



**6TH CRITICAL APPROACHES TO DISCOURSE ANALYSIS
ACROSS DISCIPLINES CONFERENCE**

CADAAD 2016

BOOK OF ABSTRACTS

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Plenaries



Is a her-story of Science possible? The double bind effect in the pretended gender neutrality of science discourse

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The presentation addresses the contribution of discourse analysis to science studies and to ‘women-in-science’ as a research topic.

The first one results in revealing the multi-layered and complex nature of scientific discourse, contrasting the dominant view presenting it as a consistently evolving account about nature from which experiments eliminate inconsistencies and paradoxes.

The second one points to the embeddedness of gender issues in the structural and organizational relationships shaping scientific and academic environments, notwithstanding dominant accounts relegating them to the private sphere while concealing the gendered character of the social organization of techno-science. General support given to the still prevailing view of the scientific endeavour as a gender-neutral one makes it difficult the overcoming of the private/public dichotomy for a positive confrontation with the relevance of the gender dimension in scientific practice.

The relevance of the private-public dichotomy to the definition of science as public knowledge, together with the ambivalence surrounding the shifting borders between its implied demarcations, when confronted with the changing gender order, generate communication entanglements and control mechanisms which can be understood through the concept of “double bind”. The concept, first used by the anthropologist Gregory Bateson in discussing the complexity of social communication and its relatedness to the non-organic causes of schizophrenia, is well known in psychology but also relevant in communication studies. It denotes a distressful dilemma in communication, stemming from two contextual messages, the one negating the other, received within an asymmetrical power relationship. People subject to it, can neither be positively responsive nor opt out of the confusing situation, being caught in a paradoxical and confusing situation

Discourse analysis shows to be an analytical perspective well suited to reveal a her-story of silenced scientific knowledge implied and concealed within the history of science and within scientific discourse, since its beginning. Key male scientists as Kepler and Boyle appear as part of the non-linear path through which science emerged as a gendered enterprise, while at the same time being presented as a universal endeavour.

Contemporary women scientists’ accounts of their biographical trajectories – at the micro level – and official documents about the gender gap in science – at the macro level – when analysed through discourse analysis, both reveal this double bind effect.

Do feminist science studies offer adequate ways to overcome this double bind effect? Is it possible to make explicit the implicit her-story of science? Some suggestions toward a possible answer are looked for while applying discourse analysis to some of the most cited texts dealing with women in science as a scientific topic.

Staging the exemplary speaker: Language-ideological discourses in a mediatized age

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Discourses about language in society are a point of convergence between language ideology research and critical discourse analysis, two paradigms that evolved independently of one another but share a number of interests around the nexus of language, power and representation (Blommaert 1999, Blackledge 2005, Milani and Jonson 2008). These two paradigms differ in their orientation to media discourse data. Much CDA work is concerned with newspaper data, leaving the role of multimodality in metalinguistic discourses largely unexplored. Language-ideologies research examines semiotic principles of ideology formation that operate across modalities of language (Irvine and Gal 2000) and the role of audiovisual representations in the discursive construction of exemplary speakers, which in turn are central to enregisterment (Agha 2003, 2007, Androutsopoulos 2014). Navigating between these two paradigms, my aim in this talk is to emphasise the importance of multimodal resources and multimedia representations in language-ideological discourses. Drawing on the representation of regional dialects and multi-ethnic registers of German (Androutsopoulos 2010, 2011, 2013), I focus on three claims:

- In mediatized societies, language-ideological discourses evolve in a reciprocal indexical tie between mediated representations and metalinguistic discourses on the ground, each becoming meaningful by indexing the other.
- Mediated representations of linguistic differentiation draw on multimodal staging techniques, such as language/image compositions, montage, overlay, and subtitling, which are relevant in how performed registers of speech and their exemplary speakers are labelled, contrasted, and evaluated.
- Social media offer new opportunities of active participation in language-ideological discourses, thereby fragmenting the traditional monopoly of mass-media organisations in producing metalinguistic representations and shaping language ideologies.

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Climate change, energy policy, and the ‘argumentative turn’ in critical discourse analysis of policymaking. Analysing the debate over fracking for shale gas in the UK

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We apply the ‘argumentative’ version of CDA of Fairclough & Fairclough (2012) in critical analysis of the making and implementation of policies for climate change and energy security in the UK, with particular reference to ‘fracking’ for shale gas. We claim that practical argumentation in deliberative activity types is an inherent part of politics and policy making, and also a necessary focus in analysis of policy and of the public debate over policy, rather than just a useful option in analysis.

The UK is widely perceived as having a problem of ‘energy security’, given anticipated future needs for gas, declining indigenous supply and unreliable foreign sources. The government has declared its support for shale gas exploitation, representing it as ‘bridge’ to a low-carbon future. While the government issues licences for shale gas exploration, planning permission for exploratory drilling and commercial fracking rests with local authorities. This has led to long-drawn-out struggles over whether permission should be given for particular sites, culminating in the decision taken by Lancashire County Council (LCC) in June 2015 to refuse two applications by Cuadrilla for exploratory drilling in the Fylde area.

We look at the LCC’s decision to reject these applications, focusing on the way in which institutional constraints (in the form of which reasons may or may not count, or who has the right to decide) have shaped the decision-making process. We show how expert risk-management discourse was used to neutralize most of the strongest public objections against fracking, leaving councillors only a small range of (noise, visual and traffic) ‘impacts’ as non-overridable grounds for rejection. Together with the fact that a wide range of other anti-fracking arguments could not be taken into account, being beyond the remit of the LCC planning committee, this resulted in an impoverished decision-making process and an easily contestable final decision. In analyzing deliberation and decision-making in institutional contexts, we draw upon Searle’s (2010) theory of the creation of social reality by speech acts of declaration, which includes a definition of political power in terms of the role that deontic reasons for action play in enabling and constraining practical reasoning and agency.

We then turn to the debate over UK policy on fracking, and develop our earlier account of practical argumentation in CDA to show what this approach can add to critical policy studies, and to the debate within it over the status of argumentation (Fairclough 2013). We show that the approach can elucidate major aspects of policy making and policy analysis, including: problem definition; the relation between problem and solution; variation, selection and retention of policy goals and of strategies for achieving them; explanation and explanatory critique; and relations between facts and values. We argue for a dialectical account of relations between discursive and ‘non-discursive’ facets of policy making which is consistent with dialectical critical realism (Bhaskar 1993). Practical argumentation conceived in such terms is an inherent part of policy making and a necessary focus in policy analysis. Moreover, critical policy analysis, critical social analysis more generally, and CDA in particular are themselves forms of practical argumentation. Analysis of practical argumentation is of great importance for CDA, because it is in practical argumentation that relations between discourse and ‘non-discursive’ elements of social life are most crucially at issue, in the linking of analysis and normative critique of existing states of affairs; explanation and explanatory critique of existing states of affairs; and action to change them.

Rough crossings and safe havens: On the challenges of interdisciplinary discourse studies

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It is generally taken as read that Critical Discourse Studies is a cross-disciplinary undertaking. Or ought to be, in the best of all possible worlds. Yet when it comes to drawing up actual research designs, collecting data and liaising with colleagues from other fields, a number of theoretical, methodological and practical obstacles tend to crop up. As a result, interdisciplinary collaboration is not as widespread and intensive as we may wish; indeed, researchers interested in discourse can appear to be operating almost in parallel worlds, non-communicating, disconnected and apparently self-sufficient. ‘Mixed methods’ may be all the rage, but in practice not many are willing to venture outside their methodological comfort zone (or can afford to, given the constraints of ever more rigorous and short-termist Research Assessment regimes). In the study of organizational discourse, for example, there continues to be a macro-micro divide which few researchers even attempt to cross, and even fewer cross successfully. What is more, as linguists, we need to face up to the fact that those we want to work with often do not even have linguistics on their radar, let alone have a clear idea of what it may be able to contribute. Academic tribalism is rife and has created precisely the type of ingroup/outgroup divides that we are quick to spot and criticize in other social domains. The talk will discuss these issues, as well as mapping out key challenges that await CDS in future, both within and across disciplines.

Queering critique – Discourse, body, affect

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“Queering critique” is an ambiguous title. Analogous to similar constructions in English, e. g. “opening doors” or “threatening homosexuals” where the –ing form can either be a transitive verb followed by a direct object or a qualifier of the following noun, the ambiguity of the title lies in whether the reader interprets critique as the agent or the patient of the action of queering. Where critique is the agent, we are dealing with a specific type critique, one that engenders some kind of queer characteristic or performance. Instead, where critique is the object of queering, it refers to a broader academic enterprise of bringing under a queer epistemological spotlight all forms of critical inquiry (see also Elisabeth Grosz (1995: 249) who points out that it is not only the objects of sexual and gender inquiry but also the knowledge produced about them that can be queer). It is this ambivalence that lies at the heart of this presentation. On the one hand, I will propose to add a queer critical layer to one of the strands of socially engaged research with which I identify most, namely critical discourse studies. On the other hand, I will employ that very queer lens to critique and partly destabilize the critical punch of queer theory itself. This two-fold project will be realised through a re-reading of performativity theory with the help of data on gender and sexual discourses across a variety of contexts.

Most commonly associated with the work of the American philosopher Judith Butler on gender, sexuality and the sexed body (1990, 1993, 2004, 2011), performativity theory’s focus on the body brings with it the promise of broadening the remit of inquiry beyond a narrow focus on language so as to encompass “aspects of experience and reality that do not present themselves in propositional or even in verbal form” (Sedgwick 2003: 6), such as affect and materiality (see also Bucholtz and Hall, in press, Peck and Stroud 2015). Against this backdrop, I will argue that it is in the mapping of the social life of “affect” (Ahmed 2004), and how it manifests semiotically, that there is the promise of understanding – and maybe changing – social structures and practices. Such a move, in turn, has important implications for a discipline like critical discourse studies that is largely underpinned by a Habermasian idea of a rational subject/speaker (see Habermas 1984).

A re-reading of performativity will also allow me to perform an act of critique against queer theory’s normative anti-normativity. Whilst promiscuous sexual liaisons are considered by queer scholars anti-normative and queer acts of resistance, all weddings – both hetero and homo – are seen as the pinnacle of normative normality. Using examples from current debates on same-sex unions, I will argue that to discard a priori the performativity of same-sex wedding as an ‘unqueer’ gesture is to pay selective attention to the nuances of iterable performances, which, as Butler reminds us, if they “are not immediately or obviously subversive, it may be that it is rather in the reformulation of kinship [...] that the appropriation and redeployment of the categories of dominant culture enable the formation of kinship relations that function quite supportively as oppositional discourse” (Butler 1993: 24–241). I’m not saying that we should all work for the marriage factory, but I will end the talk by cautioning against some hegemonic tendencies in queer readings of performativity theory, which reveal an underlying anti-normative mantra of queer studies.

Corpus-Assisted Discourse Studies (CADS)

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In common with other types of discourse analysis, the general aim of CADS is ‘[...] to acquaint ourselves as much as possible with the discourse type(s) in hand’ (Partington, Duguid & Taylor 2013: 12), to discover by inference how discourse participants typically behave, how they typically interact and what their typical discourse aims are. But it is also interested in particular events which may stand out from this backdrop of typicality and to understand why they occurred. But what can corpus assistance achieve that other approaches to discourse studies struggle to? After all, they are also in the business of uncovering ‘non-obvious’ meaning.

By means of various case studies, I want to illustrate the added values of CADS to discourse study. It can supply an overview of large numbers of texts, and by shunting between statistical analyses, close reading and analysis types half-way between the two, CADS is able to look at language at different levels of abstraction. After all, ‘you cannot understand the world just by looking at it’ (Stubbs 1996: 92), and abstract representations of it need to be built and then tested. Indeed, far from being unable to take context into account (the most common accusation levelled at Corpus Linguistics), CADS contextualises, decontextualises and recontextualises language performance in a variety of ways according to research aims. It also highlights how statistical information, sometimes dismissed as ‘merely’ quantitative, is actually inherently also qualitative in nature. Corpus techniques greatly facilitate comparison among datasets and therefore among discourse types. They can, moreover, ensure analytical transparency and replicability (and para-replicability). And because parts of the analysis are conducted by the machine, they enable the human analyst to step outside the hermeneutic circle, to place some distance between the interpreter and the interpretation. Finally, they enable the researcher to test the validity of their observations, for instance, by searching for counterexamples (‘positive cherry-picking’).

Having said all this, the discourse analytical process is always guided by the analyst, and there are many parts of the process which a machine simply cannot tackle. This is why we prefer the term corpus-assisted to alternatives such as corpus-driven or corpus-based.

The jury is still out on the degree to which CADS and CDA are compatible. Much CADS work is purely linguistic and even when doing political linguistics, the emphasis is on linguistic analysis and not on doing politics. Linguistic research is a noble enough project in itself without necessarily being a tool for political change. Its methodological approach is inductive, bottom-up and observation-driven. Whilst it would be naïve to believe it possible to do political linguistics without some model of social interaction (I prefer this to the grander wording ‘social theory’), modern societies are constantly in flux and only by testing the way models operate can you achieve an accurate description of their behaviour and follow how they evolve. And should the inductively-derived observations clash with the model, it is the latter which has to adjust. This, of course, is exactly how scientific knowledge advances; inductive data-gathering and/or hypothesis testing leads to refinements of the model. The optimists on the jury believe that CDA is capable of such flexibility in its social modelling. The pessimists note that some CDA has been more concerned about confirming rather than testing favoured models (see Breeze’s 2011 summary of critiques of CDA), and that corpora can easily be misused for such nefarious ends.

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Panels



Multimodal resemiotisations across media: Unpacking meanings and unveiling ideologies

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Johnny Wingstedt, Dalarna University, jwi@du.se, *From phonograph records to movies: the recontextualization of pre-existing music into film soundtracks*

Fabio Rossi, Università di Messina, frossi@unime.it and **Maria Grazia Sindoni**, Università di Messina, mgsindoni@unime.it, *From opera to film opera: A case of multi-layered resemiotisations*

Kay L. O'Halloran, Curtin University, kay.ohalloran@curtin.edu.au, *Resemiotisation across different media: From book to stage to screen*

Sandra Petroni, Università di Roma 2 Tor Vergata, sandra.petroni@uniroma2.it, *From theatre to digital performance: Restaging, remediating and resemiotising via social media*

This panel brings together several field of studies by adopting multimodal critical discourse analysis approaches and methods with the aim of exploring resemiotisations across different media and genres, including theatre, cinema, comic, opera, and music recording. Intersemiotic translations, as defined by Jakobson (2004 [1968]), present interesting cases for analysis, such as transitions from stage to screen (e.g. the adaptation from play to film, or opera to film opera), from screen to interactive media (e.g. comics into film or play into digital theatre), cross-modal media (phonograph records to films), multiple media (books to stage to screen). Multimodal critical discourse analysis frameworks of analysis will help unearth interdiscursive practices of communities in externally visible semiotic actions (for example in processes of production and reception of media artifacts), taking into account the theoretical notion of “transmodal moment” (Newfield, 2014), which deals with semiotic transformations – in materiality, genre, meaning, subjectivity – as well as showing its semiotic situatedness.

The processes of resemiotisation have been investigated from different theoretical standpoints (Iedema 2001; Lemke 2009; O'Halloran *et al.* 2016; Scollon 2008; Prior and Hengst 2010) but the lack of a comprehensive approach is striking, also considering the multiple socio-cultural implications that underlie any resemiotisation across media and modes, in particular with regard to:

1. *Medium-constrained affordances*: e.g. what are the gains and losses in the adaptations from theatre to cinema considering the material differences between media? Examples can be found in the differences between live performances and recorded performances analysable along a *continuum* from the more to the less improvised, or from the more to the less reproducible.

2. *Mode-constrained affordances*: e.g. how are resources and modes resemiotised across different media and how do they cooperate in the meaning-making process, for example from static-visual comics to dynamic-audiovisual films?
3. *Socio-culturally-constrained affordances*: e.g. how all these changes affect the audience/s, in terms of reception, taste, preferences?
4. Broader *socio-economically constrained affordances*: involving social actors and agencies within and beyond each medium, related to industry, production processes, censorship, marketization of visual and performative art.

This panel will thus provide a range of micro-level analyses, presenting different examples of transductions and adaptations across media with related case studies, ultimately hinting at how micro and macro-circulations of power (Foucault 1980) are instantiated in the loci of different media. It will furthermore configure social relationships that are brought to the fore in the interplay between creative production (writers, designers, playwrights, directors, etc.), material production (technicians, distributors, marketers), and reception (audience, readership, etc.).

By adopting a multimodal critical discourse analysis approach, the papers in this panel will shed light on how different multimodal resemiotisations across media produce meaning-making events that can be unpacked and indexed for a broader understanding of socio-cultural ideologies across different ages.

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Languaging the Other in TV series

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Antonio Fruttaldo, Università di Napoli Federico II, a.fruttaldo@hotmail.it, *Otherring TV fictional characters: A corpus stylistic approach to identity re-presentation of organised crime characters in Gomorrah – The Series*

Fabiola Marassà, Università di Catania, fmarassa@unict.it, and **Valeria Monello**, Università di Catania, vmonello@unict.it, *Sarah and Tammy: Butch and Femme in Transparent*

Iliaria Moschini, Università di Firenze, ilaria.moschini@unifi.it, *May the Fan Be ~~with~~ You! Languaging Authoriality between Affirmational Practices and 'Pan-fanaticism'*

Laura Tommaso, Università degli Studi del Molise, laura.tommaso@unimol.it, *"I said we should just be friends": Non-conforming Female Discourse in Masters of Sex*

In recent years, the media entertainment industry has witnessed major developments. Evolving network structures, media convergence, a transition to digital format, and a greater competition for (new) content have led to a growing audience fragmentation and differentiation of available broadcasting products. Audience fragmentation and increased accessibility have also brought an empowerment in terms of wider consumption choices and audience interaction via, for instance, practices of social media.

Within this context, TV series have witnessed an unprecedented increase in distribution and visibility, resulting in the representation of a wide range of topics, e.g. representation of diversity, that had been neglected and/or relegated to a niche audience.

Within this framework, the panel aims at analysing TV series as sites where discourse practices are represented in terms of "languaging" the other in their semantic and semiotic realization. Furthermore, TV series constitute an intersection "between real life and fictional discourse in which the latter is to be interpreted as an example of a re-presentation" (Piazza R., Bednarek M. and Rossi F. 2011, 9). TV series can be thus approached as re-production of the social space and time in which they are situated, of the social network of interpersonal relationships enacted by characters, and the social roles that character representation index in relation to existing norms, values and beliefs. "Intertextuality in all the forms defined by Fairclough (manifest, constitutive or vertical) plays a major role in this context.

Drawing from different methodological backgrounds and analytical approaches, the panel aims at investigating 'otherness' in different telecinematic texts, with the common goal of unveiling "the social



mechanisms through which particular ideas or beliefs about linguistic practices are produced, circulated and/or challenged through meaning-making activities under particular conditions” (Johnson and Milani 2010, 4).

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Discourse Space and Evaluation across Disciplines and Domains

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Christopher Hart, Lancaster University, c.hart@lancaster.ac.uk, *Space and Evaluation in Discourse on Political Protests: A Case Study in Experimental CDA*

Jeremy Holland, Lancaster University, j.holland5@lancaster.ac.uk, *Ideological Contents and Conceptual Structures of the Weatherman Manifesto: Toward a frame-space model*

Bertie Kaal, VU Amsterdam, a.r.kaal@vu.nl, *Worldviews in space and time: Diversity in evaluative reasoning and intentions for action*

Monika Kopytowska, University of Łódź, monika.kopytowska@gmail.com, *Covering global terrorism: From space to axiology across news genres*

The presenters build on recent developments in cognitive discourse studies and Discourse Space Theory (DST) for the study of evaluative discourse (e.g. Chilton 2014; Filardo-Llamas *et al.* 2015). The aim of this panel is to critically explore ways of understanding the relationship between spatial cognition, evaluation, discourse, subjectivity, intentionality and social action and how these relationships are constructed and communicated. Its focus is on discussing new theoretical and methodological issues that may enrich the study of discourse and society.

We start out from the notion of frames of reference and perspectivisation (cf. Hart 2014) and apply it to the study of fundamentally spatial semiotic modes. From there, we develop models to identify ideological constructions across genres and modalities used in a varied array of discourse domains (media, songs, film, literature or political discourse types). This implies considering the affordances of textual constructions which may seem to be *a priori* neutral. In a similar eclectic way, DST can be applied in discourse analysis by relying on notions from a variety of theoretical/methodological approaches, such as cognitive linguistics, philosophy of language, narrative, argumentation, social psychology and the cognitive and social sciences. Such transdisciplinary efforts need an equally unorthodox approach to research design that accommodates collaboration and innovative practices. Papers rely on different spatial-cognitive approaches to discourse analysis, such as coordinate systems, frames of reference, deixis, *Zeigfelder*, vectors, and the geometric mind, and discuss how these can be integrated or layered.

Examples of some of the approaches taken include cognitive aspects of the discursive construction of worldview, identity and ideology, the study of the construction of attitude and its relation to intentionality, epistemic and deontic aspects of community building, legitimation strategies, the geometric mind and the relationship between discourse and social worlds, experimental approaches in cognitive discourse studies, or DST across modalities and domains.

All the papers share one objective: the further development of theory, methods and applications for Discourse Space Analysis – and/or related cognitive approaches – to explore how evaluative meaning is



communicated in diverse discourse domains.

Discourses from Latin America & the Caribbean: Current Concepts and Challenges

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- Eleonora Esposito**, Sultan Qaboos University, eleonora.esposito84@gmail.com, *Paying the Black Debt: The CARICOM Discourse on Slavery, Remembrance and Reparations*
- José Manuel Ferreiro**, Lancaster University, j.ferreirogomez@lancaster.ac.uk, *The Discursive Construction of a Latin American Identity in the UN Mission in Haiti (2004–2015)*
- Katharina Friederike Gallant**, Center for Development Research (ZEFb) Bonn, kgallant@uni-bonn.de, *Evo Morales' Discursive Re-Foundation of an Intercultural Abya Yala*
- Isabelle Gribomont**, University of St Andrews, ig25@st-andrews.ac.uk, *Corpus-Driven Analysis of the Zapatista Discourse*
- Elizabeth Torrico-Avila**, University of Southampton, eta2g11@soton.ac.uk, *The discursive construction of fear by the victims of the Chilean Military Regime*

The Latin American and the Caribbean regions have traditionally been the focus of a wide variety of research due to their unique and rich particularities, able to challenge conventional dogmas and methods across the Social Sciences. Being culturally, linguistically and racially diverse, these regions are often regarded as a complex human mixture and framed using various metaphors of plurality, hybridity, fragmentation, and conflict.

In light of the above, the proposed panel aims to investigate the pervasive relationship between language, discourse and society in Bolivia, Brazil, Chile, Colombia, Mexico, Haiti and the whole CARICOM area. We selected papers dealing with contemporary social, political, economic and cultural aspects typical of the area from a discourse-analytical perspective.

The cultural memory of colonialism, slavery and dictatorships, as well as the more contemporary



(re)constructions of national and ethnic-cultural identities, come to the fore as key concepts that are negotiated and contested throughout the region. These issues are explored by Esposito in the claims of slavery reparation of the CARICOM countries; by Ferreiro in the discursive construction of a Latin American identity in the UN mission in Haiti; by Gallant in the political re-foundation of Evo Morales in Bolivia; and by Torricio-Avila in the historical memory of the victims of dictatorship in Chile.

The relationship between the realisation of hegemonic discourses and their counter-discourses resisting them at various levels represents another core issue transversally characterizing the region. In particular, these manifestations are explored by Cárdenas and Pérez in the criminalization of protesters in the Chilean media discourse; by Gribomont in the analysis of the Zapatista resistant discourse.

The panel aims at stimulating international debate and enriching the academic research and methodological agenda of Discourse Studies in the Latin American and Caribbean regions, where more than anywhere else in the world DS can represent a fruitful lens to contextualize discursive phenomena and explain how these affect social macro-processes.

Critical discourse analyses of the UK general election of 2015

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Adam Jowett, Coventry University, adam.jowett@coventry.ac.uk, *Everyone's a cynic: A discursive examination of political cynicism in media political debate*

Susan Jones, Coventry University, Susan.Jones@coventry.ac.uk, and **Laura Robinson**, Coventry University, *Wrestling with the difference between 'I don't know' and 'I don't understand' in discourses concerning people's decisions not to vote in the 2015 UK General election*

Nathan Kerrigan, Coventry University, Nathan.Kerrigan@coventry.ac.uk, and **Gavin Sullivan**, Coventry University, gavin.sullivan@coventry.ac.uk, *Attitudes of UKIP voters towards immigration, before and after the 2015 General Election*

The UK general election campaign of 2015 was a particularly interesting one for a number of reasons including the unpredictability of the outcome, the salience of the austerity policies that have become common throughout Europe and the increase in anti-immigration sentiment which led to the prominence of a new anti-EU party called the United Kingdom Independence Party (UKIP) which challenged the incumbent centre-right Conservative party and opposition centre-left Labour party. Yet despite this, voter disengagement and the electoral system were issues of concern. The aim of this panel is therefore to provide in-depth analyses of the UK election campaign from a range of different discourse analytic perspectives. Data for the papers are drawn from a range of different sources including high profile televised discussions during the election campaign and interviews with UKIP voters and people who intended not to vote. The first paper addresses the ways in which representatives of political parties talk about their relationship with business, showing that all parties attempt to present themselves as supportive of businesses, which are presented as wealth creators, but that a specific type of immoral business is also criticised. The second paper shows how issues of trust and cynicism are debated so that both members of the public and politicians can be seen challenging other politicians for being cynical with an analysis of what this talk about cynicism achieves. The third paper addresses people's decisions not to vote and looks at the important distinction between people claiming to not *know* about and not *understand* politics and how this suggests that what is presented as voter apathy may actually be a form of protest. The fourth paper looks at UKIP voters, where a UKIP vote was often presented as a protest vote. It shows how UKIP voters framed their opposition to immigration as based on non-racial factors. The final paper



demonstrates how the political system was discussed in the campaign, showing how coalitions were presented as a threat and how the electoral system itself was challenged. Together these papers provide a discussion of a wide range of issues pertinent for understanding current politics.

Migration Discourses across Languages, Societies and Discourse Communities

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Marie Veniard, Paris Descartes University, marie.veniard@parisdescartes.fr, **Charlotte Taylor**, University of Sussex, Charlotte.Taylor@sussex.ac.uk, **Melani Schröter**, University of Reading, m.schroeter@reading.ac.uk, and **Andreas Blatte**, University of Duisburg-Essen, andreas.blaette@uni-due.de, *Evaluation of ‘communities’ in migration discourse*

Jovana Todorovic, University of Oslo, jovana.todorovic@stv.uio.no, *Stream of consequence: A critical metaphor analysis of parliamentary debates about restrictive politics towards Bosnian and Syrian asylum-seekers in Norway*

Mohammed Ouhemmou, Hassan II University, ouhemou@gmail.com, “*Le Péril Noir*”: *Sub-Saharan Immigrants in Moroccan Newspapers*

While in the last two decades public and political discourses about migration have been studied within a range of countries and languages, only a small amount of research has been concerned with comparing and contrasting migration discourses across languages, societies and discourse communities.

The panel includes such comparative and contrastive approaches to migration discourses with the aim of carving out their potential to reveal threads of migration discourses that are related to constellations of power and ideology that cross over languages and speech communities, as well as those that are determined by specific historical, political and social contexts. The contrastive study of discourse could inform an understanding of how patterns of linguistic representation can be on the one hand intertextually and interdiscursively linked across and on the other hand be specific to languages and discourse communities.

