the Russian annexation of Crimea in 2014. In 2020, a statue of Soviet Marshal I.S. Konev was removed from a square in the Czech capital Prague after a number of re-contextualizing interventions took place by the statue, organized by different social agents, including the local authorities (Gibas & Pauknerová, 2021). The case re-opened questions of how socialist heritage should be approached and what role it plays in demonstrations of geopolitical alliances. These debates were renewed in 2022 after the Russian invasion of Ukraine. Leading to significant moves in the area of memory and identity politics in Ukraine itself (Betlii, 2022), it added a sense of legitimacy to the interventions in the symbolic landscapes of other post-socialist cities as well. In October 2023, the main street of one of the Prague's central districts holding Marshal Konev's name was renamed, the Russian attack adding a final argument in assessing its controversy.

Informed by the framework of critical toponymy (Light & Young, 2018) and cultural geography (Czepczyński, 2008), the study situates the de-commemoration of Marshal Konev in early 2020s in the context of Czech post-socialist memory politics (Blaiwe, 2020) and in the context of other local discussions in the area of toponymy (Kárníková, 2022). It focuses, additionally, on the shifts in motivation to change as well as in the resistance to it. It unveils the diverging sentiments and competing views of three groups of stakeholders involved – local inhabitants, local authorities and initiators. Using a toolkit adapted from a discourse-historical approach to CDA (Reisigl, 2017), the views are reconstructed from the official documents and records from the city hall, social media comments, and expert comments published in the media, with a focus on the arguments and overlapping layers of memory.

"Get in the box, you jezebel!" A critical discourse analysis of *Barbie* (2023) and its cultural impact

Elizabeth Kaufmann

Ludwig-Maximilians-Universität, Munich

In the summer of 2023, *Barbie* opened in theaters across the globe and ushered in what was dubbed "The Summer of Barbie": the film set box-office records its opening weekend and, at over \$1.44 billion in total ticket sales, has been the highest grossing film of the year thus far (*Barbie (2023) - Financial information*, no date). *Barbie* has become thoroughly anchored in the zeitgeist of 2023; on TikTok alone, posts with "Barbie" hashtags have been viewed more than 98.1 billion times (*Best Barbie Hashtags for TikTok | Boost your Videos*, 2023). Much of the discourse surrounding *Barbie* has centered on female audience members' emotional response to the film; crying during the *Barbie* movie was so common that Greta Gerwig, the co-writer and director of the film, has discussed the phenomenon in multiple interviews. This presentation will use CDA to examine *Barbie* and its discussions of feminism and patriarchy, finding that it acts as an agent of collective catharsis fundamentally shaped (1) by crossing boundaries between "Barbie Land" and "The Real World" in the film, and (2) through the meta-referential blurring of lines between the movie's subject and the audience's experiences of Barbie's impact on western society. This triangulation, I contend, results in a kind of intercommunicative-discursive experience for viewers, which amplifies the impact of the film's themes. These findings are framed by a wider context wherein the plot of *Barbie* serves as an allegory for the transitions from girlhood to adolescence to womanhood, considering the role which Barbie dolls have played in the self-conceptualization of women since Barbie's inception.

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Moral Panic and the Amplified Dangerousness: Reflections on Latino and Hispanic Immigrants' Representations in Trump's Twitter Discourse

Surinderpal Kaur¹, Yue Zhang²

¹Department of English Language, Faculty of Languages and Linguistics, University of Malaya, ²University of Malaya

This paper contributes to the study of representations of Latino and Hispanic immigrants in Trump's Twitter discourse from moral panic perspectives. Drawing on corpus linguistics and critical discourse analysis, Donald J. Trump's half a million words tweeted during his presidency have been thoroughly examined. It is found that he emphasizes the culpability problems related to the large number of immigrants who came from southern borders, and framed them as the object of offence. While scapegoating his political opponents, some policymakers, and even other country leaders as the cause of permitting the rampant development of the object of offence, he models himself and his alignment as moral entrepreneurs who will take the initiative to employ a series of corrective actions to restore the safety and economic advancement of the country. By using moral panic rhetoric, he amplifies the perceived dangerousness and evokes the sense of threats and panic that these immigrants impose upon the local residents. The results conclude that Trump has savagely represented Southern immigrants in a moral panic manner in his Twitter discourse.

An analysis of metaphors of migration in selected newspaper opinion articles

Ledia Kazazi

University of Elbasan "Aleksander Xhuvani"

This article discusses the representation of migrants in the British written press during September 2022 – September 2023. It draws on the concepts of Critical metaphor analysis and Metaphor scenarios relying on Conceptual metaphor theory and Critical discourse analysis. Metaphors, especially, serve ideological goals by representing actors and events from a particular perspective, creating and polarizing in groups and out groups and maintaining and/ or challenging unequal power relations. More specifically, the article aims at exploring the way in which the phenomenon of migration is metaphorically conceptualized in newspaper opinion discourse. It discusses the main conceptualizations metaphoric expressions are based in and whether they convey positive or negative evaluations. For this purpose, a 10,000-word sample of opinion articles from three different British newspaper were collected and analyzed. Two of the most significant research questions are: (1) What metaphors scenarios involving migrants can be identified in British newspaper opinion articles? (2) What ideologies can be inferred to underlie the metaphoric representations of migrants?

Results suggest that the main source domains used to conceptualize migration are WAR, WATER and COMMODITY and evaluative metaphors in the majority of the cases project a negative evaluation.

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Culture and In-group vs. Out-group Relations in Constructing Algerian Amazigh Identity

Amira Kebabi

Frères Mentouri Constantine 1

The present study explores the identity construction of Algerian Amazigh. It aims at examining the role of 'material culture' of Algerian Amazigh in reflecting and representing their identity and belonging. This study also investigates Algerian Amazigh portrayals and representations of themselves and their Amazigh group in relation to the other. Thus, this study sheds light on 'Algerian Amazigh' perceptions of themselves and 'Arab Algerians'. This study draws on Miller's (2010), Van Dijk's (2007) and Russel's (2006) theoretical frameworks to fulfill these aims. The researcher used questionnaires to elicit data from 100 participants of 'Algerian Amazigh' from Kabyle, Shaouia, Bni Mzab, Shlough and Touareg Amazigh groups. The researcher also used semi-structured interviews to collect data from 10 'Algerian Amazigh' participants. The data collected from the participants was analyzed qualitatively. The findings of this study reveal that 'Algerian Amazigh' tend to consider their 'material culture' such as traditional dress, feasts, food, etc. constitutive parts of their identity. They assume that these cultural legacies make them distinctive from others. This study also reveal that 'Algerian Amazigh' juxtapose themselves with 'Arab Algerians' and intentionally disassociate themselves from the 'Arab group'. They emphasize their positive characteristics such as nativism and ethnicity to maintain their in-group distinctiveness from the 'Arabs', to reflect their belonging to the Amazigh identity. However, 'Algerian Amazigh' express their in-group favoritism and affiliation without the derogation of 'Arab Algerians'. Rather, they express their positive attitudes about them, considering them important for the Algerian national identity.

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Chasing Rainbows: Self-help discourse, the "nounification" of happiness, and the problem with "positive thinking".

Darren Kelsey

Newcastle University

This paper introduces autoethnographic analysis to the discourse-mythological approach (Kelsey, 2015, 2017, 2020, 2022). It provides a case study on self-help discourse, Cognitive Behavioural Therapy (CBT) and Stoicism as a philosophy for life. Focusing on Derren Brown's work as an archetypal magician, the analysis provides personal insights on the interventions of Brown's "anti-self-help-self-help" book, *Happy* (2016). After critically analysing popular messages from the self-help industry that are not conducive to wellbeing, this paper turns its attention to the alternative model Brown offers via Stoicism. The paper's autoethnographic insights reflect on my personal experiences with Stoic philosophy and the guidance of an archetypal magician to make sense of CBT in recovery from anxiety, imposter syndrome and obsessive-compulsive disorder (OCD).

But this paper is not merely about my personal experiences. Rather, this study was concerned with storytelling and collective psychology in modern life and whether the self-help industry has been fit for purpose in the ethos it has commonly promoted. It is here that the paper addresses the problems with "nounification" in the goal-setting cultures of pursuing happiness through "positive thinking". Critiqued as a ghost from our Protestant past (Ehrenreich, 2009; Brown, 2016), the problems with positive thinking are explored through attention to the personal and collective impact these ideas have had, particularly in Western culture. By considering the alternative view of happiness as a verb, this paper considers how our ancient ancestors dealt with anxiety and disturbance in ways that were not only drawn upon by the pioneers of CBT, but also offer wisdom for modern life that can help us to live more comfortably in turbulent times.

A discursive approach to suppressing #MahsaAmini movement in Persian Twitter: False information and uncivil speech as the building blocks of pro-regime networked frames

Hossein Kermani¹, Fatemeh Oudlajani², Pardis Yarahmadi³, Hamideh Mahdi Soltani², Mohammad Makki⁴, Zahra HosseiniKhoo¹

¹University of Vienna, ²Allameh Tabataba'i University, ³Independent Researcher,

⁴University of Wollongong

This paper investigates how Iranian pro-regime users employ false information and online incivility to develop discursive practices in an attempt to suppress the #MahsaAmini movement in the Iranian Twittersphere. The #MahsaAmini movement is the biggest anti-regime movement in the history of the Islamic Republic of Iran. While many Iranians went on Twitter to challenge the regime during the movement in 2022, the regime orchestrated an extensive campaign to suppress their efforts, mainly by sharing false information and online incivility. The existing literature on social media suppression has focused on false information. Online incivility, as a result, has been ignored as a way to suppress dissident citizens. This work analyzes false information and online incivility at the same time to answer the following question:

RQ1: To what extent did Iranian pro-regime users employ false information and uncivil speech to suppress the #MahsaAmini movement?

The ways through which such suppressive tactics have been used to develop networked frames are also unknown. In order to address this gap, we draw on framing theory. Understanding frames as discursive constructs, we ask the following RQ:

RQ2: How did pro-regime users employ false information and uncivil speech to construct the networked frames?

Our empirical analyses are focused on a dataset of 7,565 tweets that have been sent by pro-regime users and got at least 1k likes during the protests. We have coded tweets and the senders qualitatively and discursively in three rounds. Initial results show that online incivility played a more significant role than false information in suppressing the movement. Pro-regime users mainly employed profanity language to redirect debates and discredit activists. In this way, they have tried to dominate three frames: 'Regime's power,' 'Naivety of protesters,' and 'Attacking media and celebrities.' Further findings will be ready at the time of the conference.

'US' Versus 'THEM' Dichotomy: A Cognitive-Functional Perspective of Multimodal Media Representation of Afghan Migrants Living in Pakistan

Sara Khan, Nadia Anwar

University of Management and Technology, Lahore

This study investigates socio-cognitive discursive strategies (DS) to explore the counter-narrative projected in the photographs of Afghan refugees living in Pakistan. Keeping in view the cognitive import of visual discursive events, the current study takes on a cognitive-functional perspective by employing an integrated model based on Christopher Hart's Cognitive Linguistic Critical Discourse Analysis (CL-CDA) and Kress and van Leeuwen's Visual Grammar (VG). The study explores the Cognitive System of 'Perspective' through the socio-cognitive discursive strategy of 'Positioning'. 80 photographs, each along with their respective taglines from Muhammad Muheisen and UNHCR online news galleries, were employed as data sets for the analysis. Apart from the multimodal data, semi-structured interviews of Afghan refugees living in Lahore, Peshawar and Nowshera, were also conducted to triangulate and examine the distribution and consumption of narratives with respect to the multimodal discourse of Afghan refugees. In addition, software such as UAM Corpus Tool and UAM Image Tool were employed to reveal textual and visual modality. Afghan refugees' multimodal discourse and interviews were examined to reveal 'Proximization' strategies that further highlight the US versus THEM dichotomy. The analysis of data sets revealed the socio-political representation of Afghan migrants and their living standards. Overall, the study contributes in creating a combinatory model characterised by both cognitive and functional perspectives of discourse.

Digital distribution processes, Techno-Discursive dynamic, and "new" tools in social media CDS

Majid KhosraviNik¹, Eleonora Esposito²

¹Newcastle University, ²Navarra University

Digital technologies have given rise to a host of 'new' communicative modes, relationship dynamics and identity performances. These digitally mediated forms of meaning-making are increasingly becoming the key discursive sites for the society. Critical Discourse Studies (CDS) scholarship has already set solid traditions in engaging with contemporary socio-political issues through the prism of discourse and power. Media technologies are entangled with assumptions of discursive power albeit in important different ways across old and new. Social Media Communication paradigm of communication (vs. Mass Communication) impacts the content, style, characteristics of meaning making practice, and the associated distribution practices (KhosraviNik 2020). Hence, there are suggestions for a synergic focus on Techno-Discursive dynamics on social media i.e., analysis of sense-making at the intersection of digital mediation and discourse consumption (KhosraviNik 2018). This paper tries to flag the importance of tackling the new distributary environment by discussing specific theoretical views, introducing analytical tools, and showing how they might help in a social media CDS. The paper particularly discusses Digital Ethnography, Social Network Analysis, and aspects of Sentiment Analysis in response to the identified context of digital discursive practice i.e., paradigmatic distribution change, complex nature of who speaks to whom under what circumstances, and the general trend of automatic affectivity in SMC (Esposito and KhosraviNik 2023).

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The geopolitics of post-truth: A cultural-discourse approach to the 'Huawei Princess' extradition case

E. Dimitris Kitis, Yining Han

Xi'an Jiaotong-Liverpool University

In this presentation we consider why Critical Discourse Studies (CDS) must think about what theoretical and methodological approaches are best suited for carrying out analysis when we are dealing with events involving two highly distinctive societies and cultures. In this case, we analyse the news media coverage in the US and China of the 2018 legal extradition case brought by the Trump regime against the CFO of Huawei, related to fraud involving an Iranian company, which was eventually dismissed as being without substance.

We explore how we can operationalise a cultural-discourse approach (Shi-xu, 2005) by uncovering/unpacking underlying *cultural scripts* (Wierzbicka, 1996) in stories about the case. We reveal how legal systems, sovereignty, individuality and family relations are differentially conceptualized. The presentation proposes a cultural-discourse informed framework for comparing media narratives of the two superpowers within the current state of heightened ideological and geopolitical antagonism, which tends to produce 'post-truths' or divergent 'truths'.

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"Real and warm": Using multimodality to elicit emotion among supporters of Denmark's far-right parties online

Veronika Koller

Lancaster University

This paper looks at how language, videos and images are used on the Facebook pages of the leaders of Denmark's far-right parties to elicit emotions among their supporters. The broader question to be addressed is what emotions are communicated and recontextualised and how, in order to construct and reinforce a nationalist stance that prioritises the national in-group over others.

Denmark's dynamic and densely populated political landscape currently includes three far-right parties that are represented in parliament: the Danish People's Party, Denmark's Democrats and the New Conservatives. While they share many principles, such as criticising the EU, resisting especially Muslim immigration, and favouring law and order, small government and social welfare, they each address a different demographic in terms of education, region and profession. Communication, including online, is therefore a key component for the three parties in differentiating themselves from each other.

The present study is based on selected Facebook posts by the three party leaders during May 2024, the month before the EU election, as well as the comments thereon. The multimodal posts will be transcribed following an adapted version of Thibault's (2000) framework and will be analysed using a combination of visual appraisal (Economou 2009) and visual grammar (Kress and van Leeuwen 2020) to identify how emotions are encoded and potentially elicited.

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Challenging the barriers of abortion discourse. An analysis of press discourse on abortion in communist Poland

Adam Konopka

Collegium Civitas, Warsaw

Poland underwent a political transformation over 30 years ago. Since then the liberal abortion rights from 1956/1959 have been gradually restricted with 1993 and 2020 regulations. In my research work, combining argumentation-oriented Discourse-Historical Approach (Reisigl & Wodak, 2001; Reisigl 2014) with Systemic-Functional Discourse Analysis (Martin & Rose, 2003), I identified how abortion was problematized and stigmatized in public discourse during the communist times (1956-1989) and how the media (more or less intentionally) provided ground for anti-abortion politicians to change the laws. For this purpose I analysed multiple press titles of various institutional affiliation (Communist Party, women's organisations, Catholic Church) seeking for certain argumentation schemes, labels and appraisal. I plan to present the linguistic ways of shaping negative perception of abortion in Polish press of the communist period as the discursive foreground for the conservative legislative changes and juxtapose them with contemporary Polish initiatives to overcome the barriers present in abortion discourse.

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Discursive hybridity, technological affordances, and proximization dynamics: shifting boundaries in election campaign discourse

Monika Kopytowska

University of Łódź

The present paper discussing online election-related discourses in Poland intends to shed light on the exploratory potential of the Media Proximization Approach (Kopytowska, 2022) situated within Social Media Critical Discourse Studies paradigm (KhosraviNik, 2018). Media and "technological affordances" they offer (Hutchby, 2001) have considerably transformed political dialogue not only extending its scope and impact but also changing production and reception dynamics. Discursive hybridity and the proximizing potential of the cyberspace (Kopytowska, 2022), along with the process of remediation (Chovanec, 2017), have fundamentally shifted the boundaries between the public and the private, the formal and the informal, creating a new conducive environment for the exchange of political ideas, views and ideologies.