The panel includes comparative studies of migration discourses based on a range of text types, languages and discourse communities. The panel covers a variety of relevant genres, domains under different comparative angles:

- Newspaper discourse; including comparative views on newspapers of different political orientations as well as online newspaper articles and the related comment sections (Abstracts 1 and 3)
- Political discourse across parties, languages or discourse communities, including comparison between national and supranational level (EU) discourses (Abstract 2)
- Comparative analysis of how different groups of immigrants are portrayed (Abstract 4)
- Comparison of analysis of western racist discourse with a non-western context with a view on the applicability of CDA to both (Abstract 5).

The above listed variety of genres/domains and comparative angles cut across a number of languages and countries: Norway/Norwegian, Morocco/French/Arabic, United Kingdom/English, Eastern European Countries, Italy/Italian, France/French, Germany/German, Denmark/Danish and Greece/Greek. In terms of



conceptual and methodological approaches, the papers mainly work on the basis of Corpus Assisted Discourse Studies, cognitive approaches to CDA and argumentation analysis.

With the variety of discourse communities covered, we may be able to see the similarities and shared frames of migration discourses across languages, but also the differences that might emerge due to varying contexts, immigration politics and histories across the above named countries.

Critical approaches to sustainability

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Hanna Skorczynska, Universidad Politécnica de Valencia, hskorczy@idm.upv.es, *How sustainable European energy companies are: Corpus-based insights from corporate press releases by country*

Elizabeth R. Miller, University of North Carolina at Charlotte USA, ermiller@uncc.edu, *Individual Positioning Work and the Mobilization of Responsibility in Organizational Discussions on Social Sustainability*

Douglas Mark Ponton, Università di Catania, dmponton@hotmail.co.uk, and **Vincenzo Asero**, Università di Catania, *How sustainable is the concept of ‘sustainability’ in the tourism market?*

Lucia Abbamonte, Seconda Università di Napoli, lucia.abbamonte@unina2.it, and **Flavia Cavaliere**, Università di Napoli Federico II, fcavaliere@unina.it, *Shopping as ‘best practice’ – analyzing Walmart’s sustainability policies*

‘Sustainability’ is a buzz word in current corporate parlance, also found in the languages of government departments and advertising agencies, serving a variety of functions across a wide variety of media sources. When used in its environmental sense, the term refers to an important aspect of ‘clean’ energies; to the fact that these energy sources, over the long term, represent real opportunities for humankind to meet its energy requirements without compromising the future of the planet, as may be the case with either fossil fuels or nuclear power.

In conjunction with an increased interest in ecological sustainability, public discourses of ‘social sustainability’ have also emerged which have raised important questions about the need to make our societies more equitable. Amid this scenario, we have seen that terms from the discourse of ecology, such as ‘carbon footprint’, ‘eco-friendly’, ‘renewable’, etc. and from the discourses of ‘social sustainability’ (such as ‘responsible production/consumption’) have been recontextualised in the discursive practice of ‘greenwashing’, performed by companies and governments that wish to portray their activities in an environmentally friendly light (Zappettini and Unerman, 2015). Thus, the term ‘sustainable development’ risks becoming a glittering generality, one that can be used to evoke a positive response in material not necessarily related to the environmental context. In the business world especially, it can be a synonym of ‘long-term’, referring to decisions that, for example, plough profits back into the firm in the form of investment.

Critical attention to eco/linguistic issues has steadily grown since the 1990s. In a study that was to be important in the expanding field of ecolinguistics, M.A.K. Halliday (2001) argued for critical engagement of linguists with the environmental problems of the world: global warming, climate change, population growth, and so on. The intention of this panel is to rise to Halliday’s challenge by putting the word ‘sustainability’, as he termed it ‘in the dock’ (2001: 197).

We invite papers from a broad range of academic disciplines to reflect critically on the notion of sustainability, across an equally broad spectrum of social contexts, whether from the fields of business, politics or human culture in its most general sense, as long as papers make a contribution to the field of Critical Discourse Studies.



Prospective contributors should send an abstract of up to 350 words excluding references as MS Word attachment to: dmponton@hotmail.co.uk with object: sustainability-panel-cadaad-2016 before 30 November 2015. Further information on the panel can be requested at the same email address.

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Discourses of Educational [dys][u]topias: Interculturality and ideology

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Fred Dervin, University of Helsinki, fred.dervin@helsinki.fi, and **Ashley Simpson**, University of Helsinki, Ashley.Simpson@helsinki.fi, *"It is like reading an extended student essay": Reactions to critiques about the 'miracle' and 'unorthodoxy' of Finnish education*

The last decades have witnessed an increase in the construction of educational utopias and dystopias in our accelerating global era. This is of course not a new phenomenon as, in the past, people would travel to other countries to learn from and copy other countries to improve their own system of education. Yet institutions producing international league tables of school performance like the OECD – responsible for PISA studies – or the WTO constitute what Spring (2015: 1) calls a 'global education superstructure' that "directly and indirectly influence national school systems along with multinational education corporations and schools." These institutions serve as diagnosticians, judges, policy advisors and catalysts for making education a saleable good. The current influence of e.g. PISA studies on global discourses about 'good' and 'bad' systems of education is overwhelming. In this panel the participants examine the case of different educational [dys][u]topias by delving discursively into intercultural and ideological aspects.

Communicating the ‘cultural politics’ of the extreme right

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John E. Richardson, Loughborough University, J.E.Richardson@lboro.ac.uk, *What does approaching British fascism as culture offer to Critical Discourse Studies?*

This panel discusses recent developments in what we call the ‘cultural politics’ of the extreme right. Here, *extreme right* signifies actors to the right of increasingly mainstream populist radical right parties (PRRP). In focusing on the ‘cultural politics’ of the extreme right, we will shed light on their semiotic valorising and aestheticization of images, narratives and practices integral to the ideal ‘extreme right subject’ – instead of focussing on their more or less concrete policies and positions to do with, e.g., immigration (e.g. Wodak, 2015; Reisigl and Wodak, 2001).

Indeed, while PRRP (Mudde, 2007) across Europe have ‘modernised’ their communication by moderating both their rhetoric and programme, comparatively less attention has been paid to how movements, proto-parties and ‘groupuscules’ on the extreme right have undergone significant change in their communicative forms and styles (Fairclough 2010). However, their ‘modernization’ does not involve moderation of political claims, e.g. by shifting from biologically founded racism to what Balibar (1991) calls ‘cultural’ or ‘neo-racism’. Rather, it attains primarily to their ‘cultural politics’ (often communicated through social-media), involving the appropriation of semiotic codes, media types and lifeworld practices in tune with a post- or late-modern context in which humour, pop-cultural references, clothing styles and consumption choices are integrated in a cultural ‘bricolage’ (e.g. Copey and Richardson, 2015; Forchtner and Kølvråa, 2015). For example, these actors often adopt far-left clothing styles (instead of the skinhead attire of earlier days); allow for new gender roles and masculinity, use fascist and National Socialist iconography while re-contextualising and re-shaping their ideological heritage; and adopt a novel aesthetics of the nation, the ideal body and its (violent) use, including the attempt to attain biological, economic and spiritual ‘purity’ (Douglas, 1966) through, e.g., a straight edge lifestyle.

In focussing on these and other ‘cultural’ aspects of the extreme right, this panel seeks to comprehend the extreme right through its manifold ‘cultural’ practices rather than solely through its political discourses on ‘culture’. It thus calls attention to novel ways in which this ‘modernised’ extreme right performs and mediates its agenda, and thereby is able to engage with mainstream youth-culture and a wider public.

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Legal texts, legal cultures and procedures: Theoretical and methodological issues

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- Valeria Ferraris**, Università di Torino, valeria.ferraris@unito.it, *Strategic litigations in immigration matter: Happy islands or vehicles for systemic change?*
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The concept of legal culture lies at the crossroads when comparing the theoretical and methodological approaches for studying the social dimension of law. In the legal field, the image of law, as a system of rules and regulations with its own specific language, pervades the speeches of lawyers and constitutes the “cornerstone” of legal education. On one hand, this image reflects the method through which the legal events have been distinguished from illegal ones, on the other hand it refers to a conceptualization of legislation as a mechanical method of decision-making.

From a sociological point of view, the institutionalization of legal culture can be considered the result of an historical process that has generated a monopoly in determining what must be considered as “the law”, regarding a defined course of action, and with what consequences. From this perspective, the legal-normative approach reflects an attempt by the law to connect complex social processes to legal rules and principles. The linguistic dependence of the law should be considered primarily as a cultural and historical fact, and not only or mainly as a logical one. The procedural dimension, in our cultural contexts, is rooted in the linguistic dependence of juridical phenomena, while the legal decision-making processes, of which the law consists, are characterized as communicative processes, reflecting an open and reflexive nature: sociologically, they

represent the focus of the analysis.

The Panel *Legal texts, legal cultures and procedures: theoretical and methodological issues* suggests a comparison between studies in the international field that have looked at “legal speech” in general, its tradition in socio-legal studies, and the developments foreshadowed by current research studies (e.g. jurisprudence as an autonomous item of investigation and knowledge source at a different level of legal experience).

The aim is to obtain a picture of current analytical approaches to the judicial system through reference to the procedural dimension, highlighting the sociology of law specifically when compared to similar disciplines, and the capability for dialogue with these.

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Social Media Discourses: Multimodality, Interdisciplinarity and Critique

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Michał Krzyżanowski, Örebro University, michal.krzyzanowski@oru.se, *Politicisation, Mediatiation and Social/Online Media: Discursive Shifts and the Refugee Crisis*

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Lyndon CS Way, Izmir University, lyndoncsway@hotmail.com, *From protest to music video to on-line viewer comments: Shifting political discourse in social protest*

With the advent and popularity of Social Media communication and the challenges that the new communicative conventions poses for 'traditional' research in CDA, it is high time that these, sometimes major, challenges to CDA are acknowledged and dealt with theoretically, methodologically and via case based studies. The proposed panel brings together a range of research carried out on various aspects and platforms of social media and highlights the impacts of these technologies on the dynamic of society and society. The panel includes a. papers on theoretical, methodological and applicational issues of the emerging CDA approach towards social media discourses, b. case based studies on a variety of discourses and topics and c. studies which highlight the necessity of working towards a more integrative approach to CDA by foregrounding interdisciplinarity and multimodality. The panel prides on bringing together a breadth of research focuses on a truly international level e.g. studies on Middle Eastern, British, Canadian, Spanish, and Brazilian contexts while making interdisciplinary connection with politics, media studies, linguistic and music studies.

Multi(Inter)cultural School in Inclusive Societies? Critical Discourses and Interdisciplinary Approach

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The growing dimension of the human sciences literature dedicated to the analysis of the multicultural societies underlines that this expression/concept has polysemous nature both into scientific, social and political debate.

EU schools embrace more and more pupils with different cultural or ethnic background, becoming increasingly culturally composite. Language troubles, cultural misunderstandings, etc. come out of diversity, and of different cultural and origin affiliation. Some problematic areas have emerged with the integration of children at school, concerning both language and educational aspects. Diversity can be played at two different levels of relationships: with teachers and peers. How to teach children the competence of living and collaborating together? How to empower teachers with operative tools and practices to work with children from different cultural and linguistic environments? These are only two of the numerous questions about multicultural schools in contemporary societies.

The social dimension of multicultural approach implies the recognition of diversity values and the intention to achieve social inclusion goals. This stresses the need of implementing multicultural attitudes in socialization process.

From a sociological point of view, the institutional and theoretical dimension of education seems to be not properly ready to internalise multicultural approach in teaching dynamics. From this perspective, empirical



research provides two lines of criticalities about the rise of multicultural societies as bottom-up social change: a) the procedural dimension (praxis and actors involved) and, b) the relational dimension: working effectively with culturally different students promoting a specific communicative process revealing abilities of inclusion of the cultural diversities.

This represent the focus of the proposal that will be analysed through interdisciplinary approaches. We welcome papers addressing the following main issues:

1. conceptual and theoretical thinking showing questions and critical issues in multicultural schools;
2. reflections on methods and challenges in research multicultural environments;
3. empirical analysis in different settings, and comparative investigations in Western and non-Western contexts.



Conference Abstracts



Shopping as ‘best practice’ – Analyzing Walmart’s sustainability policies

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Nowadays, companies who want to engage environment-friendly consumers increasingly rely on green-economy oriented campaigns. Such categories of consumers are numerically increasing, and expressions evoking environmental friendliness are becoming particularly trendy. In this vein, words such as ‘sustainability’ have been variously recontextualized and have become an ‘ought to’ for media-savvy companies ‘with a vision’ – Walmart, the American multinational retail corporation, being a relevant case in point. From a family-owned local business, Walmart has expanded into the world’s largest corporation and biggest private employer to date, with 2.2 million employees.

It is no accident that, on the first Google page for ‘sustainability’, ‘Walmart’ proudly surfaces¹. ‘Global responsibility’ is another ‘politically-correct’ expression. Walmart have made an explicit commitment not just to expand the business but also to improve communities and enhance the sustainability of the products they sell, by encouraging more responsible production practices, while at the same time making product choices more affordable for customers, as reported on its website.

Against this background, our study aims to examine, from a broadly Multimodal Critical Discourse Analysis (MCDA) perspective, the Walmart website ‘sustainability’ videos with their variety of communicative strategies, advertising ‘responsible’ Walmart positive attitudes to fundamental issues like Energy, Waste, Products and Responsible Sourcing. A major emphasis is placed on social and safety issues as well, especially where free labour, working hours, child labour laws, and health standards are concerned.

Our analysis needed to consider the complex issues of the dialectical relationship between semiosis and other elements of social practices (as in multimodal/hybrid texts) and highlight the pragmatic uses of languages (Han *et al.* 2007, van Leeuwen 2008, 2013; Kress and van Leeuwen 1990, 2001, 2006) displayed in Walmart’s videos in communicating their policies and standards. The modes of colour, vectors, light, and tracing, with their different metrics (Kress 2003, 2010; Bateman 2014), were taken into account, since through their synergy the metaphoric language of purposeful communication /advertising (Dyer 1988) is shaped and enhanced. The results from our MCDA qualitative investigation will be commented on in our presentation.

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Office Architecture and the Spatial Ideology of Post-Fordism

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To some degree, any given capitalist formation has to produce a deep-rooted belief in its own future-ability, i. e., its capacity to transform human activity into rising productivity and profit margins. I argue that this belief is strongly linked to the collective conception and perception of space and the build environment. Ideology can take the form of architecture, which Bourdieu describes as the most subtle form of symbolic power.

Authors such as Henri Lefebvre have shown how Fordist capitalism “produces” an abstract space, which can be conceived of as the space of rationalized production as opposed to the qualitative or lived space. In Fordist terms, space is a cost unit that has to be minimized. However, moving over to post-Fordism, this spatial ideology changes. With the rise of the services sector, productivity becomes coupled to communication. And, since the turn of the century, office work is increasingly understood in terms of creativity rather than efficiency. In this context, office architecture can be understood as an essential element of post-Fordist ideology insofar as it materializes, stages, and induces the belief in a potentially unlimited growth of productivity within the capitalist relations of production. Space is perceived as being qualitative and stimulating, which is capable of systematically generating communication and creativity, thereby ensuring the ongoing growth of capital and commodities. In my contribution I wish to show how office architecture is constructed as a spatial ideology in the discourses and practices that revolve around the office building as a material form.

Guilt trip: Emotion, identity, and power in migrant discourse

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Although it may appear quite obvious the natural link between migration and emotions, it has been largely ignored in migration analyses that tend to focus on the neo-liberalist projects that restructure sites of production and consumption (Brooks and Simpson, 2013). There can be no overemphasizing the necessity of bringing into the center stage the role of emotions in migrant life. At the most basic level, notions and actual lived experiences of being uprooted, a loss of belonging, abandoning and renewing attachments, debilitating episodes of oppression, racism, and marginalization as well as rekindled hopes of new beginnings, potential for new opportunities, and an alternative path to fulfilling life's goals – familiar and prevalent components of the migration situation – are all “potent sources of emotions” and have strong “emotional connotations”

(Skrbiš, 2008: 236). As for the question of identity construction and understanding unique to the migration experience, I adopt the basic thesis that Parkinson (1995) advances: getting emotional is a way to claim a particular identity.

Citing Burkitt, Wetherell (2012) advances the idea that feelings are actually *completed*, and not only expressed, in discourse. This paper heeds the latter's call for an *affective-discursive* turn by finding ways that will make grasping emotions in discourse a viable and potent research agenda through the adoption of the notion of practice – the patterning of human activity where emotions and affect are motif (Wetherell 2012). Guided by the discourse analytic frameworks of Van Leeuwen (2008) and Laclau and Mouffe (1985) along with the concept of *emotional habitus* by Burkitt (1997), I analyze official or state-produced documents for Filipino migrants, multimodal corporate texts that capitalize on the Filipino diaspora as a market for products and services, and particular cases of individually produced social media texts of Filipino migrants in New Zealand to demonstrate how *guilt* as an “emotional experience is inextricably bound up with relationships” and “always, to some extent, power relations” (Burkitt, 1997: 49) in constructing the ideal Filipino migrant identity.

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Coercive and conducive questions and their legal-pragmatic functions in Malaysian criminal proceedings: A corpus-based forensic discourse analysis

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Question-design differs according to the specific goals, activities and usually an asymmetrical power relationship between the questioner and the answerer. In a courtroom interrogation, questions play a central role because they are not only used by lawyers to elicit and confirm information from witnesses, but also to allow witnesses to offer their own narrative and retell events. The aim of this paper is to highlight the research on the culture of courtroom examination in Malaysian criminal proceedings that thus far is still under-researched. This paper that examines the use of questions by lawyers in Malaysian criminal proceedings utilises a corpus-based forensic discourse analysis approach. In recent years, there has been an increasing interest to use a corpus-based method (Archer 2005, 2006; Cotterill 2003; Heffer 2005) for the macro and

micro analysis of courtroom interaction. Despite this encouraging phenomenon, there has been very little quantitative approach conducted on questions in courtroom interaction, due to methodological challenges such as inaccessibility of data (e.g. courtroom interaction) and technology (e.g. computer software) for analysis (Cotterill 2010). Therefore, this investigation is conducted to contribute to increasing knowledge in corpus-based forensic methods, using a corpus of 16 Malaysian criminal trials.

The search for a statistical frequency of questions types is not an end in itself; it needs interpretation through a discussion of the legal-pragmatic functions. What is not clear is the extent to which questions are treated by lawyers as a strategy to seek “information and confirmation” (Gibbons 2003: 95) because these questions might be designed strategically not only to seek information or obtain confirmation but to play other legal-pragmatic functions as well. Therefore, with quantitative data to hand, it will be helpful to explain and justify the extent to which questions are strategically designed by lawyers in courtroom interaction. The quantitative analysis reveals unique patterns of different types of questions used by lawyers from which then a discussion of their legal-pragmatic values and lawyers’ individual linguistic styles is developed. The unique patterns revealed from quantitative corpus analysis indicate a need to understand the various legal-pragmatic functions of questions that exist in “legal-lay discourse” (Heffer 2005: 10).

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“Put on Record (POR)” questions: A prosecutor’s tool in Egyptian interrogations

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Narratives and narrative structures are part of our daily lives and linguistic encounters in a range of settings. Interrogations are one of these settings where narratives play an important role. In interrogations, both suspects and witnesses to crimes are invited to answer their interviewers’ questions by providing narratives of their own version of events. Previous studies have investigated how witnesses and suspects expand their answers to change the version of the narrative that police or lawyers suggest in their questions (Galatolo and Drew, 2006) and how interviewers evaluate these responses (Johnson, 2008). However, in this paper, the focus is not only on suspects’ long narratives to confirm or reject prosecutors’ challenging questions and evaluations. The present research investigates Put on Record (POR) questions and their discursive roles. Interrogations, as a form of institutional discourse, are governed by interactional rules with goals that prosecutors try to fulfil using their questions. This presentation is an exploration of how prosecutors use POR questions and how different suspects respond to them.

To do this, 18 Egyptian interrogations are analysed using a discourse-pragmatic method, focusing on the *POR* questions posed by prosecutors and responses. The data, originally in Arabic, but glossed in idiomatic English, using the Leipzig glossing method, are selected from a larger collection of Egyptian prosecution interrogations. Data include interrogations with ex-president Hosni Mubarak and his two sons, Gamal, and Alaa, which took place in 2011 post the 25th January revolution as well as ordinary workers, traders and company managers.

Preliminary results reveal that prosecutors, by asking *POR* questions, do not expect suspects to give a narrative with specific answers. On the contrary, by including these long questions which ask about incriminating details or face a suspect with witnesses' statements that contradict or support the suspect's responses, prosecutors aimed at recording their own version of events on the interrogation record to be read by 'overhearing audiences' (Drew, 1992) such as judges and lawyers. Suspects were found to resist challenging *POR* questions by using 'I do not know' or 'This did not happen' responses.

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Strategies of Legitimization: The Case of Women Driving in Saudi Arabia

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Since women are not allowed to drive in Saudi Arabia, two campaigns were launched in June 2011 and October 2013 calling to lift the ban. Both proponents and opponents of women driving have their own reasons to legitimize or de-legitimize women driving. This study is mainly concerned about the use of language as a legitimization tool in society. It seeks to reveal the strategies used by both proponents and opponents on mass media to legitimize their attitudes and to find out how do public react and reflect on this discourse through the little available space of YouTube comments.

The data are in two types and they are all gathered from YouTube; first, videos of TV shows that are uploaded on YouTube representing the mass media content. Second, the public comments and reflections posted on these videos as the User-Generated Content (UGC). An interdisciplinary framework based on Critical Discourse Analysis (CDA) theory, the researcher adopts a Discourse-Historical approach (DHA) for the analysis of strategies of positive self-presentation and negative other-presentation (Wodak, 2001). Moreover, employing analytical tools from Systemic Functional Linguistics (SFL) when needed to gain a deep understanding of the manipulation of linguistic elements to attain legitimization by both parties on mass media (Halliday 1985). Comments posted with regard to lifting the ban on women driving were coded into three responses (*opposing, support or neutral*). Comments under each response were monitored and analysed and showed the formation of various discursive themes (e.g. racist, evaluative, supportive, feminist grievance).

However, the study originality stems from the fact that it develops and proposes some key strategies of legitimization by applying them in a different social context (Van Leeuwen 1996, 2007; Van Leeuwen & Wodak 1999; Reyes, 2011). It also considers the analysis of two different types of data, compares and contrasts the legitimation strategies with their similar argumentation schemes (e.g. *Argument from consequence, analogy, expert opinion*, etc.) proposed by Douglas Walton (1995). Through comments analysis, the circulation and recurrence of many stereotypical statements, used to demonstrate the legitimacy or illegitimacy of the status quo, was noted.

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Managerial Discourse in Kuwaiti Financial Organizations: A Case Study

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This paper explores and develops an understanding of the importance of meaning construction and personal business experiences in managerial financial discourse. It reports on five sociolinguistic interviews of six Kuwaiti senior managers, three males and three females. In particular, the researcher analyzes two major questions: 1) How senior managers construct social meanings in their corporate culture and 2) How senior managers perform their managerial experiences. Following the work of Fauconnier (1985, 2002), Halliday (1978), Van Dijk (1997, 2001, 2003), Wodak (2001, 2009, 2013, 2014) and Eckert (2003, 2005, 2006), the researcher examines interviews using a discourse analysis perspective. The personal reflections of senior managers show that both males and females construct conventional business experiences and practices in relation to management and authority. In talking about social meanings, male and female managers emphasize the role of in-group and out-group colleagues at work. To most Kuwaitis, building a social network at work is valuable and important to doing different business tasks. Female managers claim that networks at work maintain relationships between colleagues and improve business experiences. Males also reflect on laughter, which is one conversational strategy for constructing social meanings. The contribution of the present paper will add to the limited financial discourse literature conducted in the Middle East region. Most importantly, the study will help senior managers to understand their own corporate culture and meaning construction in financial discourses in addition to exploring gender differences in managerial discourse.

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Synergizing the Odd: Integrating Corpus Linguistics and Discourse Analysis

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Politics can alter states by shifting the political balance in favor of political actors and institutions. This shift occurs in part by issuing policies that discriminate against some social classes, such as the poor. This article reports part of my work on the discourse representation of Poverty and Social Exclusion (PSE) in British political speeches. It focuses on its empirical design, specifically on the steps needed to select a relevant and manageable set of linguistic terms, from a large corpus, for analysis of PSE. Drawing on Corpus Linguistic tools (Anthony 2014; Baker *et al.* 2013; Baker *et al.* 2008; Kilgarriff 2004; Baker 2004), I devised a five-stage methodology to select representative data from the corpus. The study then illustrates the value of applying a Corpus-Assisted Discourse Study by reporting key results of the analysis.

The results revealed that the application of this methodology led to extract terms that refer to PSE in context. It also helps downsize the corpus to workable patterns of analysis. This is thought to be not only relevant and comprehensive but methodologically manageable in the disciplines of discourse analysis and corpus linguistics. An additional value of this piece of work is that the five-stage methodology can be applied to different subjects and corpora.

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The Role of Language in the Construction of Muslim Identity in Family Interaction in Saudi Arabia: A Study of Intertextuality and Power

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The role that language plays in the construction of identity has received a lot of academic attention in the past few years. A wide variety of research on language and identity has focused on aspects like ethnicity, nationalism and most importantly gender (Labov, 1970; Lakoff, 1975; Tannen, 1989, 1990, 1994, De Fina, A. Schiffrin, D and M. Bamberg, 2006). However, work on the construction of religious identity and Muslim identity in particular is still limited. Thus, the objective of this research is to shed light on aspects of the study of language and identity, that is, the construction of Muslim identity in family interaction in Saudi Arabia.

The elements around which this paper will be built are intertextuality and power. How these two elements relate is found in the work of Fairclough (1992). The main research questions will be as follows:

1. What types of religious formulaic expressions do participants use to signal their Muslim identity?
2. Does participants' speech exhibit intertextuality by incorporating synchronic repetition (i.e. self-repetition and repetition of the talk of others) and diachronic repetition (i.e. words repeated from discourse distant in time) to express Muslim identity?
3. How does the use of intertextuality relate to the concept of power in constructing Muslim identity?

The data of the paper will consist of recordings of family conversations in Saudi Arabia. The methodology that is used for data collection in this research is participant-observation, which is a common qualitative method that is rooted in ethnographic research. Critical discourse analysis will be used to analyze how intertextuality and power come into play in the construction of Muslim identity. Some examples of how these two interact will be provided and discussed in detail.

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**“Islamic” femininities:
A close look at the female protagonists represented in the Quran’s narratives**

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With a fifth of the world’s population looking to the Quran for guidance, there is a pressing need to examine its narratives in terms of their influence in shaping ideas, roles and practices about women and their identities in the Muslim consciousness not least because they encourage ethical development via ‘lessons of admonition and exhortation’ (Abu-Zayd, 2003:14).

The social constructionist conceptualisation of identity in which it is viewed as situationally motivated and achieved (Bauman 2000:01) is becoming increasingly accepted. According to Mishler (2006:42) ‘each of our partial selves is a character in a different story’. These several plots pose their own difficulties and challenges and may at times intersect and conflict with other plots, ‘creating tensions at various points in our lives’ (Mishler, 2006:42).