Departing from the assumption that distance dynamics are crucial for mediated political impact we will identify distance-reduction strategies used by politicians to reach and persuade their audiences. Various dimensions of discursive hybridity and proximization dynamics in discourse as both product and practice will be discussed. Data-wise, the paper focuses on the 2023 election campaign discourses in Poland. YouTube profiles and videos (with accompanying comments) of Law and Justice and Confederation parties will be analysed to show which and how discursive resources are used to trigger a sense of proximity, connectivity, and collectivity, and, more generally, how technological affordances enable new forms, functions and emotionality in political dialogue.

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Heritage fragments as post-industrial capital: Profiling discourse itineraries of Essen's transformation

Maida Kosatica, Evelyn Ziegler, Isabelle Buchstaller

University of Duisburg-Essen

Essen – the centre of the metropolitan Ruhr Area – is often cited as the German frontrunner city when it comes to structural transition from a fossil fuel intensive industry towards speciously clean production system and service-based economies. Nowadays, the city's remnants of heavy industry play a key part in the emergence of local distinctiveness and repurposing, indexing the consumption-driven post-industrial strategy of the Ruhr Area. This semiotic landscape study explores how Essen takes both traditional and innovative forms by means of local and global references generating *glocalised landscapes* (Gospodini, 2006). We are specifically concerned with the industrial heritage tokens heavily implicated in the constant fabrication of "Strukturwandel" (Structural Change) and sociolinguistic developments, central to the (re)framing of place identity and nostalgic performance. Our aim is to show how the visual and material artefacts (e.g. ads, stickers, store signs, murals, interior objects, clothing) emerge as the post-industrial capital which carries on the reinvention of ideas and ideals that fabricate the area's *symbolic economy* (Zukin, 1995), allowing people to continue consuming its authenticity. Ultimately, we argue that the local identity entrenched in vital polluting materials formerly pushing Germany's economy (i.e. coal and steel) hinges on the ceaseless narrative of "lost" industry, while the city's *discourse itineraries* (Scollon, 2008) of transformation romanticize good old dirty times.

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The pristine and the polluted: Aesthetic politics in the visual-discursive regimes of sustainability

Maida Kosatica¹, Sean P. Smith²,

¹University of Duisburg-Essen, ²Tilburg University

Discourse analysis is but one of many domains of scholarship to demonstrate that ways of seeing the environment are constructed. That is, the values for what is aesthetically pleasing or repulsive in built and 'natural' landscapes emerged through historical processes and over time, largely in accordance with ideological currents. The aesthetic regimes associated with sustainability are likewise constructed, yet what is *seen* as sustainable often contradicts the meaning of its original formulation. In urban landscapes, orderly green areas appear to be the most significant indicator of sustainability (Gómez et al., 2011), while ostensibly 'natural' landscapes are likewise understood to be sustainable through green-blue signifiers (Parsons & Daniel, 2020); in both settings, however, the presence of trash is understood as both an aesthetic and material disturbance to sustainability (Thurlow, 2022). This paper seeks to disrupt the normativities of how sustainability is signified in visual-discursive regimes, examining two cases from built and 'natural' environments through discourse and social semiotic analysis of interviews and photographs collected through ethnographic work. The signifiers of visual pollution in a German city and of pristine nature in the Omani mountains are shown to be, respectively, far more and far less sustainable than prevailing visual-discursive regimes would allow. This analysis ultimately leads back to the binaries through which sustainability discourses are constituted, revealing that the border separating the pristine from the polluted is far less defined than is often perceived.

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Collective identity in French feminist discourse

Joanna Koswenda

Adam Mickiewicz University, Poznań, Université Paris 8, Vincennes - Saint-Denis

This study examines how language contributes to the construction and representation of collective identity in French feminist discourse. It is important to identify the discursive means by which the feminist organization creates its image, its ethos which emerges in every act of speech, as Charaudeau (2014: 66) points out. Feminist discourse serves not only to transmit content to the outside world (outside the feminist community), but, above all, to identify the group and its members, thus fostering community-building and stimulating militant activism. We seek to identify the discursive strategies in the construction of feminist identity in the online French speaking community.

The corpus consists of 1054 posts from the website *Osez Le Féminisme !* and its associated Instagram site between 2020 and June 2023. The sample is compiled through manual itemization of all instances related to community building. Only instances where two independent coders agree are included (Fuoli: 2018). Drawing on the analytical approach developed especially by Koller (2012), Amossy (2010) and Orkibi (2008), the instances will be manually analyzed and annotated for characteristics including pronouns and denomination choices. Although exploratory in nature, employing quantitative methods for pattern identification, we expect to isolate the lexico-grammatical characteristics that contribute to the creation of collective identity in this online community.

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Net-Zero by 2030 – the complexities of political discourse in local politics

Michael Kranert

University of Southampton

This paper presents a pilot study for a project that aims to increase societal awareness of the relationship between language and democratic policy-making at a local level. The project focusses on Net Zero discourses and investigates how national discourses are adapted in local politics in Germany and the UK.

Broad goals on climate change are largely set at international and national level, whereas the tangible action required to tackle the challenge of climate change is essentially implemented at a local and individual level. The project investigates how national political discourses on climate change are adapted at local government level in different political systems by combining methods of linguistic ethnography and critical discourse analysis. We analyse textual trajectories of climate change discourses between national and local government in Germany and the UK to gain an understanding of how these discourses are adapted locally.

The paper will report on the pilot phase of the project, analysing a data set from a council debate in Germany about the EU programme “100 Climate-Neutral and Smart Cities by 2030” and the textual and discursive networks created by that debate. The analysis is based on recordings from the council and committee debates, the different versions of motions, as well as the broader textual networks produced by a debate the did not result in this city taking part in the programme but initiated a wider debate within the urban society.

Borders in flux: The changing conceptualisation of borders from a diachronic and cross-cultural perspective

Karolina Krawczak, Anna Rogos-Hebda, Małgorzata Fabiszak

Adam Mickiewicz University, Poznań

The meaning of "borders" has been investigated from the CDA perspective (Rheindorf–Wodak 2018 on spatial and numerical understanding in the Austrian debate in 2015; Mirocha 2019 on the orientalised of the borderlands; Varga 2019 on the use of borders in French and Hungarian right wing populist discourse). The present study builds on these findings and proposes a new methodology: the behavioural profile approach (BPA, Glynn 2014, Krawczak 2018, Rogos-Hebda–Fabiszak under review). BPA allows for a multivariate statistical generalization over manually coded concordance lines. The aim of our study is to compare the representation of borders in two different periods (2015 and 2022) in the parliamentary debates in Poland, France, Austria and the UK. The data are analysed qualitatively and coded wrt to a number of categories derived from prior research (Flores 2017, Ballibar and Williams 2002, Rietig and Bielfinger 2017). Statistical generalization over these observations will allow us to compare the dynamics of the concept of borders in contemporary European politics (cf. Begriffsgeschichte (Koselleck 2002, Krzyżanowski 2010)). The data come from ParlaMint 3.0, containing parliamentary debates in Europe, 2015-2022. The uses of Eng. *border*, Pl. *granica*, Ger. *Grenze*, Fr. *frontière* will be coded for the following (i) contextual, (ii) morphosyntactic, and (iii) semantic-pragmatic categories: (i) temporal frame, political party, country; (ii) grammatical number; (iii) topic of discourse, referential scope, and border function, as illustrated below:

It will enable us to avoid a hard border and it will safeguard the EU single market.

(2022, Conservative party, UK; singular; economic issue, specific border reference, protective function)

This analysis will allow us to show how the concept of borders is dynamically constructed, challenged and reconstructed in political debates, when different understandings of the same key concepts clash, possibly leading to different policy decisions.

Responses to ectogenesis on YouTube

Alexandra Krendel¹, Elena Semino², Stephen Wilkinson²

¹University of Southampton, ²Lancaster University

In this talk, we examine how ectogenesis (complete or partial gestation outside the body) is discussed in YouTube comments under videos covering the topic in differing ways. Although much work on ectogenesis exists in other disciplines (e.g. law and philosophy), there currently exists a gap in linguistics work on the topic. We report on a corpus-based discourse analytic study that was conducted within an interdisciplinary team including experts from bioethics, law, psychology and the arts.

We collected the YouTube comments from two videos about ectogenesis. Video 1 discusses research undertaken at the Children's Hospital of Philadelphia in 2017, where researchers created an artificial womb-like environment (the 'Biobag') in which premature lambs fully developed. Video 2 is an advertisement produced by science communicator Hashem Al-Ghaili about 'EctoLife: The World's First Artificial Womb Facility' – an imaginary facility that offers complete human gestation in futuristic pods, as well as providing features such as gene editing technology to modify traits of the foetus (e.g. intelligence, skin colour). Video 1 has 13,306 comments (254,421 tokens); Video 2 has 15,548 comments (393,818 tokens).

We conducted a bi-directional keyword and key semantic domain analysis of the two corpora of comments using Wmatrix 5. By doing this, we sought to investigate how YouTube commenters perceive ectogenesis differently based on whether the video depicts factual developments or as-yet unrealised concepts, and whether animals or humans are involved. The analysis reveals the complex and often contrasting ways in which commenters on the two videos navigate a series of fundamental borders, e.g. between fact and fiction, life and death, human and non-human, and nature and technology. Our findings contribute to an understanding of the public's reaction to this medical development, which can in turn inform future healthcare communication choices that medical bodies and research centres make.

What is "the wall"? Negotiating boundaries of women's youth and attractiveness in the manosphere

Alexandra Krendel¹, Veronika Koller², Mark McGlashan³, Jessica Aiston⁴

¹University of Southampton, ²Lancaster University, ³Birmingham City University, ⁴Queen Mary University of London

This study explores how "the wall", a concept which is central to the beliefs of the manosphere, an online anti-feminist network, is constructed in both the Reddit manosphere as a whole and in r/PurplePillDebate, a Reddit community dedicated to the open discussion of so-called "red pill" (anti-feminist) and "blue pill" (anti-manosphere) approaches to gender dynamics. "The wall" is the belief that after a particular age, a woman's 'value' (i.e. physical attractiveness, fertility) begins to decline.

Using a mixed-methods approach, we first establish how "the wall" is discussed in a 10.9 million word corpus (see Krendel et al. 2022) of Reddit manosphere posts from r/MensRights, r/MGTOW, r/seduction, r/TheRedPill and r/braincels, by examining the collocates and concordances associated with the phrase. This will establish how the term is used by the manosphere in-group. Next, we will consider how the concept of "the wall" is (de)legitimised in r/PurplePillDebate, paying particular attention to whether users consider it to be a valid concept and users' reasons for arguing such a position, e.g. to recruit new members to the manosphere, strengthening their in-group or validating their ideology. This will be done using a qualitative approach where we investigate two threads: one which argues that "the wall" exists but there are misconceptions about it and one which argues that "the wall" does not exist. Both original posts are marked with a 'change my view' flair, meaning that the original poster is open to being persuaded by different opinions, thus making these posts a fruitful place for examining how manosphere concepts are debated and (de)legitimised.

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Reclaiming sustainability in language and communication

Gavin Lamb

Norwegian School of Economics, Bergen

After more than 40 years of mobilizing 'sustainability talk', there is widespread recognition that the discourse of sustainability is failing to live up to its promise (e.g. Dryzek et al., 2019). Indeed, for many, the discourse has more often served to facilitate the continuation of an unsustainable and unjust global economy as it has been appropriated by neoliberal policies and practices to greenwash business-as-usual. This paper offers a theoretical overview of recent critical research on the discourse of sustainability, with a particular focus on the ways applied linguists have critically adapted sustainability discourse to address the role of language education, intercultural communication, and sociolinguistic justice in promoting a more sustainable and equitable society (Goulah, 2017; Lamb, 2020; Pennycook, 2017). To illustrate methodological implications of these interventions in sustainability discourse, the paper draws on the author's ethnographic and linguistic landscape data from ecotourism and conservation settings where sustainability discourse is mobilized to shape linguistically and culturally diverse interactions around wildlife and nature. Here, sustainability emerges as a more-than-human contact zone (Pratt, 2022) of competing interests and imagined futures. I argue that rather than moving beyond sustainability in search of alternative terms, language and communication scholars should reclaim the term, building on our field's empirical focus on everyday languages practices of learning and use as being of broad relevance to a wide range of societal issues including sustainability, prompting interdisciplinary discussions to reimagine what needs to be sustained and cared for in the Anthropocene.

"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 Lampropoulou¹, Camila Montiel McCann², Samuel Bennett³

¹University of Liverpool, ²Lancaster University, ³Adam Mickiewicz University, Poznań

In this study, we focus on the mobilisation of storytelling to support humanitarian arguments in parliamentary debates on the Illegal Migration Bill (IMB) in the UK House of Commons. We adopt a narratives-as-practices perspective (de Fina, 2021) that orients towards how stories are generated, by whom, for whom, with what objectives and the kinds of participation frameworks that are enacted through them. We employ a chronotropic analysis whereby chronotopes invoke orders of indexicality that are valid in a specific timespace and enable specific modes of behaviour (Blommaert & de Fina, 2016). We observe that the chronotopic identities assigned to (im)migrants and asylum seekers are those of the good migrant or the victimised migrant, which are both placed in opposition to the dangerous migrant. These are particularly enabled through the re-narration of epitomic stories of previous good migrants to highlight the inhumanity of the Bill. We find that the discursive strategies embedded in narrative evaluation tend to foreground the transactional benefits of migration and the importance of British values. We also show how even outwardly pro-refugee actors reproduce national myths of humanitarianism and other exclusionary frames that (re)produce (post-)colonial hierarchies. Lastly, by focusing on how specific ways of telling are embedded and related to wider migration discourses in the UK, we aim to contribute to a critical storytelling approach, responding, thus, to calls for more approaches within CDS that embed narrative as a core component of their conceptual architectures (Forchtner, 2021).

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Who's the invader? Metaphors of invasion in immigration and ecology

Schuyler Laparle, Sonja Rozental
Tilburg University

War metaphors are ubiquitous, and criticized, in public discourse (Flusberg et al. 2018). We consider a sub-frame of war, invasion, as it is used in two target domains, immigration and non-native species movement. To understand the effectiveness of invasion metaphors in these two domains, and identify beneficial reframings, we focus on shared processes of moral valuation, the presupposition of bounded regions, and resulting insider/outsider dichotomies.

We take a corpus-based Critical Metaphor Analysis approach (Charteris-Black 2004), with a corpus of 100 articles from the New York Times, published between 2018 and 2023 (50 articles about each target domain). To examine the use of invasion terminology across target domains, as well as the employment of language from one target domain within the other, we apply a selective MIP method (Pragglejaz Group 2007). Finally, we use blending theory (Fauconnier & Turner 2002) to deduce an underlying generic conceptual structure.

All three domains, war, immigration and non-native species movement, involve the mobility of agents from one region into another, resulting in some response from the receiving region. In the war frame this process is morally unambiguous – the mobile agents are aggressors that must be eliminated from the receiving nation. When war metaphors are used, this valuation is carried over, leading to xenophobia in the case of immigration, and reactionary management in the case of nonnative species. We argue that direct mappings between the target domains avoid this negative valuation by complicating regional borders and the insider/outsider dichotomy.

As human and non-human population movement increases due to climate change and geopolitical unrest, it becomes increasingly urgent to shift our language use away from dichotomizing war metaphors and toward more inclusive narratives. Connecting immigration and ecological frames directly offers one such alternative.

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Language Ideological Perspectives on Human-AI Boundaries

Didem Leblebici

Europa Universität Viadrina

“What makes us human is our possession of language; that has long been the refrain of both popular wisdom and academic exposition” (Finnegan, 2020, p. 15). The claim that language is an exclusively human phenomenon not only distinguishes humans from other species but is also instrumentalised to characterize languages as countable separate objects (Pennycook, 2018, p. 8) that can be acquired, for instance, by Artificial Intelligence. Within these cultural discourses, how do we understand conversational AI, such as voice assistants and chatbots, which appear to “possess” language? In my talk, I explore how these language ideological notions, particularly those tied to inequalities and power dynamics, contribute to the construction of conversational AI as linguistic authorities.

Drawing from ethnographically informed data, encompassing interviews, observations, and Alexa archive data from voice assistant users with recent migration experiences from Turkey to Germany, I explore their language ideologies concerning Turkish, English, and German. The analysis centres on discourses about languages, participants’ language biographies and the negotiation of boundaries in human-machine interactions. By examining reports on language learning and accent training practices, among other aspects, I illustrate the discursive processes through which AI assistants are portrayed as figures of linguistic authority. The talk unveils the intricate relationship between language ideologies and the perception of artificial entities as language authorities, shedding light on the multifaceted dynamics involved in establishing boundaries between humans and AI.

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Positioning Hong Kong's Critical Discourse Studies in China's Academic Landscape: Opportunities and Challenges

Carmen Lee

Chinese University of Hong Kong

This paper examines the unique positioning of a critical discourse researcher based in Hong Kong within the broader Chinese academic landscape. It focuses on understanding emergent borders and boundaries in Critical Discourse Studies (CDS) between Hong Kong and mainland China. Hong Kong, having transitioned from a former British colony to a special administrative region of China in 1997, operates under the 'one country, two systems' principle, which maintains its distinct political, economic, and legal arrangements. Historically aligned with the British system during its colonial days, Hong Kong's academic environment has fostered a research and publishing culture that retains some influences from the UK system while also developing its own distinct characteristics.