In this paper, the research questions that I answer are as follows: firstly, what types of female Muslim identities are fore-grounded in the Quran through the representation of the Quran’s female characters? What type(s) of femininities are they represented as carrying out? What types of social gender roles are they depicted as carrying out? What implications do these have for contemporary Muslim women in terms of what female identities they are encouraged to emulate in their own lives? I explore three Quranic narratives using key concepts from Feminist Critical Discourse Analysis and Van Leeuwens’ Social Actor Approach.

The main thrust of this paper is to problematise the reductionist notion of “the one” Muslim female identity and femininity type, by showing that the Quran comprises a wide range of female identities; each projecting a different way of being a woman. Also that FCDA, together with SAA can provide illuminating insights in to the discursive representations of female actors featuring in the Quran’s narratives, particularly in relation to understanding the kind of female identities and roles believing Muslim women are encouraged to emulate in their own lives as a result of the examples conveyed by these Quranic female archetypes.

**Combining corpus and qualitative data to study anthropomorphism
in discourse about animals**

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Many industrialised countries live in an area of ‘post-domesticity’ where people are often physically and psychologically separated from the animals from which they derive food and clothing, while maintaining a close emotional connection with companion animals (Bulliet 2005). However, the complexity of the ways in which we engage with animals has survived this much debated disassociation.

I posit that this complexity permeates ‘animal discourse’ (i.e. discourses in which animals are the focus, such as wildlife documentaries, animal rights campaigning literature, meat products labels) and propose to explore it by focussing on how anthropomorphism – an often mentioned concept in the field of human-animal

studies and more generally in discussions on animals – is understood and represented in a large-scale corpus of animal discourse. This corpus data was collected as part of the linguistics project ‘People’, ‘Products’, ‘Pests’ and ‘Pets’: the discursive representation of animals, carried out at King’s College London and Lancaster University, funded by the Leverhulme Trust (rpg2013 063). Its primary aim was precisely to canvass a variety of discourses about animals, including transcripts of interviews and focus groups held for the purpose of this project. The data analysis consists of corpus-based findings as well as qualitative analyses of specific texts or excerpts from texts in the corpus.

This corpus-assisted discourse analytic investigation into anthropomorphism reveals a variegated picture of anthropomorphism in contemporary discourses about animals. This includes clear patterns in the positive and negative evaluations of anthropomorphic representations of animals. With their positive appraisal of anthropomorphism in wildlife documentaries, the focus group participants, for example, offer an interesting counter discourse to generally held negative views on anthropomorphism (also evidenced in the focus group and interview data).

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“To pose as a chef” – Visual and textual representations of masculinity in cookbooks

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In this paper we discuss the construction of masculinity and male domesticity in cook books written for men. By treating different types of masculinity as discourse (Gill, 2003), we are interested in understanding how cooking as social practice is recontextualized as gendered discourse. Cooking literature, cooking instructions and cook books can be regarded as coded instructions on how to preform gender identity trough cooking practices (Brownlie and Hewer, 2007). Research has shown that cooking in home kitchens has become masculinized. When adapting to their new domestic duties, men have entered the kitchens as chefs, athletes, entertainers and scientists (Swenson, 2009; Kelly, 2015). Still, men’s activities in the kitchen are limited, carefully chosen and bounded to certain activity types, and they have less responsibility for regular daily cooking than women (Inness, 2001).

This study focuses three cook books published in Sweden in 1975, 1992 and 2010. It draws on the principles of Multimodal Critical Discourse Analysis (MCDA) (Machin and Mayr, 2012; Halliday and Matthiessen, 2014) and van Leeuwen’s (2008) notion of the recontextualization of social practice. More particularly we explore how masculinity and the practice of cooking in a domestic context is realized in design, texts and images in these cook books. The analysis shows that a personal voice and tone is realized through particular lexical, grammatical and visual features in the books. These features change over time and thus reflect different styles of being male; we see different forms of masculinity in relation to food, cooking and the domestic sphere progressing over the years.

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Numerocracy. Higher education in the neoliberal governmentality

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In the neoliberal knowledge-based economy, education and higher education are often presented as the solution to the social and political challenges of our time (unprecedented social inequality, decreasing rates of economic growth, lack of innovation etc.). While the sociology of education has produced overwhelming evidence that universalising education may have reduced rather than accelerated social mobility (Bourdieu 1996), real existing (higher) education continues to promise a route to economic growth, social wellbeing and crosscultural understanding. In my paper, I will articulate a critical perspective on the role of (higher) education in contemporary society. In this paper, I will be interested in the social inequalities which are produced and reproduced by researchers in the world of research. Against this background, I will argue against the thesis that (higher) education has been colonised by the capitalist economy. Rather, I will delineate the regime of neoliberal governmentality (Foucault 2007) which has been crucially informed by the inequality-producing and – legitimising practices in (higher) education such as grading as measuring effort and talent, governing by numbers, rankings and performance indicators – a regime I call numerocracy.

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Doing Good by Looking Good: Discourses of Sustainable Fashion and Fashionable Sustainability in the Swedish press

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The paper is situated in the field of media discourse studies, aiming to “[...] highlight the linguistic and discursive nature of media power” (Fairclough 1995). Drawing on the discourse-historical approach within CDA (Reisigl and Wodak 2009), I analyse the discursive construction of ‘sustainable fashion’ in Swedish newspapers. Recent decades have seen an upsurge in different ways of ‘making change’ through consumption choices, a personalisation of politics where causes such as environmental protection and human rights are mobilized around lifestyle values (Bennett 2012). The notion of *ethical consumerism* is expressed in practices which turn the act of shopping into a political statement, a form of ‘commodity activism’ created by the fetishisation of social action as a marketised commodity (Banet-Weiser and Mukherjee 2012). Using the term ‘ethical’ instead of ‘political’ to describe these practices is, as Lewis and Potter (2011) suggests, a way of highlighting a shift in the nature and state of contemporary consumer politics. My starting point is that popularisation of ethical consumption is linked to a specific time and context. The ‘ethical turn’ within late capitalism is “[...] particularly oriented to the contemporary moment and its problematisation of living” (Lewis and Potter 2011) and more a result of changes brought on by other forces, than a driving force of change in itself (Hanlon 2009).

The study seeks to explore discursive strategies used by social actors within the ‘sustainable fashion’ discourse, since ethical consumption “[...] depends on the activities of political claims makers who load consumption with political content” (Balsiger 2010). The analysis shows how this example of ethical consumption discourse converges with individualism in neoliberal societies, promoting the middle class ‘ethical fashionista’ – a free-spirited and multifaceted personality who makes well-informed choices – in contrast to the irresponsible ‘careless consumer’ of the working class, and the alleged grey conformity of mass society. The analysis also focuses on the construction of an ethical identity as a value for the brands, designers, and corporate representatives who are represented both as ‘greedy capitalists’ and ‘benevolent do-gooders’.

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EFL Textbooks and Identity Construction among Arabic/Hebrew Speakers

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This article deals with how the texts included in English textbooks shape and construct the English learner's national identity, attitudes towards the Other, and ideological stands regarding the Israel-Palestine conflict. This topic is particularly significant in Israel, as the English curriculum is uniform for all populations, including Palestinian Arabs.

Discourse analysis of English textbooks in Israel has shown how through the recurrence of Western – and specifically American and Jewish – culturally-based issues, the textbooks interpellate English learners as Western-oriented Jewish Zionist subjects, thus contributing to the reproduction and perpetuation of Western and Jewish hegemony (Awayed-Bishara 2015). Concomitantly, these English schoolbooks disregard the identity of the Palestinian Arab minority, its culture and communal traditions.

The present study presents a discourse analysis of interviews with 30 high school students (mainly secular Jews and Christian/Muslim Arabs). Analysis indicates that learners recurrently use re-contextualization, indexical pronouns, and positive-self or negative-other narratives to associate/disassociate themselves from the texts and narratives included in English textbooks. Interviewees' responses also indicate how discourse may contribute to the construction of a hybrid identity (Bhabha 1994). Analysis of responses to an article on a black teenage dropout, for example, reveals a constant shift in the self through differentiating a "positive self" from a "negative other" or going against and hence doubting "negative" representations coming from the text. Most of the Hebrew speakers' responses generally demonstrate how superior they feel towards the Other, how ignorant they are about who the other is, and how fully they accept the legitimacy of the Jewish-Zionist values promoted in the texts. Conversely, most Arabic speakers demonstrated an understanding of how marginalized they are in the Israeli educational system and other spheres, how cultural and religious narratives may be contradicting national narratives within their Palestinian Arab community, and how they seem to accept their role as victims of discrimination.

To conclude, identity seems to be constructed dialogically and in reference to the Other (Blommaert 2005; Wodak *et al.* 2009). This work examines the general assumption that EFL discourse in Israel has a constructive role in shaping people's ideologies, attitudes, and identities.

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“Angela’s Facebook Party”: Media Discourse on the Refugee Crisis and Commentators Counter Narratives

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Our proposal presents the first results of the European project C.O.N.T.A.C.T. which focuses on hate speech/hate crime within 10 countries in Europe. For this talk, we will focus on discourses pertaining to three countries (Denmark, France, Greece). Our data consist in press articles and comments (related to the articles), both bodies of data being analysed separately. The data were collected during six months in 2015.

Firstly we discuss the difficulties of building comparable data within different media structures as well as within different social and cultural spaces (Denmark vs Cyprus for instance). This discussion will allow us to explain the strategy which enabled us to find automatically examples of hate speech / hate crime in the press. Our second part focuses on the lexical field of ‘migrant’ (comprising the words asylum seekers, refugees, migrants, displaced person, undocumented individual) and on our quantitative results for the chosen keywords, using concordances as well as collocations in order to define the semantic and prosody preference for the lexical paradigm examined (Bednarek 2008).

We observe an emergent common ground built transversally in our body of data, mainly through co-constructed salient lexical and conceptual units (Kecskes 2013), however this emergent common ground are opposite discourses between the main press articles and the comments posted about the article. Therefore in our last section, framed within the proximation theory (Chilton 2005, Cap 2013), we focus on the qualitative analysis of the typical scenario found in all countries i.e. the rhetorical construction of empathy towards the migrants (mainly in the press article) and the counter discourse to the same article (mainly on part of the commentator’s) deconstructing such empathic positioning. It has been argued that analyzing such salient lexical units and discourse allows insights in the structural and semantic level of cognitive salience (Giora 2003): therefore working on the linguistic salience may give us access to mental representation of migration among the public at large.

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Contestations against a new dominant discourse in postmodernity. The contribution of the anti-gender movement in Italy

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In 2015, children from ages 4-6 years old who were enrolled in 18 kindergartens in Trieste (Italy) were targeted by a new educational ‘gender transformative’ project called ‘The Game of Respect’ realized with public funds. The goal of the project was to prevent Violence against Women (VAW) through ludic activities aimed at deconstructing typification of male/female identity and exploring the sameness of bodies and emotions regardless gender. The initiative sparked protest from groups of local parents and family activists. Additionally, opinion makers, intellectuals and political representatives took a stance of either pro or against drawing attention of national and international media.

This incident represents a defining moment for the emergence of the so-called ‘anti-gender movement’ in Italy. In a nutshell, this movement contests the deployment in schools, institutions, media and cultural products of the false belief that human identity/relationships can be fully self-determined independently of biological sex. This paper sheds light on the core arguments of this emerging counter-movement, which I regard as a new important voice that contributes to the existing intellectual critique of gender paradigm and social constructivism.

My theoretical proposal is to look at ‘gender’ as an artificial conceptual category invented to analyse the cultural dimension of existence. With time this category has been popularized through an emancipatory discourse, it has colonized institutions and bureaucracies and trickled down into popular culture and becoming a device of biopolitics: an external force that redefines the way individuals perceive their nature of human beings and their identity in relation to the other sex.

The aim of Critical Discourse Studies (CDS) is to questioning hegemonic representations of reality through the lens of voices at the margins of public discourse. I suggest that anti-gender movement represents an interesting prism through which scholars in CDS can advance a timely critique of discourses revolved around the category of gender and that are becoming dominant in postmodernity.

“Mothers Today Have Difficult Choices to Make”: Ideologies of Motherhood in Contemporary Israeli TV Commercials

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While the literature deals extensively with the ideologies of motherhood (e.g., Badinter 1981; Hays 1996; Rich 1986) and numerous studies have investigated the representation of women in the media, including television commercials (e.g., Furnham and Twigg 1999), much less attention has been paid to the role of the media in shaping the ideology of motherhood (Feasey 2012). The current study is the first to look at the representations of motherhood and mothering practices in contemporary Israeli TV commercials in an attempt to shed light on the ideological constructs they reflect and promote.

The study employed critical discourse analysis (Fiske 1987 pp. 73–82) to examine 64 television commercials aired on commercial TV stations in Israel from 2000–2014. All of them represented mothers, thus reflecting sociocultural perceptions of the maternal role and its practices.

The findings indicate advertising's ability to mobilize the patriarchal ideology of motherhood while using different thematic motifs, which sometimes operate alone and sometimes together in the same commercial. The different motifs complete each other, while at the end perfectly enable advertising to use them at its marketing service.

For instance, many of the commercials convey messages of women's empowerment by stressing their choice, freedom, control, and power, thus using a "feminist marketing rhetoric" (Duffy 2010 p. 27). They therefore recruit feminist rhetoric while stripping it of its sociopolitical message (Gill 2007) to promote traditional maternal tasks.

Also, mothering, and the many problems, dilemmas, and difficulties it entails, are transposed in the commercials into consumption, which supposedly provides all the answers. In other words, there is an obvious commodification of motherhood in Israeli commercials, with good mothering seen to be dependent on spending money and purchasing more products. Furthermore, beyond injecting capitalist logic into mothering, the advertising messages naturalize the woman as solely responsible for managing situations which may distress or threaten her home and family, whether they relate to hygiene, nutrition, health, etc.

The lecture will discuss these ideological constructs in detail, and their significance in the Israeli context.

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Using non-standard language to represent diversity and 'otherness' in contemporary US television series

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In this presentation I make use of a new corpus of dialogue transcribed from over 60 contemporary US television series: The Sydney Television Corpus (SydTV). SydTV is a small, specialised corpus which has been designed to be representative of the language variety of contemporary US American TV dialogue. Contemporary is here defined as the year of first broadcast falling between 2000 and 2012. This specific time frame was adopted because the first decade of the 21st century was characterised by the global rise of American TV series, and the 'golden age of television' that characterises US TV series from this period is still on-going.

US American is defined as having the United States as country of origin. TV dialogue is defined as the actual dialogue uttered by actors on screen as they are performing characters in fictional TV series. TV dialogue hence does not cover screen directions, and may differ from the dialogue presented in official pre-production or shooting scripts. About half of the corpus comes from comedy genres and the other half from drama genres, since this is one of the major distinctions made in the TV industry. Based on the rise and importance of so-called ‘quality’ television, about half of the corpus comes from Emmy- or Golden Globe-winning or -nominated series, and the other half does not.

In line with the focus of this panel, my analysis of SydTV will focus on the linguistic representation of diversity and otherness, with a special focus on non-standard language. In particular, I will examine the frequency and distribution of the word form *ain’t* and its use by different characters in SydTV. The analysis includes a comparison with other variants such as *gonna* and *gotta*, and analysis of its collocates as well as its potential association with social character categories such as ethnicity and class.

Fashion on wheels as a subject of disability and fashion discourses

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The research project “Fashion on Wheels” is one of the three case studies that make up a larger study into media reflections of different public discussions around the social and ethical critical issues in the world of fashion and, broader, the textile industry.

The modern discourse of fashion spreads over the different parts of human life. Fashion is not just about an elegant, stylish or kinky “look” anymore. Fashion today is also bound up with ethical attachments such as sustainable materials and fair-trade production. Fashion stretches from ‘haute couture’ into the development of outfits for special groups of consumers (for example, customized items for military personnel, athletes, wheelchair users etc.)

According to Hirschman and Thompson (1997), “mass media vehicles sort reality into meaningful social categories that provide a frame of reference from which consumers interpret their daily lives” (44). As an important actor of social practises, media play a significant role in the forming of attitudes and decision-making processes of consumers.

The focus of this case study is the presentation of clothing for disabled people, specifically wheelchair users, in the Dutch printed mass media. The question of our research has arisen from non-profit organisations and small-business enterprises, that are engaged in the development and promotion of what they call *fashion on wheels*. They wanted to know whether this topic attracts any mass media attention; and if so, how the topic is presented in the local and national printed press in the Netherlands?

The queries on the subject, using a variety of combinations of key words, via the LexisNexis database resulted in 70 relevant articles published in Dutch newspapers between 2007 and 2015.

Two basic discourses (discourse according to Fairclough 2003) have formed the theoretical ground of the code system for the content analysis: the disability discourse (Garland-Thomson 2002) and the fashion discourse (Moeran 2013).

Conclusion: both discourses have been presented in the Dutch media equally. The average ratio of article content is: 51% disability aspects versus 49% fashion aspects. This representation may be undesirable for the producers and promoters of so-called *adjusted fashion* because the talk highlights the medical aspects of the subject as much as the aesthetical and fashionable details of the clothing.

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Constructing corporate self-identity and relationships with readers: The use of interpersonal resources in the Corporate Social Responsibility (CSR) and Integrated Annual (IA) reports of six South African companies

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Prior research has established that companies and corporations are frequently conceptualised as individual entities that not only have legal rights, but also personalities, dispositions, desires and social responsibilities (see Breeze 2012 and Fuoli 2012). Such a conceptualisation of corporate institutions is to a large extent created and disseminated by the companies themselves through advertising but also through reports such as Corporate Social Responsibility (CSR) reports and Integrated Annual reports (IA). In fact, in much the same way as the language and linguistic behaviour of individuals makes manifest who they are (Wodak 2013), the language and linguistic behaviour of the companies in this study are viewed as making manifest the company's personality and perspective on the world. The aim of this paper is to investigate a number of the most pertinent linguistic devices used by six prominent South African companies to construct their identities and build a relationship with their intended readership. I draw on methods of corpus linguistics and the Appraisal Framework (Martin and White 2005), grounded in the Systemic Functional Linguistics (SFL), to investigate these features of the text. The research reveals that all six companies use a limited set of linguistic devices to construct themselves as caring and confident. When correlated with Fuoli's (2012) findings regarding the interpersonal resources used by multinational corporations, the research contributes to an understanding of the legitimisation and justification strategies used by financially powerful institutions across the globe.

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Students' intercultural competences in Italy and Greece

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The international debate on the concept of intercultural competences is increasingly growing.

A myriad of terminology has been used in literature to define the concept, including global competence, global citizenship, cross-cultural competence, international competence, intercultural effectiveness, intercultural sensitivity.

Deardorff (2006) defines the intercultural competence as “the ability to develop targeted knowledge, skills and attitudes that lead to visible behavior and communication that are both effective and appropriate in intercultural interactions”. As argued by various authors, intercultural competence must be intentionally addressed, because it is a lifelong process. This refers to the role of Reflexive pedagogy (Kalantzis & Cope, 2012). Then, critical reflection on intercultural competences becomes a powerful tool in the process of developing intercultural competence and it can help in the definition of new educational goals. The importance of intercultural competences for collaboration and dialogue in culturally diverse classrooms, both for teachers and students in contemporary societies, strengthens the attention on this topic. The analysis and the assessment of these competences could enable the schools to reflect on the generic value of diversity and to orient training towards the achievement of specific skills, attitudes and behaviors.

Taking the Chen and Starosta's model (2000) of intercultural communication competence as reference, we can identify three main dimensions: intercultural awareness, intercultural sensitivity and intercultural adroitness, with a set of different components.

The paper presents the results of a research project, still in progress, that aims to investigate and compare the intercultural sensitivity of a group of students in Italy and Greece. Data will be collected on March and April 2016, through the administration of the 24-item intercultural sensitivity questionnaire developed by Chen and Starosta (2000). The sample for the study will be 300 first year university students (150 Italians and 150 Greeks). Often used to assess outcomes of internationalization, the tool can be useful also for the analysis of multi/intercultural schools in an inclusive society; it provides a more specific meaning of “intercultural competence”, as well as some suggestions regarding the assessment of student's intercultural competences.

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The Grammar of Money: A discursive institutional analysis of money in light of the practice of complementary currencies

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Adopting the notion of Norman Fairclough's progression from a negative critique of structures to a positive critique of change strategies (Fairclough 2010, p. 14), the analysis of our financial system and economies must not fail to recognise the novel approaches and prototyping practices of complementary currencies and monetary reform.

These novel and extremely diverse practices, ranging from political campaigns for full-reserve banking to local currencies, timebanks, business-barter systems and so called crypto-currencies, highlight a blatant conceptual under-determination of money in legal, regulatory and economist discourses (Costa & Gauvin McNeill 2015; Ingham 1996). While there are no coherent theoretic frameworks to understand all kinds of complementary currencies and "money as we know it" (Blanc 2011), the lack of a clear touchstone definition of conventional money impedes the recognition of new forms of monetary innovations and the developmental pathways for monetary reform (Bendell *et al.* 2015) and systemic financial sustainability (Lietaer *et al.* 2012).

This PhD research projects aims to pinpoint the conceptual discrepancies of monetary conceptualizations in the discourse of financial regulators and central banks when compared to that of complementary currency practices and thus elucidate policy options to improve the recognition and impact of community currencies and other monetary reform initiatives.

It aims to critically analysis money, including the practices of complementary currencies, as discursive institutions (Schmidt 2010) according to their constituent rules, norms and customs in an application of the "grammar of institutions" proposed by Crawford and Ostrom (Crawford & Ostrom 1995).

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(Co-)constructing community-identity: Pro-innocent voices in the Meredith Kercher murder case

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Within an international context of media and social media interaction, the murder of Meredith Kercher in 2007 and the controversial case that followed have sparked much debate online and offline. The case fostered unexpected alliances and fights among individuals and groups belonging to the pro-innocent and pro-guilt sides. The pro-innocent side was in favour of the acquittal of the defendants Amanda Knox and Raffaele Sollecito, believed innocent of the murder; the pro-guilt group was convinced that Knox and Sollecito perpetrated the crime. In the media and social-mediascapes, debates became exacerbated especially at critical moments such as before and after the trial verdicts were released. In March 2015 the Italian Court of Cassation exonerated the two defendants from the accusation of the murder.

The aim of this presentation is analysing practices and processes of self- and other- identification within the pro-innocent online community who tried to obtain full exoneration for Amanda Knox and Raffaele Sollecito from the charges of murdering Meredith Kercher. As part of a wider ethnographic study of social media interaction on the case (Gies and Bortoluzzi, 2014; Gies, 2016), nine members actively involved in the pro-innocent online community were interviewed: their insider voices offer insights into complex co-constructed identities in a transnational online community.

Within a framework of critical discourse (Caldas-Coulthard and Iedema, 2008; Blommaert, 2010) and social media studies (Androutsopoulos, 2008; Boyd, 2008; Leppanen *et al.*, 2014; Seargeant and Tagg, 2014), the main questions addressed are: what are the strategies used by the interviewees to project their identification or seeming distancing strategies in relation to the cause and the online pro-innocence collectivity? How do they construct the pro-guilt ‘other’ *vis-à-vis* their online media activities? How do they perceive and portray their diverse individual and collective contribution (online and offline) in relation to the social engagement they are all committed to? The nine in-depth interviews enabled us to recognise individual contributions and instantiations of engagement which tend to be backgrounded and even overlooked when studying an online community as a whole.

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The discursive resurgence of the ‘communist enemy’: The use of Gramscian thought in the Greek extreme right rhetoric

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A few days before the national election in Greece (January 2015) the then Minister of health, Makis Voridis, the leader of the far right *Hellenic Front* party, who later joined the ultranationalist party *LAOS* and since 2012 is a member of the conservative *New Democracy* addressed to his supporters. Voridis, one of the most well known figures of the Greek extreme right, referred to Antonio Gramsci’s work to explicate to his audience the danger of the ‘communist threat’. As he mentioned: ‘*The use of ideological mechanisms made the Left popular...we live under the ideological dominance of the Left*’.

References to Gramscian key concepts were not limited to Voridis’s election campaign; they have shaped the ideological bases of the Greek extreme right parties and have been widely discussed by far right ‘intellectuals’, such as Kostantinos Plevris, the founder of the ultranationalist party *4th of August* and Nikos Michaloliakos, the leader of the Neo-Nazi party *Golden Dawn*. Focussing on the ideological drafts and political statements of the three leading figures of the Greek far right (Voridis, Plevris, Michaloliakos), this presentation looks at the way the Gramscian thought underlines constructions of the Greek extreme right’s ideology as well as the means by which the far right rhetoric on the ‘communist enemy’ is established. The presentation draws on the concept of ‘historical bloc’ and intends to show how cultural politics and ‘hegemonic knowledge’ regarding the political/historical ‘Other’ are formed by extreme right’s discourses.

Paraphrasing Gramsci, I assume that historical bloc refers to an ‘historical congruence between material forces, institutions and ideologies, politically organized around a set of hegemonic ideas that gave strategic direction and coherence to its constituent elements. Moreover, a new historical bloc needs persuasive ideas, arguments and initiatives that build on and develop its political networks’ (Gramsci, 1971; Showstack-Sassoon, 1980). Using the Discourse Historical Approach of Critical Discourse Analysis, I seek to explore the discursive construction of the dichotomy between far right’s anti-systemic, anti-hegemonic, patriotic bloc and the corrupted, parasitic left and how this distinction has been constituted through the prism of cultural politics and a new historical bloc.

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Preaching from a distant pulpit: The European migrant crisis seen through a *New York Times* editorial and reader comments

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On 18 September 2015, in the midst of the greatest movement of refugees and migrants that Europe has seen since the Second World War, *The New York Times* published an editorial entitled “Europe should see refugees as a Boon, not as a Burden”. It should come as no surprise that the article received well over 450 comments from readers reflecting the myriad of opinions about the complex issue of (European) migration and refugees. This paper is interested in the discourses about (European) migration that emerge from both the editorial and reader comments, an important interactive feature of today’s online media ecology.

From a theoretical point of view the discussion is underpinned by two underlying notions: first, the news producers influence public discourse and “reinforce beliefs” among readers (Richardson, 2007, p. 13) and, second, news texts and the issues and discourses portrayed in them are received by the wider public “in ways which correspond to the concerns, priorities and goals of the current stage [of the news cycle]” (Fairclough, 1995, p. 48). The work is also partially inspired by Text World Theory and its claim that discourses result from “a deliberate and joint effort on the part of producer and receiver to build up a ‘world’ within which the propositions advanced are coherent” (Werth, 1995, p. 95). Such an approach can be useful in explaining the linguistic construction of multiple representations of society (Filardo-Llamas, 2014) emerging in text comment conversations.

By focusing on reader comments, the study attempts to determine readers’ varying opinions about the issue and how this reflects and/or diverges from the view(s) presented by the editorial. Through comments users can react to or interact with an overt opinion genre, thereby providing insight into how discourses about migration are perceived and recontextualized by a wider readership. The quantitative and qualitative analysis of the two sets of empirical data (the editorial and reader comments) aim to demonstrate the various representations of society inherent in online newspaper discourse. In particular, the analysis focuses on the linguistic means adopted by text producers to align themselves with (proximization), or differentiate themselves from (distancing), different discourse/text worlds.

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Towards a common model of Political Discourse Analysis

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Recent years have seen an upsurge of different approaches to discourse analysis, which could be described as ranging from traditional discourse studies (mainly based on philosophical and sociological theories) to pure discourse analysis grounded in linguistic analysis. Although quite different at first sight, it can be argued that all these models share some common ground, which can be explained by establishing relations between the perspective of political discourse addressed in each model (Cf. Chilton & Schäffner 2002), the CDA stage that is most prominent (Cf. Fairclough 1989), and the communicative meta-function at the core of the analysis (Cf. Halliday & Matthiessen 2004).