However, post-colonial governance, closer ties to the Chinese mainland, recent socio-political movements and the implementation of the national security law have introduced new complexities for the academic profession in Hong Kong (Postiglione & Jung, 2017; Lo, 2023). This paper examines how these factors impact CDS research in Hong Kong by critically reviewing Hong Kong-based CDS literature before and after the city's handover to China, identifying emerging themes over the past few decades. It emphasizes the Us-Them relations between Hong Kong and mainland China, among other politically motivated research agendas. The author, a Hong Kong-based scholar, offers both insider and outsider perspectives on CDS research in Hong Kong and mainland China. This critical reflection contributes to the panel's objective of decoding borders and boundaries in CDS in/across China, providing insights into the specific challenges and opportunities within the Hong Kong context.

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Of Humans and Other Animals. Discursive Framings of Pets as Humans and Humans as Other

Miriam Lind

European University Viadrina

Already Aristoteles distinguishes humans from animals by their linguistic and rational capacity (*zoon logon echon* vs. *zoon alogon*), a distinction that is largely maintained up to this day. This boundary between speaking, rational humans on the one hand and irrational animals incapable of using language on the other becomes discursively relevant when some animals – mainly dogs and cats – are socially constructed as quasi-human entities who appear as family members and speaking subjects in social media, and when particular groups of humans – migrants, people of colour, queer and nonbinary people – are discursively placed outside the human sphere. In such anthropomorphising and dehumanising discourses, the (lack of) belonging to humankind is constructed through a variety of linguistic means, e.g., assigning or rejecting agency via semantic roles, lexically ascribing or withdrawing social group and category memberships (family, gender), and discursive focus on particular cognitive or emotional (in)capabilities or physical attributes. In this talk, I will draw on anthropomorphising discourses about pets and dehumanising discourses about human beings and ask which aspects of human(like)ness are made relevant or irrelevant when negotiating the belonging to humankind and which linguistic practices are involved in these negotiations. On this basis, I will then discuss what the discursive manipulation of the human-animal boundary means for the ontological categories 'human' and 'animal' and how human differentiation interacts with the differentiation between humans and nonhumans.

The functions of children in migration discourse

Artur Lipiński, Maciej Polcyn

Adam Mickiewicz University, Poznań

According to the scholarly literature the images of children symbolizing innocent victims play a key role in humanitarian discourses. The figure of undeserving and innocent beings constitutes very potent cultural symbol attracting attention, provoking moral shock, affective responses and willingness to act.

As experiencing two types of migration pressures from populations of different ethnic and religious background, Poland constitutes particularly convenient object of comparative analysis of the role of children in migration discourse. The question arises whether and how these differences were reflected in the representations of children in polarized media discourses in Poland and what were the differences in functions of the figure of children in both cases.

Importantly, Polish discourse analyses regarding refugees and migrants are rarely focused on one of the most sensitive aspects of study, which is the portrayal of children. Moreover, there is also a lack of regular studies on television news in the context of the so called crisis at the Polish-Belarusian border and the presence of Ukrainian war refugees in Poland.

The empirical corpus consists of two Polish news outlets: liberal left wing Fakty (TVN) and right wing Wiadomości (TVP1) sampled in two periods. The first period covered news from 27th of September to 27th December 2021, as quantitative research indicates the largest amount of news on the Polish-Belarusian border crisis during this period. The second period covers three months after Russian invasion on Ukraine from 24th of 2022 onwards.

The paper combines content analysis with the selected tools of critical discourse analysis, including nomination, predication and argumentation strategies. Given that the audiovisual character of the sample multimodal tools of analysis are also included.

Far-Right Transmedial Worlds: A discourse-mythological analysis of 'Tommy Robinson' and the "Fall and Rise" Archetype

Christopher Little

Newcastle University

Far right figures are increasingly using the affordances of participatory media to rebrand themselves as citizen journalists and courageous truth-tellers. Existing research has examined their personal branding (e.g. Lewis 2018; Leidig 2021), alternative media (e.g. Holt 2020; Baele et al. 2020) and narratives of imperilment (e.g. Marcks and Pawelz 2020). Building on this research, this paper conceptualises these media landscapes as 'transmedial narrative worlds' (Tosca and Klastrup 2019) and offers a critical examination of their affective storytelling practices. Drawing on the Discourse-Mythological Approach (Kelsey 2015, 2017), it analyses representations of 'Tommy Robinson' (a.k.a. Stephen Yaxley-Lennon) as a populist, anti-establishment 'working-class hero'. In a series of interconnected case studies, this paper shows how the persona of Robinson functions as a narrative vehicle for far-right ideology through mediated stories about resistance and oppression.

The analysis shows how far-right alternative media represents Robinson as a selfless 'hero' who endures persecution in his quest to reveal the 'truth', and how these stories stir the emotions of audiences that are angered and inspired by the causes that he claims to represent. Evident in these narratives is the 'Fall and Rise' archetype – a plot structure that is central to hero narratives and the political mythologies of populist, far-right and fascist ideologies. It shows how the embodied immediacy of Robinson's narratives are linked to broader far-right narratives of decline and loss (e.g. fall of the West, white populations, free speech, 'our way of life' etc.) and the need to resist and fight back. This paper introduces the idea of 'fractal resonance' to describe the recursive shape, texture and direction of Fall and Rise narratives in far-right transmedial worlds. By critically analysing the intertextual and interdiscursive landscape of these transmedia stories, these case studies show how these narratives operate within and beyond far-right media.



Gender Representations in China Daily: A Corpus-assisted Discourse Study

Ming Liu

Hong Kong Polytechnic University

This study integrates corpus linguistics with critical discourse analysis to conduct a corpus-assisted discourse study on the representations of males and females in *China Daily*, the largest English newspaper in China, from 2001 to 2020. A substantial corpus was created by compiling all news texts containing the keywords MALE, FEMALE, MAN, and WOMEN. Utilizing the corpus-analytic tools KH Coder and Sketch Engine, the study provides a detailed analysis of the representations of males and females from both synchronic and diachronic perspectives. The findings highlight significant differences in the portrayal of males and females in the newspaper. These differences are evidenced not only in the topics associated with each gender but also in the discursive strategies employed in the construction of male and female identities. Additionally, the diachronic analysis uncovers the temporal evolution in the portrayal of genders. Thus, by combining synchronic and diachronic approaches, the study reveals the gender stereotypes towards males and females, as well as the social changes underlying the constructions of gender in the newspaper.



National Identity Construction in China's Tea Discourse: A Case Study of *China Daily Global*

Yihui Liu

Institute of Linguistics, Shanghai International Studies University

This paper sets out to explore the discursive construction of China's national identity by Chinese tea discourse in *China Daily Global* from the perspective of discourse-historical approach with corpus-based method. It attempts to find out what national identities are constructed, how and in what contexts these identities are constructed. To do so, this research adopts AntConc to build a corpus to find discourse topics with high-frequency words and their collocations and concordances in the tea discourse, and uses discourse-historical approach as a theoretical framework to analyze the data from the dimensions of discursive topics, discursive strategies and macro contexts. Findings demonstrates that tea discourse plays a significant role in shaping Chinese national identity on the international stage, among which tea industry, tea culture, Chinese people are the main discursive topics, discursive strategies such as strategy of referential, predication, argumentation, perspectivization and intensification are used in the context of sustainable development, rural revitalization and cultural inheritance and development. Based on the analysis of the corpus, it is found that China is people-oriented, responsible, pragmatic, inclusive and open-minded country. This paper is of great help for people at home and abroad to better understand tea discourse and tea culture in China. The findings are also important for understanding China's discursive strategies to display national identity in the global economic and political landscape.

"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
Ariel University

The emergence of social networking sites (SNSs) and new media has led to scholarly interest in their possibilities for creating networked counterpublics, e.g., online discursive arenas where subordinated groups invent and circulate counterdiscourses in opposition to the dominant ideology. However, current empirical research so far has largely focused on assessing the potential of networked counterpublics to counter dominant discourses by either describing the discursive strategies employed in these groups or analyzing the networks of specific movements or organizations. At the same time, the interpretation of counterpublics, or how group members experience them, has received relatively little scholarly attention.

To fill this research gap, the current study analyzes the internal negotiations surrounding the Facebook page "Write it down! I am an Arab," which serves as a networked counterpublic for Arab citizens of Israel, where they "tell aloud and without apology what it is like to be an Arab citizen here: cases of racism and discrimination, response to incitement, without fear" (<https://www.facebook.com/TirshomAniAravi>).

The study employs two methods: (1) interviews with 14 of the page participants, and (2) a thematic analysis of 1,529 comments made by Israeli-Arab respondents on the same page. The findings reveal a complex understanding of the counterpublic, defined by internal contradictions among group members concerning its goals and pragmatics, and especially its orientation or position. While the page participants view it as a subversive platform and an alternative means to access the dominant public sphere, many commenters consider the act of addressing the Jewish public as subservient, perpetuating and normalizing prevailing power dynamics. These findings highlight that counterpublics are not homogeneous structures automatically granted natural legitimacy by the group members, and that the counterpublic's position or orientation is a crucial factor in the discursive negotiations taking place within the group.



Understanding how Future U.S. Educators Learn to Critically Analyze Picturebooks

Audrey Lucero

University of Oregon

U.S. public education is currently in the midst of a conflict campaign that seeks to limit how – and whether – K-12 teachers can address potentially fraught issues in their classrooms. Therefore, one of the most compelling questions facing teacher education scholars is how we can support future educators to be thoughtful about how they address these issues with children. Critical analysis of picturebooks is widespread in the scholarly research, but there is a gap in our understanding of how educators gain proficiency in thinking critically about them. In this project, I analyze assignments from an undergraduate course at a public university in Pacific Northwest of the U.S. about immigration to the country. Immigration has given rise to political tensions in many communities in recent years, and attitudes and policies toward immigrants have been racialized throughout U.S. history. Many picturebooks written for young children represent immigration experiences, but research suggests that U.S. teachers – who are predominantly white and monolingual – do not have deep knowledge of or personal experience with immigration. Therefore, I seek to understand how future teachers learn to engage critically with picturebooks and communicate their learning in writing. I'll use the methodological tools of both quantitative text analysis and Critical Discourse Analysis. I'll create a corpus of the complete set of written assignments (~50,000 words), and sub-corpuses for each picturebook (~12,500 words) to run collocational & keyness analyses using #LancsBox. In this way, I'll be able to identify large-scale discursive patterns across assignments and surface potential questions to explore using CDA. Scholars have argued that combining corpus linguistic and critical discourse analytic methods increases the rigor and systematicity of both methods. Findings will inform the field of teacher education broadly about we can support future teachers to approach texts on various complex issues in this challenging time for public education.

Narrating Mediterranean migration through the eyes of Medicine sans frontiers

Stefania Maci

University of Bergamo

Every year, thousands of people fleeing war, persecution and poverty in their home countries attempt the journey across the Mediterranean. Medicine Sans Frontiers (MSF) tries to save their lives. Much has already been said about migration, especially from a political perspective (Schroeter 2023) and from the perspective of the press (Baker et al 2008; Bennet 2018). Based on a Discourse-Historical Approach (Wodak et al. 1999) and a key semantic domain analysis (Rayson 2008), this paper analyses the MFS website on Mediterranean migration and the notion of migration in official UN and EU documents to discuss how extra-EU migration is represented from the MFS perspective and to what extent this representation differs from the official notion of migration. Preliminary results show that the criminalisation of MFS is at the forefront and that migrants from the Mediterranean and the rescue activities of MSF are perceived as a threat by EU Member States.

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Threatened futures: Mermaids as agents of gender conspiracy in the British press

Jai Mackenzie¹, Aimee Bailey²

¹Birmingham Newman University, ²De Montfort University

The past five years have seen heightened awareness and interest around trans young people in the British press. Mermaids, a British charity that supports and campaigns on behalf of trans and gender diverse young people, has also received a good deal of attention, much of it negative, during this time. In this presentation, building on a corpus-based investigation that charts representations of Mermaids in the British press between 2015 and 2022 (Bailey and Mackenzie forthcoming), we present a qualitative discourse analysis of six feature-style news articles that were published in right-leaning newspapers at the height of negative media attention to the charity in late 2022. Through a two-stage coding process (Jones et al. 2022; Mackenzie 2023), we identify 'threatened futures' as a discourse that positions transgender young people as victims of an extreme, grotesque and violent gender 'conspiracy' in these articles. This conspiracy is constructed as an alarming threat that operates through the attack and radicalisation of those most central to the future prosperity of British civilisation: women, children and families. In this presentation, we outline the specific themes, actors and processes of the 'threatened futures' discourse and draw attention to some of the linguistic and rhetorical strategies through which it is realised. Our findings show how Mermaids have been positioned as radical agents of conspiracy and threat, who stand in for transgender young people as a figure to which panic-driven transphobic discourses can be directed.

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Threshold levels, target ranges and blood sugar levels. The quantification of health, well-being and risk in the discourse of juvenile diabetes management (a corpus study of self-help books)

Georg Marko

Karl-Franzens-University, Graz

Juvenile diabetes (type-1 diabetes or T1D) is a metabolic disorder in which the body loses its ability to regulate blood glucose levels. If left untreated, it poses a risk to longevity and quality of life. T1D usually first develops in children and adolescents, but it continues to affect patients throughout their adult lives.

The administration of insulin is the mainstay of the treatment of T1D. It requires the constant monitoring of different quantitative parameters with the aim of keeping blood glucose levels relatively stable. Threshold levels and target ranges therefore become central points of orientation in the lives of those affected, which is particularly challenging for non-adult patients (Schmeisl 2023).

This paper examines health communication on T1D – here represented by self-help books – targeting young people and their families. It explores to what extent such communication promotes a view according to which all aspects of diabetic life are quantifiable and measurable and in which individuals are obliged to constantly self-monitor and self-regulate, and to what extent it suggests that health and personal well-being are literally defined by staying within boundaries and risks only become relevant if someone exceeds or falls below threshold levels.

The study uses corpus-based Critical Discourse Analysis (cf. Mautner 2009), looking at and quantifying microlinguistic details contributing to strategies such as quantification and the foregrounding of self-surveillance in a self-compiled 1-million-word corpus of 25 English-language self-help books on T1D.

By taking a critical look on positive and negative implications of quantifying health in T1D management, this study seeks to contribute to the broader debate on especially paediatric healthcare and health promotion.

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Decoding discourses: Borders and global governance based on Buen Vivir codes

Yara Martinelli, Maurício Costa

International Relations Institute, University of Brasília

'Buen Vivir' is, according to Indigenous Andean and Latin American cosmopraxis, the meaning of life that allowed resistance to colonialism and capitalism based on the wisdom of ancestral societies (IPELC, 2023). To achieve 'Buen Vivir', it is necessary to take on a profound process of codes deconstruction, epistemologies and ontologies crystallized by coloniality, modernity, scientific rationality, and also a process of decoding traditional wisdom and codes that can offer paths to build a new reality (Choquehuanca, 2023). In the Bolivian context, there is a government effort for socialization through the codes of 'Buen Vivir', led by vice-president David Choquehuanca, who proposes the transition from the 'GEOpolitics' imposition, to a 'GEApolitics' - a policy based on the rights of Mother Earth and Indigenous cosmopraxis. Such codes consist of 'concepts-practices', which are gathered in this governmental effort, such as 'qamasa', the spirit filled with the energy of life, 'pillu', the gratitude for what has been received, 'q'apha' the energy of life and abundance expression, and 'parawina', the path of coexistence of life in community (IPELC, 2023).

The codes presented in the bolivian initiative are concepts and ancestral knowledge in the Aymara and Quechua languages. Based on a Creative Listening and Speaking (Ling, Pinheiro, 2018) of these codes, we propose in this abstract a Critical Discourse Analysis (CDA) that contrasts the traditional concepts of borders for International Relations (IR) and the new governance and conceptualization that is presented based on 'Buen Vivir' codes.

Our interdiscursive approach implies on reflections on new forms of governance, that are not based on the logic of the nation-state, sovereignty, security and development, but on the logic of community, interdependence, cooperation and well-being. In this perspective, borders are not lines that separate and isolate, but spaces that connect and integrate.



The Tennessee Three: Mapping the Linguistic Boundaries of Inequality in Statehouse Political Debate

Kerry McKeon
Boston College

This study will map the linguistic strategies used in the speeches of Tennessee legislators during the expulsion hearings of three lawmakers in the Tennessee General Assembly in April of 2023. Using discourse analysis, I explore how the boundaries of power, race and protest unfold linguistically in six hours of political debate between the Republicans in the supermajority and the minority Democrats as they use rhetoric to shape the outcome of the motion to expel three lawmakers. In particular, I will explore how language serves as signposts that reflect to others our conception of the world, and to highlight the role language plays in elucidating political and cultural realities.

Context of the Study

In March of 2023, a public demonstration took place at the Tennessee (USA) capitol building just days after a fatal school shooting in Nashville, Tennessee. As thousands of protestors entered the capitol building to demand that the Republican supermajority enact restrictions on firearms, three Democratic lawmakers approached the front of the House chamber with a bullhorn and joined the protestors' chants and cries for action. Two black Democratic representatives, Justin Pearson and Justin Jones, joined a white Democratic representative, Gloria Johnson in the protest. Republican lawmakers quickly declared that their actions violated House rules and moved to expel their three colleagues.

Methodology

To understand the linguistic practices of political actors, I will undertake a detailed analysis of the speeches generated by the Tennessee House on April 8, 2023, during the expulsion hearings of Reps. Jones, Pearson and Johnson. Data for this study include almost six hours and 87 pages of transcript that were accessible on the website of C-SPAN (news outlet) and in the public domain. The rationale behind this corpus is to investigate how lawmakers constructed an orientation towards race, power and inequality as natural and legitimate.

Out of bound comments? Assessment of polarised reactions to Rishi Sunak's migration policies on "X"

Francesco Meledandri

Università degli Studi "Aldo Moro,"Bari

Social Networking Sites (SNSs) give users the opportunity to interact and to express their own views, thus encompassing discourse perspectives (Leppänen 2017; KhosraviNik 2023). Traditional media play a role in creating and shaping representation(s) and truth(s) (Atwell Seate and Mastro 2015), but it is on SNSs that interactions have been leading to (harsh) polarisation patterns. Some topics prove to be highly divisive, and migration-related issues develop biases (Motyl et al. 2014), especially when associated with extreme political views (Triandafyllidou 2022) that undermine *identity* (Russo 2021). This presentation aims at assessing the degree of responses to the institutional account of UK's Prime Minister Rishi Sunak on X, a platform where tool-specific discourse practices are enacted (Zappavigna 2012). In particular, comments following Sunak's posts describing the implementation of a debated migration policy are assessed using a sentiment-based, manual procedure (Author 2023) using both quantitative & qualitative elements to discover the polarised attitude of people towards institutional decisions and, more generally, migration.

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AI's sustainability and efficiency: A critical look at narrative patterns in contemporary online science journalism

Katarzyna Molek-Kozakowska

University of Opole, Vilnius Gediminas Technical University

Much attention has been recently given to how science-related news stories evolve to fit in with new digital formats in order to keep science news consumers entertained and loyal. Discourse scholars are increasingly interested in storytelling and the literature abounds in recommendations how to tell captivating stories to make science understandable and approachable (Dahlstrom, 2014). Discursive strategies that increase the dramatic oscillation between risk and opportunity frames and rely on realistic examples are studied as they help make abstract scientific endeavors more relatable. Also a growing public interest in how science can enhance sustainability and ensure that risks to the environment are mitigated influences current trends in reporting (Molek-Kozakowska and Szymańska-Czaplak, 2022).

This study uses a calibrated dataset of recent *Nature* briefings, *New Scientist's* lead-ins and *Scientific American's* X (formerly Twitter) posts in order to identify the dominant mini-stories about the emerging AI technologies. This exploratory, data-guided, qualitative analysis uses the categories of agency, sentiment, narrative structure and news value to assess the range of patterns used to represent AI as an efficient, high-stakes/high-gains technology that will make various domains of human activity more sustainable (Lazzeretti, 2023). With their capacity to project attitudes, mesh fact and opinion, and prime news consumers to dismiss alternative storylines, science news stories on sustainable AI deserve to be closely (and critically) studied.

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Visual Politics of War: Cultural construction of Self and Other in Ukraine and Russia's Twitter Diplomacy

Alina Mozolevska

Petro Mohyla Black Sea National University

The current Russia's war in Ukraine has put an end to a long period of peace in Europe leading to deep geopolitical transformations and posing many challenging issues to contemporary society. Notably, this conflict has also manifested as an information war that extends beyond the battleground and is disseminated and processed by millions. New war narratives are being created, narrated and consumed on Facebook, Twitter, Instagram and TikTok. At the same time, social media platforms amplify mis- and disinformation about the Russian invasion of Ukraine, propagating alternative narratives and fake news. The flows of disinformation circulate Russia's vision of the geopolitical future of Ukraine, denying its agency and right for independence. Masking its true motifs under the slogans of 'denazification', Russia aims to spread its aggressive imperialism beyond its own borders and erase Ukraine from the world map.

What is the role of visuals in the political wartime communication? What visuals are used in the digital communication to mobilize international audiences? To explore the means of construction of the epistemic divides in the participatory environment of social media, this paper focuses on the analysis of visual framing of Russo-Ukrainian war in Twitter communication of the official government representatives such as Ministry of Foreign Affairs and Embassies in different European countries. Using Multimodal Discourse Analysis, the study seeks to understand the mechanism of mediatisation of key narratives with the help of visual discourse with a special focus on popular culture artefacts such as cartoons, memes or popular visual art. I will define the main types of visuals, their key discursive topics, symbols as well as their role and functions.

Activism Crossing the Line: Negative Perception of Environmental Activist Discourse on Social Media

Marina Niceforo

University of Naples L'Orientale

Activist discourse is characterised by several different functions – including informing, community building, and calling to action (Lovejoy *et al.* 2012) – all sharing a marked persuasive purpose with reference to many different causes. Environmental activism, in particular, is frequently under the public eye given the resonance of violent protest actions by certain radical groups; as a result, despite its positive moral intent, activist discourse is often received with negative feelings by the public. It has been observed that this type of extremist activism might constitute a barrier to pro-environmental behavior (Kollmuss and Agyeman 2002), as it is “associated with negative stereotypes that make [people] not want to join” (Lawson and Read 2022: 8).

The present paper shows how environmental activism ‘crossing the line’ of acceptable vs. unacceptable action can be counterproductive due to wrong framing choices, leading to anti-environment behaviour and even climate scepticism. The software-assisted qualitative analysis observes hate speech against environmental NGO *Just Stop Oil* in a dataset of 2700 user comments collected on Twitter (now X). Among the most radical pro-environment groups, *Just Stop Oil* is often the subject of online hate from Social Media users because of its protests targeting artworks to gain media and popular attention. Within the appraisal framework (Martin and White 2005), Discourse-Historical strategies (Reisigl and Wodak 2016) and strategies of blaming (Hansson, Page, and Fuoli 2022) are used to observe the discursive construction of hate themes against environmental activism. Findings suggest that, when something valued as extremely positive like art is under attack, people will negatively appraise both the people protesting and the protest itself, with negative impacts on environmental values and pro-environment behaviour in general.

Navigating Borders in Human Rights Discourse: An Examination Across Institutions

Jekaterina Nikitina

University of Milan

This study critically examines the use of specialised terminology within different human rights institutions to understand whether consistent meanings accompany shared terms across four international human rights organisations: the European Court of Human Rights (ECtHR), the InterAmerican Court of Human Rights (IACtHR), the African Court of Human and Peoples' Rights (ACtHPR) and the United Nations Human Rights Commissioner (UNHRC). This study intends to fill the gap in the literature on the cross-institutional discourse of human rights.

The study materials comprise the conventions on human rights as well as case-law dealing with the right of life. The methodological framework is that of a corpus-assisted critical discourse analysis (Gillings, Mautner and Baker 2023), supplemented by insights from legal terminology (Biel and Kockaert 2023) and framing (Goffman 1974; Entman 1993), i.e. the selection and foregrounding of certain aspects of reality to promote a particular view of the situation, causal interpretation (cf. "schemata of interpretation" Goffman 1974), "moral evaluation" and "treatment recommendation" (Entman 1993: 52). Literature on institutional and legal discourse is part of the analytical toolkit, too.

The findings shed light on convergent and divergent conceptualizations of right to life – seemingly identical in name yet surprisingly divergent in practice – across multiple human rights institutions, problematizing how cultural, political, or institutional boundaries influence the interpretation and application of these terms, potentially fracturing the universality and efficacy of the human rights discourse.

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Sex workers' narratives about 'boundary pushers': A Critical Discourse Study Approach

Evelin Nikolova

Lancaster University

In this presentation, I examine the concept of boundaries in the context of sex work, an underexplored topic within social sciences. My data comprises escorts' narratives about interactions they had with problematic/dangerous clients that were posted in the Warnings & Wasters board of the Support and Advice for Escorts forum in 2019-2020). I focus on a subset of narratives that are about breached agreements and boundary violations. My research is positioned within Critical Discourse Studies, and I draw on the Discourse Historical Approach and the Narrative Practice Approach, two approaches that to the best of my knowledge have not been combined in a linguistic study to date. I utilise heuristics including Positioning Analysis and Affective Positioning and tools such as positioning cues and I analyse how clients and escorts are positioned within escorts' stories (Positioning Level 1), how escorts position themselves (and are positioned) within the interactive situation (Positioning Level 2), and how escorts position themselves in relation to discourses by which they are positioned above and beyond (Positioning Level 3). Findings revealed that at Positioning Level 1, clients are depicted as 'boundary pushers' initiating non-consensual acts while escorts as actively trying to maintain their boundaries. At Positioning Level 2, escorts position themselves within their online community, underlining mutual safety concerns. At Positioning Level 3, they position themselves regarding discourses of stigmatization. The findings shed light on the ways physical boundaries are understood and (re)shaped in escorts' discourses as well as how their identities emerge and are negotiated in and through digitally mediated communication.



On the border of voluntariness: Accountability of rape victims in written judgments from Swedish district courts

Sofia Orrbén

Department of Scandinavian Languages, Uppsala University

As of July 1, 2018, Swedish rape legislation determined lack of consent as the primary criterion for rape. However, without any witnesses, the act of rape is often difficult to prove. Therefore, according to a precedent set by the Swedish Supreme Court, the primary duty of district courts is to determine the credibility of the injured party. By evaluating the injured party's post-incident behavior, and thereby determining the injured party's credibility, the court seeks to establish boundaries between voluntariness and involuntariness. In my presentation, I demonstrate how these established boundaries, in written judgments from Swedish district courts, reproduce discourses about rape victims and perpetrators.

Applying Spitzmüller and Warnke's (2011) DIMEAN model, I analyze discourses across three layers: the intratextual layer (texts), the agent layer (actors), and the transtextual layer (knowledge). This analytical approach reveals how various actors linguistically express beliefs or ideologies in texts. In this particular case, at the intratextual level, I analyze how actors in written judgments use linguistic resources such as the expression of emotions, meronyms, and denominations to convey transtextual knowledge about *ideal victims* and so-called *real rapes*. The result of the analysis indicates that established boundaries between voluntariness and involuntariness reproduce discourses pertaining to responsibility. To some extent, victims are held accountable for being raped. I argue that this testifies to a certain degree of belief in rape myths in Swedish district courts.

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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

University of Cádiz

In the last decades, mainly during October, many corporations have launched cause-related marketing campaigns to try to boost their profits. This is the so-called 'pinkwashing phenomenon' (American Breast Cancer Action Campaign, 2002).

This paper aims to carry out a multimodal analysis (Kress & Van Leeuwen, 2001) of the corporate image of two cause-related marketing campaigns: Ausonia, a sanitary towels company from Spain; and the campaign of Avon, a cosmetic brand, in the UK. The main aim is to unveil the kind of discourse these campaigns convey and to explore the differences according to different socio-cultural backgrounds.

Results show that the discourse conveyed by both brands makes the disease trivial and holds people responsible for preventing it. Additionally, real patients of breast cancer do not appear in the campaigns which emphasise women's sexuality as breast cancer patient's bodies do not fulfil the feminine standards of beauty and desirability. Thus, they perpetuate gender roles, showing images of happy women who use make-up, despite being ill (Porroche-Escudero 2014: 79)

Whereas the Ausonia campaign perpetuates stereotypes of women as emotional and sensitive, Avon has tried to take a step forward. Not only have they changed the shade of pink from pastel to fuchsia which may indicate "post-feminist pink" (Koller, 2008: 419) and women's empowerment but they also have already started to target men, including some men in the video and using the words 'pect' or 'chest'.

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The more you believe in conspiracy theories, the less critical you are towards fallacies

Steve Oswald, Daniel De Oliveira Fernandes, Pascal Wagner-Egger

University of Fribourg

Conspiracy theories (CTs) have traditionally been studied by philosophers, psychologists, and sociologists (see, e.g., Byford, 2011; Douglas et al., 2017; Keeley, 1999), who typically hold that CT ideation rests on a "crippled epistemology" (Sunstein & Vermeule, 2009: 204). Here, we explore this direction by hypothesizing that this translates into a propensity of CT believers to accept fallacious arguments more than CT non-believers. As a case in point, we consider the *ad ignorantiam* argument, typically found in CT narratives (Byford, 2011).

Our correlational study required participants to read dialogues containing an *ad ignorantiam* defending either a conspiracist, a supernatural or a neutral claim (and fillers). We then measured the extent to which (i) they thought the argument was relevant to support its conclusion, and (ii) they agreed with the latter. The questionnaire included the Generic Conspiracy Belief Scale (GCBS; Brotherton et al., 2013) to assess conspiracist ideation. We observed significant correlations between likelihood of believing in CTs and likelihood of being less critical towards *ad ignorantiam* arguments. With this study, we discuss how contemporary experimental approaches in argumentation may inform research in CDS by supplying evidence for existing correlations between belief propensity and critical thinking ability.

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Border-crossing in Peace Tourism: A Discursive Perspective

Maria Cristina Paganoni

Università degli Studi di Milano

In a world ravaged by conflict, the paper intends to underscore the constructive potential of peace-oriented tourism, exploring discourses, practices and contexts where tourism actively promotes peace (Paganoni 2023). In particular, the analysis elaborates on the notion of physical and symbolic border-crossing – across countries and zigzagging in cities – as a peace-making strategy that (re)designs ethical and social boundaries through discourse in the effort to transcend violence and discrimination without deleting history. With awareness of the contradictions of heritage and memory culture (Mäkinen 2019), attention is given to conflict sites in Europe reframed as peace destinations after having experienced the effects of war and social unrest. Using Positive Discourse Analysis as a complement to Critical Discourse Analysis (Hughes 2018), attention is directed to the linguistic choices, discourse topics and representational strategies of selected tourist destinations and experiences. The goal is to observe how they can enhance non-warring values and encourage a responsible use of language, actively pursuing a project of 'nonkilling linguistics' (Friedrich and Gomes de Matos 2016). Ultimately, the paper reflects on how peace-sensitive tourism can foster a shared feeling of communality and bolster civil society's commitment to peace.

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Dialogic analysis of government social media communication: How commanding and thanking elicit blame

Ruth Page¹, Sten Hansson²

¹University of Birmingham, ²University of Tartu

During major crises, such as the Covid-19 pandemic, government officeholders issue commands to change people's behaviour (e.g., 'Stay at home!') and express thanks to acknowledge the efforts of others and build solidarity. To protest against the poor handling of the crisis by the authorities, disaffected citizens may express blame in a variety of ways (Hansson, Page & Fuoli, 2022).

We use specialised datasets of replies to social media posts by government ministers in the United Kingdom during Covid-19 lockdowns to explore how people react to their messages that contain directive speech acts and thanking.

Empirically, our corpus-assisted analysis of evaluative language and blaming shows that far from promoting team spirit, thanking may elicit at least as much, if not more blaming language than commands. Methodologically, we demonstrate how to analyse government social media communication dialogically to gain more nuanced insights about online feedback from citizens. Our study also contributes to the emerging linguistically informed literature on the crisis communication during the Covid-19 pandemic (e.g., Wodak, 2021; Vincent et al., 2023; Leong et al., 2023).

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Discourses of Privileged Migration: Constructions of Migration and 'Expats' in British Daytime TV Shows

Samuel Parker¹, Josephine Cornell², Sehrish Ali²

¹University of the West of England Bristol, ²Birmingham City University

In the UK context, much scholarly research has focussed on the ways in which migrants, particularly forced migrants from the global south, such as refugees and asylum seekers, have been discursively constructed by the media, politicians, and the UK general public as problematic, deviant and unwanted (e.g. Goodman et al., 2017; Parker et al., 2021). By contrast, much less work exists on the discursive construction of migrants who are privileged by citizenship, class or race, such as UK citizens who migrate to other countries and who are frequently referred to as 'expats' rather than 'migrants' (Kunz, 2017). Discourses of migration and constructions of migrants are shaped by wider power relations and lingering colonial understandings of race (Gutiérrez Rodríguez, 2018; Kunz, 2020). In this paper we will present an exploratory discursive psychological analysis of recordings of the UK daytime TV programme 'Wanted Down Under', which has been shown on BBC television since 2006 and in each episode gives a different family a trial week in Australia or New Zealand to decide whether it is somewhere they would like to move to. Our analysis is based on recordings of 50 episodes of the programme and the data was analysed using a critical discursive psychology approach. We will show how migration in this context of movement between the global north is constructed as unproblematic, as a right to a 'better life' and also as a last resort to secure future happiness. These constructions are reflective of the 'coloniality of migration' and the hierarchical ordering of types of migration (Gutiérrez Rodríguez, 2018).

Queer Russians' Understanding of "Traditional Family Values" and Opposition to Anti-LGBTQ+ Legislation on X (formerly Twitter)

Sofia Pastukhova

Lancaster University

The notion of "traditional family values" has been gaining prevalence in official Russian discourse since the beginning of the 21st century. The term, clearly highlighting that the only acceptable family model is that created by a man and a woman, is purposefully alienating and exclusionary of same-sex families and of LGBTQ+ individuals more generally. The adoption of "traditional family values" as part of official state policy has culminated in several laws restricting the rights and freedoms of LGBTQ+ people in the country.

In order to show how the legislation is resisted by those it targets, the presentation focuses on the 2022 anti-gay law and analyses LGBTQ+ Russians' discourse on X (formerly Twitter) regarding the newly adapted law and the term "traditional family values" more generally. 60 tweets and threads posted around the time when the bill was first proposed, accepted, and then signed into law are analysed according to the five discursive strategies outlined in the discourse-historical approach (Reisigl & Wodak, 2016) – nomination, predication, argumentation, perspectivisation, and mitigation/intensification – to investigate how queer Russians conceptualise and discuss the notion of "traditional family values" and express disagreement with anti-gay legislation.

The findings suggest, firstly, a unanimous disagreement with the state's interpretation of the term, with many referring to it as actually "non-traditional". Secondly, members of the LGBTQ+ community in Russia have seemingly attempted to re-define it by either equating "traditional family values" to social issues such as domestic violence, addiction, and poverty, or by arguing in favour of queer-inclusive "traditional family values" that allow queer people to have families like heterosexual people do. What is more, queer Russians' attitudes towards the legislation are also overwhelmingly negative, yet the data analysed does not suggest mobilisation to challenge the law, instead accepting it as unfortunate reality.