After presenting an overview of some of the most common approaches to the study of political discourse (based on Boyd & Filardo, forthcoming), in this paper we present our own proposal for a comprehensive approach to Political Discourse Analysis (PDA). The model, already drafted in Boyd & Filardo (forthcoming), envisions a three-tiered approach to PDA which considers (1) text-related features; (2) representation and (3) interaction. We argue that such a model is better suited to today's highly wired new media ecology in which text receivers play an increasingly important role in the dissemination process of texts and genres. Through the use of online features users react to and interact with political texts and the various genres they becoming a powerful force in reshaping linguistic and social practice.

The proposal has a double objective: it aims both to make PDA as comprehensive as possible and to establish common ground with different CDA-inspired approaches to political discourse. To do so, two main organizational features have been considered: we follow the classical CDA three-stage approach (Fairclough 1989) while incorporating the three main perspectives posited by Chilton and Schäffner (2002: 25) to be used in PDA: textual features, interaction and representation. As will be demonstrated, by emphasizing the importance of these three perspectives the analyst can exploit the tools based on the most prominent approaches to CDA: Fairclough's interdiscursive and intertextual approach (Fairclough 1989), Wodak *et al.*'s Discourse Historical approach (Reisigl & Wodak 2009), and Hart's cognitive approach (Hart 2008).

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A grammar of resistance: Using Cognitive Grammar to account for resistant reading

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In Critical Discourse Analysis, it has long been held that grammatical forms encode an ideological perspective. Use of the passive voice or nominalisation are ways of ‘reducing’ (Fairclough 1989: 103) the information available to the reader and thereby mystifying what might be important aspects of the situation or events being described (for example, compare the nominalisation, ‘the bombings’, to ‘the Americans bombed Vietnam’). Whilst this approach has been very productively employed to examine how texts promote particular ideologies, it is also a fact that readers are capable of resisting the ideological interpretation of events proffered by the texts they read.

In this paper, I use Cognitive Grammar (CG, c.f. Langacker 1987, 1991, 2008) to address this issue of reader resistance. CG has increasingly been used in the analysis of literary discourse (for examples, Harrison forthcoming; Harrison *et al.* 2014; Nuttall 2015; Stockwell 2009), and has very productively been applied in CDA (Hart 2014, 2015). In CG, all grammatical forms 1) evoke conceptual content and 2) construe that content in some way. The conceptual content evoked depends upon the experiential knowledge possessed by the reader. In this model, resistant readings can be accounted for by a clash in the preferred construal of the reader versus the construal placed on the conceptual content by the writer.

I report on a small scale study involving three participants, all of whom were members of the British Labour Party. The participants were asked to listen to and discuss a speech by Theresa May, a prominent Conservative Party politician, delivered to the 2015 Conservative Party Conference. I use categories from CG to analyse the subsequent discussion and trace the resistant readings the participants created in response to the linguistic cues in the speech.

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How discourse analysis and conceptual metaphor analysis can aid the deconstruction of linguistic conflict discourses – The case of Valencia

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According to its statute of autonomy, the Spanish region of Valencia has two official languages: Valencian and Spanish. Linguistically and historically, Valencian can be considered a variety of Catalan, whose prevalence was brought about by the Aragonian crown and their campaign of conquest in the medieval Mediterranean. Does it hence all boil down to a question of naming? (Fuster 1962)

The political dialog about this topic that is carried on in Valencia demonstrates the lack of a consensus in the interpretation of the historical-linguistic basis. The question that deeply divides the Valencian society is whether Valencian can be attributed to Catalan or if it is a language on its own, and thus a means of expressing a distinct identity. Here, one can identify key political agents and ideologies that interpret the common language in their way (Mas 2012). In so doing, their public discourse becomes a struggle for the definitory power of the Valencian identity. Language is therefore not only used for communication but is one of the central objects and symbols of the discursive debate concerning the definition of the Valencian identity.

Following Lakoff and Johnson (1980) and Lakoff (1987), language is interpreted as a metaphor of the sociocultural divergence of Valencia, which includes – as an *idealized cognitive model* – the competing ideas that are represented in the public discourse. This contribution, poses the question of how the metaphor theory proposed by Lakoff and Johnson can be operationalized regarding the socially contradictory conceptualization. We discuss the limitations of the approach and point out how it can be extended in a corpus-based discourse-analytical fashion (Busse and Teubert 1994; Ziem 2014; L’Hôte 2014; Van Dijk 2002, 2008). Taking a cultural-scientific contingency perspective (Reckwitz 2004) as a basis for our proposal, we show how it can be rendered productive for the analysis of language-related conflict discourses.

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CasaPound Italia between traditionalism and values-hybridization

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CasaPound Italia is an Italian Extreme right movement. Members of CPI define themselves as “Fascists of the Third Millennium”. They call for the adaptation of the principles of the social tradition of the Fascist movement in Italy to contemporary times. At the same time, they use social practices that are typical of the radical Left movements tradition: house squatting, concerts organizations, solidarity actions in the grassroots organization. The communication adopted by CPI and offered to their public – mainly constituted by young males – shows a strategical hybridization of communication, action and identity symbols. The semiotic paradigm of CPI represents a mixture of traditional references to the classic symbolism of fascism (in terms of recurring topoi, values, identification codes) and strategic marketing. This is evident in the language adopted, in the means of communication – and the use of the Internet and social media to the broader public.

In terms of style of action, CasaPound offers a hybridized value-based model which mixes up the semiotics of the extreme right and the antagonistic left. The symbols adopted by the party encompass evoking figures such as Che Guevara, offered to the public attention as a sort of overcoming of the traditional “right-left” continuum. At the same time, key words such as “nation”, identity” “sovereignty” and “violence” are interpreted according to a new traditionalism. As a result, the image of the movement is attractive for young generations, which constitute the higher potential in terms of mobilization and grassroots activism of the movement.

This paper will address these aspects by presenting the results of an ethnographic observation of CPI combined with the analysis of the political culture of CPI with classic political theory categories. This observation emphasizes the adaptation of a classic extreme right movement to a fast changing environment where language, communication and conduct codes play a role comparable to values and ideology.

Unveiling European attitudes in the Catalan pro-independence process

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In 2012, Catalonia initiated a political process in search of recognition of its sovereign identity. This happened as a result of the unsuccessful negotiations the Catalan Parliament had had for years with the Spanish government in order to achieve a greater degree of autonomy and a more beneficial tax system for Catalonia. The Catalan have always considered Europe an idealized model to follow and the concept “Europe” has become a key element in the minds of those advocating for Catalan independence.

The objective of this paper is to determine how pro-European ideological attitudes (Graber 1981) have been presented to the Catalan electorates and the international community, and the role of the concept “Europe” throughout the Catalan independence process.

This qualitative study focuses on a number of selected articles published by the Catalan News Agency (CNA) in 2015 that cover news related to the Catalan independence project. In these articles, the concept “Europe” is used to convey the hope of being internationally supported. This corpus will provide sufficient evidence to analyse the rationale behind the pro-European advocacy in the Catalan independence discourse.

The methodological framework used in this study is mainly based on the Discourse-Historical Approach (DHA) of Critical Discourse Analysis (Wodak and Meyer 2006) but also combines with other theoretical approaches of Discourse Analysis (Richardson 2007), Cognitive Linguistics (Fauconnier 1994; Langacker 2008; Chilton 2015) to develop issues of hegemony, legitimacy and mediation linked to aspects of the mediatization of the conflict (Castelló 2012, Hjarvard 2008, Hepp 2009).

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Tracking Categories and Concepts in International Migration and Development Discourses

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In this paper I analyse early academic discourses on international migration, in order to trace founding and long lasting categories and concepts that are still currently active in official discourses of international migration and development. Historically, academic collaboration was significant for the consolidation of powerful nation-states and related economic aims (see Morgan 2001) and for the crafting of international institutions (Weiss and Thakur 2010). While current discourses co-produced by international agencies and intergovernmental dialogues rely on academic research as a source of ideas, no textual analysis has been done on the discursive role of scholarship in the generation of representations of migration agents and related images.

Close text analysis of a few influential academic works of the 1950s to the 1990s period – representative of specific theoretical approaches – selectively, focusing on the representations of agencies involved in the description of the migration phenomena. In particular, the weight and forms attributed to individual-migrants

agency and to nation-states is contrasted, along with the explanations attributed (or not) to structural forces. Thus, the functions of the core concepts used in economic vs political categories of migration are tracked. The analysis shows that rearticulations or recontextualizations of a few founding notions have occurred in tandem with changing and opposed theories of migration. I argue that official discourses continue to rely in a few core notions which acquired influence as part of the mid XX century internationalism and developmentalism.

This paper is part of a bigger research project where contributions of academic research are studied as macro-structural constraints on contemporary official international migration discourses. It has further relevance to assess the recurrent silences of international migration discourses and their state and market centred stances. Official discourses of international migration and development have been criticized for contributing to the depoliticization of migration (Pécoud, 2015) and to re-enacting a developmental narrative at the global level (Raghuram, 2009). In the current period of globalization, the centrality of Westphalian conceptions of the nation-state demands long term discursive approaches that help to better examine rather than discard ongoing realities of migration.

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The interplay of news discourse and readers' comments in the communicative construction of citizenship

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There is a lack of studies combining an interest on the influence of journalistic discourse on readers' comments with analysis of readers' comments discourse, and looking at their interplay in the communicative construction of citizenship (Hausendorf and Bora, 2010). Focusing on press coverage of an energy policy issue undergoing public consultation in Portugal, we examine the possibility of readers' comments functioning as a parallel space for debate and 'virtual' deliberation as well for negotiation of meanings and identities associated with citizenship (what being a citizen in current democracies means in terms of contributing to political decision-making, who takes up that position and how, what is the scope of expected influence).

We look at relevant online news texts and readers' comments to examine press representations of the National Programme for Dams of High Hydroelectric Potential and relations between positions assigned to citizens in news and positionings readers constructed for themselves as citizens. To what extent did readers, when commenting news pieces, act within the terms circumscribed by newspapers? Did this interaction enlarge the scope of citizenship communicated in the public space? What were the implications of both discourses for perceived possibilities of participation in the public consultation? We claim that critical discourse analysis (Fairclough, 1995, 2010; Wodak, 2011; Van Dijk, 1988) together with other strands of discourse analysis (DuBois, 2007; Hausendorf and Bora, 2010; Myers, 2010) with a focus on the semantic (e.g. topics) and

interactional levels of discourse (e.g. personal pronouns, affective, epistemic and deontic verbs, rhetorical questions, impersonal constructions, conversational particles, irony) make crucial contributions to understanding these questions.

Our analysis shows a marked absence of the public as a legitimated news source and that news texts instructed readers to be citizen-subjects: citizens who acquiesce to power, who are its victims and whose only right is to feel angry. Readers seemed to be entrapped by the same rhetoric. Still, the interplay between news and readers' discourses contributed to re-politicize the policy programme, which newspapers handled newspapers as if a matter of fact. Within that politicized communicative environment, readers had the opportunity to renegotiate the position newspapers attributed to them.

Proximization in Health Discourse

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Proximization is a concept that marks the discursive strategy of presenting physically and temporally distant events and/or states of affairs as increasingly and negatively consequential to the speaker and her addressee (Chilton 2004; Cap 2008, 2010, 2013; Filardo Llamas, Hart and Kaal (eds) 2015). By projecting the remote entities as gradually encroaching upon the speaker-addressee territory, the speaker seeks legitimization of actions and policies proposed to neutralize the growing impact of the negative, "alien", "antagonistic", entities. There are three strategies of proximization, which include the construal of spatial impact (spatial proximization), ideological impact (axiological proximization), as well as imminence of the impact sanctioning prompt response from the "self" parties (temporal proximization).

The explanatory power of proximization and Proximization Theory (Cap 2013) has been thoroughly explored within the territory of state political discourse, especially the discourse of the war-on-terror (Cap 2013, 2015). The present paper postulates extending the application of the proximization model to account for other domains of public communication involving, similar to the cradle domain, dichotomous representations of the home "self" and the remote "other". The empirical aim of the paper is to demonstrate that fear-inducing proximization strategies are present in health discourse (Sontag 1978; Van Rijn-van Tongeren 1997; Semino 2008; Koteyko and Nerlich 2007; Koteyko 2014) and particularly in the discourse of disease prevention and health promotion. Construing disease as an "aggressive enemy" which "invades" the "self" entity (the body of the patient), the speaker (a medical practitioner, a healthcare institution, for instance) generates a strong fear appeal which helps legitimization of a preferred course of treatment. It is shown that threat construction in health discourse relies mostly on spatial and temporal proximization, which depict the threat as apparently remote yet quite concrete and tangible and, above all, rapidly developing to eventually deliver a "strike". The discussion is illustrated with data from cancer prevention campaigns (led by the British Association of Cancer Research), detailing specific lexico-grammatical constructs (deictic markers of momentousness, imminence, impact speed) responsible for the spatio-temporal construals.

The hooded student as a metaphor: Multimodal recontextualizations of the actions and motives of members of the Chilean student movement in a broadcast news report

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In September 2014, the placement of a bomb in an underground station in Santiago (Chile) resulted in an extensive media coverage, in which the figure of the student became a possible suspect. One of these news reports made a journalistic investigation into the Chilean student movement and the anarchist groups emerging from it, outraging the student collective as well as the people interviewed who claimed they were fooled into participating in it (Fernández 2014). This study sets to analyse the multimodal representation of the narratives associated with the student as an inherently violent social actor in the media, as an actor who is systematically excluded from the public sphere (Cárdenas 2012). In particular, we explore the recontextualization of the students' political actions and motivations through the identification of metaphors and their function in the overall legitimation of their representation.

We analyse the eleven-minute news report called “X-ray of the [Chilean] student movement” (Canal 13 2014) and the analysis combines, adapts, and develops two main methodologies. On the one hand, we use the concepts of multimodal metaphors (Feng and O'Halloran 2013a; Feng and Espindola 2013) and emotional prosody (Feng and O'Halloran 2013b; Feng and Qi 2014) to identify how the students' political actions are materialized and naturalized systematically within narrative structure provided by the news report. On the other, we adapt van Leeuwen's approach to motive and legitimation of social actors/actions (2000; 2007; 2008) to describe how these multimodal constructions enhance the crime narrative associated to the student movement in hegemonic discourses such as the media (Pérez *in press*).

Preliminary results suggest that the hooded students, along with their disruptive and violent characteristics, are used metonymically to represent the student movement as a whole, thus negatively recontextualizing and criminalizing their actions and motives through a multimodal narrative in which subversion and civil disorder are neutralized.

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Argumentative patterns across contexts: Debating the Romanian diaspora's right to vote abroad

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In a recent development within the pragma-dialectical approach to argumentation, argumentative patterns are analyzed as particular constellations of argumentative moves in which, in order to deal with a specific kind of difference of opinion, in defense of a specific type of standpoint, a particular argument scheme or combination of argument schemes is used in a particular kind of argumentation structure. In this approach, in order to account for their effectiveness, such patterns are analyzed within a particular communicative activity type or a cluster of communicative activity types. This paper attempts a further step, investigating the occurrence of an argumentative pattern across contexts and activity types. Occurrences of a prototypical argument for restricting the right to vote of Romanian citizens in diaspora in presidential and parliamentary elections, and critical reactions to it, are analyzed in various contexts: Facebook conversations, media discourses, but also as elicited reaction in focus-groups. In its crudest form, the argument claims that Romanian diaspora shouldn't vote in presidential and parliamentary elections because it is not them who bear the consequences of their vote, but those who remain in the country. The argument and the critical reactions to it are evaluated not only normatively (in relation to critical questions corresponding to the argumentation scheme employed), but also strategically, emphasizing how the adaptation to (imagined) audience demands reinforces or challenges a symbolic separation between “us” and “them”, between Romanians living in Romania and Romanians living abroad. Since this diaspora consists, mostly, in temporary or permanent migrants within the European Union, and since their vote had a significant impact on the outcome of presidential elections in Romania, these arguments become part of a broader debate assigning (or contesting) an emancipatory role of diaspora for Romania.

“I don’t think there is any moral basis for taking money away from people”: An exploration of neoliberal positions on taxation

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Income inequality in the UK has risen since the adoption of neoliberal approaches to public policy. Increasing recognition of the negative impact of income inequality has highlighted the importance of taxation as a redistributive mechanism. Whilst economic psychologists have focused on tax compliance, a discursive approach has demonstrated how tax discourse is utilised by marginalised groups to construct a positive identity. A UK BBC radio discussion, ‘Moral Maze: The moral purpose of tax’ that involved public figures was analysed utilising critical Discursive Psychology informed Discourse Analysis. This research explores neoliberal positions on taxation and how individuals manage their accountability for these positions in their talk. It was found that neoliberal positions on taxation construct tax as being used coercively to change individual behaviour, having a negative impact on individual rights and presenting the state as ineffective. In particular, taxation is presented as a form of state sanctioned theft to form a presentation of taxation that has a negative impact on individuals. Speakers present high tax rates as immoral due to their demotivating effect on individual economic activity to manage their accountability. Neoliberal positions on taxation involve constructing wealth creation as a moral activity that is adversely affected by higher tax rates. This negates the need to be held to account in relation to the role of tax as a redistributive mechanism in society. Meritocratic ideology is utilised by individuals to present the need for limited state provision and to challenge social justice discourse which constructs tax as redistributive by being a vehicle for delivering public services and a means of investment in future generations. Neoliberal taxation discourse requires individuals to manage their moral identity by constructing the generation of wealth as moral and through emphasising the importance of individual rights.

Law, Language and Institutional Analysis

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1 Law and language: An analytical approach

The study of rights and law through language is typical of legal philosophy. This perspective affords the possibility of studying the universe of juridical language from a scientific (descriptive/explanation) point of view. It typically uses, in constructing its theories, prepositions of didactic and frequently evaluative nature, dealing with linguistic discourses that resolve themselves into “deontic predicates” of various kinds (Hare, 1952), (Sbisà, 1978).

2 Non-cognitive ethics and law

It is therefore also possible to analyze an apparently evaluative/prescriptive phenomenon from a descriptive/explanatory perspective. There is, therefore, no objection to the study of law from an analytical and non-evaluative, non-cognitive point of view. In other words, from one that does not claim to know what is “good” and what is “right” from their opposites, following the ethical principles of non-truth, of that which abstains from making value judgments. In this way, ideological traps can be avoided, which are hidden in the practice of designing apparently fundamental discourses about descriptive propositions that in reality represent specific value judgments (Searle 1969).

3 Analytical Theory and analysis of deviance

For the analysis of deviant behavior too, and for the mechanisms of social control (amongst others, the law), the analytical tool of language appears to represent a useful means by which various phenomena can be explained (Austin, 1962). If the deviant behavior in question concerns social action that does not respect the normative requirements of the social pact, we find language that is principally “prescriptive”. Thus, certain findings of the linguistic analysis of the language of the law can assist social theory in the comprehension of phenomena of deviant behavior.

4 Philosophy of language and institutional analysis

The play of utterances, of “promises”, represents new analytical modalities for exploring, through the use of the tools of the philosophy of language (particularly didactic language), particular moments in which the law deals with deviant and criminal behavior by means of threats and punishments. These represent, therefore, new and useful methodologies for an analytical approach to institutional problems, that may be able to illuminate shadowy areas of institutional communication, which often seem to characterize the specific areas in which authoritarian legal decisions are reached (Selznick, 1969). This new approach is an attempt to provide the alternative of linguistic analysis to the traditional pathways followed by North-American functionalism.

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A critical discourse analysis of YouTube video comments on Occupy Central by mainland and Hong Kong Chinese

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The Occupy Central campaign in Hong Kong remained a headline news story the world over for several months in 2014. This social movement has also drawn immediate scholarly attention, especially in media (e.g. Chan 2015; Sparks 2015; Lee and Ting 2015), social (e.g. Erni 2015; Ortman 2015), and critical discourse studies (Flowerdew, forthcoming). However, these studies mainly focused on data collected within Hong Kong,

without extending the context to China, the country that reclaimed sovereignty over Hong Kong in 1997 but has very different political and judicial systems from the latter.

This study explores how people from the Mainland China and Hong Kong perceive the Occupy event respectively by examining comments they made on two Occupy videos clips on YouTube. The corpus of YouTube comments consists of 4,329 comments (405,348 Chinese characters) made by 2,157 users from the mainland and Hong Kong. From the perspective of critical discourse analysis, we examined how the discriminatory discourse strategies identified in previous studies (e.g. Bar-Tal 1989; Flowerdew *et al.* 2002; Gruber 1997; Van Dijk 1993a, 1993b; Wodak 1997) were used by both groups under the context of the Occupy campaign.

The results show that, first, the Occupy videos tend to trigger confrontations between mainlanders and Hong Kong people. Discriminatory remarks were found in the majority of the comments. Second, all of the discursive strategies identified in previous studies have been used by both groups, including negative other presentation (e.g. labelling and stereotyping, negative attributions, dehumanisation), scare tactics (e.g. threat to the interests of the in-group, threats to public order), blaming the victim (e.g. self-justification or positive discrimination), and delegitimization (e.g. pointing to the illegitimate status or activities related to the out-group, magnifying voices against the out-group), showing the robustness of previous taxonomies in identifying discriminatory strategies across contexts. Third, although we have not identified any new discriminatory strategies in our data, the linguistic manifestation of certain strategies in this study differs from that in previous studies. For instance, sarcasm, instead of direct descriptions, is frequently used by both groups when pointing to the negative attributions of the other group.

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Gendering ‘Text’ and ‘Place’ in Facebook Brand Page: A Mixed Method Analysis

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The richness of human experiences within computer-mediated discourse (CMD) has attracted a wide range of theoretical and methodological approaches within discourse analysis (Herring and Androutsopoulos 2015). However, the contrast between discourses in new and traditional media evokes tensions within those approaches. This paper aims to bridge one of the tensions, i.e. framing techno-social environment as affording ‘text’ (which can be analysed linguistically) and ‘place’ (where human interaction can be analysed) (Milner 2011). This will be done through an action-oriented approach using Scollon’s (2001) framework of mediated discourse analysis, by first looking at the online data as a ‘place’ for human interactions, followed by linguistic text analysis.

Considering the formal and functional differences between marketing and non-commercial social media sites, the classification of actions is adapted from Kietzmann *et al.*’s (2011) ‘functional blocks’ of social media marketing. This adaptation resulted in categorising social actions in social media marketing ‘places’, i.e. facebook brand pages of female beauty and male grooming products. Subsequently, the linguistic analysis of ‘text’ within each action is to find out how marketers seek to persuade male and female consumers, especially with regard to ‘gender-challenging’ phenomenon of metrosexuality (male grooming).

The analysis is based on a mixed method framework that: 1) defines online space as both ‘place’ and ‘text’; 2) merges content and discourse analysis; as well as 3) combines quantitative and qualitative data and methods. In the content analysis, the quantified actions reveal difference in their distribution on facebook brand pages for consumers of different sexes. The qualitative multimodal discourse analysis, on the other hand, shows how actions can be gendered by language, as well as language gendered by actions. Such interconnection between language (‘text’) and action (‘place’) does not only bridge a gap in computer mediated discourse, but also rethinks the dialectical relationship between text and context, from language and social context (in this case, gender) to language and context of human interactions (‘actions’).

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Multimodal storytelling in the media: The visual representation of the Roma in the *Daily Mail*

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The paper examines the process of visual othering in documentary photographs in print news stories, adopting the perspective of multimodal critical discourse analysis. It shows how a series of images can construct, in combination with the textual component in image captions, a coherent and self-contained narrative reflecting a shared social stereotype about a minority immigrant group in the UK.

The paper elaborates on the manipulative potential of images, which has been subject to extensive analysis in CDA (Kress and van Leeuwen 2006, Wodak and Forchtner 2014) as well as in journalism studies (cf. Taylor 2005). The need for a systematic multimodal approach to the analysis of media data has been stressed not only by media discourse analysts (Bednarek and Caple 2012), but also by scholars with a more explicit multimodal critical perspective (cf. Machin and Mayr 2012; Machin 2013; Djonov and Zhao 2014). However, while previous research has often concentrated on the analysis of single images in relation to the news text (cf. Martínez Lirola 2014), typically using the social semiotic framework provided by visual semiotics (e.g. Kress and van Leeuwen 2006) or related analytical frameworks enabling a systematic analysis of visual data (Caple 2013), this paper turns attention to the issue of a serialized presentation of images in print news.

Based on a series of documentary photographs accompanying news stories about the recent Roma immigration to the UK in the *Daily Mail*, this paper argues that while the individual images can be described in social semiotic terms as representing specific participants, processes and circumstances, the analysis should not stop there, or with the relationship between the visual and the verbal components of news texts (image captions). Sequenced documentary images can operate on a higher level, implicitly producing an independent sequenced narrative. In case of the *Daily Mail* data, the emerging narrative is one that articulates the negative stereotype of immigration as a threat through negative other-presentation of the out-group. Thus, the study of the serialization of static images can reveal subtle patterns of multimodal manipulation in the print media.

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Why rob a bank in the Communist regime? Memory and the construction of plausibility across cinematic genres

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In relation to memory, cinema is not a mere depository of contemporary memory, a potentially accessible archive, but the narrative means of building a type of engagement with the past, by negotiating distance towards an otherness from this past. We are interested in investigating processes of memory mediation through cinematic practices, in order to understand how these mediation dispositifs work. The empirical area of our investigation is cinematic productions that thematize the historical period of Communism in Romania, strategically negotiating versions and meanings of the Communist experience. We will analyse three productions treating the same historical event (a hold up allegedly organized by six former members of the nomenklatura in 1959): a “documentary” movie, contemporary with the events, casting the perpetrators as actors (*The Reconstruction*), a recent documentary refuting the reconstruction proposed by the initial movie and elaborating on the context of the earlier production (*The Great Communist Bank Robbery*), and a recent Hollywood-like feature film which proposes an alternative, fictional account of the events (*Closer to the Moon*). All these productions are stirred by an attempt to render plausible the motivations of gang members, framing this plausibility in the rhetorical exigencies of the present.

Methodologically, we will develop a framework for analysis drawing on: *multimodality* to highlight the way meaning about the past is produced through mobilization of various resources of cinema as a medium; *critical discourse analysis*, to highlight how the movie produces and reproduces social relations with an alterity from the past, and *genre analysis*, to highlight how the genre conventions work as specific mediation dispositifs. Through this analysis we emphasize how the production of a plausible account of the events simultaneously builds various types of engagement with the past, thus providing methodological insights for memory studies starting from the analysis of cinematic discourses.

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A corpus-based analysis of transitivity patterns in newspaper texts on benefit claimants

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Among others, van Dijk (1993) remarks that critical discourse analysis should take special interest in discursively achieved representations of those afforded limited power in the social hierarchy of a community. During times of economic downturn such as those since the 2008 global banking crash, it would appear valuable to ask if – and, if so, how – discourse is used to maintain and reinforce the status quo. The data for the present empirical project are all articles published in mainstream British national newspapers during the Conservative-Liberal Democrat coalition UK government of 2010–2015 which contain the expression ‘benefit(s) claimant(s)’. This is a dataset of some four thousand articles, totalling approximately 3 million words. Conducted in the corpus-based critical discourse analysis tradition (e.g. Baker and McEnery 2005), the wider project identifies linguistic features which are used in the construction of benefit(s) claimants in ideologically loaded ways.

In the present paper, the ideological construction at work is explored in terms of the kinds of actions and roles with which social actors who are prominent in the dataset are typically associated. A Hallidayan (Halliday 1994) transitivity approach to the analysis is adopted. As will be reported, among other patterns, benefit(s) claimants tend to serve in participant roles which undergo a variety of actions initiated by government and government-related referents (e.g. “Labour-run Newham council was planning to move housing benefit claimants to Stoke-on-Trent”). When initiating action, however, benefit(s) claimants are typically cast as dependent Sensors of cognitive activity (e.g. “The claimants want the judges to grant them income support of GBP 65.45 a week...”). In respect of verbal activity, voices typically represented are those of governmental officials and spokespersons (e.g. “Tory minister tells benefit claimants to move around the country to find work”); the voices of benefit claimants’ voices are rarely represented. The stance here taken is that identifying such linguistic strategies which significantly contribute in the creation of prevalent ideological discourses is a first step in re-addressing the balance and providing space for alternative and counter discourses.

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Referring to the child in the “Convention on the Rights of the Child” in Japanese. A lexical and discursive approach

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This presentation will examine how children are referred to in the “Convention on the Rights of the Child” in Japanese from both a linguistic and a legal point of view. Drawing on this interdisciplinary approach, we will show how a discursive analysis of different labels referring to children reveal different representations of children as “subject of rights” but also as “object of rights”.

The Japanese language provides a set of terms to refer to children: *kodomo*, *jidô*, *warabe*, *shônen*, *ko*. While the words *kodomo* (子供) or *warabe* (童) have a Japanese origin (*yamato kotoba*), *jidô* (児童) or *shônen* (少年) are Sino-Japanese words (*kango*). The *Convention on the Rights of the Child* favours the word *jidô*. What is guiding this choice?

To answer this question, we will observe the way Japanese words used to name a child are defined in the dictionaries at a paradigmatic level and how they appear in all kinds of settings. To identify the value of these Japanese words, the impact of context on the linguistic choice and the reasons (if any) for the preference of one word in a particular context, for word distribution, we will use the “Balanced Corpus of Contemporary Written Japanese” (*Ninjal*). At the same time, legal dimension will be taken into account. We will observe that *jidô* and *kodomo* – the most frequent terms – have their own historical construction and a different political and legal framework.

In the second part of the presentation, we will focus on discursive strategies. At this syntagmatic level we will analyse colligations, that is “the co-occurrence of grammatical phenomena” (Sinclair 2004: 143), and the meaning this choice carry out. A special focus will be given to the verbs linked to the word *jidô* and used at the passive form.

This approach will lead us to highlight the various characteristics attributed to children and should shed light on the Japanese community.

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An analysis of the mass media dynamics on the world of labor: The Italian case

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At present, the mass media are one of the most important spaces in which the (re) configuration of social imaginaries and subjectivities take place. It is for this reason that the analysis of mass media's representations on the world of labor invites us to reflect on the place publicly assigned to labour issues in *mediated societies* (Verón, 1987). In that sense, we considered the mass media a privileged space of production and reproduction of the hegemonic common sense (Gramsci, 1974, 2000).

The question that guided the research is: what are the discursive mechanisms through which the mass media, specifically, the Italian leader newspapers (*Il Corriere della Sera* and *Repubblica*) assign certain values and attributes to the labour world in a crisis context?

The methodological approach to the media representations developed in this study used a combination of socio-semiotic tools that allowed us to account for the inter-discursive and socio-communication elements in the media surface. To this end, we took into account the conceptual frameworks proposed by Verón (1987) and Martín Barbero (1989) as well as the empirical contributions on the importance of discursive modes, casuistry, sources and criteria for newsworthiness made by Martini (2000), Lucchesi and Rodríguez (2007), Gomis (1991) and Ford (1994). For news discourse analysis, we applied an array of media analysis that contains three dimensions: *formal* (sections, rings of degree, gender and photos), *content* (criteria of newsworthiness, prioritization, intensity and attributes assigned to the topic) and *actors* (protagonists of the story, sources).

The general hypothesis that guides this research is that the representation constructed by the mass media of labour world is permeable to the political, social and economic contexts and, particularly, to the labor market situation. But this representation is also based on its own economic and political interests in the matter. To analyze the mechanisms by which the media registrations are articulated in complex ways with the context in which they are embedded, taking into account the conditions of production of these discourses, constructed and conveyed by media companies, helps to understand critically the role of the media in the circulation of social representations.

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**“It’s not all demons and devils, you know”:
Dilemmatic moments in Pentecostal and Evangelical Christian talk
about (people with) mental health conditions**

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Being actively involved in a religious community can act as a buffer against mental distress, largely through social support. Yet people with mental health conditions can experience stigmatization within religious communities as understandings, values and imperatives informed by theology and by cultural fears coincide or clash. This merits close consideration, given the increasing involvement of non-governmental and non-profit organizations in providing welfare and support services in various European countries, including to people with mental health needs. As part of a broader study of how religious communities understand and respond to people with mental health conditions, three focus group interviews were conducted in south east England with Evangelical Christians (n=13) and three with Pentecostal Christians (n=19). These groups are of interest because a belief in the healing power of the Holy Spirit is a defining characteristic of Pentecostalism and can also feature in Evangelical congregations’ espoused beliefs. The salience of discursive resources about agentic spirits raises the possibility of people with mental health conditions being positioned in problematic ways. Data were subjected to critical discursive psychology which yielded three themes. The first involved formulations of acceptance of people with mental health problems early in group discussions. ‘Core features’ of Pentecostal and Evangelical categories were invoked to justify responses of acceptance. The second theme concerned dilemmatic moments that surfaced in the discussions when understandings and responses that used characteristic Pentecostal and Evangelical discursive resources were juxtaposed with secular sense-making resources concerning the role of biochemical and psychological factors in mental health problems. Participants worked to manage interactional dilemmas that raised questions about speakers’ priorities and identities. These management responses constituted the third theme and involved the adoption of positions of limited expertise, the separation of the individual and their mental health condition, and an appeal to the emergence of a new synthetic tradition of understanding. Through these negotiations, initial formulations of acceptance became qualified and conditional. This paper will focus on the second and third themes. These will be discussed in terms of concepts from social psychology and political theology and in terms of implications for the uptake of mental health services.

The underestimated treasure: Diversity at school through the needs of teachers. Insights from a fieldwork

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Despite many alarming clues, the most urgent need for the European society is mixing diversity and different cultures into a renewed idea of “host” society: a system of resources for individuals, groups, Institutions. The variety of cultures and languages in Europe is often underestimated, stressing the threats linked to the daily life coexistence of many cultures, and not pointing out the potential of such diversity. Solid quantitative evidences supported the above considerations. Eurostat (2015) reports the presence of 33.5 million people born outside of the EU-28 living in a EU-28 Member State on 1 January 2014, while there were 17.9 million persons who had been born in a different EU-28 Member State from their country of residence.

As a result, EU is increasingly becoming a stable multicultural society, importing challenges in how socializing institutions cope with diversity. In addition to this EU schools embrace more and more pupils with different cultural or ethnic backgrounds, becoming increasingly culturally composite. Language troubles, cultural misunderstandings, etc. come out of diversity, and of different cultural and origin affiliation (i.e. family membership). Some problematic areas have emerged with the integration of children at school, concerning both language and educational aspects. Moreover, it is important to deal with teachers; they are the strategic actors in the educational institution, bringing into the process of socialization their ideas about education, society and the future for the new generations. They are actors (and directors) of daily-life realization of integration of foreign students. In particular, in educational environments with high multiculturalism, teachers play an important role in opposition (and spreading) to prejudices, stereotypes, racist discourse between students, families, civil society.

The paper presents the results of the first phase of the Erasmus+ Project concerning the analysis of the teacher needs in multicultural classes. Using mixed methods the action-research aim at examine in depth challenges and problems with cultural integration of foreign origin children. Results will be shown in comparison with the European partners (Italy, Poland, Belgium, Greece, and Spain), focusing on similarities and differences of educational systems as well as strategies and methods for teaching/learning in multiethnic and multilingual settings. Some key examples of best practices will be also analysed.

Legal culture and local context: Some empirical evidence

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The Italian Criminal Cassazione Court (hereafter Superior Court) issues almost 48,000 judgments each year.

This huge number of orders allows a strong discretion by the lower courts of first instance and appellate courts in the selection of these type of adjudications considered useful for justifying their decisions.

This paper attempts an empirical description of the modalities in which the lower courts overcome the problems related to the overproduction of case law, which is tied to a more limited “local justice” that has passed the Supreme Court’s scrutiny. We analysed the content of 728 criminal sentences issued by lower-courts in the four Sicilian Districts of the Court of Appeal.

The analysis concerned the quotations of judgments by the Supreme Court into their texts. Once identified, the Superior Court orders: were extracted from the database of the same Superior Court; used to determine which lower court issued their own judgments quoting those orders as a corroboration of legitimacy; comparing the judgment on the merits of the population examined components.

An algorithm we created, takes computer-stored plaintext representations of court sentences as input and automatically extracts all legal quotations from a corpus of sentences. This makes it possible analysing the aggregate citation patterns of particular districts and make a comparative study between them. We have observed that the different legal districts were characterised by a difference in quotation patterns. This difference consists in citing Superior Court orders with different origins.

Because of the different degrees of correspondence between the compared judgments we classified as a close correspondence when they were rooted in the same District Court of Appeal; as a strong correspondence when they referred to contiguous districts; as a weak correspondence if they arose to one of the four Sicilian districts; as a lack of correspondence if they were issued out of the four districts.

Discursing about Excellent Research in Australia: Ideological Foundations, Intercultural Implications and Dystopian Possibilities

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The third iteration of Excellence in Research in Australia (ERA) was completed in 2015, following similar audits of Australian research clustered around identified disciplines in 2010 and 2012. As it evolves, ERA has displayed both similarities to and differences from other national reporting exercises, including the Research Excellence Framework (REF) in the United Kingdom and the Performance-Based Research Fund (PBRF) in New Zealand. While each of these schemes exhibits some respective specificities, in concert they constitute powerful drivers of particular discourses about research excellence, impact, leadership and quality. They also frame institutional and individual behaviours related to ‘what counts’ as appropriate topics for and methods of

conducting, publishing and evaluating research.

This paper explores some of the issues attendant on discoursing about excellent research in Australia by analysing the author's experiences as a research leader at an Australian regional university as constituting a microcosm of broader clashes and tensions among competing understandings and valuing of contemporary research. This analysis is organised in terms of ERA's ideological foundations, its intercultural implications and its dystopian possibilities. The analysis is underpinned conceptually by current critiques of "the global testing culture" and its underlying cultural assumptions (Smith, 2016). The paper represents a single-site case study drawing on critically engaged self-study for its qualitative methodology.

More specifically, the analysis presented here posits the ideological struggle between diversity and homogenisation as the central mechanism for discoursing about research excellence in Australia in ways that generate dystopian possibilities, particularly the progressive narrowing of valued forms and outcomes of research. This narrowing signals significant risks for interculturality, by privileging certain kinds of cultural experiences as worthy of being researched and by highlighting assumed attributes of some research cultures rather than others. From this perspective, Excellence in Research in Australia emerges as emitting resonances with other systems for measuring, comparing and controlling global education and as limiting the potential options open to global educators, researchers and research leaders.

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Framing argumentative moves in focus group discussions: A critical-analytical perspective

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A qualitative tool of focus groups was used to see how students from Adam Mickiewicz University conceptualise their roles and places within the European society. The focal stimulus (i.e. attitude object) was the students' life in Poznan. The paper draws on the critical approach to students' argumentative messages focusing on their subjective perception of the academic and cultural life at the university and outside it. The exploratory aim of the study was to see in what way the primary and secondary topics frame the argumentative moves of the participants of the focus group discussions (cf. Krzyżanowski 2008). The pragma-dialectical framework was chosen to trace the argumentative moves of the students which were later on analysed through the prism of the socio-economic situation in Poland and Europe. The paper presents the study of three focus groups audio-recorded by the use of the Audacity software. The participants were native speakers of Polish who were highly proficient in English. They were 3BA, 1MA and 2MA students at the Faculty of English at Adam Mickiewicz University.

A social constructionist approach was adopted since it treats a focus group as a tool for studying how individuals perceive and realise their views through social interaction. Two direct attitude measurement techniques, i.e. the SDES and single-item attitude questions, were applied as pretests to test participants attitudes to the attitude object before they engaged in the social interaction. The results of the tests were treated as the anchors for the analysis which helped to see how students' perception of their mental states (i.e. beliefs, desires, needs, values) is reflected in the process of communication with others. Two types of meanings were

studied through the argumentative moves, i.e. individual and collective meanings. Individual meaning is defined here as individual's perception of his or her mental states. Collective meaning is defined here as any common meaning communicated by the participants of a focus group. The study showed that the emergence of collective meanings was motivated by developing secondary topics by participants themselves. The interconnections between secondary and primary discourse topics in the focus groups were realized through the use of coordinative, subordinative and multiple argumentative structures and analogy, symptomatic and casual argumentation schemes (cf. van Eemeren *et al.* 2007).

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The construal of conflict: Language and judgment

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The paper reports a series of studies designed to examine the role of linguistically coded construal (Langacker 2008) in structuring individuals' judgment across conflict scenarios. Subjects were assigned to two conditions and presented with linguistic stimuli such as the trolley dilemma below (Foot 1967). Stimuli were manipulated between conditions to alternately construe and linguistically represent problems, for instance by framing events as positive or negative (cf. Tversky and Kahneman 1981). Subjects gave their estimations of parameters such as moral acceptability of actions on a 1–7 Likert scale.

A runaway trolley is heading down the tracks toward five railway workmen, who will be killed if the trolley keeps on going. Jane is on a bridge over the tracks, between the approaching trolley and the five workmen. Next to her on this bridge is a man, who happens to be wearing a large, heavy backpack. The only way to save the lives of the five workmen is for Jane to cause the man to drop onto the tracks below, where he and his large backpack will stop the trolley. To what extent is it morally acceptable?

The findings generally indicate that language has the power to influence our reasoning about conflict-based problems. However, a number of variables that condition the effect have to be considered – such as problem type and subjects' prior experience (or lack thereof) with analogous conflict scenarios. We find, for instance, that reasoning about “high-conflict” (Koenigs *et al.* 2007) matters might be relatively resistant to construal-induced malleability. The paper will address the implications of these mechanisms and examine some explanatory variables behind language's gradable potential to shape judgment.

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“Worse than the weapon industry”? Narratives of vicarious experience in a European pharmaceutical company

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Stories are important for organisations; they enable members of the organization to motivate, legitimize and support internal decision making, and to represent themselves towards new employees, clients and citizens, as well as internally (Linde 2001). In other words, they create or contribute to agency, identity and reputation. This paper analyses how different narratives of vicarious experience contribute to the negotiation of multiple complex and sometimes conflicting corporate identities in a European pharmaceutical company. Narratives of vicarious experience are “stories about other people engaged in actions that the tellers did not witness” (Norrick 2013: 385). In (big) companies, the majority of the stories that are relevant for a company’s identity construction are inevitably stories of vicarious experience; the collective nature of corporate identity construction makes it impossible to rely exclusively on narratives of personal experience.

Drawing on a linguistic ethnographic approach including semi-structured interviewing and participant observation in and around the company’s PR department, we demonstrate how the founder’s narrative on the one hand, and the so-called Bad Pharma discourse on the other, serve as intertexts that are strategically mobilized by different tellers in relation to different interactional situations (Angermüller 2012: 118). We examine how tellers position themselves while retelling these sometimes contradictory narratives, how they establish epistemic authority, and we analyse the relation between personal and collective identities in these corporate contexts. In doing so, we learn more about how these stories can exist as part of the same identity discourse, how the notion of narrative of vicarious experience can be useful to make sense of this, and how the concept can be innovated. In focusing on this specific talk at work (from the editing of a press release on an award-winning drug to crisis management efforts in the wake of a large-scale recall action), we hope to contribute to the study of how narratives contribute to identity construction in institutional contexts.

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Nationalism and discursive constructions of borders in the 2016 United States presidential campaign

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In the context of the narratives of inclusion and exclusion on which the discourse of nationalism is based, borders are institutional as well as, to paraphrase Anderson, imagined barriers between nations and the “others”: they are “both structures and symbols of a state’s security and sovereignty” (Donnan and Hastings, 1999). Borders demarcate the official limits of a nation, but are also posited, in the context of a nationalist and populist discursive construction of immigration powered by media and politics, as a physical as well as cultural protection from immigrants, seen as a dangerous non-white, non-Christian, and non-Western “other” who allegedly threatens “our” society and values by crossing “our” borders.

This paper analyses borders as key elements of the discourse on immigration proposed by the Democratic and Republican candidates during the 2016 Presidential campaign in the United States. Borders have often been discussed by American politicians in the context of the supposed dangers of immigration from Mexico and, more recently, the threat of terrorism. Following Critical Discourse Studies, which are “interested in analysing hidden, opaque and visible structures of dominance, discrimination, power and control as manifested in language” (Wodak 2015b), public speeches and statements by presidential nominees will be investigated to uncover the ideology inscribed in the rhetorical strategies used in their depiction of borders, often described through metaphors. In accordance with Wodak’s “Discourse-historical approach” (Wodak 2015a, 2015c), I will address the key language strategies used by candidates in their discussions about border control, in order to see how certain hegemonic attitudes towards immigrants are asserted in the eyes of the American electorate. This is often an ethno-nationalist form of populism (Wodak 2015a), as in the case of Republican primary candidate Donald Trump, who has famously proposed the idea of building “a great and beautiful wall” between the USA and Mexico to prevent illegal immigration. Other candidates have discussed the need to deal with the issue of immigration in less drastic terms, but their apparent objectivity and common sense language are still part of a hegemonic narrative of nationalism.

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**“It is like reading an extended student essay”:
Reactions to critiques about the ‘miracle’ and ‘unorthodoxy’
of Finnish education**

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From the 1990s until 2014 Finland was perched at the top of the OECD’s PISA studies. Labelled as a miraculous and unorthodox education system Finnish education has attracted attention worldwide and become a site for pedagogical ‘tourism’ and ‘trekking’, with practitioners, researchers and decision-makers from around the world venturing into the country to ‘witness’ the miracle. This has led to Finland embarking on a desperate attempt to sell her education around the world. Very few critical voices have been heard about the myths, white lies and propaganda that this has triggered, from Finland or outside the Nordic country. A few globally known Finnish researchers and educators still continue to promote the country’s education even if she has already been relegated to a ‘second-class’ position in international league tables for education. In this paper, relying on an enunciative, dialogical and intercultural perspective we are interested in the reactions to a book published in 2015 by G. Heller Sahlgren, which proposes to reveal ‘Real Finnish Lessons’. We concentrate especially on responses published by Finnish researchers and practitioners in English and Swedish in the media and social media. How do they respond to Heller Sahlgren’s harsh criticisms about Finnish education? What disruptive voices about the ‘miracle’ contained in Heller Sahlgren’s book do they counter-attack and how? And finally, bearing in mind that Finnish education has become a product that benefits both practitioners and researchers, how do they try to discredit the Swedish researcher and make sure that the utopia remains one?

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**Metaphor and Myth:
Constructing an Ideological Framework
for the Place and Role of the US in the World**

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This presentation reports on a study of the US Senate Foreign Relations Hearings to consider the nominations of Warren Christopher, Colin Powell, and John Kerry for the position of United States Secretary of State. The study focuses on the use of metaphor and myth by these prominent political figures to construct a shared, predominant ideological framework for the role of the US in the world. The presentation consists of two major components. The first is the delineation of a theoretical foundation and methodological approach that draws

on two complementary approaches to the study of language, mind, and culture. One is based on the work of Lev Vygotsky and the theory of mind, language, and culture based on his research, commonly known as Sociocultural Theory (SCT). A primary claim of this theory is that human activity, including crucially our mental activity, is mediated by cultural factors that amplify our biologically endowed mental and physical capacities. Among these cultural artifacts are symbolic tools, conceptual metaphors, and concepts in general, including myths. The other approach to the study of language, mind, and culture is a cognitive linguistic approach to the study of metaphor. This approach to conceptual metaphor fits well with a sociocultural approach in two important respects: 1) many cognitive linguists are expanding their study of the cognitive and/or conceptual nature of metaphor to include the examination of cultural experience; and 2) semantics plays a key role in cognitive linguistics, as it does in SCT research.

The second component of the presentation is an analysis of the discourse that comprises the three respective Senate hearings. Using the analytical tools of cognitive linguistics and SCT, I examine the discourse for myths and for semantic concepts (e.g. ANIMACY, CAUSE and AGENCY) that entail, and thus provide evidence of, conceptual metaphors for the US that form an ideological framework for its place and role in the world.

At the borders of gender: Feminisms and governing of migration in contemporary Italy

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This paper reflects on gender as a feminist political category employed to engage the phenomenon of immigration and its governing. To this end, it scrutinises feminist narratives produced on and from lived experiences of political struggles contesting and contrasting the current governmental rationalities regulating human mobility in Italy. Specifically, the essay focuses on feminist conceptualizations of gender, deconstructing the cognitive boundaries of this category of political practice as they inform the ways in which border regimes are experienced, known and acted upon. Indeed, this paper intends to illuminate the multidimensionality of the meaning of gender in its current feminist usages. On the one side, it scrutinises gender in terms of its articulation and mutual constitution with social relations of race, which are particularly significant in a context permeated by colonial amnesia, denial of white supremacy, and activation of latent racism as response to contemporary migratory movements. On the other side, it examines gender in terms of its composition and transformation in respect to transnational dynamics – such as intensification of cross-border movements of people and their government. Hence, the paper points out limits and potentialities underlying these conceptualisations of gender. Theoretically, it seeks to contribute to scholarship on Intersectionality, exploring the travelling and reception of this analytic in the Italian context within the discursive field that addresses the governing of migration. To this purpose, the paper discursively analyses the following data: primary sources such as first-hand accounts resulting from in-depth interviews, and focus groups discussions; secondary sources covering feminist communication statements, flyers, zines. This material was collected during one year of fieldwork and it covers experiences of feminist organizing on the regulation of human mobility in Italy from 2007 to 2013. In particular, these data are examined combining specific tools of Critical Discourse Analysis, such as analysis of the Representation of Social Actors (Reisigl and Wodak, 2001; Van Leeuwen, 2007), and Membership Categorization Analysis (Leudar, Marsland, and Nekvapil, 2004). Finally, the essay concludes reflecting on the methodological choices applied and their

validity for intersectional research.

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Narratives of sustainable businesses and consumers: A critical discourse analysis of articles in “The Grocer”

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Dominant perspectives on the ‘sustainable consumer’ assume that consumers are socially conscious and rational individuals who express their values through consumer choice in the marketplace (for example, by boycotting or buycotting). Accordingly, a lot of research focuses on consumer motivations to consume ‘sustainably’ or ‘ethically’ (see e.g. Sassatelli 2007, Slater 1997, Stolle and Micheletti 2013). Contemporary sociological perspectives on consumption contest this narrative and break with these narrow methodological individualist approaches and utilitarian conceptualizations of people’s ethical decision making. In this view, consumption is understood as only one moment in the networks of production, distribution and marketing of items and services. Consequently, there is an urge to shift the attention away from consumer behavior, towards the wider organization of infrastructures from a provisioning perspective (see Warde 2005, Shove 2003, Barnett *et al.* 2011, Reckwitz 2002, Heidbrink 2015). However, while these approaches primarily associate infrastructure with the provision of tangible facilities (such as agricultural land, transport systems, buildings, institutions), this paper indicates that there is another important part of the infrastructure that enables a sustainable development; namely the discursive framing that limits or liberates the rhetoric space to discuss societal issues such as “sustainability”. Within this research, therefore, the given infrastructure is conceptualized as the discursive space of sustainable values and behavior. Thus, following a constructivist approach, this paper approaches sustainable food consumption as a complex set of socially constructed discourses which are fed by various agents such as ethical trading organizations, businesses, lobby groups, cultural institutions, NGOs, government-related bodies as well as academics. Drawing on a critical discourse analysis (see e.g. Fairclough 1995, Fairclough 1992, Wodak 2009) of journalistic material on grocery sales, I explore the roles ascribed to businesses as well as consumers when sustainable food provision and consumption is contested. Particular attention is paid to dynamics of the discursive framings of “sustainable agents” and their interrelation to changing societal conditions over time. To conclude, rather than presupposing morally concerned consumers as pre-existing categories, this paper suggests that the “sustainable consumer” is a “rhetorical figure” (see Barnett *et al.* 2011) which is effectively created and mobilized in current debates.

Subverting stereotypes on mental illness: The discursive construction of bipolar on YouTube

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New media has been perceived as a platform for mobilization and the perpetuation of acts of resistance; for example, a bulk of research has focused on the active role that new media platforms have played in the emergence of uprisings and political movements (e.g. El Tantawy and Wiest 2011; Lotan *et al.* 2011). While a lot of attention has focused on the interplay between new media and politics, little academic research has explored the growing use of new media in medical communication. In the domain of mental illness, which is subject to stereotyping and negative associations, many individuals diagnosed with bipolar and schizophrenia use YouTube to narrate their experiences and raise awareness of mental illness/health.

The aim of this study is to turn attention to this YouTube phenomenon. The data represents a selected sample of YouTube videos that have high rates of views on YouTube, in which individuals narrate their experiences and struggles with bipolar. I analyse the discursive, rhetorical and multimodal strategies used by these video-bloggers to represent bipolar and explore the communicative purposes they seek to fulfil.

Methodologically speaking, I adopt an innovative synergy of interactional linguistics (e.g. Goffman 1981; Gumperz 1982), the Discourse Historical Approach (e.g. Wodak and Meyer 2009) and the framework of Visual Grammar (e.g. Kress and van Leeuwen 1996), which will enable us to deconstruct this emerging genre of YouTube videos aimed at mental health awareness, while situating its discourse within its broader socio-cultural contexts.

Examples of the analytical categories I will focus upon are “frames” and “footing”, “nomination” and “predication” strategies and “argumentation” strategies, which I found to be salient in terms of the representation of bipolar. I argue that while bipolar appears to be negatively represented in some of these videos (e.g. through the use of negative predication), there seems to be a serious attempt at subverting the stereotypes related to mental illness through a complex use of rhetorical, discursive and multimodal features. Besides the innovative use of multi-disciplinary approaches, this study contributes to the growing interest in computer-mediated health communication and cross-disciplinarity, broadly speaking.

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Legitimizing Action through Strategic Maneuvering: A Framework for Integrating the Discourse-Historical Approach (DHA) and Pragma-dialectics

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During the past decade a forefront has been created for the integration of Critical Discourse Analysis (CDA) and Argumentation Theories. The most recent of these proposals, Fairclough and Fairclough (2012), integrates practical arguments within Fairclough's dialectical approach to CDA. However, this research can be seen as a response to recent views calling for a more systematic integration of pragma-dialectics within DHA framework (Ihnen & Richardson 2011; Reisigl 2014). Starting from the view that an arguer's 'strategic maneuvering' is oriented towards achieving political goals (Ietcu 2006) where the most prominent of these is the legitimization of actions or policy proposals (Cap, 2008); this research proposes an analytical framework that systematically integrates DHA and pragma-dialectics. The research claims that the discursive strategies proposed by the DHA are necessary means through which 'strategic maneuvering' is achieved. More specifically, the three aspects of 'strategic maneuvering' (topical potential, adaptation to audience and presentational devices) are realized through DHA's discursive strategies. The proposed analytical framework is intended to be as an original contribution for integrating pragma-dialectics within CDA.

The proposed framework is applied to Hasan Nasrallah, a prominent Lebanese political figure, political speech delivered on the 7th of May 2009. The analysis shows Nasrallah's strategic use of retrospective arguments not only as means to justify and legitimize a past action, but also, as a defense mechanism to rebut opposition's counter-claim.