"Harder, Better, Faster, Stronger": Discourses of artificial intelligence for data analysis

Trena Paulus¹, Vittorio Marone²

¹East Tennessee State University, ²University of Texas San Antonio

Since the 1980s, qualitative data analysis software (QDAS) platforms have blurred the boundaries between qualitative, quantitative and mixed methods approaches to social science research. Generative artificial intelligence tools (AI) are further changing this landscape. The major QDAS platforms have fully integrated AI-assist features, and scholars are comparing outcomes of human with AI-assisted analysis (Hamilton, 2023). How QDAS companies are framing these new tools impacts how scholars understand what qualitative analysis is and what it could be. In Jackson et al. (2018), a "zombie" metaphor illustrated how citation errors kept 'deterministic denunciations' of QDAS platforms alive. In this presentation, we illustrate how discourses on QDAS company websites promote 'deterministic deification' of AI tools. Using discourse analysis methods (Marone & Heinsfeld, 2023), we explored discourse choices and outcomes on ATLAS.ti, NVivo and MAXQDA websites. These discourses construct AI and qualitative research epistemologies in sometimes competing ways : 1) AI tools as intelligent agents who discover findings while also conversational partners who suggest while the humans decide; 2) AI tools as able to accelerate identification of pre-existing insights at lightning speed while humans are tedious and slow; 3) AI as game-changing, revolutionary, and able to easily do what humans cannot. While some hyperbolic, sales-oriented discourse can be expected from corporations, these discourses may be incompatible with the epistemological foundations of many types of qualitative research.

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Responding to gender harassment: A critical discursive analysis of U.S. military women's accounts

Joanna Pawelczyk¹, Judith E. Rosenstein²

¹Adam Mickiewicz University, Poznań, ²United States Naval Academy, Annapolis

Gender harassment, "expressing insulting, degrading, or contemptuous attitudes about women" (Fitzgerald and Cortina 2018: 217) is the most pervasive form of sexual harassment (Foley et al., 2020). This allegedly 'subtler' form of sexual harassment is particularly prevalent in male-dominated professional contexts (Fitzgerald and Cortina 2018). Organizations face a challenge in addressing and eliminating gender harassment because it is rarely reported.

In this presentation we look at the U.S. military, a male-dominated, hypermasculine profession. We apply a discourse analytical approach to in-depth semi-structured interviews conducted with U.S. military women students at one U.S. military academy and women who served in the U.S. military. We qualitatively examine how military women process and make sense of gender harassing experiences, focusing on whether they respond to these experiences, and if so, how.

Discourse analysis helps uncover the struggle women face in identifying and processing their experiences, determining how to respond. The interviews reveal some of the ways women respond in the moment, and also help explain why many women do not take formal action. Moreover, the interviews demonstrate how witness behavior co-constructs an organizational climate of gender harassment.

We critically relate our findings to the existing and emerging theories and models of responding and reporting gender harassment.

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Are Women's Rights a Local or Global Issue? Israeli News Coverage of Local and American Abortion Reform Laws

Liran Peretz

University of Haifa

Abortion is a political and cultural issue that is central to struggles for gender-equality and women's rights around the world. Following the US Supreme Court's 2022 overturning of *Roe vs. Wade*, which had established abortion as a constitutional right, a global wave restricting women's access to abortions has been observed (Tahon-Ashkenazi, 2023). While the influence of American abortion discourse on Israel has been previously noted (Morag-Levine, 1998), Israel in 2022 passed a law facilitating access to abortion for women, while still maintaining State supervision over the process. In this paper, I examine Israeli news coverage of both the local and American legal changes in abortion rights, focusing on the ideological construction of abortion and its meanings.

Employing tools associated with Critical Discourse Studies, I analyze articles from three major newspapers associated with the right/center/left. Interestingly, all newspapers promoted a liberal view supporting abortion rights, despite their different ideological leanings. Differences in coverage of the Israeli and American cases were found, however. News on the overturning of *Roe vs. Wade* focused on legal aspects, whereas coverage of the Israeli reform was much more emotional. Moreover, in the right and center-leaning newspapers, coverage of the American event was interpreted through a local-Israeli lens, whereas no such localization was identified in the left-wing newspaper.

Implications of the findings regarding the influence of American conservatism on Israeli political news are discussed. In addition, I examine the ways in which news coverage patterns in the newspapers highlight their different imaginings of their audiences as either parochial (the right/center outlets) or cosmopolitan (the left outlet). I consider the consequences of framing abortion rights as a primarily local or global struggle, demonstrating how localization – while creating emotional involvement – also runs the risk of portraying the issue as pertaining only to the Israeli context.

Media representations of the 2019 Chilean constitutional process on Facebook

Carolina Pérez-Arredondo¹, Luis Cárcamo-Ulloa²

¹Universidad de O'Higgins, ²Universidad Austral de Chile

The study analyses media representations of the Chilean Constitutional process on Facebook amid a political credibility crisis evidenced by the 2019 social revolt and the socio-economic repercussions caused by the pandemic. We crawled 56,410 news reports from 145 Chilean media outlets published on Facebook from 18 October 2019 to 5 January 2022, which were then divided into four sub-corpora based on key milestones of the Constitutional process. Secondly, each sub-corpus was analyzed using SpaCy and Latent Dirichlet Allocation (Blei et al., 2003) to identify relevant clusters, people, and entities (García-Marín & Luengo, 2019). Later, we analyzed the 25 most interacted posts in each sub-corpus following the Discourse-Historical Approach (Reisigl & Wodak, 2016). Results show that mainstream media are the ones who concentrate the most reactions to their posts on Facebook and permanently remain among the top 25 of the most viral content. At the same time, alternative digital platforms do not successfully manage to make their content viral or increase user interaction despite their extensive coverage. As a result, this limited reach of counter-hegemonic constructions of the Constitutional Process does not compare to the scope of traditional media, which legitimizes its negative construction.

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Exploring the Boundary between Self and Other in Yevhenia Senik's House of Matches

Olha Polishchuk

Petro Mohyla Black Sea National University, Saarland University

Displacement/migration as a global state of civilization and an attributive feature of the existence of modern man is a constant object of literary reflection. Writers with migration experience are aware of it and "rethink" it in literary images and reflections more deeply and qualitatively than ordinary migrants. The constructive understanding of forced migration (imprisonment, exile, emigration (political, economic), displacement due to mortal danger from terrorism, repression, or war) in the literary field is of particular importance today. It is here that both "conservative" models of preserving national identity and models of maximum inclusion in a "foreign" / new context of existence are formed.

One of these writers is Yevhenia Senik, a Ukrainian writer who emigrated to Switzerland and whose direct experience of crossing borders is reflected in her novels. The proposed study aims to define the internal and external boundaries between the Self and the Other in the context of border crossing on the example of Yevhenia Senik's novel *The House of Matches*.

The novel's author effectively uses the metaphor of the House of Matches, which symbolizes the unity of different individuals in a community. Each "match" in her imagination is a unique individuality that contributes to forming a harmonious whole. This metaphor allows us to analyze the relationship between the Self and the Other in the context of joint life spatial realization.

A transdisciplinary approach is applied to comprehensively examine this topic, which integrates theories from various fields such as history, philosophy, geography, anthropology, cultural studies, linguistics, and geopolitics into literary analysis. The research methodology is based on border studies and includes theories of psychological and cultural trauma.

The work will deepen the understanding of the connection between the lived experience of displacement and the literary construction of narratives about border crossings.

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 Potts¹, Jamie Abrams²

¹Cardiff University, ²American University, Washington, DC

This talk presents an interdisciplinary legal-linguistic study of the amicus briefs that were filed in the milestone U.S. Supreme Court abortion cases of Roe, Doe, Casey, and Dobbs. Amicus briefs are intriguing discursive artefacts that in which various constituencies construct abortion, women, fetuses, physicians, rights, and harms (Collins et al 2015). The resulting corpus comprises 1.1 million words of briefs spanning approximately 50 years. Applying corpus-based critical discourse analysis (Partington et al 2013), we systematically compare the rhetorical strategies across categories of *amici* (e.g., religious groups versus medical groups), analyse diachronic shifts in nomination strategies, and contrast argumentation in briefs seeking to restrict versus expand abortion access.

We first conclude that *who* is writing the *amicus* brief has changed markedly over time, leading to a conflation of *amici* interests. We reveal how nomination strategies for the pregnant person, the foetus, the physician, and abortion have evolved to omit human agents in briefs arguing to restrict *and* expand abortion access. Over time, emotional narratives of foetal personhood dominated the rhetorical framing of briefs seeking to restrict abortion access, allowing fetuses to be constructed as victims of other social actors. Briefs seeking to expand abortion access do not counter these arguments directly, which leaves them lacking agents.

This study offers historical perspectives into evolving rhetorical strategies in abortion litigation, contemporaneous insights into the state of abortion politics, and future implications to amici activity and abortion advocacy. It charts a course forward for more effective engagement with the Court through (re-)incorporation of holistic nomination strategies, individual narratives, and agentive roles.

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The 'us vs. them' divide in online political discourse

Valeria Reggi¹, Claudia Roberta Combei²

¹University of Bologna, ²University of Pavia

Identity construction and 'identity politics' (Bernstein, 2005) are crucial in the political strategies of western democracies, especially for populist parties, whose ideologies focus on building ingroup membership against external Others (Mudde, 2004). If all identities rely on representations (van Dijk, 2000), contemporary political affiliation has become even more dependent on emotional language since the advent of social media has turned the audience into an 'affective public' (Papacharissi, 2014).

The paper presents an analysis of the linguistic strategies employed by three European parties (Fratelli d'Italia, Lega and Reform UK) to define their identity and values in online communication, with focus on how they build the us/them opposition. The study analyses the verbal and non-verbal resources they use in tweets and website material. It adopts a multimodal, multi-method approach by applying automated sentiment analysis (Feldman, 2013) and a manual qualitative investigation of appraisal resources (Martin and White, 2005) and emotions (Plutchik, 1991).

The results indicate a shift toward a more moderate stance on nationalism, possibly to appeal to a wider electorate. The three parties have transformed nationalism into a 'commonsensical' concept, emphasizing the affiliation to national culture and turning the Other into an implied threat (ethnic invasion and globalization).

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Trust, anger and fear among the social media community of Brothers of Italy

Valeria Reggi

University of Bologna

The study examines the social media comments by supporters of the right-wing party Brothers of Italy (*Fratelli d'Italia*) to the posts by the party and its leader, Prime Minister Giorgia Meloni, during the European elections campaign of 2024. In particular, the paper focuses on the emotive reactions connected to the main themes of right-wing populist communication – nationalism, polarisation and charismatic leadership – with the aim of understanding which themes prevail, which topics mostly elicit supporters' emotional reactions, and what differences exist between social media platforms. To achieve these aims, a selection of comments to the same posts concerning the elections published on Facebook and Instagram is examined from a multimodal perspective: textual and visual resources (images, colours, fonts, emojis) are qualitatively analysed following Plutchik's classification of emotions (1991) as well as methods of visual analysis (Kress 2010; Kress and van Leeuwen 2002, 2020; Machin and Mayr 2012). The comparison of the two sets of comments from Facebook and Instagram contributes to a wider outlook on the behaviour of different "affective publics" (Papacharissi 2014).

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Extreme-right narratives: Affordances, ideology and incitement

John E. Richardson

University of Liverpool

Political narratives, recounting real-world and fictional events, possess a particular ability both to encapsulate and engender political/ideological aims. There is some indication that fictional narratives are more effective in persuading people to take action than overtly persuasive messages based on factual information (Green et al. 2002; Winston 1998). The reactionary right is aware of the pedagogic potential of fiction, with individuals and organisations regularly recommending that readers study works of fiction as part of their political and strategic education. The threat posed by extreme-right fictional narratives is far from hypothetical, with several notable terrorist outrages incited by works of fiction (e.g. Germany's National Socialist Underground). Adopting Hinchman and Hinchman's (1997) definition of narrative, my presentation will analyse a collection of short stories written, and published, by a US neo-Nazi organisation, who use fictional narratives (amongst other writings) to advance their political aims. My analysis will shuttle between the textual-topical content of these stories, specific scenes and modal tokens (Labov & Waletzky, 1967) – words or phrases relevant to evaluative function of the narrative. I will examine how these texts connect events in a meaningful way for readers and appraise the political and ideological meanings of the text-worlds they create.

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How to Read Fascist Language: The Myth of British Fascism as an 'Anti-Capitalist' Ideology.

Daniel Ritschel

University of Maryland - Baltimore County

A recent trend in the historiography of European fascism in the 1930s suggests that fascist ideology contained significant "anti-capitalist," "left-wing," and even "quasi-socialist" elements. This paper challenges such claims by critically examining British fascist economic discourse.

There is no denying, of course, that Sir Oswald Mosley's British Union of Fascists (BUF) deployed a populist critique of what it frequently denounced as "anarchic" and "chaotic" capitalism, and promoted its own alternative of "practical collectivism," including a fascist version of "national planning" and a promise to build a "classless society" in Britain. Such language has been relied on by scholars to identify British fascism as "anti-capitalist" and "left wing." However, no political language may be read at face value, and this is particularly so in the case of fascism, which proposed to use the powers of the state for an entirely different set of goals from those on the left of the ideological spectrum. When BUF economic rhetoric is deconstructed more critically, it becomes apparent that fascist "collectivism" would have relied on compulsory labour enforced by a regime of internment camps; "classless society" would have meant, not social or economic equality, but the requirement of universal service to the authoritarian fascist state; and fascist "anti-capitalism" would have been an assault, not on "capitalism" as a system of private capital and wage labor, but on "Jewish finance capitalism" as part of an alleged international conspiracy against Britain's economy and empire. This paper suggests that the study of fascist ideology generally needs to employ more rigorous methods, such as those offered by Michael Freeden's morphological analysis of ideology, Quentin Skinner's contextualism in the history of ideas, and Ruth Wodak's critical discourse analysis.

The linguistic representation of agency in exclusionary feminism online: A quantitative study

Lalou Rival

Universite Paris 8, Vincennes-Saint Denis

This study examines how agency is linguistically represented within exclusionary feminist discourse on the social media platform X, formerly known as Twitter. The term "exclusionary feminism" is used to designate the ideological movement sometimes known as "radical feminism", "radfem", "trans-exclusionary feminism" or "white feminism", often associated with the rejection of trans individuals, sex workers, and Muslim individuals, especially hijabi women.

The linguistic erasure or diminution of agency of an individual or group of individuals can be considered as a marker of exclusion and dehumanization of said individual(s), and is relevant to the analysis of ideologically charged discourse (Fairclough 2013). This study examines voicing (Johnson-Laird 1968) and predicative structure (Kemmer & Verhagen 1994) as linguistic markers of the representation of agency.

For this study, 50 user profiles explicitly associated with exclusionary feminism were selected using a keyword search on X, using the terms "radfem", "radleaning", "DropTheT", and "trans identified". A scraper program has been used to automatically collect the tweets from the user profiles. The resulting sample will be automatically parsed using TreeTagger. Regular expressions will be used to retrieve instances of passive voicing and to compare different predicative structures, and manual analysis will be conducted on the resulting subsamples.

We will employ multivariate analysis to identify usage patterns associated with voicing and predicative structure which we expect to correlate with uses that diminish and/or erase agency on the part of trans women, sex workers and Muslim women.

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EU FOM as Fragile Transnationalism on the Ground: A Corpus-assisted Critical Discourse Ethnographic Approach

Katherine E. Russo, Arianna Grasso

University of Naples L'Orientale

Freedom of movement (hereafter, FOM) has arguably been one of the most defining and unifying principles of the EU. Yet, while in the 2000s it was regarded as an absolute right, in the 2010s it started to be framed in terms of the conditions and restrictions underlying its exercise (Roos and Westerveen 2020). Conditional and/or restrictionist arguments have increased in political discourse due to the renationalising tendencies of populist discourse (Wodak 2016; 2021 Krzyżanowski 2011). Yet, such different frames may derive from contradictions based in the theoretical underpinnings of FOM: from cosmopolitan and transnational to utilitarian and communitarian political theories. As a result, lived experiences and conversations about FOM in the EU may differ, support and/or contradict the spirit of its establishment.

The paper will present some preliminary findings from the ERASMUS+ KA220 project "Freedom of movement at play: EU citizens' identity and transnational discourses". It will draw upon theories and methodologies of Corpus-assisted Critical Discourse Studies (Partington et al. 2013) and the Discourse Ethnographic Approach (Krzyżanowski 2017; 2011; Krzyżanowski and Oberhuber 2007) to investigate how FOM is constructed, negotiated, and/or legitimated in a Corpus of 35 interviews by EU mobile citizens.

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Emotional discourse by Slovenian populist supporters

Ljiljana Saric

University of Oslo

Research emphasizes that certain emotions—often negative ones, such as fear and anxiety—play an important role in voters' support for populist parties (e.g., Ngyen 2019). Other studies (e.g., Salmela & von Scheve 2017) connect complex emotions, such as nostalgia and indignation, to the electoral success of populist parties.

Although previous studies predominantly center on emotions in populist parties' and politicians' discourse, there is a lack of research examining the discourse of populist supporters. Koller et al. (2023) found that positive emotions also hold a prominent place in the discourse of populist supporters.

I analyze the Twitter and Facebook accounts of two Slovenian right-wing populist parties—the Slovenian Democratic Party and New Slovenia—along with the left-wing party The Left. The discussions analyzed are related to the 2024 European Parliament elections. Relying on appraisal theory (Martin & White 2005) and Koschut et al. (2017), I focus on verbal and multimodal, explicit and implicit expressions of emotions. I explore the emotions emphasized in the discourse of populist supporters and how their emotional discourse relates to politicians' posts. I examine emotional terms, emotional connotations, and emotional figurative language in the discourse of populist supporters, comparing these with the discourse of non-supporters.

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The Human Making of the Non-Human – Discourses, Practices and Power in the Making of Machines

Britta Schneider

European University Viadrina

Digital language technologies like AI chatbots or voice assistants are discursively produced as autonomous, non-human agents. And yet, they are technologies whose development is based on human culture, including social developments, the history of computing, concepts of language, discursively constructed values of efficiency and order, economic practices and power interests. In my talk, I ask which cultural and linguistic ideological discourses, and which concepts of society influence the design of language technologies. Based on interviews with professionals involved in the design and programming of language technologies, I examine which discourses – especially, which discourses about language – find their way into the technological infrastructures that increasingly influence human interaction and understanding. Against this background, boundaries between humans and machines, and notions that represent humans and machines as having different forms of agency, appear as specific power narratives. Machines, in this perspective, are socio-technological assemblages and an expression of human culture; and the discourses that frame machines as autonomous agents that supposedly function on the basis of rational and neutral algorithmic logics, can be understood as reproducing the positions of power of those humans who own and design machines.

Between Award-Winning and Disabled: On the Linguistic Negotiation of Physical Norm and Deviance in Domestic Animals in German

Theresa Schweden, Lena Späth

Johannes Gutenberg-Universität Mainz

In our paper, we investigate to what extent the linguistic (lack of) participation of animals in the human category of Dis/ability correlates with different levels of anthropomorphisation and individualisation.

In animal breeding between the 1970s and the 1990s, some physical characteristics medically classified as malformations or causing diseases were considered breed-prototypical and aesthetic, e.g. low hips in German Shepherds. Since animals are perceived as specimen of a breed rather than individuals, specifically human distinctions such as Dis/ability do not come into play. With the increasing individualization of pets, their capacity to suffer has become a much larger point of concern for humans. These cultural developments have also led to a change in the linguistic labelling of these animals: In connection with physical deviations, Doing Dis/ability can be observed: Animals are increasingly categorized as *behindert* 'disabled' or as *Qualzuchttrassen* 'torture breeds' in German discourse, with an anthropocentric concept of Dis/ability being assigned to them: Linguistic practices address questions regarding limitations of the ability to live a fulfilled life or possible stigmatisation by other individuals because of physical deviance (*Er war Freigänger und das Spielen mit seinem Rudel gewohnt*. 'He was used to playing with his pack'). Depending on the discourse, the ambiguity of a physically deviant animal body is linguistically disambiguated in different ways (as disabled, diseased, flawed).

Our paper deals with the linguistic negotiation of physical deviance in (non-human) animals between the priorities of breeding-related, medical, and private-family discourses. Websites of breeding and animal shelter associations as well as experience reports of pet owners in internet forums serve as the database. On various linguistic levels (morphology, lexis, phraseology), we examine the extent to which, in the context of physical impairment, a linguistic anthropomorphisation of pets correlates with a shift in the boundary between humans and animals.

Affective populism. The significance of emotions in political discourse on TikTok

Charlotta Seiler Brylla¹, Anna W. Gustafsson²

¹Stockholm University, ²Lund University

The support for the right-wing populist Party, the Sweden Democrats, has steadily increased since their entry into the Swedish Parliament in 2010. Concurrently, social media has become significant in the political communication strategies of political parties. Studies indicate that in the 2022 election, the Sweden Democrats successfully mobilized young voters by using the social media platform TikTok. Considering that one-fourth of Swedes use TikTok (particularly young people), research on political discourse needs to address this channel (*Svenskarna och internet*2023; Prigorowsky & Rosenbaum 2022).

In this paper, we build on and refocus previous work (Koller et al 2023) on social media discourse of supporters for populist parties. We concentrate on the utilization of various semiotic resources, such as political memes, to evoke affect in the communication between populist parties and their supporters. Grounded in stance taking and positioning as well as appraisal theory, we examine what topics are particularly charged emotionally, if and how original posts are amplified through expressing emotions and what in interaction leads to expressing emotion.

We will gather data from TikTok in the run-up to the EU election in 2024. Our study strives to understand how emotions are generated, expressed, and reinforced on TikTok. Our study will offer insights into the role of emotions in shaping engagement and polarization among politicians and voters in today's political landscape.

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The recontextualisation of antisemitism and hatred online. Studying argumentative inferences on Facebook

Dimitris Serafis¹, Salomi Boukala²

¹University of Groningen, ²Panteion University of Social and Political Sciences

In 2018 and 2020, the Greek left-wing newspaper, *I Efimerída ton Syntaktón* (EfSyn), published two highly ambiguous political cartoons with evident reference to the Holocaust to put the accent on the authoritarian characteristics of the conservative party, New Democracy (ND) (i.e. by associating ND with the Nazi regime), and criticise their new tertiary education and labour market policies. In view of those cartoons, users of the Facebook groups and pages (i.e. The Jewish Heritage of Greece and Protocols Without Zion) immediately blamed the newspaper for reproducing antisemitic hatred. Drawing on the agenda of Social Media Critical Discourse Studies (SM-CDS; KhorsaviNik 2023; Esposito & KhorsaviNik 2023) and following approaches of inference in argumentation and the Argumentum Model of Topics (Rigotti & Greco 2019), in this presentation we examine Facebook posts/comments against what has been perceived as antisemitic hatred in the aforementioned cartoons. We showcase that, despite their expressed intention to counter antisemitic hatred, users draw on established antisemitic views (endoxa) in Greece, recontextualise antisemitism in their discourses and trigger inferences (on the basis of the locus from whole and its parts, the locus from final cause, and the locus from definition) that end up advancing an argumentation which justifies hatred against the (Greek) left.

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Interpreting the public's expected and actual responses towards public health instructions on social media: A quantitative multimodal discourse study

Yuze Sha

Lancaster University

This research examines the multimodal communication of governmental instructions on social media during public health crises. It centres on the communication strategies in NHS tweets concerning COVID-19 policies, and subsequently juxtaposes them against public attitudinal responses reflected in the comments. Prioritising both linguistic and visual strategies, it probes the use of modality and social actor representation in NHS tweets, and the public's stance on policies along with their attitudes expressed in comment responses. Methodologically, it proposes an innovative approach to annotate and analyse multimodal corpora with ATLAS.ti, which realises the examination of the interrelationship between different modes.

The research offers several key insights. Firstly, it underscores that effective public health communication hinges not only on the policies themselves, but also on their mode of delivery, and its effectiveness in encouraging the public's willingness of following. Secondly, it fills a gap in research as most linguistic studies on public health communication tend to favour traditional media platforms like newspapers and speeches, often overlooking social media as a viable source of governmental directives. Lastly, this study asserts the significant role of audience responses in public health communication, a dimension that remains largely unexplored in many corpus and discursive studies.

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
Vistula University

On February 24, 2023, the first anniversary of the full-scale Russian invasion of Ukraine was marked. What had seemed impossible was now a harsh reality – the military operation, initially planned as an effective blitzkrieg aimed at seizing vast territories and a swift victory, had turned into a prolonged, all-out, and bloody war. The first anniversary garnered extensive news coverage worldwide.

The given research is a cross-cultural study aimed at exploring the discursive construal of news values in the reporting of the first anniversary of the Russian-Ukrainian war in Belarusian, Kazakh, and Polish newspapers. Our analysis approaches the notion of news values as 'values that are construed in and through discourse' (Bednarek and Caple, 2014, 136). Moreover, their construal in news discourse is underpinned by a significant ideological bias that establishes and reinforces specific social beliefs. In this context, a critical approach to the study of the data is deemed the most appropriate. It will incorporate Bednarek and Caple's theoretical paradigm of discursive newsworthiness construction (Bednarek and Caple, 2012, 2014, 2017) on the one hand, and, on the other hand, van Leeuwen's recontextualization of social practices (van Leeuwen, 1993, 1995, 2008). The cross-cultural comparison confirms that news reports on the same event construct its newsworthiness, foregrounding different news values across countries, while the construal of these values employs different representational choices for social actors and social actions in the discourse.

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Weaponizing Conflict: Russo-Ukrainian War as a Manipulation Tool in French Far-Right

Olena Siden

Petro Mohyla Black Sea National University

The capacity of war to serve as a tool for manipulation is a sobering aspect of human history that remains a pressing concern. From geopolitics, economics, and public opinion, the impact of war extends far beyond the battlefield and the countries involved. The media and propaganda play a significant role in manipulating public opinion during war. Politicians can control the narrative, disseminating information that supports their agenda while suppressing dissenting voices. This manipulation of information can influence public perceptions, shaping their attitudes toward the conflict. The Russo-Ukrainian War has not only had profound geopolitical implications but has also served as a potent manipulation tool within the discourse of the French far-right. This research delves into the multifaceted ways the conflict has been strategically employed to advance the political agendas of far-right Éric Zemmour during the first year of the Russian full-scale invasion of Ukraine. Drawing upon a range of tweets in his personal account, the research outlines the ways Éric Zemmour manipulates and exploits the Russo-Ukrainian War for its political gain. The war discourse helps build the border between self and other employing a set of manipulative strategies. Using the approach of Critical Discourse Analysis, especially the view on manipulation by Teun A. van Dijk (2006, p.373), the study analyzes strategies and moves through which the war is instrumentalized as a tool for manipulation. This includes positive self-presentation/negative other-presentation, defense of our 'good' acts/accusation of their 'bad' acts, usage of rhetorical figures for implicit statements (hyperboles, euphemisms, metonymies, metaphors, repeated words, and expressions), appeal to emotions and enhancing of ideological polarization. Moreover, the research investigates the shifting of Zemmour's discourse based on the target audience, local (France), international (the EU), or global.

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Linguists vs. Populists. Borders and Boundaries in Polish Discourse of Linguistics (2015–2023)

Anna Stanisz-Lubowiecka

University College London, University of Reading

This presentation explores Polish discourse of linguistics in the period of competitive authoritarianism (Levitsky and Way 2020) by looking in particular at two latest Polish Language Council reports on the condition of the Polish language. The analysis shows that between 2015 and 2023 Polish linguists challenged the power of the ruling right-wing populist Law and Justice party by either producing metalinguistic discourse criticising the language of the party members and state media they control (the report for 2016–2017) or by criticising their language policies (the report for 2018–2019). Using the concept of language ideology (Joseph 1987; Woolard 2020), I identify liberal language ideology in the former, and standard and purist language ideologies (corresponding to conservatism and nationalism) in the latter. Using Discourse Historical Approach (Wodak 2007), I demonstrate that while in the former, Polish linguists aim to defend democracy, in the latter, despite criticising the ruling party and occasionally employing liberal language, they inadvertently create a discursive opportunity structure (McCammon 2013) for the spread of the populist discourse of Law and Justice. I will thus illustrate the borders within Polish discourse of linguistics (liberal vs. nationalist-conservative) and the blurring of boundaries between Polish discourse of linguistics and Polish political discourse.

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Love, hope and trust – The role of positive emotions for populist movements and their supporters

Maria Stopfner

Eurac Research, Bolzano, University of Innsbruck

Populism and the rhetoric of populist leaders are usually explored in the context of negative emotions such as hate towards out-groups, fear of social relegation and distrust of political elites. However, research in the context of protest movements has shown the importance of aspects of self-assurance, expressions of solidarity and community and "ritual-based experiences of happiness" (Pettenkofer 2010).

Focusing on supporters of the French *Rassemblement National* in the run up to the 2024 European Parliament elections, the presentation starts from the assumption that positive and negative emotions work together in creating a sense of purpose and belonging that serve as a motivational basis for populist support. The exploratory analysis will combine multimodal discourse analysis (Norris 2019; Bateman 2008; Kress/van Leeuwen 1996) with positioning theory (Harré 2012) to identify the semiotic and rhetoric means by which positive emotions are raised and expressed in populist discourses. In a second step, the qualitative analysis will compare different sites of engagement of populist supporters online (e.g. X, YouTube, Instagram) to determine their potential to foster emotional responses. Understanding the nature of positive emotions in populist discourse can provide novel insights into the underlying mechanisms that sustain populist movements and induce their followers to love, trust and pin their hopes on their leaders.

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Cui bono? An experimental study of metaphors for UK welfare payments and their framing effects

Steve Strudwick

Lancaster University

Welfare payments (called 'benefits' in the UK) have long been a salient issue in British politics. Despite this, they receive relatively little attention in CDS compared with issues such as migration. Welfare is often conceptualised metaphorically in political discourse, with various metaphors used to conceptualise different aspects of it (Paprotta, 2021). Two competing metaphors for benefits are that of a SAFETY NET (e.g. *few politicians seem interested in taking up the cause of those who rely on the fraying social safety net* – The Guardian, 28 February 2023), which broadly implies support for the system, and that of a TRAP (e.g. *as the pandemic recedes, it leaves behind many people who are trapped on welfare benefits* – The Times, 04 June 2022), which implies a more sceptical attitude. These competing metaphors and their potential effects are the focus of this study.

Using experimental methods, this study investigates the effects of TRAP vs. SAFETY NET framings for benefits payments. Real examples of such metaphor use in British newspapers were analysed, informing the creation of four stimulus texts resembling online newspaper articles about increases or decreases to benefits payments using one of the two framings. This gives a 2x2 between-subjects design. Each participant will read one of the four stimulus texts before giving agreement ratings for statements (some positive, some negative) about benefits. They will also give their opinion about the percentage by which benefits payments should be increased or decreased. The responses provided by the four groups will then be compared in order to investigate the hypothesis that the SAFETY NET framing will elicit more positive attitudes toward the benefits system than the TRAP framing.

The results of this experiment will be presented, demonstrating both the framing effects of the metaphors investigated, and the utility of incorporating experimental methods in CDS.

Linguistic Oppositions and Changes in the Thai Political Landscape

Thitima Sukaew

Chiang Mai University

Anti-government rallies between 2020 and 2021 demonstrate a clear division between generation Z and the preceding generation in Thailand regarding the long-standing social consensus established during the reign of the late King Bhumibol (1946–2016). In 2023, the contentious debate between #SAVEหยก and #SAVEเตรียมพัฒน์ concerning Thanalop Phalanchai, Thailand's youngest detainee for committing *lèse-majesté* who was expelled for challenging her school's dress code and regulations, has gained attention both in traditional and social media.

I propose that the incident could symbolize the youth's ongoing defiance against the established social regime, with Yok representing the challenge to the established authority. This study examines linguistic strategies in Facebook posts and comments, including the mainstream media coverage associated with the hashtags between June and November 2023. To achieve this, it employs syntactic frames for analyzing linguistic oppositions (Davies, 2013) and Fairclough's three-dimensional approach (1995).

Among other conceptual oppositions, INDIVIDUALIST/CONFORMIST, US/THEM, and VILLAN/VICTIM emerge from the analysis. Although these hashtags may imply a polarized public opinion, these contrasting perspectives are not inherently exclusive to one another. The discourse on both hashtags also uncovers the construction of an imagined community that aligns with mainstream Thainess as put forth since the end of the 1950s. It is a mentality that binds every individual to their place within society. The rebellion of Yok, therefore, constitutes an upheaval to the social order. Additionally, the study reveals the transformation of the Thai political landscape, wherein formerly youth demonstrators have shifted their stance towards conservative views and an expanding cohort of older individuals has embraced Yok's cause.

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Hallyu and Globalised Masculinities

Yanni Sun¹, Caitlin Hogan²

¹King's College London, ²Queen Mary University of London

Male Hallyu (the wave of global popularity garnered by South Korean popular culture) stars often present an androgynous appearance, prompting varying reactions in different countries. With Hallyu becoming a global cultural phenomenon, its potential for a changing notion of masculinity worldwide became non-negligible. However, studies investigating the consumption of Hallyu in relation to masculinity are scarce (Yu & Sui, 2022) let alone comparative studies. To address these gaps, this study attends to social media discourses about Hallyu and masculinity in different social contexts. We compared, via corpus-based critical discourse analysis, discourses from English (Reddit) and Chinese worlds (Zhihu, similar with Reddit).

We collected 1364 Reddit comments (77,937 English words) and 768 Zhihu posts (70229 Chinese words) and conducted keyword and concordance analyses. Both corpora contain three broad themes: Hallyu and gender norms, Hallyu and the commercialization of masculinity, Hallyu and the social status of Asian men. Differences are manifest on the level of sub-themes. Zhihu posts cover topics like feminisation of men, gender issues of Hallyu fans, sexualisation of Hallyu male idols and increasing popularity of East Asian men while Reddit corpus concerns issues like toxic masculinity, traditional masculinity, and racialization of Asian men. In general, both corpora contain mixed attitudes toward soft masculinity embodied in male Hallyu idols, but Chinese audiences assert the effeminisation of Chinese men as established fact caused by Hallyu and mainly focus their debates on its negative influence on masculinity in China, while Reddit users prioritize discussions on the potential of Hallyu in reshaping the meaning of masculinity in western society. This study contributes an understanding of how social media users understand Hallyu's influence on masculinity and how globalised flows of culture are taken up differently in different cultures.