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Paying the Black Debt: The CARICOM Discourse on Slavery, Remembrance and Reparations

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In July 2013, the Caribbean Heads of Government agreed to establish a CARICOM Reparations Commission (CRC) to push forward the cause of compensation for slavery from three European nations (U.K., France, the Netherlands). Chaired by the Barbadian Historian Sir Hilary Beckles, the CRC has outlined a Ten-Point Action Plan, calling for financial assistance with education and healthcare, technology transfer and debt cancellation, among other things.

This study aims at investigating the reparation discourse of Beckles and the CRC. More specifically, it aims at analysing how the mnemopolitical construction of the historical past of slavery serves the present reparation claims. The way CARICOM public figures address Caribbean history plays a crucial role in the complex discursive construction of an ‘official’ collective memory and a shared political Caribbean identity in the multi-ethnic, multi-cultural postcolonial Archipelago.

The data was retrieved in the ‘Communication’ section of the CARICOM official website and encompasses official statements and communiqués from CARICOM/CRC meetings, press releases and speeches in a timespan of two years (2013–2015). The analysis will offer a Discourse-Historical perspective (Reisigl and Wodak 2009) on the complexities, struggles and contradictions of the postcolonial Caribbean by integrating knowledge about historical sources and the socio-political environment within which discourse as social practice is embedded.

This work aims at representing a new transdisciplinary prospect in the fields of Critical Discourse Analysis, Memory Studies and Caribbean Studies. Moreover, it can represent a thought-provoking counter-narrative for the mainstream historical reconstruction and commemoration of slavery in the European (and especially British) context, where the historical memory of slavery has been highlighting the moral triumph of abolition rather than the many centuries of slave trade, in a narrative of the past that seems to delete any trace of agency on the part of enslaved populations.

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Engaging Elementary School Students in Uncovering Stereotypes in Children's Books while Learning a Second Language

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The purpose of this presentation is to linguistically and visually demonstrate the various manifestations of language and power in media discourses by utilizing critical discourse analysis as a tool to dismantle media misrepresentations of race, ethnicity, gender, class and language. This implied first, to engage Mexican third grade bilingual students in critical media literacy while learning their second language and developing their literacy skill in English and Spanish. Second, to critically read the text and to interpret the hidden messages and signs in pictures and texts that instigate the reproduction of racial, ethnic, and social stereotypes. Third, through critical discourse analysis and the examination of visual input, elementary students studied how the power of representation and social discourses are manifested in picture books.

The corpus of discourse analyzed for this presentation included *Walt Disney's Cinderella* (1998) by Disney, *Estrellita de Oro/Little Golden Star: A Cinderella Cuento* (2000) by Joe Hayes, and the discourse produced by third grade bilingual students in an elementary school in the Southwest of the United States. "Film, television, talk media, video games, newspapers...do not merely entertain us. They are also teaching machines that offer interpretations of the world and largely function to produce a public with limited political horizons" (Giroux, 2015). Children are influenced by capitalist practices specially when using profit-oriented, and non-critical picture books that have insidious forms of "visual representation" (Hall, 1997) processes. By analyzing language through "text, discourse practice and social practice" (Fairclough, 1992), we encountered that discourse is a social practice, "mode of action" (Fairclough, 1992) or "human activity inextricably related to the use of language" (Bakhtin, 1986) that helps us not only describe the world or identify stereotypes, but to reconstruct new identities.

Read-alouds, critical questions, group discussions, and charting stereotypes were well devised learning situations that helped bilingual children become aware and counteract against the mainstream discourses in picture books. By comparing two versions of the picture books, the students distinguished stereotypes and misrepresentations regarding cultural groups, race, gender, class, and power, while enhancing their second language through authentic language events. The analysis of their discourses showed awareness of stereotypes.

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Discourse Strategies in Governance Genres: How Corporations Manage Economic and Financial Crisis

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Since the Great Depression of the 1920s, the global market has experienced important events of economic and financial turmoil. The impact of such dramatic facts as the subprime mortgage crisis in 2008, the BP oil spill in the Gulf of Mexico in 2010, and the Volkswagen emissions scandal in 2015, just to mention a few, has entailed not only political, social, economic and environmental interventions, but also changes in language and, to a larger extent, in discourse practices, which can help policy- and decision-makers manage risk and minimize losses. In this context, this paper aims to analyze the discourse of financial and economic crisis. Focusing on the latest scandals that have recently affected the automobile industry, the paper illustrates the results of a research that investigates the discourse strategies used by corporations to manage events of crisis and meltdown. In particular, it explores and compares discursive practices in *management reports* (e.g. CEO’s and/or Chairman’s Letters to the Shareholders, Sustainability Reports, Disclosures), which, to some extent, might be seen as representative of governance genres (Fairclough 2003; Zanola 2010), and *financial statements* (e.g. profit and loss account, balance sheet, cash flow statement, notes to the financial statements). The methodology adopted in the study is mainly based on the contributions of discourse analysis and pragmatics. As for discourse analysis, the research draws upon CDA-based studies carried out in the domain of economic policies (Bhana 2009; Howcroft 2012), paying particular attention to the literature concerned with interdiscursivity and the discourse of financial crisis (Portero Muñoz 2011). From a pragmatic perspective, we use Searle’s notion of *direction of fit* between words and the world, i.e. the purpose of some illocutionary acts to get the words to match the world as opposed to the purpose of other illocutionary acts to get the world to match the words (Searle 1976: 2–3). The study shows that, in order to face crisis, corporate discourse varies in accordance with genre, often providing somehow conflicting representations of the same reality by adopting different communicative strategies.

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What Constitutes Constitutions. On the socio-legal relationships between constitutions and legal pluralism

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If constitution is oriented towards the uniqueness of the legal order, whereas legal pluralism is oriented towards the many possible normative orders that co-exist in the same society, how can the two be combined? In other words, in which way can a hierarchically organised normative world be reconciled with the idea of a poliarchy of different sets of norms?

On the basis of the general formula one state, one constitution, state constitutions are regarded as the sole and indisputable mothers of the legal order. The image of constitution that derives from a socio-legal perspective could assume a profoundly different standpoint. The reassuring architecture of norms, characterised by hierarchical internal relations, is rejected in favour of a polycentric representation of the interactions between social and legal factors. The constitution shows its external roots and appears to be the outcome of a plurality of cultural elements.

We have also to distinguish between formal and material aspects of constitutions. This fundamental duality does not rule out the possibility of their mutual presuppositions, but implies it. To have a formal constitution without a material one is no more possible than to eliminate the last carriage from a train. Formal constitutions need the support of the socially-rooted norms that contribute to the development of material constitutions, while material constitutions need the support of the legally-rooted norms that contribute to interpreting formal constitutions. Social norms can be introduced into a formal constitution by open-minded judges or by innovative legislators; legal norms can be introduced into a material constitution by citizens or other political actors who participate in shaping a new communis opinio in relation to constitutionally-relevant issue.

Formal and material aspects of constitutions could be inserted both in a structural process of institutionalisation which, through a bottom-up orientation towards legal norms, shapes the gradual reception of social norms into legal orders, and in a functional process of mutual adaptation which, through a horizontal orientation towards other sectors of society, determines the production of effects external to the legal order.

Approaching the specificity of political discourse in the advanced reading classroom: A critical analysis of two U.S. presidential speeches on the issue of marriage equality

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When introducing political discourse analysis in our advanced reading courses, two questions are in order: What is the specificity of political discourse? What are the most appropriate tools for analyzing it from a critical perspective?

As early as 1987, the Argentine sociologist and semiotician Eliseo Verón proposed that what makes political discourse unique is its ‘triple destination’: politicians design their discourse as directed to a heterogeneous audience consisting of three different kinds of interlocutors that he named ‘pro-addressee’, ‘para-addressee’ and ‘counter-addressee’ (Verón 1987; Durán 2008). As another important component in his model of analysis, he elaborated the notion of four types of ‘components’ – descriptive, didactic, prescriptive, and programmatic – by means of which politicians modalize their messages.

On the other hand, Fairclough & Fairclough (2012, 2015) suggest that, since political discourse is mainly argumentative, its analysis should focus on practical argumentation or deliberation. They propose a framework of practical reasoning in which four kinds of premises – Goals, Circumstances, Values, and Means-Goal – lead to a conclusion or practical claim for decision-making and action.

In this paper we intend to integrate the two models mentioned above in the analysis of two US. presidential speeches on the issue of same-sex marriage. The first was delivered in February 2004 by G. W. Bush, in support of a federal Marriage Protection Amendment that would define marriage as between a man and a woman; the second was given by B. Obama in June 2015, expressing his satisfaction with the US Supreme Court Decision on Marriage Equality. Our analysis will also draw on the notion of ‘ideological square’ proposed by Van Dijk (1993, 2006) to show how politicians build a positive representation of their own group and a negative representation of the Others.

We expect the results of our study can offer our students a deeper insight into the controversy over marriage equality and gender issues in the US over the recent years and a better understanding of the role of the discourse of mainstream politicians in the maintenance or the overcoming of injustice and social inequality.

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Strategic litigations in immigration matter: Happy islands or vehicles for systemic change?

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Strategic litigation refers to litigation taken in front of a courtroom, which have impact far beyond the specific applicant of the case. The paradigmatic example of strategic litigation is the well-known 1954 judgement *Brown vs. Board of education* in US.

This paper reflects on the meaning and outcomes of strategic litigation in immigration matter. By analysing some judicial decisions of Italian Supreme Courts (e.g. Cass. SU, 26 febbraio – 17 giugno 2013, n. 15115; C. Stato sez. III, 13 settembre 2013, n. 4543), European Court of Human rights (e.g. Hirsi Jamaa e altri c. Italia, 3.2.2012; Khlaifia *et al.* C. Italia, 1 settembre 2015) and Court of Justice (El Dridi, 28 aprile 2011) and by interviewing the lawyers that filed those cases, the paper aims to understand the current state of strategic litigation in immigration in Italy, its features and effects.

In doing so, I will answer several questions.

First of all, who are the actors involved in strategic litigation in immigration? Is strategic litigation seen as a means to further human rights protection? Is it a part of a broader strategy in taking action for migrants rights? Does it bring social changes? If not, which are the factors that hamper reaching this result?

The Discursive Construction of a Latin American Identity in the UN Mission in Haiti (2004–2015)

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On 30 April 2004 the UN Security Council adopted resolution 1542 which created the current United Nations Stabilization Mission in Haiti (MINUSTAH) in the aftermath of the coup that ousted President Aristide. More than twelve years have passed and the mission has undergone several changes, fifteen new resolutions, and faced important challenges during this period (like the devastating earthquake of 2010, the following cholera outbreak and a sexual abuse scandal).

Additionally, this mission has been regarded as “led by, and almost entirely composed of, Latin American troops” (Ross, 2004, p. 1). This fact, rather unprecedented, has been considered an “asset” by some of the leaders of the mission (Ferreiro & Wodak, 2014). Taking into account that the decision-makers of the mission are the visible face and are those responsible for what the MINUSTAH does, to analyse their first-hand insight about what the mission is doing and why seems to be paramount.

This paper presents the results of some of the findings of a PhD research project and it will show how in the context of a UN peacekeeping mission, MINUSTAH leaders discursively construct a Latin American identity and how this process is intertwined with the discursive legitimation of the mission.

By adapting the Critical Discourse Analysis framework offered by Reisigl & Wodak (2001), this paper will present the results of analysing interviews with MINUSTAH’s leaders conducted at various instances from 2004 to 2015, paying attention to those elements that remain constant and those that have changed. Strategies such as argumentation, nomination, predication and legitimation will have a special emphasis.

This paper will show that there is a complex discursive construction of a Latin American identity, even contradictory at some points, and subject to geopolitical interests. Moreover, the Latin American identity itself is being used as a legitimation device for MINUSTAH in Haiti.

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Take me to church or to other spaces. An analysis of re-contextualized meanings in pop songs. A case study

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Following recent trends in CDA studies, this paper focuses on songs as discourses through which social views can be spread (Van Leeuwen 2012; Filardo-Llamas 2015). Although the ideological effect of some songs could be arguable, it cannot be denied that besides being socio-cultural ludic artefacts, songs also perform a communicative and ideological function. This stems not only from its textual component, but also from its multimodal –musical and video – counterparts.

In this paper, we intend to analyse songs as viral phenomena through which socially-relevant messages can be spread. To do so, we will focus on Hozier’s “Take me to church” (2013), a song which at times has been considered a worldwide anthem for the lesbian, gay, bisexual and transgender community. Following notions taken from Text-World Theory (TWT) (Werth 1999; Hidalgo Downing 2000; Gavins 2007) and Discourse Space Theory (DST) (Chilton 2004, 2005), it can be argued that songs are multimodal blended discourse worlds whose meaning results from a combination of text-worlds, musical worlds and visual worlds. Evaluation on this blended discourse world results thus from the location of the discursively-triggered mental representations on three axes: time, space and axiology (Chilton 2004; Cap 2010).

The paper will try to prove how TWT and DST can help in explaining the multiple re-contextualizations of this song from its original Ireland-located meaning to a wider global and spiritual meaning. To do this, the song will be analysed together with two viral videos: the one originally produced with the song, and another one in which Ukrainian dancer Sergei Polunin dances alone in an unknown place. The new meanings of the song stem from a combination of discourse strategies which rely on the multiple construals of different spatial frames of reference (Levinson 2003): Deictic vagueness together with a significant number of metaphorical conceptualizations which are mainly based on the idea of container, orientation and/or motion among other things (Lakoff & Johnson 1980). As we will prove in the paper, it is this deictic vagueness that allows us to construe three main types of spaces: geographical, visual and metaphorical. By relying on this multiple spatial construal, which in itself triggers multiple temporal and axiological evaluations, the song can be played and listened to in different contexts. It is this de-contextualized textual, visual and musical construction of the song that allows for its multiple re-contextualizations, hence helping it become a viral phenomenon.

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Identity, Positioning and Political Marketing in Televised Leaders' Debates

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Since their inception in the USA in 1960, televised political debates have become firmly established as a mainstay of democratic process in many nations. Despite this, relatively little research has been conducted that looks specifically at the language and discourse of such debates. Existing research has tended to focus on political debates as an arena for conflict and argument, and has therefore focused on issues of linguistic (im)politeness (Blas-Arroyo 2003; Garcia-Pastor 2006, 2008) and the sequential organisation of talk (Beck 1996; Bilmes 1992, 1999). In contrast, the research presented here views televised political debates primarily as a form of political marketing (De Landtsheer *et al.* 2008; Lees-Marshment 2004) and takes as its object of study the discursive construction of identities and political personae (Corner 2003). It asks how politicians are able to position themselves, their opponents and the television audience in relation to emergent identity categories and subject positions, and how such positioning functions strategically to further political and ideological goals.

The analysis presented here focuses on British televised leaders' debates from 2010 and 2015, the first two general elections to have featured televised debates in the UK. It examines the debates as an emergent genre in the UK context, considering changes in the format of the 2015 debates, and the impact of these changes on the debates as a site for identity work and political marketing. The study draws extensively on Membership Categorisation Analysis, considering its utility in the analysis of identity in mediated contexts. It considers also the theoretical challenges of analysing talk involving political actors, whose public personae are well known to media audiences, and the problems that arise when adopting a position of analytical naivety that cannot easily be assumed of the audiences for which mediated political discourse is produced.

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Understanding Hong Kong Occupy: A discourse approach

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This paper is conceptualised within the framework of a historiographical approach to critical discourse analysis (Flowerdew, 2013). It focusses on the Hong Kong “Occupy” movement in the context of Hong Kong’s ongoing socio-political development, starting with Great Britain’s seizure of Hong Kong as a colony in 1842, through the immediate period leading to the resumption of sovereignty over Hong Kong by China as a “Special Administrative Region” with a high degree of autonomy in 1997, and up to the present day and the recent events of “Occupy”. The historiographical approach involves a diachronic analysis allowing for an understanding of what changes over time and what stays the same; an understanding of discourses of the more distant and of the more immediate past allows for a better understanding for discourse of the present. The historiographical approach uses case studies of language events considered as “critical moments” which are indicative of more broadly-based developments in discourse and society. In line with Fairclough’s (1992, 2003) conception of the relation between discourse and social change, the approach recognises two interactive levels: a macro-level (the sociohistorical context as it relates to the text(s) under consideration) and a micro-level (the text(s) as they relate to the sociohistorical context). As already mentioned, the language event which is the focus of this particular paper is the Hong Kong “Occupy” movement of 2014, when hundreds of thousands of Hong Kong people took over control of the streets for a period of 79 days to fight for “true” universal suffrage. In this presentation, I will revisit the Occupy event from a critical discourse historiographical perspective and offer some possible interpretations. I will consider “Occupy” from the point of view of social movement theory (including theories of social space), identity theory, and (inter)textual theory, and I will conclude with a brief consideration of the legacy of Hong Kong Occupy.

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Unpacking far-right discourses about climate change: Scepticism and denial by anti-immigration and National Socialist actors in Germany

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Research on the far-right has focussed on their opposition to cultural, ethnic and religious difference but has seldom investigated meanings conveyed in their discourses on contemporary, ecological crises. In cases of relevant research, the focus has largely been on the (destruction of the) countryside and the effect of overpopulation on the national space, issues which could be dealt within/ at the border of the nation. However, present-day, transnational, ecological crises pose much more severe ideological challenges to actors who view nations as both 'limited and sovereign' (Anderson).

Against this background, I ask: first, how do far-right actors position themselves vis-a-vis transnational, ecological crises – in particular the exemplary case of climate change (a case in which international regimes can be constructed as colliding with the ideal of national sovereignty)? Which meanings emerge in their contributions to the discourses on climate change and how do they relate to their core topics, for example nativist stances towards immigration and the rejection of the European Union? Second, I compare how radical right stances are conditioned by different degrees of ideological rigour (from 'populists' anti-immigration to neo-Nazis).

Analysing a range of publications by non-party actors, published between 2007 and 2013 in Germany, I argue that, although *substantial* differences exist between 'populist' and neo-Nazis, climate change is not only viewed largely sceptical (or even denied), but also for rather similar reasons. Furthermore, the observed scepticism/ denial is instrumental in (re)producing core, nationalist principles, ranging from juxtapositions of pure people versus corrupt elites to the identification of a 'Jewish conspiracy' behind carbon trading schemes. Data is analysed through a quantitative discourse-network analysis which reveals relations between main actors, concepts and events, and a qualitative analysis (the discourse-historical approach in critical discourse analysis) which analyses some of the most relevant of these relations.

The presentation thus offers an analysis of a rarely researched dimension of radical right meaning-making, illustrating anti-liberal-democratic and even racist implications of their responses to climate change.

**Radical imaginaries:
Multimodal representations of ‘History’ and ‘Nature’
on German extreme right Facebook pages**

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While the German extreme right has modernised itself rapidly over the past two decades, the advent of the new media has further accelerated these changes. This includes a new aesthetic ‘playfulness’ also in relation to visual and written communication of its own core beliefs, which nonetheless often remain admittedly National-Socialist. Thus, in tune with contemporary youth culture and the communicative doxa in much of the social media, the multimodal engagement with even their own ideological core tenants and historical legacy is increasingly constituted through irony and sarcasm, metaphor and intertextuality, as well as bricolage.

Against this background, we ask: how does this new aesthetics combine often playful ambivalence with claims for truth in relation to their representation of two major themes in their ideology, ‘History’ and ‘Nature’. The ideological significance of ‘Nature’ lies in the fact that it enables these actors to articulate their views in relation to that which is seemingly stable and ‘natural’, while ‘History’ offers the opportunity to rehabilitate a heroic notion of masculinity and national pride. By analysing their multimodal, online discourse about these themes, we illustrate the self-representation of these actors as a radical avant-garde able to articulate their ideology in the language of contemporary youth.

By utilising van Leeuwen and Kress’ multimodal approach, in particular their reasoning on relationships established through images, we analyse a cluster of extreme right Facebook pages. We structure the analysis along two lines: first, we are interested in explicit intertextual references to historical National Socialism through images of Nazi personalities which are often creatively modified by having captions or graphic elements inserted. Second, we are interested in how environmental concerns and, more generally, nature as that which is allegedly solid, is represented and able to carry extreme right messages.

In sum, the presentation will provide insights into counter-intuitive, often overlooked aspects of the workings of the contemporary extreme right in Germany which is increasingly influencing other central European countries.

**Preparing Higher Education students for the ‘world of work’.
Careers advisers’ expert roles in UK Universities:
A critical corpus-based discourse analysis**

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This paper aims to examine the careers services’ expert discourse practiced in UK universities taking into account the socio-political and economic background that has led to the rise of this ‘expert’ field in the first place. It contests the norms diffused from such practices and argues that careers services in UK universities

offer a pseudo-solution/pseudo-therapy to a problematic reality.

The concept of employability is an extension of the neoliberal ‘values’ introduced by UK governments. As a result of the marketization of HE (Fairclough 1993; Mautner 2005), universities have taken up the task of preparing students for the ‘world of work’. Careers services are now considered a specialized branch inside the HE institutional system, claiming to offer help, support and guidance to students.

As any other service provided by institutions, it offers “socially legitimated expertise together with those persons authorized to implement it” (Agar 1985: 164). Careers experts are thus empowered “to intervene in ways that produce disciplined – and even self-disciplined” individuals, using their “legitimate competence” (Scott 2001: 92). Careers advisers’ expert knowledge is presented as something that will benefit students. Becoming employable appears to be a common-sense value.

The corpus consists of approximately 2.6 million words deriving from 58 UK Universities’ Careers and Employability webpages. The methodology used combines Critical Discourse Analysis and Corpus Linguistics methods. The analysis begins with the examination of the keyword ‘careers’ and its R1 collocates which are sorted into three categories in order to understand the nature of the careers services. The three categories that stand out are: (a) the careers services as a professional body, (b) the places/spaces in which they act, and (c) careers education. The next part explores personal and impersonal self-representation (van Leeuwen 2008; Mulderrig 2011). This sets the ground for a close examination of concordances with a particular focus on phraseological patterns where the service is the Actor. Emphasis is given to the processes used, utilizing Halliday’s system of Transitivity (2004) and van Leeuwen’s work on “managing action” (1999).

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The Normalization and Estrangement of Occupation: The Israeli West Bank Political Discourse

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This lecture offers a comprehensive analysis of the contemporary Israeli political discourse dealing with the West Bank, focusing on the election campaign of 2015 as a test case. Feige (2002) offers relevant discursive

insights on competing approaches to the status of the occupied territories, arguing that “hawks” “appropriate” the territory, while the “doves” distance and “estrangle” the same territories from the discourse. This study utilizes this approach to construct the following dichotomous terms of reference: occupation-normalizing discourse versus occupation-estrangement discourse. Within the context of this dichotomy, this lecture will attempt to map the “hawk” versus “dove” West Bank discourses over a set of discursive dichotomies, such as the concepts of *partnership* versus *unilateralism*, *absolutism* versus *instrumentalism*, *messianism* versus *secularism*, *historical processes* versus *current needs*, and *absolutism* versus *instrumentalism*. This study will examine the extent to which this set of discursive dichotomies reflects the traditional hawk-dove divide in Israel through the following research question: To what extent does each side of the political divide adopts a clear stance regarding the territories with respect to each of these dichotomies, or does each side attempt to blur discursive categories to advance its specific ideological and practical needs?

The study explores the Israeli political discourse about the West Bank in 2014-15, during the period of the general elections in Israel. As a central principle of CDA is the disclosure of hidden ideological aspects of language use in social contexts (Fairclough, 1989; Chilton and Shaffner, 1997; Van Dijk, 2001), we view the 2015 Israeli election, in which political leaders avoided taking a clear stand on this issue, as a suitable case study for uncovering hidden ideological determinants within various discursive avoidance strategies.

Using on-line search, based on keywords in Google NEWS from the day the elections were called until one week after the elections, the corpus of this study includes approximately 3,000 articles from a range of news sources. This main corpus will be complemented by speeches and Facebook posts delivered by leaders of political parties and citizen comments to news articles and to political leaders’ Facebook posts, each of which provides direct access to political discourse, beyond the mediation of traditional media source.

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Othring TV fictional characters: A corpus stylistic approach to identity re-presentation of organised crime characters in *Gomorra* – *The Series*

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As TV series are increasingly becoming a global phenomenon thanks to the development of communications systems and multi-platform instruments of marketisation, the analysis of how given identities are re-presented in other cultures can help us understand “TV writers’ internalized beliefs which are transmitted through the created dialogue into a globalized community of TV viewers across the world” (Bednarek 2010: 63).

Thus, the following contribution focuses on identity characterisation in TV series using a corpus stylistic approach (Bednarek 2010, 2011) applied to the analysis of the characters of the Italian TV drama *Gomorra*. If, as Kozloff (2000) argues, “dialogue lines are explicitly designed to reveal characters” (Kozloff 2000: 44), analysing how they are cross-culturally translated into another language and/or reshaped in new formats can

highlight given identity traits that producers want to underline about given characters. In the specific case of *Gomorrah*, this is particularly interesting since the identities created for the TV series are intrinsically imbued with the local setting of the TV series. And the process of bringing the series across its local borders can reshape the way characters are presented in a new setting.

As Page remarks (in Kozloff 2000: 43), “[i]t is probably no exaggeration to say that the speech of any individual is as unique [...] as his fingerprints”. In the same way, TV series characters portray themselves in certain ways through their dialogues, giving voice to specific preoccupations, feelings, concerns, interests, and so on. Thus, after using the Manhattan Distance (Baker 2014) in order to statistically measure the lexicogrammatical status of each character and revealing which of the many voices in the TV series were the most peculiar, by using a keyword analysis, we underlined in the Italian and English original subtitles of the TV series the linguistic profile of these dominant personas. This procedure unveiled some peculiar characteristics of the characters presented in the TV series, enhancing some of their concerns or personality traits, or reshaping their entire identity.

Additionally, since TV series increasingly use social media platforms to encourage audience interaction and, at the same time, audience promotion of the media product, this contribution also focuses on the social media representation of *Gomorrah* by analysing a corpus of tweets focusing on the series. This has allowed us to see if the character identity construction in a social network environment was in line with the “linguistic thumbprint” (Culpeper 2001: 166) left behind by their dialogues and, more importantly, to see how the TV series was perceived by its audience.

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Using experimental methods to assess the persuasiveness of corporations’ trust-repair discourse strategies

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Persuasion and manipulation have been central concerns of Critical Discourse Analysis since its beginnings (e.g. Hart 2014; Van Dijk 1996). Traditionally, the persuasive and manipulative potential of texts has been explored by means of interpretive analysis. However, the actual perlocutionary effects of the strategies identified through this process are rarely (if ever) evaluated empirically. This paper aims to show that experimental techniques can usefully complement traditional discourse analysis methods by allowing researchers to test hypotheses about the persuasiveness of discursive strategies, and thus gain new and empirically-grounded insights into the dynamics of social influence, power, and ideology.

The results of two experiments are presented. Using Fuoli and Paradis' (2014) model of trust-repair discourse as a point of departure, the studies aim to assess the persuasiveness of different trust-repair strategies deployed by corporations after being publicly accused of incompetence or wrongdoing. In experiment 1, apology and denial strategies are compared by means of a scenario-based questionnaire. 448 subjects took part in the experiment. Linear regression analyses reveal that denial is more effective than apology in repairing trust after integrity-based violations, i.e. when a company is accused of having intentionally deceived the public, and that individual assumptions about corporations in general significantly affect context-specific assessments.