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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
Corvinus University of Budapest

Cardinal points, such as East and West, are not mere reference points on a map: by means of conceptual metonymy, they designate historical-cultural and political-economic areas (Brdar-Szabó & Brdar, 2022). The East–West distinction is maintained in Central European discourse as well, as part of a normative discursive strategy in the region. Yet how are the boundaries between East and West constructed in political communication?

We explore the boundary-making process (Wimmer, 2013) between the East and the West in Europe as a discursive strategy in Hungarian politics. Hungary is a case in point, since the "Cold War rhetoric," associating "freedom" with the West, and "oppression" with the East (Melegh, 2005) shifted in light of the government's 2012 "Eastern Opening" foreign policy, which highlights the economic potential of the East.

To explore the political discourse around the metonymic construction of the East and the West, we analyze the meaning of *East* and *West*, as used in speeches of Hungarian PM Viktor Orbán, from 2010 onwards (when Orbán was elected into power) up to the end of 2023. We adopt the discourse-based approach to metonymy (Brdar-Szabó and Brdar, 2022), which highlights the dynamic interpretations of metonymy based on the co-text and context in which it occurs.

We expect to find blurry boundaries and multiple metonymic target concepts for both *East* and *West*, shedding light on how even seemingly stable concepts such as cardinal points can be constantly (re)negotiated to best fit current political strategies.

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Online detection of covert hate speech through sentiment analysis: Two case studies

Anna Szczepaniak-Kozak¹, Fabienne Baider², Katerina Strani³, Magdalena Jaszczyk-Grzyb¹, Marion Winters³

¹Adam Mickiewicz University, Poznań, ²University of Cyprus, ³Heriot-Watt University

Covert hate speech can be more pervasive and potentially harmful than overt or explicit forms. This is because covert hate speech is more difficult to detect and also to counter. Our paper presents two case studies of online detection of covert hate speech against Ukrainians in the UK and Poland through sentiment analysis. Our previous research (Strani and Szczepaniak-Kozak 2018; Jaszczyk-Grzyb et al. 2023, Szczepaniak-Kozak 2023) has identified Ukrainians as a one of the most frequent targets of hate speech in Poland, and our current research project looks at the sentiment in the UK in comparison to that in Poland. We start with the findings of a study on covert hate speech detection using tools enabling corpus analysis. For this study, we collected below-the-line comments, expressed in Polish, on Ukrainians living in Poland, with a focus on the theme of self-victimisation and their sentiment. Approximately 30% of the comments featured negative sentiment, and the self-victimisation trope was identified with specific lexemes. For the second study, which is currently in progress, we are comparing online discourse on Ukrainians in the UK and Poland through corpus-assisted discourse studies (CADS; Baker, 2020) from a socio-cognitive perspective (van Dijk 2017; Aluthman 2018). Based on tailor-made and reference corpora, our current study applies concordance, collocation and sentiment analyses to identify linguistic and discursive strategies used to portray Ukrainians in two different languages and sociopolitical contexts. The findings of the two studies will add to the literature on online hate speech detection via sentiment analysis.

The 'Black Pete' discussion in Flanders and the Netherlands: Differences Caused by a Cultural Border

Martina Temmerman¹, Belinda Tournet²

¹Vrije Universiteit Brussel, ²Independent Researcher

In recent years, a lot of academic attention has been paid to the public discussion on 'Black Pete' (Zwarte Piet) in the Low Countries. Black Pete is a much-debated blackface character which is part of the Saint-Nicholas tradition – a yearly festive event taking place at the beginning of December associated with gifts and celebration. 'Tradition' versus 'racism' seem to be the main arguments in the debate. The current study analyzes the debate as it evolved in Flanders from 2012 until 2022, applying Critical Discourse Analysis to find out how the thinking about the event and the Black Pete character, as reflected in the newspapers, changed over a decade. Our sample consists of 143 articles from the four most read newspapers in Flanders (De Standaard, De Morgen, Het Laatste Nieuws, Het Nieuwsblad). All journalistic genres were included, news reports as well as opinion articles, but also readers' letters. Based on an analysis of naming, modality and evidentiality (Halliday 1994; Fairclough 2013), we illustrate and demonstrate how the tone of the debate gradually changed from a discourse of conflict into a discourse of moderation and appeasement. A comparison of the representation in the Flemish press to the representation in the Dutch press as it has been reported on in several academic contributions (e.g. D'hondt 2020; Hilhorst & Hermes 2016) shows that cultural differences influence the way the discussion is received in both communities.

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Membership Categories and the Interactional dynamics of a Catholic Facebook Community in Singapore

Andre Joseph Theng

University of Edinburgh

Existing sociolinguistic work into online communities have described various ways in which the concept of communities and its various models, including Communities of Practice (Eckert and Wenger 2005) and Affinity Spaces (Gee, 2004) can be applied to online contexts. In this paper, I consider the notion of continuity in the online/offline binary in religious institutional contexts through my case example of a Facebook group for Catholics in Singapore. The analysis considers one particular thread from the group utilizing a Membership Category Approach (MCA) towards an understanding of the dynamics of membership within the online space. I consider sets of categories which play a key role in structuring the interaction, namely, 1) questioning categories, 2) establishing categories, 3) proposing similarities, 4) proposing difference, before demonstrating how these strategies function collectively in posts. I argue that a key dynamic in the online space is the tension between institutional power, and traditional modes of knowledge production for the Church, with the emergent result allowing individual Catholics to shape their religious identities via their online interactions. I discuss how a great degree of continuity with offline and historical modes of interaction can be observed, whilst also demonstrating ways in which the interactional structure of the platforms allows for new means of knowledge production. My paper contributes towards a theorization of the notion of online community. Finally, I propose MCA's potential as a methodological tool for digital discourse analysis, and make a case for its suitability and merits.

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Unpacking Queer Representations in Global Marketing Campaigns: A Multimodal Critical Discourse Analysis

Phanupong Thumnong

Cardiff University, Khon Kaen University

This study examines how global brands depict queer identities in their marketing campaigns, focusing on LGBTQ+-inclusive online advertising across various social media platforms. Employing the approach of Multimodal Critical Discourse Analysis and Van Leeuwen's (2008) socio-semantic framework, the research aims to uncover how these campaigns portray LGBTQ+ identities as social actors, entwined with gender norms and intersectionality. Additionally, the investigation seeks to reveal how global brands linguistically and multimodally position themselves as allies within the queer community. The findings will shed light on whether these campaigns reinforce or challenge heteronormative and homonormative ideologies and investigate potential inadvertent engagement in queerbaiting while contributing to the emergence of rainbow capitalism.



Critical Discourse Studies in/across China: How Dialogue Helps Break Boundaries

Hailong Tian

Tianjin Foreign Studies University, China University of Petroleum

Critical Discourse Studies (CDS) has become prominent in China since 1996 when the first introductory paper of the kind (Chen, 1996) was published. In this talk, I will discuss a Chinese-originated approach to CDS, namely, the discursive interactional approach (DIA) that comes from my work (Tian, 2021). Specifically, I do three things. Firstly, I show how the concept of discursive interaction is differentiated from and related to other relevant/similar concepts such as "symbolic interaction", "verbal interaction" and even "discursive interaction". Secondly, I demonstrate a case study to conceptualize "discursive interaction" as a multi-layered, trans-field, cross-history social process in which social agents mobilize their "context models" and resort to their discursive strategies to influence each other in the network of a stratified society. Finally, I discuss how this approach is related to Western traditions of CDS, such as Wodak's discourse-historical approach and Fairclough's dialectical-relational approach, while constituting a unique approach of its own. I highlight that to decode the emergent borders and boundaries in CDS, we need to take a perspective that favours dialogue between East and West, between various disciplines, and between different approaches and methodologies.

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'Glory to Ukraine': a corpus-based analysis of President V. Zelenskyy's political speeches in wartime

Justyna Tomczak-Boczko¹, Svitlana Goloshchuk²

¹University of Szczecin, ²University of Economics in Bratislava

The paper presents the results of a corpus-based comparative analysis of the evolution of the political speeches by the Ukrainian President Volodimir Zelenskyy in 2022 and 2023. The analysis includes two corpora comprising his speeches to the Ukrainian citizens delivered both during the first month following the outburst of the full-scale Russian invasion, and those given one year later.

The studies on political discourse during wartime in Ukraine mainly investigate mass media releases (i.e. Kryzhanivska, 2022; Lőrincz, 2023). However, it is also President Zelenskyy and his media policy that has become as an important source of information for the Ukrainian people, as confirmed by the growing number of his followers (3.2 m on Facebook, 842 K on Telegram, and 1.4 m on Viber).

Our study reveals that the evolution of his speeches reflects the constantly changing war reality. The analysis of keywords, collocations, n-grams and concordances uncovers both linguistic patterns, but also divergences during the examined periods. The linguistic strategies employed by Zelenskyy are interpreted within the framework of van Leeuwen's theory of legitimation (2008). We demonstrate that the speeches aim to raise the citizens' spirits using the strategies of delegitimation of the aggressors and legitimation of the Ukrainian army.

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"5.6, baby". Playful self-representation and blood sugar threshold values in diabetics on Reddit

Eva Triebel

University of Vienna

Threshold values play an important role in the daily lives of people with diabetes, as they require constant monitoring; therefore, it is not surprising that glucose levels, and attempts to keep them in check, loom large in discourse on the Subreddit r/diabetes. Representing a counterpoint to depersonalized, abstract medical discourses on glucose levels in diabetics, postings on r/diabetes reflexively position users in relation to these figures as a medical interpretation of their own bodies, thus potentially undermining the importance of threshold values to construe authentic, holistic and empowered user identities. This conceptual tension between a medicalized perspective on threshold values, and an individualized, audience- and thus validation-oriented representation of these numbers, however, poses a challenge in terms of self-representation in the context of this forum. After all, appreciation-seeking self-representation involves face-enhancing behavior, but framing short narratives about threshold values as success or failure might offend and demotivate other users according to the same logic inherent to medical portrayals of diabetes. One strategy that might help posters strike a balance in this regard is self-denigration. Self-denigration relies on an incongruity between self-promoting and self-deprecating elements within the same text or visual artifact to create a "mixed message" (Page 2019). For example, the juxtaposition between the acceptable value of 5.6 and the highly informal *baby* cited in the title makes for a playful and thus modest, yet simultaneously creative and thus appealing report on a blood test result. By analyzing a corpus of five original postings and the responses they elicited, this study sheds light on how, to what extent and with which effects self-denigration features on r/diabetes, and contributes to research on social validation in online health communities.

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Spaces lost and gained: Place transformations and heritage shifts

Stefania Tufi

Liverpool University

Central to this paper is a conceptualisation of heritage as a discursive formation (Foucault, 1972), as a performative process, and as assemblage (formed by heterogeneous groupings of things and people – Harrison 2015: 306). In this process, language is central not just to articulations of these formations, but to the material production of a tangible infrastructure of verbal heritage (Tufi, 2023). The latter is represented by Linguistic Landscape (LL) repertoires involved in the redrawing of boundaries governing power structures as they unfold in public space. This perspective will inform the discussion of modalities of place transformation by drawing on several settings in Italy and focusing on minority and transnational contexts. Through exemplifications of spaces of living engendered by space transformation (e.g. urban regeneration) and mobilities (e.g. migrant settlement), the paper will highlight processes of spatial loss and gain leading to heritage shifts. It will become apparent that localised events and language actors facilitate discursive change, prompted by discursive opportunities (Koopmans & Olzak 2004). In challenging established ideologies, discursive change points to heritage shifts through the repositioning of boundaries between social groups, ideological stances and spatialisation practices.

The analysis will be underpinned by interdiscursivity (Fairclough 1992; 2003) through the examination of aspects intervening in the multidirectional co-production of 'texts' and other forms of social events and practices. Data therefore include both material and semiotic practices central to Linguistic Landscape studies, and discourses emerging from questionnaires and discussion groups with participants. It will be demonstrated that intertextuality and interdiscursivity provide a useful perspective for an understanding of local dynamics evidencing processes of enregisterment (Agha 2007) and border-(un)making.

Bordering gender recognition: The dispute around trans identities within the UK's constitutional arrangements

Johnny Unger¹, Nelly Gérard²

¹Lancaster University, ²University of Liege

In this paper we examine recent political debates about Scottish legislation related to gender recognition and trans rights, and identify discursive practices (see Reisigl & Wodak 2016) used by political actors to (de)legitimate actions and ideological positions. Borders/boundaries, whether geographical, political, legal or to do with gendered identities, are crucial in these debates.

In January 2023 the UK Government for the first time chose to block legislation in Scotland on (ostensibly) devolved matters via Section 35 of the Scotland Act. Not only does this revive the issue of policy divergence on gender matters between the UK and Scotland (Hankivsky, de Merich & Christoffersen 2019), it also fuels the debates around competence distribution (McEwen et al. 2020). The topic of gender recognition reform therefore becomes another entry point for actors to challenge the existing constitutional arrangements and champion their project regarding Scotland's place within the UK. We analyse a dataset of press releases from the Scottish and UK Governments) and parliamentary debates (from the Westminster and Scottish Parliaments). In these texts, we examine the ways in which trans identities and narratives about trans people are used in arguments about politics and gender identity by the various political actors (ie. government and opposition politicians in the two different political contexts), and how these actors discursively position themselves and others on an ideological spectrum that includes polarised positions on Trans rights but also Scottish independence.

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Me, my machine and I. Discursive Negotiations of Bodies, Boundaries and Medical Devices in Diabetes Management

Rita Vallentin

European University Viadrina

Recent technological innovation in the field of diabetes management promotes a symbiosis between human beings and their medical devices. People with type 1 diabetes who use diabetes technology such as insulin pumps and glucose sensors are in constant direct and indirect bodily contact with the devices. The sensor and cannula are located directly in the tissue, patches mark the injection sites, the pump is connected to the body through a catheter. The devices must be stowed and carried for most of the day and night, they must be held, checked and manipulated. Based on 31 semi-structured qualitative interviews with people who use these devices to manage their diabetes, this paper examines how these everyday relations between bodies and machines are discursively (re)produced (Johnstone 2018). Participants discursively navigate between conceptualizing bodies as objectified, technicized and sentient bodies (Vallentin 2023; Bucholtz and Hall 2016). In relation to the different conceptualizations of bodies, the devices are discursively constructed as interactional and external 'others', as external extensions of bodies, but also as incorporated body parts. Overall, the analysis highlights how complex human-machine relations in this indispensable form of interaction produce different kinds of human bodies and machines whose boundaries are paradoxically perceived as both permeable and durable.

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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
Palacky University, Olomouc

Language holds immense power in the realm of political discourse as the words we choose have the capacity to shape narratives and influence public opinion. In Brazil, two prominent figures lie at the heart of this linguistic spectrum – Lula da Silva and Jair Bolsonaro, each with a distinctive approach to language. Focusing on the rhetoric of these two political figures, our paper aims to analyse the patterns of language inclusivity. Inclusion as a concept is becoming increasingly relevant and it manifests itself on many levels. In our paper, we will look at whether and how inclusive language appears in relation to gender, sexuality or race in the discourse of these two Brazilian presidential candidates, since their linguistic choices offer deep insights into the reality of Brazilian politics and society, which has seen an alarming surge in violence against minorities and specifically the LGBT+ community in recent years.

We will conduct our research using a corpus of their campaign speeches compiled from the official website of the Brazilian government. Through the lens of sociolinguistics and Critical Discourse Analysis, we will seek answers on whether politicisation, feminisation and inclusion of language are manifested in the discourses of these two presidential candidates. Our aim is to explore how the language they use either unites or divides the nation. We suggest Lula's attitude is aiming to change the linguistic status quo by applying a top-down approach with a language based on inclusivity, which represents a shift away from the original rhetoric of Bolsonaro during his presidency.

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A comparative Discursive News Values Analysis of Liz Truss' and Rishi Sunak's representation in the British Press

Marco Venuti, Ester Di Silvestro

Università di Catania

Although the number of women in relevant political roles on the international stage is growing, politics still seems a public sphere dominated by men (Liu 2019). The gender gap in politics is visible and women represent a minority in this field. The representation of female politicians in and out of the media has always been influenced by gender stereotypes. Media can play a significant role in the reiteration of these stereotypes backgrounding other important aspects such as politicians' political agenda (Zamfirache 2010).

This paper focuses on journalistic discourse concerning Truss' and Sunak's representation in the British press. The main aim of the analysis is to investigate if these politicians are represented similarly or differently through the employment of specific gender stereotypes. Moreover, the analysis aims to understand if their representation as gendered social actors is intertwined with particular news values. The data were collected on LexisNexis during different timespans (e.g., their candidacy and election). We followed Bednarek's and Caple's (2017) Discursive News Values Analysis approach in combination with qualitative (Machin and Mayr, 2012) and quantitative (Partington, Duguid and Taylor, 2013) tools aiming to identify which news values were used and paying particular attention to the gendered representation.

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Being "resilient" and achieving "resilience": From governmental discourses to the national research agenda

Sara Vilar-Lluch¹, Michael Kranert², Nisreen A. Alwan², Sarah Nield², Dianna Smith²

¹University of Nottingham, ²University of Southampton

The language used in public policy and media mediates discourses around 'resilience'. There is prior work on the understanding of resilience, particularly around natural disasters as well as climate change and security. However, resilience discourses have also been recontextualised into debates about public health and social policy.