Experiment 2 uses a forced-choice, within-subjects design to investigate whether simple declarative assertions (e.g. 'this will not happen again') are perceived as more credible than epistemically modalized statements (e.g. 'we believe that this will not happen again'), and in what circumstances. 29 participants took part in the experiment. The results, which were analyzed using mixed-effects logistic regression analysis, indicate that the type of trust violation as well as the content of the statement significantly affect participants' choices. Unmodalized statements are preferred when the company's ability is questioned and the statement is about the future (cf. example above). Conversely, when the company's integrity is at stake, assertive statements are preferred when the statement concerns the company's past behavior (e.g. 'we have always been honest to our customers'). The results of these experiments shed new light on the discursive dynamics of trust and demonstrate the usefulness of experimental techniques to CDA.

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Inmates or patients. Nursing records of psychiatric detention

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In this paper I am interested in daily nursing notes recording their observations of patients in psychiatric detention. I focus in particular on discursive constructions of the patient and their relationship with the nursing staff. The data come from a corpus of medical records made in two mid-security psychiatric units in two Polish hospitals.

Assuming a critical discourse perspective, I make two arguments in the paper. First, the notes construct the patient in terms of fixed characteristics and generic actions and behaviours, outside any social context. Second, the nursing notes construct the patients predominantly in terms of compliance, hygiene, and whether the patients became a nuisance.

In the conclusions I raise possibilities of discourse analytic contribution to mental healthcare.

Evo Morales' Discursive Re-Foundation of an Intercultural *Abya Yala*

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Currently, an ethnic-cultural change can be observed at the top level of power in Bolivia: In January 2006, Evo Morales took over the affairs of state as the first indigenous president. There is something extraordinary about Morales: Physiognomically as well as due to his ethnic-cultural background, he does not meet the traditional norm of Bolivian presidents. At the same time, his position enables him to define this norm anew and thus question not only the existent set of rules of discourse but also the traditional structure of society (Canessa 2012). Based on these observations and following Foucault's (1973; 2007) discourse analysis, this contribution looks at how Morales' ethnic-cultural background is expressed in his discourse (i.e., his speeches and manifestations thereof in core legal documents) and what effect this has on the discursive construction of intercultural togetherness. More specifically, the discursive construction of the national and various ethnic-cultural identities as well as the re-construction of cultural memory (Assmann 1999; Moscovici 2001) are at stake as President Morales makes an effort to re-found his country as the Plurinational State of Bolivia. Based on this analysis and paying tribute to the fact that other countries such as Ecuador under President Correa or the US under Obama are also being challenged to tackle questions of national identity and cultural understanding, this contribution sets out to identify first indications of a more encompassing set of rules of ethnic-cultural change, as well as their relation to the philosophical concept of interculturality (Estermann 2010; Fornet-Betancourt 2003).

Whereas Morales is featured in many publications due to his position of power, there is a lack of contributions which combine questions of ethnic and race relations, such as the philosophical concept of interculturality, with issues of power and identity as raised by Foucault and Bourdieu, and which further relate to current sociocultural and political developments (cf. Gallant 2014). Moreover, Morales' attempt to have a referendum agree to two subsequent reelections of a president – which implies his ability to be elected for a fourth time in a row in 2019 – underlines the necessity to further analyze this exceptional president.

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Between selection and classification: The Italian model of civic integration within governmental planning documents

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Starting since 2012, as a consequence of the effective date of the Integration Agreement the Italian migratory policies have officially adopted the perspective of civic integration. From then on, the legal presence of migrants within the territory of the state has been conditioned to the fulfilment of some requirements. But a gradual shift toward this perspective had already started before the introduction of the Agreement, more specifically in 2007, with the proposal of a *Charter of Values of Citizenship and Integration*.

The debate that surrounded the writing of the Charter and, later, the political and legal procedure that led to the approval of the Agreement represent a relevant change within the Italian migratory policies: integration is no longer a right but it becomes a duty for all the non-citizens who want to legally reside within the territory of the Italian state. More in detail, the renewal of permit to stay is conditioned to the meeting of specific requirements, such as a certain degree of knowledge of Italian language, Italian institutions and civic culture. The permanence within the territory of the state, therefore, is allowed to non-citizens only if they are able to demonstrate their adhesion to a model of *civic-being*.

The model of civic-being that characterizes the Italian way to civic integration is well stated within the *Integration Plan: Security, Identity and Engagement* (2010). The Plan, which is a sort of planning document and expresses the strategy pursued by the Italian government in the field of immigration, in contrast to statistical evidences depicts the flows of people to Italy as temporary and not as structural. At the same time, it shows a *differentialist* and *culturalist* approach to migrant's integration. More specifically, non-citizens are depicted as people who are “ontologically” different from Italians and who are expected to accept Italian rules and values if they want to be allowed to legally reside in Italy. Moreover, the Plan frames migrations in terms of security.

Given this premise, the paper, from a *critical discourse analysis* and *sociological* perspective, aims at showing the contents of the Italian model of civic integration. To this end, it will focus on the representations of immigrants within the Plan and other governmental documents, stressing in particular the processes of categorisation and polarisation contained within these texts.

Intra-professional interaction and the institutional identity of the journalist: The case of television news

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Research into the institutional practices of journalism usually involves the investigation of the strategies journalists employ in their interaction with other professionals, most often politicians and experts in various fields. With only a few notable exceptions (e.g., Kroon Lundell 2010, Montgomery 2007), how journalists interact with other members of their own profession has received little attention in the literature. Focusing on television news, the present paper seeks to investigate one such type of intra-professional interaction: live studio ‘discussions’ of the news of the day between station presenters and journalists.

Drawing upon critical discourse analysis (Fairclough 1995), Bucholtz and Hall’s (2005) discursive approach to identity construction, Ochs’ (1992, 1993) notion of indexicality, and conversation analysis (Heritage & Raymond 2005, Schegloff 2007), my presentation seeks to investigate the interactional organization of the initial stage of such ‘discussions’, and to critically examine its implications for the institutional role of journalists. To this end, data from the main news bulletins of two Greek television stations (MEGA and SKAI), broadcast between 2011 and 2013, have been transcribed and analyzed.

The analysis yields interesting findings regarding the interactional features of such discussions. One such feature involves the use of assessment sequences initiated by presenters (prompting extensive responsive assessments by their interlocutors). Another pertains to the participants’ management of their epistemic rights to evaluate the events talked about, with presenters systematically downgrading their assessments and journalists upgrading theirs. What these findings suggest is that presenter-journalist ‘discussions’ are organized and managed in ways quite distinct (regarding both form and content) from the authoritative, impersonal, factual mode of presentation traditionally associated with news reporting, and point to a redefinition of the institutional role of the journalist not only as a neutral disseminator of information regarding the sayings and doings of public figures, but also as its evaluator. This, in turn, poses the question of the institutional power of journalism not only to define the agenda of what is newsworthy, but also to set the terms in which it is to be evaluated.

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Empowering European Identity. The role of teacher and socio-pedagogical dimensions

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In the last decades, a considerable amount of literature underlined the growing challenges facing education and training system. Particularly the public sector of school system is the one who have to answer the emergency priorities to ensure knowledge, skills and competences needed in post-modern daily life (Eurostat, 2012; World Year Book of Education, 2015).

Despite of education and training are considered as strategic element to achieve a smart, sustainable and inclusive growth in 'Europe 2020', EU schools faces, more and more, a multicultural situation that prompts to take shape how combine the recognition of diversity and the social integration needs (Harmes *et al.*, 2015).

This basic considerations find its essence in the effort to include foreign origin children in school training that foster a social identity incorporating both European values and rules within their cultural /ethnic background (Henson, 2009).

The paper proposes an exploratory reading of European school reality towards differences and critical issues. The data aim to be a valuable input in the field of education strategy, suggesting the review of educational methods and contents to ensure high quality education and training for all children. This process should be oriented in strengthening long-term socio-economic growth and stability.

The socio-pedagogical dimension of multicultural thinking stresses the need of defining the multicultural critical debate in a conceptual proposal of Multicultural Training Route for teachers, underlining the possibility to share an effective strategy in future educational challenges (M. J. Gannon, Pillai, 2012).

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How political parties in the UK orient themselves around business

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The UK general election campaign of 2015 included heated debates about how political parties should, and do, relate to business interests. Research has shown that although references to ‘business’ increase around election campaigns, the term is vague enough to have multiple meanings and uses. A discursive psychological approach allows for an understanding of how the concept of business is used by representatives of political parties and what actions such talk accomplishes. The research question is therefore ‘how do political parties construct business and their relationship with business and to what ends?’ Data was drawn from a wider corpus of data gathered from the BBC television’s Question Time, which is a weekly political discussion in which representatives of political parties and one non-politician debate topical issues. Each edition of this programme was recorded from the beginning of 2015 up to the election in May 2015. Data in this analysis consists of sequences of the programmes that focus on business. Discourse analysis of the data demonstrated that business is overwhelmingly presented as a good thing, so that accusations of being anti-business work to criticise opponents. Business is generally presented as positive because it is deemed to act in the national interest by employing people and by generating wealth. However, two different types of business are distinguished: good, wealth generating and bad, tax avoiding and exploitative types. This means that criticism can be directed towards bad business rather than business in general. This strategy appears to be because of a norm against opposing business which is in place for mainstream political parties due to the supposed virtues of wealth creating businesses which leads to each major political party claiming to be the most pro-business. The implications of this analysis are large because it demonstrates how mainstream political parties are unable or unprepared to challenge business interests in all but the most of extreme cases, to the detriment of the working people that businesses can take advantage of and that political parties claim to represent.

Corpus-Driven Analysis of the Zapatista Discourse

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The EZLN (Ejército Zapatista de Liberación Nacional) is one of the most innovative revolutionary movements of contemporary Latin America. After the short armed uprising which marked the outbreak of the movement in 1994, the EZLN switched revolutionary devices from weapons to words. The writings of the EZLN and more particularly of its spokesperson, the Subcomandante Marcos, range from essays to short stories, and are as many clues to the political and social project of the EZLN.

In this paper, I plan to demonstrate how a corpus-driven analysis of Marcos’ political communiqués can bring a better understanding of his originality as a writer and as a politician. More specifically, in the wake of decolonial thinking and subaltern studies, I will investigate how issues of democracy and identity, notably the boundary between self and others, East and West, dominant and subaltern, are disrupted in Marcos’ discourse.

I will use *Python* and three main analytic techniques: keywords analysis, phraseological research and

distribution analysis of keywords. For example, the distribution of keywords allows to see points in the corpus where new lexis – and therefore – new topics – are introduced. This would be useful to study the evolution of Marcos’ discourse and see when exactly some ideological and topical shifts happened. Similarly, the prosodies of words related to national identities, indigenism, or democracy could reveal more systematically the connotations associated with those concepts. As explained by Karen Korning Zethsen, keywords within political discourse are surrounded with a semantic universe and “it is not that the core meaning of these words is changed, but it is rather a case of the words taking on new context-dependent connotations defined by their typical collocations in certain kinds of discourse” (2006).

Considering the extent of the corpus (thousands of communiqués), and the political biases often associated with Zapatista studies, a corpus linguistics approach with a systematic analysis of lexical patterns will bring to light nuances to the study of the Zapatista discourse as well as insight on how political meaning is encoded in language.

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Stand for legislative elections. The gender representations in the statements of principles under the French Fifth Republic (1958–2007)

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At the crossroads of political history, gender studies and discourses analysis, the paper aims to give a detailed study of the statements of principles of MP women candidates under the French Fifth Republic (1958–2007). The corpus is designed according to a set of gender hypothesis in political context. It gathers almost all the declarations of women candidate under the Fifth Republic, together with a reference corpus sampling a representative set of men declarations, made under similar political conditions (700 texts).

Statements of principles are social practice (Wodak and Fairclough 1997) and performative acts setting speakers as political figures (Austin 1970, Butler 1999, Talbot 2010). Does gender impact political speeches and how? Did gender representations significantly evolve within the twelve legislatives periods of the Fifth Republic?

To answer these questions, we resorted to a set of text statistics methods (Mayaffre and Poudat 2013) in the framework of digital humanities. The paper provides a comprehensive and critical description of the development of women *ethos* (Amossy 2010) within fifty years, bringing to light the gradual emergence of original theme and subjects. It also reveals the dissimilar resources and constraints of political language in legitimate identities construction when the speakers are women or men.

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**Changing Narratives of Class in Print Media Discourses
in the United Kingdom, 2007–2013:
Language of Social Class, Aspiration and (In)Equality
in Opinion Discourse of the British Quality Press**

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This paper is based on the analysis of a 534,893-word corpus of British opinion discourse about social class, aspiration, mobility, privilege and (in)equality (collectively referred to by the acronym SCAMPIE). It discusses how collocation and concordance analyses can be used to identify common categories of discursive representation of SCAMPIE, as well as to point to representative parts of texts in order to perform qualitative analysis. This study makes use of a combination of methodologies normally used by corpus linguistics, cognitive linguistics and critical discourse analysis. My analysis of 564 opinion discourse articles published between 2007 and 2013 in four British quality papers (CGO corpus: *The Guardian/The Observer* and CST corpus: *The Times/The Sunday Times*) shows that, among the papers I studied, no single voice on social class dominates. Serving as a basis for future research, my analysis reveals that SCAMPIE frames varied over the last decade and identifies devices newspapers adopt to frame social class issues in critical, supportive, mixed, or neutral terms. I have found that, overall, coverage is diverse and represents multiple perspectives. In the semantic nexus, both CGO and CST share many central concepts: concerns about educational policies occupy central location of the opinion discourse frame, along with the themes related to the issues of poverty, employment, government policies and the notion of ‘whiteness’. On the one hand, CGO markedly highlights vagueness of the term ‘middle-class’ and the racialised tropes used to frame ‘working class’, eliciting dire images with terms like ‘chavs’, ‘pikies’, ‘yobs’ and ‘miscreants’. On the other hand, CST emphasises diverse properties of the actors, that is, ‘parent(s)’ and ‘child(ren)’, that also conjure up cautionary images with terms like ‘sharp-elbowed’, ‘panic’, ‘obsession’, ‘excluded’, ‘marginalized’ and ‘sacrifice(s)’. This paper demonstrates how each newspaper has formed a common frame by selectively linking concepts in similar ways. Although political identity of media works as an important origin of framing, both *The Guardian/The Observer* and *The Times/The Sunday Times* rationalise social stratification issues by conceptually distancing themselves from any meta-narratives concerning social class, instead focusing on social stratification issues as an ongoing object of political and cultural struggle.

Defensive semiotic strategies in government communication: A multimodal study of blame avoidance

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Executive governments are frequently blamed by journalists, opposition politicians, and other critics for engaging in excessive positive self-presentation and misusing public resources, such as state budget and the labour of civil servants, for party-political image-making. Many commentators have a generally suspicious attitude towards government's behaviour, stereotypically charging officeholders as guilty of hiding important information from the public and using malicious propaganda techniques to influence public opinion and enforce compliance. Therefore, communication professionals employed by the government (e.g., press officers, departmental spokespersons, and campaign managers) find themselves in a position where they routinely need to negotiate various strands of public critique, and behave in such ways that help to avoid blame and defend their social status.

In my talk, I argue that when officeholders try to avoid blame, they often engage in multimodal performances which can be analysed in terms of how they exploit various semiotic resources to ward off criticism: the setting, appearance, and manner chosen for a particular interaction with an audience; and both verbal and non-verbal ways of arguing, legitimising, framing, and representing social actors and actions. I apply these analytic categories to interpret the data I gathered during an ethnographic study of the Public Sector Communications Academy – a major training event of British government communicators held in Manchester in June 2014.

By combining insights from multimodal discourse analysis (van Leeuwen 2014), discourse-historical studies of organisational behaviour (Wodak 2011), and recent research into blame avoidance in public administration (Hood 2011; Hansson 2015, in press), I demonstrate how certain semiotic strategies used by officeholders have an effect of backgrounding the ideas about any possible norm violations that government communicators may have been associated with in the eyes of critical audiences, such as lying, spin doctoring, and using tax money for propaganda campaigns that may not actually serve the interests of the public. I suggest that critical analysts of government communication need to pay more attention to the defensive practices of government insiders, and study in great detail how these practices are incorporated into everyday behaviour through professional training.

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Exploring pre-service teachers' conceptualisations of Environmental Education for Sustainability through Appraisal analysis: A case study in an Australian regional university

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Education for Sustainability has been incorporated into the Australian Curriculum (ACARA 2012) through the introduction of 'Sustainability' as a cross-curriculum priority. Consequently, all pre-service teachers in Australia need to acquire knowledge of and develop skills in Education for Sustainability in order to incorporate the 'Sustainability' cross-curriculum priority into their teaching. This paper outlines and presents the findings of a case study in an Australian regional university that explored pre-service teachers' initial conceptualisations of Environmental Education for Sustainability (EEfS) as they began an elective unit (subject) on Education for Sustainability. Before any engagement with unit materials, the pre-service teachers wrote brief statements outlining their beliefs about EEfS. The statements collectively constituted a small corpus that was analysed using discourse analytic approaches.

This paper reports on the pre-service teachers' deployment of evaluative language when articulating their initial conceptualisations of EEfS. This aspect of the case study utilised the Appraisal framework (Martin and White 2007) as the analytical and explanatory model and the UAM Corpus Tool (O'Donnell 2012) as the computerised data management and annotation tool. The analysis demonstrated differential deployment of Appraisal resources by the pre-service teachers to attitudinally represent EEfS and to position social actors as attitudinally aligned communities (Martin 2004) within membership categories (Schegloff 2007), such as people, self, students/children and teachers. The analysis identified diverse evaluative representations of attitudinally aligned communities within and between membership categories, e.g., empowered and disempowered, active and passive, agentic and docile, passionate and dispassionate, environmentally responsible and exploitative. Overall, the findings indicated that the pre-service teachers' initial conceptualisations of EEfS positioned teachers and students as having the desire and capacity to actively pursue a more sustainable future and presented EEfS as having potential to effect positive change, despite the purportedly exploitative and unsustainable beliefs and actions of other groups.

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Space and evaluation in discourse on political protests: An experimental case study in CDA

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Critical Discourse Analysis (CDA) is an inherently interdisciplinary approach to discourse analysis which is concerned primarily with the socio-semiotic functions performed by structures of text and talk. While CDA is largely an interpretative exercise, it places an emphasis on ‘triangulation’ as a guiding methodological principle intended to help ground analyses and guard against purely subjective readings of texts. In maintaining a commitment to triangulation, CDA has developed a number of multi-methodological approaches combining close text analysis with insights from, inter alia, history, philosophy, political theory, sociology, corpus linguistics and cognitive science. Missing from CDA, however, is triangulation incorporating experimental methodologies.

In this paper, I argue that CDA in general can benefit from an experimental dimension and that Cognitive Linguistic approaches in particular lend themselves to extension into experimentalism. Indeed, experimentation may be seen as the logical ‘next step’ for cognitive approaches to CDA. Starting from observed differences in the way newspapers of different political orientation report on political protests, I demonstrate this by presenting the results of a recent experiment, carried out from within a Cognitive Linguistic approach to CDA, on the effects of regular transactive versus reciprocal verbs in the context of news reports of political protests. These alternate grammatical constructions are analysed as instantiating different multimodal conceptualisations which, by virtue of the particular visuo-spatial properties they encode, confer upon the actors and actions involved in the event different evaluations. Results of the experiment show, for example, that the presentation of reciprocal versus regular transactive verbs in the context of media discourse on political protests affects how people apportion blame and the level of aggression they perceive in social actors. The experiment thus not only provides evidence of the effects of these particular linguistic differences but more generally goes some way to justifying CDA’s focus on minor lexico-grammatical distinctions.

Between hatred and solidarity: How co-occurring nouns help us to describe ideologically charged concepts

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Irrespective of the etymology and the resulting intensional differences of the semantically related German expressions *Asylanten*, *Flüchtlinge* and *Geflüchtete*, these linguistic signs very often share the same extensional meaning. Nonetheless, their degree of interchangeability is rather restricted, which is due to the different connotations that the mentioned expressions incorporate (e.g. Hoffmann 1996: 14ff.; Schnörch 2014).

Starting from this intensional divergence, the present contribution aims at approaching the ongoing refugee debate by combining critical discourse analysis with lexical semantics.

It is argued that the involved connotations entail ideas and ideologies (Van Dijk 1995a; 1995b), which can

become visible in the linguistic context of the expressions in question. Within the limits of this contribution, this assumption is tested with respect to co-occurring human nouns. Moreover, a comparative methodology is applied in order to contrast the German *Asylanten*, *Flüchtlinge* and *Geflüchtete* to the Italian expressions *rifugiati*, *profughi*, *clandestini*, *extracomunitari* and thereby to provide an insight into language-dependent conceptual differences in the refugee domain, which can be assumed because of Germany's central role in the current debate and the resulting ambivalent public opinion.

For this purpose, data samples have been collected via the Twitter API. These samples have been restricted to tweets that contain at least one of the expressions as a hashtag and were posted in periods of time characterized by certain tendencies, dominant mainstream opinions or meaningful events (rising awareness, the wave of solidarity, the terrorist attacks in Paris). The tweets have been POS-tagged and analyzed with regard to the frequency distributions of the co-occurring human nouns.

The results show that the Italian *rifugiati*, *profughi* and *clandestini/extracomunitari* appear indeed in other lexical contexts than the German *Geflüchtete*, *Flüchtlinge* and *Asylanten*. These divergences concern not only emotionally and ideologically loaded co-occurring nouns but also two seemingly neutral lexemes, *Mensch* and *Person* (see Mihatsch and Schnedecker (2015) for semantic differences between selected human nouns). The findings raise the question of whether the differences are really attributable to divergent underlying ideologies or whether they are rather just the result of intra-linguistic characteristics.

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Who, what and where is the critical discourse analyst?

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As we all now know, it is the complex configurations of power/ knowledge that produce critical discourse analysis and its subjects. Subjects constituted by the constantly shifting, fragmented, multiple dynamics internal to the regimes of governmentality in which they are located, and to which there is no outside (Foucault 2008). Foucault's notion of the self collapses dualistic understandings of an objective subject exterior to cognitive, interior processes of reasoning which can be transferred into the neutral medium of reasoned argument into ever productive techniques of power. Rather, there is no subject or individual "ontologically prior to power" (Ball & Olmedo 2012:87) since we are all caught up in contingencies of the shifting, fragmented historical present in which we are both "a constant *beginning* and ... a constant *end*" (Ball & Olmedo 2012:87). As such never-completely achieved subjects, we write, and reinvent the disciplines and institutions that precede us, and without whose power relations there would be no subjects to glimpse in their fleeting moments of knowing in the historical present. Yet, despite this knowledge of our nature as subjects of

discourse, CDA approaches to textual analysis broadly assume the givenness of the discourses and ideologies expressed in language and map it on to a real world ‘out there’ (St Pierre 2013:651) whose workings as normalising regimes of truth it presupposes can be brought to light through empirical analysis. Such an ontology which “maintains a representational logic” (St Pierre 2013:651) tends by default to insert the centred humanist subject in the position of ‘researcher’, and at ‘a “panoptic remove from their [object] of criticism” (Radhakrishnan 1996:33), thus leaving the work of critical interrogation of representation incomplete. In this paper, I refer to Foucault and other ‘posts’ to locate the critical discourse analyst in his/her/their place in the “immanence of doing” (Lather 2013:635).

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Ideological contents and conceptual structures of the Weatherman manifesto: Toward a frame space model

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The Foundational Text Model (FTM), as an ideological content discourse analysis, has been employed in the deconstruction of both social movement (Holland 2014) and corporate manifestos (Holland and Nichola 2015). Foundational texts act as the primary documents contributing to the ideological content of collective action frames, which set up ideational perimeters for the individuals involved in social movement organizations. After deconstruction of the foundational text via ideological content analysis, the results are reconstructed in an adapted version of Paul Chilton’s (2010, 2014) deictic space model (DSM). While Chilton’s deictic space theory has been concerned to evince the on-line process of construal operations in text and talk, I pick up the DSM with a view to spatially model off-line conceptual structures making up a social movement frame. With this cognitive semiotic approach, I intend to disclose both ideological contents and internal logical structures of the collective action frame, both of which are continuously appealed to in the act of mobilizing construal endeavours. The opening section of the Weatherman manifesto, first appearing in June of 1969, serves as our case study. Weatherman represents one of the most infamous domestic revolutionary groups in the United States, which went underground in order to inflict material damage on both governmental and corporate hubs of imperial oppression.

Talking about the job: The influence of management on leadership discourses

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Over the past decades, much research has been carried out to detail and analyse the uneven distribution of men and women in management positions (Acker 1990; Billing and Alvesson 2000; Österlind and Haake 2010). In Denmark, this has been visible in banks and building societies where men would occupy the vast majority of senior positions, and women would be predominant in lower-ranking jobs, making it extremely difficult to climb the career ladder (Ellehave and Søndergaard 2006; Holmgreen 2009; Strunck 2013). One of the reasons for this is that gender inequalities continue to exist because they are deeply embedded in social structures and organisational processes, and not least upheld by the male managers whose positions are challenged by women's entry into management (Schein 2007). In studies, this is referred to as a gender subtext (Benschop and Dooreward 1998).

The question asked in this paper is whether it is possible to influence this situation with the implementation of management principles that encourage the development of an organisational culture in which management and leadership are constructed in ways that open up to equal access to managerial positions. Previous studies suggest that this may, in fact, be possible (e.g. Storvik 2012).

Taking its cue from these studies, the paper analyses qualitative interviews in the case study of a large Danish building society and bank which is one of the frontrunners in the Danish financial sector in creating equal opportunities in management. The analysis is carried out using Discursive Psychology, which focuses on actors' rhetorical organisation of text and talk to construct solid and stable versions of reality (Potter and Wetherell 1987; Wetherell and Potter 1988, 1992). The analysis points towards organisational structures and career paths being barriers to equal access to management positions despite the predominant discourse at all management levels being one of equality. This emphasises that despite the dedication to discursively promote equality in all parts of the organisation, embedded social structures of inequality may pose a significant threat to the realisation of this goal.

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It is completely ok to not be in the fighting spirit mood all the time – Metaphors and normality in Swedish cancer talk

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Communication in palliative cancer care contexts involving health care professionals, patients and relatives takes place in an arena that merges medical expertise, lay understanding, ‘helpers’ and ‘sufferers’. Professional and private discourses co-exist in conversations about medical as well as existential matters. Such communication often draws on metaphors – conscious metaphors aiming to render the ungraspable graspable and unconscious metaphors which are so conventionalized that they are no longer perceived as metaphors.

But incurable cancer diagnoses often entail emotional hypersensitivity and therefore unpredictable responses to language use (Sandgren *et al.* 2010). While metaphors have the potential to be empowering, they can also give rise to feelings like fear, helplessness and guilt, which is why particular attention has been devoted to the use of violence and battle metaphors in cancer talk (Semino *et al.* 2015; Hawkins 1999).

The overarching goal of our study Metaphors in palliative cancer care (MEPAC), a Sweden-based three-year interdisciplinary research project involving linguists and health care researchers, is to strengthen the scientific foundation for health care professionals’ understanding and use of metaphors in Swedish palliative cancer care. We investigate the use of metaphors in personal blogs written by patients as well as relatives and in interviews with patients, relatives and health care professionals, carried out within the frames of the Centre for Collaborative Palliative Care, Linnaeus University, Sweden. The project is inspired by the UK-based study Metaphor in end-of-life care (MELC) and combines qualitative metaphor analysis with quantitative analysis using corpus tools adapted for Swedish.