This paper adopts a corpus-based approach to examine how "resilience" is construed in governmental discourses in the United Kingdom (UK), and UK national research funding calls. In a first step, we will demonstrate how the meaning of resilience has shifted from the British National Corpus (BNC) of the 1990s to a more recent English Web 2020 (enTenTen20). From a positive individual psychological quality in the BNC, 'resilience' is primarily used in relation to economic and environmental systems in the enTenTen20. In a second step, we will present the analysis of resilience in two purpose-built corpora: the Government Resilience Corpus (GovRC) and the Funders Resilience corpus (FundRC). While both corpora reflect the uses observed in the enTenTen20, differences are observed in uses of 'resilience' as related to social communities.

Underpinning the corpus-based analysis with a programme of Critical Policy discourse analysis (Mulderigg, Montesano Montessori and Farrelly, 2019), we ask, how 'resilience' is characterised in UK Governmental discourses and UK research funding bodies? We will explore which are the main similarities to understand how government discourse shapes research agenda in the UK. We will particularly focus on 'resilience' as community property and its different construction in different policy areas mentioned.

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"A very naïve image of welfare Sweden". Small stories as a resource to negotiate identities within civil society discourse.

Anna Vogel

Stockholm University

The last decade, Sweden has faced increased segregation and polarization. For Swedish society, it has now become a major priority to turn this trend. Civil society and non-profit organizations may play an important role in this challenge. My paper deals with how one of Sweden's major non-profit organizations, Save the Children Sweden (SCS), tries to contribute to integration and equality from a children's perspective. More specifically, I analyze how three groups within SCS (leaders, (former) employees at the secretariat, and volunteers) argue on what and how the organization should do in line with the SCS's identity. My data consist of 15 hours recorded and transcribed interviews. Working with Bamberg's and Georgakopoulou's (2008) notion of 'small stories' I analyze how the groups use narratives to position themselves (Barton 2014) through the interaction. My results show that small stories are used to elaborate argumentation using telling examples, but also to consolidate common understandings of 'the other', i.e., another internal group. I argue that small stories form an important resource in the negotiation of identity, as small stories illuminate significant borders and boundaries within the civil society discourse. The borders and boundaries mainly mark differences in the understanding of 'knowledge' but also in the understanding of the complexity of segregation and polarization. These various understandings, in their turn, have connections to marketization discourse, member-democracy discourse, professionalization discourse and provision-of-entitlement discourse.

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Discursive shifts in China's climate change communication

Guofeng Wang

Shanghai Normal University

How China perceives climate change and takes climate action is crucial to global climate governance, nevertheless, it's not until toward the end of 2009 when China attended the Copenhagen conference, the notion of climate change came to be noticed in China's public sphere including its official media. Drawing on the approach of Discourse-Conceptual Analysis (DCA) developed by Krzyżanowski, this study aims to examine how this notion has made discursive shifts over these years by analyzing news reporting on climate change in Chinese media, climate policy discourse released by Chinese central government, postings by individual users on China's popular social media platforms, annual reports filed by the related enterprises and businesses, etc. Our pilot study shows that the discussion about climate change in China focuses more on political and economic concerns in the early 2010s and then emphasizes technological and financial aspects in the mid-2010s. Afterwards, it is increasingly related to environmental protection and green economy in the late 2010s and discussed under the umbrella term of "ecological civilization" in the 2020s. We are going to find corpus evidence from the above-mentioned materials in the public sphere and investigate how the notion is represented in co-text over time. In addition to exploring the possible discursive shifts of this notion, we also attempt to probe into how the notion is established, consolidated, and normalized through the repeated use of linguistic patterns and certain discursive strategies in a certain period. Besides, the coordination of policy agenda, media agenda, and public agenda is to be discussed in the specific socio-political context of China, which may enhance our understanding of China's top-down model of climate governance, in which the central, provincial, and local governments play a guiding role in coordinating climate actions at their own levels respectively.

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
SWPS University, Warsaw

The escalation of the Israeli-Palestinian conflict following the Hamas-led attack in October 2023 has sparked worldwide debate, including among fringe groups known for racial hate directed at both sides of the conflict. One prominent example of such a community is the members of the white supremacist and neo-Nazi Internet forum Stormfront.org, infamous for both its antisemitic and Islamophobic views (Levin 2003). The paper aims to investigate this ideological clash of extreme Islamophobic and antisemitic stances in the discourse of forum members to uncover the similarities and differences in the representation of Jews and Muslims based on a corpus of forum threads discussing the news of the October 2023 attack. The study employs both qualitative and quantitative methods to examine the linguistic and discursive manifestations of antisemitism and Islamophobia: first, the terms denoting both sides of the conflict are extracted and analyzed, using word-formation analysis to determine the structure and semantics of discourse-specific neologisms; second, the collocations of the extracted terms are calculated in order to examine their collocation profiles (Xiao 2015). The paper ends with a discussion of the emerging discursive representations of Israelis and Palestinians (or, in broader terms, Jews and Muslims) and their relative positions within the discursive worldview (Czachur 2016) of the Stormfront community.

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Redrawing borders of exclusion: Responses to the UK government's actions in a music mash up

Lyndon Way

University of Liverpool

The global cost-of-living crisis has impacted most aspects of daily life, being named a structural and 'well-being emergency' (Baker & Paylor 2023). Governments respond differently, based on factors including political orientation, election cycles and popularity. The UK Conservative government's response has been exasperated by Brexit, COVID-19, Russia's invasion of Ukraine, and years of underinvestment. Much of their actions have been criticised as being divisive by opposition politicians, media and digital popular culture, the latter credited with being 'one of the most important forms of political participation and activism today' (Merrin 2019: 201). This presentation investigates how one form of criticism, a music mash up shared widely on social media, criticises governmental actions by leaning on representations that are also divisive, drawing borders in terms of identity, politics and society.

I use multimodal critical discourse studies to examine lexica, images and musical sounds in PoliticsJOE's 'Budget 2023: Don't Worry Be Happy'. Central to my analysis is Bernstein's (1996) concept of 'recontextualisation' that considers how communications are transformed by social actors through deletions, rearrangements, substitutions, and additions to construct new views and perspectives (in our case government communication and music mash ups). This analysis provides a lens into not only what issues and concerns are raised in relation to government actions on the cost-of-living crisis, but also how these are being articulated. It is through such a close reading that I consider the implications of such discourses in terms of benefits and harm to society.

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Voices and subject positions of terror victims in German newspapers

Anna-Maija Ylä-Mattila

University of Jyväskylä

The representation of voices in the media is a subtle construction process affected by social power structures (Fairclough, 1992, 1995; Fowler, 1991). From the perspective of social (in)equality not only the voices matter, but also how journalists legitimize and give prominence to voices by regulating the demarcation of the boundaries of voices – sometimes even merging voices and leaving some voices ambiguous (Fairclough, 1992, 1995). Given the intensive societal discussions around the far-right terrorist group *National Socialist Underground* (NSU) and the ISIS attack in 2016 in Berlin, this study investigates how the victims' voices are represented in newspapers around the first anniversary. The analysis focuses on victim-related excerpts in 45 news articles published in *Frankfurter Allgemeine Zeitung* and *Süddeutsche Zeitung*. To examine the victims' chances of expression, this critical discourse analysis further leans on the positioning theory (Harré & Moghaddam, 2003) and analyses the subject positions arising for the victims in discourse.

The results show that in victim-related texts journalists lean more on politicians' than victims' voices. Furthermore, the chances of expression vary between these two terrorism cases. The victims of the ISIS attack can express their emotional experiences themselves from the position of traumatized victims, whereas the challenging experiences of the NSU victims echo in politicians' voices. This study demonstrates how media draws borders between social actors in the construction process of news articles by hierarchizing voices and representing victims of separate terrorism cases in a different manner.

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Decoding Soft Power in Classical Malay Manuscripts: An Insight into the 19th Century 'Counsel for Kings' (The Rakis Poems)

Badriyah Yusof

Universiti Brunei Darussalam

This study examines the use of soft power in the 19th-century Rakis Poems, a 175-stanza poem renowned for its sociopolitical and cultural significance particularly within the pre-colonial Borneo context (Mohd. Salleh Abdul Latiff, 2009). The Rakis Poems belong to the *nasihat* or counsel-for-kings genre, or what was known as "mirrors of princes" in the European tradition, akin to Nizam Al-Mulk's *Siyasatnama* and Al-Ghazali's *Nasihah Al-Mulk* in the 11th and 12th century Persia, as well as Bukhari Al-Jauhari's *Taj al-Salatin* in the 17th century Aceh (Alatas, 2018). Through a Discourse-Historical Approach, this paper decodes the discursive strategies employed to shape power relations during the 19th century Malay Sultanate, going beyond Nye's (1990) conceptualization of soft power. Informed by linguistic choices, rhetorical structures, and cultural allusions that makes up the discursive strategies, the study aims to identify the topoi and recurrent themes used as instruments of soft power. By doing so, it hopes to provide insight into how soft power was wielded through language to influence authority via advice and flattery, and contribute to our understanding of the power dynamics and sociopolitical identity of 19th-century Malay society. This study bridges the gap between philology, literature, and critical discourse studies and offers a unique perspective on the role of classical poetry in shaping power dynamics.

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Threatened Identities: Stancetaking and Identity Construction in Polish Discourse of Discussion Forums in the Context of Russia's War in Ukraine

Magdalena Zabielska¹, Valentyna Ushchyna²

¹Adam Mickiewicz University, Poznań, ²Lesya Ukrainka Volyn National University

The Constitution of UNESCO states that "wars begin in people's minds" which means that conflicts are discursively created, motivated, and instigated, and, as such, can be researched. The unprovoked and undeclared war launched by Russia against a sovereign European state invites a critical approach to probe into how identities are constructed, recognized, and preserved in discourse. Taylor (1994: 25) argues that identity is shaped by recognition or its absence. Put differently, identities that are threatened or not acknowledged, are more acutely perceived and more fervently defended, both verbally and non-verbally.

This inquiry offers an analytical perspective on the construction of national identity in the context of Russia's war in Ukraine with a special focus on the threatened or unrecognized identities. It seeks to address the dynamics of discursive stancetaking and its relation to identity construction in the user entries in the Polish internet forums, collected between April and September 2022. The results appear conclusive: Polish internet users demonstrated unanimous support for Ukraine's identity at the beginning of the Russian invasion when they too felt threatened by Russia, although their stances evolve as the war carries on.

Our methodological framework draws from the research performed on stance and identity, from sociolinguistic (Bucholtz and Hall 2005; Du Bois 2007), socio-cognitive (Dijk 2008) and critical discourse analytical (Wodak and Meyer 2009) perspectives.

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Knowledge, Authority, and Subjectivities: Representing Climate Adaptation in Australian Media Discourse

Lorenzo Zannini

University School for Advanced Studies, Pavia, University of Naples "L'Orientale"

Climate adaptation discourses reproduce colonial structures that undermine the agency and silence the perspective of Australia's Indigenous people (Nursey-Bray et al. 2019). Research across social sciences has shown how the representation of knowledge, authority, and subjectivities across genres plays a crucial role in the outcomes of adaptation policy and planning (Woroniecki et al. 2020). Context-specific accounts from Australia highlight how multi-scalar networks of power across the governmental and industrial domains have worked to maintain petro-hegemony in climate communication (Wright et al. 2021). Consequently, the adaptation discourse has endorsed top-down institutionalized narratives that disregard and background indigenous subjectivities and ways of knowing. Adopting an interdisciplinary lens grounded on critical geography and critical discourse studies, the paper explores how adaptation is discursively constructed in Australian news media through a corpus-assisted discourse analysis (Baker 2023) of a specialized corpus of news reports (2015-2023). With a specific focus on transitivity and social actors' analysis (Machin and Mayr 2012), the paper aims to investigate whether and how representational patterns contribute to the reproduction of racialized and gendered climate injustices in the Australian mediascape.

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Offshoring and outsourcing migration management: The cases of Italy and the UK external borders

Franco Zappettini

Sapienza University, University of Liverpool

The recent bilateral agreement between Italy and Albania whereby the former would process migrants in the latter's territory is just the latest example in an increasing trend of attempts by Western states to externalise the management of migration.

The politicisation of 'outsourcing' borders has seen for example Australia's offshore processing of asylum seekers in Nauru and Papua New Guinea, the EU signing a memorandum of understanding with Tunisia, the UK reaching an agreement with the Rwandan government while Denmark and Germany have been considering similar steps.

This study traces the discursive trajectories of British and Italian politicians in relation to the Albanian and Rwandan externalisations of migration management respectively to identify how said governments legitimise their policies. More specifically, the analysis examines official speeches and public communication of British and Italian PMs and Home Secretaries to conduct a Critical Discursive Analysis (Wodak and Mayer, 2001) of such texts.

Preliminary findings suggest that key discursive strategies adopted by political actors are driven by previous electoral platforms committed to 'stop the boats' and that both the British and Italian governments' discourses are aimed at shifting their responsibilities towards migrants and asylum seekers outside their territory. While expanding their jurisdiction beyond the geographical boundaries of their countries, governments are able to claim control over the sovereignty of territory and the safeguard of their citizens. In other words, by shifting their country's borders, governments shift the 'burden' of unwanted immigration beyond the imaginary boundaries of nationhood.

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Positioning Sweden as a global leader in climate change mitigation

Milena Zart

Department of Scandinavian Languages, Uppsala University

For a long time, Sweden has had a reputation of being a global leader regarding action against climate change. Swedes are generally keen to contribute to lower emissions and positive about societal climate initiatives as well as corporate climate work. Despite this, the country's pace in climate change mitigation has slowed down and Sweden has to reduce emissions considerably, to achieve the next national milestone target (Swedish Climate Policy Council 2023).

In this talk, I explore discourses on climate change in approximately 100 Swedish newspaper articles published between 1993 and 2018, specifically focusing on the discursive positioning of Sweden as a (potential) global pioneer and forerunner in climate transition. Drawing on van Leeuwen's (2008) framework for analysing the language of legitimation, I study how actions against climate change are legitimized in editorials, opinion pieces, and letters to the editor, written by politicians, scientists, NGOs, and laypeople.

Preliminary results indicate that climate action is primarily legitimized through the strategy of rationalization, drawing on discourses of technical optimism, and discourses focusing on the economic advantages of being in the frontline of transforming into a fossil-free society. Moreover, taking action is legitimized through the strategy of moral evaluation, referencing discourses of global justice, where Sweden as a country in the global north is ascribed a particular responsibility. Other moral evaluations draw on discourses of justice between generations. I argue that analysing legitimation can reveal how different actors justify climate action and at the same time position Sweden as a potential global leader in climate change mitigation.

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Transgressing Boundaries: Semiotic creativity and Cross-platform Tongren (Dojinjiu) practices in the Chinese context

Sumin Zhao

University of Edinburgh

Dojinjiu (同人誌) is a subculture practice that originated in Japan, wherein amateur and professional artists create and self-publish fiction and manga art based on characters from popular works. Over the last two decades, Doujin culture has spread in China, initially through subcultural online forums, and more recently on mainstream social media sites. In the Chinese context, this practice is known as *Tongren* (同人). Focusing on an exclusively women's *Tongren* community centred around characters from 'Slam Dunk' by Takehiko Inoue (a top-selling Japanese sports manga), this paper investigates *Tongren* practices across various local platforms (e.g., Weibo, Little Red Book, and Lofter) and global online sites (e.g., Twitter and Archives of Our Own).

The paper seeks to unpack and theorize the interplays between semiotic creativity and digital technologies. Semiotic creativity refers to how content creators blend resources from different languages (Chinese and Japanese) and visual modalities in *Tongren* semiotic artefacts, such as illustrations, comic strips, video clips, and fanfictions. Specifically, the paper employs discourse-centred digital ethnography (Androutsopoulos, 2008) as well as a framework for analysing semiotic technologies (Zhao, et al, 2014, Zhao & Zappavigna, 2018), zooming in on how technological affordances of different social media platforms facilitate and constrain the semiotic choices of *Tongren* practices. A particular focus of the analysis is the creative ways in which content creators break semiotic "rules" in their mixing of languages and modalities, thereby challenging conventions of genres, mainstream social media practices, and normative discourses about gender and sexuality.

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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

Shanghai Interational Studies University

In June 2022, the U.S. Supreme Court overturned the landmark 1973 "Roe v. Wade" ruling, causing a global uproar. Based on the semantic analysis tool Wmatrix5, this paper dissects the characteristics of the conceptual metaphors in the news discourse of this case within the framework of Critical Metaphor Analysis, and critically analyses them in conjunction with Bourdieu's theory of "symbolic violence" to reveal the ideological and power struggles behind. It reveals that there are six key themes in the news discourse of the case: "abortion", "court", "Roe", "women", "republicans" and "democrats".

Firstly, conflict and competition metaphors emerge with the highest frequency overall, predominantly within the themes of "abortion", "republicans", and "democrats". They simplify the complex attitudes towards abortion into incompatible binary positions, shaping the image of the Democratic Party as advocating abortion rights with justice, and the Republican Party as unjustly opposing abortion. Secondly, personification metaphors are predominantly present in the "court" theme, significantly undermining the impartiality and independence of the Supreme Court as the highest legislative body. Thirdly, metaphors related to the "Roe" primarily fall into the spatial and personification categories, suggesting the groundbreaking significance of the Roe case within the American feminist movement and its destructive impact on women and society as a whole. Lastly, in metaphors related to "women", associations with color and direction are prevalent, categorizing women based on skin color and state of residence, undoubtedly contributing to the objectification and racial discrimination of the entire female population.

In conclusion, the conceptual metaphors under each of them have both commonalities and differences, but they all reflect some symbolic violence, which serves to shape public opinion and exert influence, revealing the complex ideological and political power struggles between two parties behind this legal event.