Our presentation highlights the blog data. We focus on how the use of metaphors sheds light on what is perceived as normal when living with incurable cancer and discuss whether the use of metaphorical expressions can be related to the degree of normality that is attributed to the described phenomenon. We also offer examples from our material of possible negotiation of or resistance to such normality.

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‘It has made me reflect on...’ Students’ reflective writing: The recontextualisation of policy performed

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The higher education sector in the UK is characterised as increasingly market-oriented as a result of rising student numbers, lower government funding, higher fees and the perceived need to treat students as customers. Fairclough (1993) and many authors since (e.g. Teo 2007; Zhang and O’Halloran 2013) have examined marketisation discourses as evident in a variety of university documents and websites. Moreover, Wodak and Fairclough (2010) have traced the recontextualisation of European policy in national higher education policy and the extent of its implementation in particular institutions. There has, perhaps, been less focus on pedagogy and what students and lecturers are actually doing. With an orientation to the market, a focus on future careers and *employability skills* are increasingly foregrounded in universities and assessments involving reflecting on work-oriented tasks are common practice.

Using Bernstein’s (1990) notion of recontextualisation from the sociology of education in order to explore the influences on pedagogic practice, I examine the relationship between policy discourses and university assessment; specifically, reflective writing. Grounded in SFL register analysis (Halliday and Matthiessen 2014) of student texts, and using analytical tools from the Discourse Historical Approach (DHA) (Reisigl and Wodak 2015), I investigate intertextuality and interdiscursivity between those texts and key policy documents. In order to further explore practices and identities, I use text-mediated interviews with students and staff thereby seeking a complementary approach to analysis of documents to investigate participant perspectives and the multi-layered context (Krzyżanowski 2011). The data analysis suggests that *articulation* of learning is a priority, raising questions about what constitutes knowledge, what constitutes learning, what is valued in higher education and why. Participants’ varying responses to these discourses and practices are also discussed.

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Green conflicts as discursive struggles over the common good

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‘Green’ concerns about nature, the environment or the climate have traditionally been juxtaposed with concerns about economic growth or job creation, or efforts have been made to dissolve this opposition via conceptions like ‘sustainable growth’ or ‘ecological modernization’ (Hajer 1995). Recently, however, a new type of conflict has appeared, in which different green concerns collide. For instance, the construction of wind turbines, solar heating systems or biogas plants, established not at least to reduce carbon emission and mitigate climate change, has been opposed with reference to the protection of landscape values, nature and the quality of life for local residents. This has given rise to heated conflicts where local inhabitants, media and municipalities are central players with national authorities, NGO’s and experts involved on both sides.

This paper will address the new green conflicts as discursive struggles over how to represent the common good when it comes to the environment, i.e. whether concerns about natural environments and landscapes are associated with common or just particular interests, and how these interests are articulated discursively. An important aspect is the scales of time and space (Lemke 2000, Chilton 2004) invoked in the debate. For instance, concerns about local environments may invoke the idea of a natural heritage which extends far back in time and calls for common responsibility many years ahead. Similarly, the range of interests can spatially be expanded to a matter of a wider community (ultimately to the whole world as in the case of UNESCO’s World Heritage List) or narrowed down to the particular economic interests or personal taste of a few stakeholders (cf. the infamous Not In My Backyard attitude). The paper will analyze these scalations of time and space as well as the central topoi (Wodak *et al.* 2009, Wengeler 2013) employed to weigh the opposing concerns in the conflict.

Empirically, the paper will present a case study from a green conflict in Western Denmark. Texts from local media will form the empirical basis of the analysis, supplemented with material from social network sites, press releases and petitions.

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An (un)necessary crisis: IAEA's resolution on Iran's PMD case in selected Iranian newspapers

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This study examines and compares the discursive representation of IAEA's resolution on Iran's PMD case, in three Iranian newspapers associated with reformists (Shargh), conservatives (Kayhan) and the government (Iran), in the period of 15–17 of December 2015.

In July 14 2015, the P5+1 and Iran has agreed on a Joint Comprehensive Plan of Action (JCPOA) in Vienna, Austria; In December 15, 2015 International atomic energy agency (IAEA) passed a Resolution on Iran PMD Case (December 15, 2015), which closed the case.

Drawing on theoretical insights from critical discourse analysis and specifically the discourse-historical approach, this study aims to investigate the argumentative aspects (e.g. types of arguments, argumentative topoi, etc.) of the newspapers covering the resolution and the way discursive strategies (e.g. predications, nomination, mitigation vs. boosting) have been applied in the newspapers' text in regards to their political orientations. The analysis – conducted on the three levels of content, discursive strategies and linguistic features – highlighted that the three newspapers draw upon several diverse discourses on the nuclear case and the resolution. This shows how ideological difference manifests themselves in the discourse of the newspapers. Kayhan's main argument is based on the presuppositions and predications of failure of the resolution. Shargh and Iran on the other hand present the resolution as a legitimate approval of Iran's rights and the sign of the international community's commitment to the JCPOA.

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A Blending Theory Approach to Political Cartoons in Post-Revolution Egypt

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‘It is in the condensation of a complex idea into one striking and memorable image that we find the appeal of [a] great cartoon’ (Gombrich, 1963, 130). This paper presents a Blending Theory (BT) analysis of a sample of the political cartoons posted on facebook about the Egyptian political and economic situation after the 2011 Revolution. Political cartoons tend to consist of illustrations which address a current political issue from a critical point of view and are accompanied by verbal elements which make a satirical, witty, or humorous point. However, facebook cartoonists have developed their cartoon style by introducing to the above combination pictures or extracts from films, TV series or advertisements.

The humour embedded in cartoons is defined as ‘a hidden transcript that represents a critique of power spoken behind the back of the dominant’ (Scott, 1990: xii). This definition, however, does not cover the situation in post-revolution Egypt. The emerging ‘revolutionary character’ (Boime 1992: 256), the widespread freedom of expression and the absence of censorship on facebook postings allowed the critique of power to surface and become more explicit. Additionally, the humour associated with the Egyptian cartoons can be described, using Hewitson’s term (2012: 213), as ‘black humour’ or ‘humour deriving from the contemplation of suffering or death’ since the cartoons tackle social and economic crises.

This paper uses BT to illustrate how recipients of cartoons construct meanings as well as humour from these cartoons. Blending (Fauconnier and Turner, 2002), can be seen as a dynamic process that occurs at the moment of perception to create new meanings from existing ways of thinking. It is a common cognitive activity, closely related to analogy and metaphor (Fauconnier, 2001). Blending can occur in both verbal and visual domains, which makes it ideally suitable to account for the specific features exhibited by cartoons. This paper illustrates the potential contribution of BT to the analysis of political cartoons and shows its explanatory capacity to provide detailed descriptions of the reception process of these cartoons.

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Breaking the silence: Comparing discourses of postnatal depression in the British press and online support groups

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Research into the representations of postnatal depression (PND) is timely. It is estimated that 3 in 10 new mothers experience the condition (NHS 2011), and suicide due to PND is now the leading cause of maternal death in the UK (Oates 2003). However, affected mothers rarely seek medical help and mostly suffer in silence. The social and media stigma surrounding PND is considered the major cause of this state of affairs (Hall 2006). While the stigma might deter women from seeking medical advice, the anonymity afforded by social media sites seems to encourage talk about PND, leading some to claim that social media might improve maternal wellbeing and possibly reduce the PND stigma (Brandon *et al.* 2011; Kantrowitz-Gordon 2013). The opportunity to verbalise the experience of mental health issues like PND is critical to the diagnosis and treatment, however, little is known about the ways in which PND is ‘talked about’ in both traditional and online media.

Our paper reports on results from a study which compares discursive constructions of PND in the British press and online support groups. Drawing on previous studies of health communication corpora (Atkins and Harvey 2009), it adopts a corpus-assisted discourse studies (CADS) approach (Partington *et al.* 2013) and is based on the analysis of two large, specialist corpora, one including articles on PND from the major British national newspapers (2000–2015) and one containing online PND discussions posted on Mumsnet. By studying collocations surrounding the terms denoting PND, our study seeks to identify the dominant media discourses around PND and the extent to which they reproduce the social stigma. Secondly, we compare the media representations with discourses identified in online posts to examine the extent to which personal accounts might reinforce or disrupt the dominant PND discourses. We are particularly interested in the ways in which mothers who experience PND frame the condition and how they position themselves vis-à-vis other mothers and the social stigma. Our study highlights the significance of discourse in understanding PND – a mental health issue yet unaccounted by linguists and offers some implications for better support mechanisms online and offline.

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**From serious crime to mocking entertainment:
The sonnet-like *volta* and ‘voicing contrast’ of the cross-examination turn
in 19th century Old Bailey trials**

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Just like the sonnet’s *volta*, or turn, which comes just over midway through, invoking a transformative moment, cross-examination in a trial is the second half of the activity in a witness appearance (examination-in-chief ^ cross-examination). Like the sonnet’s dialectical form (octave-volta-sestet), which has the potential for “springing a naughty surprise” (Fussell 1979: 118), witness examination structure presents the cross-examining barrister with a context for irony and produces, for the audience, an inbuilt contradiction, as examination gives way to cross-examination. The argumentative turn involves the withdrawal of the prosecution voice in examination-in-chief and the entrance of the defence to cross-examine, though the witness, of course, remains the same. At this turning point the direction of the questioning radically shifts and the case is transformed from the prosecution’s serious crime narrative to the defence’s damage of that case through strategies which produce ironic and even mocking effects. The first questions put to witnesses in cross-examination can, therefore, be seen as pragmatically strategic, since they are the pivots on which the witness examination discourse and the narrative account turn.

This paper considers the first cross-examination questions of a single barrister, Mr Horry, in a corpus of the 1,007 trials in which he was involved in his 38-year career (1837–1875) at the Old Bailey courthouse. I examine the ways that Horry, as defence barrister, enters the witness appearances with an ironic voice, one that subverts the prosecution account and produces a “voicing contrast” (Agha 2005: 39). Cross-examination, like poetry, is seen to be concerned with the production effects of combining words to bring about heightened emotional affect and effect. The changing and suddenly ironic advocate voice not only alters the tone of the questioning, but also brings about a change in the witness voice, so that prosecution testimony, which invites commiseration and endorsement, is supplanted with testimony that is self-protective and invites disapproval. For the listening jury the witness story is reconfigured, as these questions launch the narrative into another direction, undoing the carefully painted prosecution picture, replacing it with a caricature of the witness’s own making, and turning prosecution events from crime to entertainment.

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**Wrestling with the difference
between ‘I don’t know’ and ‘I don’t understand’
in discourses concerning people’s decisions
not to vote in the 2015 UK General election**

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Falling levels of political engagement and specifically voting in elections continues to create concern for Western governments. The UK Government’s response has been Neo-liberal third way approach to increase civic engagement, 2002 saw the inclusion of citizenship education in English schools, the coalition government in 2010 was to promote civic engagement through ‘Big Society’. It is envisioned that civic education and increased engagement with local government will create not only more involved citizens but more politically identified individuals who vote (Marsh *et al.* 2007, Wright *et al.* 2006, Mathers 2008, Dalton 2013). Yet voter turn-out for the 2015 election was 66% only a 1% increase on the 2010 General Election. Research was undertaken using an on-line questionnaire on voting intention just prior to the 2015 general election. From this 19 people were identified who though eligible to vote, did not intend to vote. Telephone interviews were conducted to ascertain reasons for non-voting along with people’s thoughts about politics. Thematic analysis was used on transcribed interviews to achieve an understanding of people’s perception of themselves as non/political identities and reasoning for non-participation in voting. The majority of the responses in answer to general discussion around politics and voting were ‘I don’t know’ or ‘I don’t understand’, initially these appear similar, but taking a dialogical approach ‘I don’t know’ and ‘I don’t understand’ have different relevance for the civically engaged individual. This research focuses on problems of constructing civically engaged individuals by considering the dialogical self. Comparing not understanding and not knowing through identifying novel self- understanding; ‘I don’t know anything about politics’, and the envisioned self ‘I don’t understand politics’, this research evidences perceptions of ‘getting it right/wrong’ that requires expert knowledge involving politics on the one hand, but also more informed and engaged citizens who choose not to vote as a form of protest.

**Everyone’s a cynic: A discursive examination
of political cynicism in media political debate**

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Political (dis)trust has long been treated as a problem worthy of investigation by social scientists. It has often been examined as a dependent variable predicted by the media’s framing of politics as strategy. According to framing theory, media coverage of politics that focuses on political strategy rather than substantive issues leads the public to distrust politicians and may result in citizens becoming politically disengaged. However, another way to view widespread distrust of politicians is as cultural common sense arising from common knowledge

of politicians' stake and interest in winning votes and gaining power. This common sense arguably both shapes and is reproduced in media coverage of politics that frames the words and actions of politicians as part of political strategies. It also offers a discursive resource that can be drawn upon within political debate to discount, discredit or cast doubt on political opponents. While the emphasis in the literature is on what the strategic frames routinely produced by journalists do to people and their trust in politicians, a discursive approach would ask what people are doing when they offer a strategic interpretation of a political policy. This paper examines excerpts from public debate leading up to the UK General Election in which political trust, cynicism and political strategy are made salient. Not only are strategic interpretations offered by political commentators but they are routinely used rhetorically in political debate by members of the public and by politicians themselves. Although the invocation of stake and interest has long been a concern for discourse analysts, framing approaches to political cynicism often fail to focus on the argumentative context of invoking political strategy and the rhetorical functions it serves.

Worldviews in space and time: Diversity in evaluative reasoning and intentions for action

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Building on exploratory work on Discourse Space Theory (DST) in political discourse (Chilton 2004, Kaal 2012, 2015), I will discuss strategies for a discourse-analytic Space, Time and Attitude model for comparative political discourse analysis. Political discourse is particularly spatial, both in terms of real space (the nation) and abstract spaces (e.g., the economy) and has a persuasive intention. The method proposed in this paper should be applicable in other discourse domains as it addresses the ground rationale of worldview ontology and its discursive construction. Deliberations will be discussed as to how to extract temporal and spatial frames of reference and directions of fit from texts and other modalities of communication. Dutch manifesto analysis will serve as an example.

Based on the 'primacy of spatial cognition' (Levinson 2003), and the natural analogy between the physical world, the mental world and text- and discourse worlds, it will be argued that temporal and spatial framing gives an epistemic quality to evaluative reasoning and may explain how social facts can be experienced as real as brute facts. In this respect I will also address the asymmetrical relationship between Space, Time and Timespace and their complementary role in constructing evidentiality that may lead to intentions for action.

Theory of intentional discourse (Duranti 2015) addresses the relationship between thought patterns, language use, identity construction and collective intentions for action (Searle 2010). Anthropological linguistic theory is applied to find diversity in cohesion of discursive coordinate systems and their frames of reference. Directions of fit between point of view and objects of attention in frames of reference reflect patterns of reasoning. Relying on neurocognitive knowledge, spatial reasoning is considered a generic human capacity by way of which we can make sense of the world in a way that both unifies and divides communities on a ground framework from which beliefs, values, desires and intentions for action emerge logically.

All the Best! Performing solidarity in political discourse

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Maintaining, affirming, and re-establishing relationships with others in political discourse by communicating involvement and concern are important for securing cooperation and acquiring power (Chilton 1990; Young 2000). This paper identifies and analyzes a group of public speech acts (Kampf, 2013) that are utilized by political actors as solidarity-enhancing devices. On the basis of 605 utterances constructed around the Hebrew speech act verb *Le-varech* and its English equivalents (congratulate, welcome, praise, thank, greet, bless, and wish), I suggest an initial mapping of past, present-, and future actions of solidarity performed in national and international politics, point to their communicative and political functions, and delineate the political processes they construct.

The paper shows how solidarity-oriented acts are utilized as strategic means in a variety of political contexts: At the personal level, they allow a political actor to construct a consensual face (blessings), to manifest stances which correspond with her electorate's worldview (welcoming actions), and to project an image of a successful leader (congratulating achievements). In international politics, they are utilized to present an image of central actors and to create an appearance of thick relationships with other nations (seasonal and ceremonial greetings). At the interactional level, solidarity-oriented actions allow to maintain good relationships with political allies (congratulating them in a variety of occasions) and to (re-)establish relationships with political newcomers. At the communal level, they serve as the building blocks of political rituals of unity and trust. They are utilized as an important device in public diplomacy discourse and allow public actors to strengthen democracy, by expressing their acceptance of voters' verdicts, juridical resolutions, and political appointments.

In the conclusion I argue that the importance of solidarity-oriented actions stems not only from their utilization in the framework of 'politic behavior' (Watts 2003), but also in cases in which they are contested discursively by their recipients. Adhering or deviating from the normative scripts of solidarity signals a political actor's affiliation or disaffiliation with other actors, and thus can potentially redraw the boundaries of political alliances.

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Political Condemnations: Public Speech Acts and the Moralization of Discourse

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The genre of epideictic rhetoric, the rhetoric of praise and blame, has long been identified as a cultural resource for the ceremonial articulation of communal values and the discursive production of communities. While the rhetoric of praise has drawn considerable research attention, the rhetoric of blame has been under-studied (Church 2010) despite its crucial role in human rights and related discourse. Combining rhetorical analysis and speech act theory, this paper analyzes the role of political condemnations, speech acts designed to “mobilize shame” (Keenan, 2004) by publicizing disapproval of an alleged transgression (Searle and Vanderveken, 1985), in both national and international arenas.

The interest in the study of condemnations stems from their relation to the moral dimensions of political discourse. Condemnations reveal political actors’ particular perspectives on the unfairness of policies and actions, emphasize specific moral scripts, and prioritize them over all other alternatives (Chouliaraki, 2000). The performance of condemnations invokes fundamental cultural values and defines the moral relationships between the condemning agent and the subject of disapproval. As public speech acts (Kampf, 2013), they put pressure on condemned actors to justify their actions, and thus may instill norms of accountability, thwart future transgression, and contribute to the adoption of a specific moral script. Thus, studying condemnations allows us to understand what are regarded as morally acceptable actions in a specific time and place and to map moral affiliations in the national and international arenas.

Our analysis takes the example of condemnations concerning the maltreatment of Palestinians by the Israel as voiced by a variety of institutional actors who vary in the degree of their cultural-political proximity to the transgressor: B’Tselem, BDS, UN, and EU. Examining their discourses of condemnation, we ask: What are the discursive features that characterize political condemnations? How does the condemning party’s relationship to the transgressing party affect their stylistic choices? And how are condemnations linked to universal and particular moral scripts, and institutional rhetoric? Our analysis traces stylistic and functional differences among the four organizations’ epideictic of blame while confirming the centrality of condemnations as public speech acts.

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From moral monolingualism to marketplace multilingualism: Contrasting policy discourses in California's 1998 bilingual education ban and the coming 2016 repeal vote

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This paper considers the way language is used to construct particular realities. Using the methods of critical discourse analysis (Fairclough 2003, 2001; Chouliaraki and Fairclough 1999; Blommaert 2005), we examine the *California Education for a Global Economy Act*, set to appear on the California state ballot in November 2016. Through an analysis of keywords within the texts (Holborow 2006), we contrast this act with the statute that it proposes to repeal, California Proposition 227, *English Language in Public Schools* (1998), which effectively dismantled bilingual education in California. We argue that, in the time between the writing of the two texts, discourses of globalization and neoliberalism (Fairclough 2006; Holborow 2015) have infiltrated the educational arena, and have served to reframe debates around language education. Linking the linguistic texts with the socio-political contexts from which they emerged, we illustrate how the language used within each of these legislative texts draws on and perpetuates discourses of different language orientations (Ruiz 1984)—multilingualism as problem (and English as solution) on one hand and multilingualism as resource for human capital development on the other. We show that the *California Multilingual Education Act* draws on these current neoliberal discourses to justify a revitalization of dual-language education in California, but how, at the same time, subtle linguistic shifts (such as the disappearance of the term “bilingual” and the appearance of the term “multilingual”) mark changes in the goals of bilingual education itself—from equal educational opportunity to competition in the global marketplace. We use the case of California to raise questions about whether policies framed within one discursive regime (i.e. neoliberalism and global human capital) can eventually serve the aims of another (i.e. equity, plurality, social justice), or whether discourse is destiny in policy-making.

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Ideology, Multimodality and the Visual Grammar of ISIS/DAESH's New Media Communications

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The Islamic State of Iraq and Al-Sham (ISIS, also known as DAESH, ISIL, Islamic State, among others) has a sophisticated and deft approach to the use of social media in order to disseminate its communications, to recruit new followers, to promote fundraising efforts as well as to legitimize its ideologies. Farwell (2014) argues that as a strategy of communication terrorism often leverages upon the distribution power of mass communication platforms, especially social media, in order to gain maximum publicity. While ISIS's use of new media, especially social media platforms, has been well documented, there have not been many attempts to examine or unpack the visual, auditory and multimodal grammar of their social media texts from a critical interdisciplinary perspective which blends discourse as well as mode and medium together. This is significant because studying the ways in which mode, medium, meaning and social media discourses intersect with radicalizing ideologies could uncover the strategies and practices that ISIS employs to establish legitimacy and to build credibility for itself, as well as to influence audiences. This paper is an interdisciplinary critical examination of the multimodal new media texts that are produced and disseminated by ISIS in their digital magazine Dabiq, their Twitter communications as well as several YouTube videos. The objective of the study is to examine these social media communications and messages for the discursive, visual and multimodal strategies that create the "pull" factors which seem to have been successful in spreading ISIS's agenda of radicalization. Employing a synergistic combination of conceptual and analytical frameworks from critical discourse analysis (Wodak 2011; KhosraviNik 2010), multimodal analysis (Metz 1974; Kress and Van Leeuwen 2004; van Leeuwen 2008), and terrorism studies (Farwell, 2014; Matusitz, 2014; Maggioni and Magri 2014; Sorenson 2014), this paper focuses on a critical investigation of the ways in which semiotic and multimodal resources are used alongside the affordances of social media technologies in an attempt to articulate and legitimize radicalizing ideologies across a variety of social media communications.

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“Everything else is something different”: Online construction of marriage in the initiative “In the Name of the Family”

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On the 1st December 2013, the majority of Croatian citizens voting on the referendum supported the introduction of heteronormative definition of marriage in the Croatian Constitution. The months preceding the referendum have been seething with public debates and disputes, and, at times, even acts of vandalism and physical violence occurred. The initiative “In the name of the family” which petitioned for the referendum was formed in February 2013, with the aim of promoting the heterosexual marriage as the fundamental value of Croatian society and ensuring permanent legal protection of children, marriage and family. Their campaign, resulting in constitutional changes, illustrated how discourses represent, transform and legitimate social practises (Machin and Leeuwen 2007).

This study deals with the discursive construction of marriage, it critically approaches the discourse of the initiative “In the name of the family” and the reactions it invoked in Croatian electronic media, with special emphasis placed on the definition and linguistic representations the concept of marriage. Discourse-Historical Approach (DHA) (Wodak 2001) is combined with corpus linguistics approach (Hardt-Mautner 1995, Baker 2006) to reveal the discursive strategies employed by different social groups the construct the notion of marriage. The findings will shed light on the ways in which the goals of the “In the name of the family” campaign and their opposition were legitimised.

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Discourse, affect and surveillance: Gender conflict in the omnipticon

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This paper proposes an interdisciplinary (multimodal) framework designed to analyse discourse, affect and surveillance on social media. By revisiting the “omnipticon” (Kelsey and Bennett 2014) and proposing “civeillance” (Kelsey, 2015) as an affective dynamic of surveillance, it considers communicative mechanisms that reflect the interchangeable functions and normalisations of surveillance technologies in personal and public spaces. When 17-year-old Austin Haughwout was using his drone to film aerial shots of Hammonasset Beach in Connecticut, 23-year-old Andrea Mears accused him of photographing people on the beach. Mears physically attacked Haughwout, called the police and accused him of assault. During the attack Haughwout used his phone to record the incident without Mears knowing. The video was used by the police who arrested Mears for assault. It then featured in news stories online where Mears was subjected to sexist abuse. This analysis shows how affective practices (Wetherell, 2012) of embodied meaning making are personally, socially and technologically embedded within discursive processes of representation. Contrary to non-representational theories of affect, this framework sees affective-discursive practice as a multimodal complex of communicative components: dialogical mechanisms of discourse and contextual complexities function through physical practices and cultural conducts, which are ideologically influenced by the social relations and power structures that we are part of. Discourse both affects and is affected by our feelings, emotions, minds, ideologies and interactive experiences that we have in personal spaces and social contexts.

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Belonging, rural identity, ‘red brick’ architecture and prejudice: Examining the way residents talk about the rural nature of their area to the exclusion of Polish migrants

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Popular constructions of rural England have perpetuated images of idyllic, problem-free environments that have largely masked the process of ‘othering’ that works to marginalize particular groups within rural society.

However, despite this an emerging body of research (e.g. Chakraborti and Garland 2004; Neal 2009; Plastow 2011) has begun to challenge ‘problem-free’ constructions of the countryside by illustrating the pervasiveness of racialised ‘othering’ in the British countryside. These studies have still nevertheless taken too narrow an approach – that of overt prejudice – expressed in terms of targeted hate and hostility towards minority ethnic groups for being ‘different’. Drawing on findings collected within a small rural town in the south of England as part of a larger project and based on ethnography of communication, the aim of this paper is to explore the way residents talk about local English rural identity. The paper will discuss that local English rural identity is enacted through discursive consciousness – the ability of residents to talk onto the ‘red brick’ architecture of the area as a symbolic marker of identity in order to maintain the dominance of its largely white, middle class character to the exclusion of Eastern European identity. Through a theoretical lens of structuration the paper emphasises the significance of discourse in constructing a particular English rural identity contingent on prejudicial attitudes and beliefs that, rather than being expressed in overt, antagonistic and confrontational ways, are instead structurally ingrained in the discursive construction of rural life.

Attitudes of UKIP voters towards immigration, before and after the 2015 General Election

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In the 2015 United Kingdom general election, the United Kingdom Independence Party (UKIP) represented a new political force. Researchers such as Ashe (2015) who have focused on UKIP voting behaviours have tended to only focus on issues of race, expressed in terms of overt fear and hostility towards immigration into the UK. However, this paper demonstrates how non-racial explanations are provided as justifications for opposing rising levels of immigration. A discursive analysis was conducted on a corpus of semi-structured interviews with 20 UKIP voters before and after the 2015 UK General Election. Analysis demonstrated how participants positioned their anti-immigration rhetoric through a frame of ‘abstract liberalism’ (Bonilla-Silva 2013): that is, the use of ideas typically associated with liberalism, such as ‘meritocracy’ and ‘individual effort’, in an abstract and decontextualised way to account for wanting to protect national interests and maintain the dominance of ‘traditional’ British identity. The data indicated that UKIP voters construct a British identity that attempted to reinforce a concept of nationhood that, on the one hand excluded migrants who are viewed as not contributing British interests; whilst, on the other including those who do. This paper highlights the ways in which UK voters attempt to de-racialise UKIP policies, even though these are arguably contingent on prejudicial attitudes and beliefs.

Social Media Critical Discourse Studies (SM-CDS): Towards a CDA approach to discourse analysis on participatory web

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Social Media communication is a paradigm shift in communicative practice at the cross between interpersonal and mass communication. Such a shift provides opportunities for CDA while challenging some of its core notions. Social Media Communication is viewed here as ‘any electronically mediated communication across any electronic platforms, spaces, sites, and technologies in which users can: (a.) work together in producing and compiling content; (b.) perform interpersonal communication and mass communication simultaneously or separately and; (c.) have access to see and respond to institutional (e.g. newspaper articles) or user generated content/texts (KhosraviNik 2016 forthcoming).

To provide an all-encompassing definition, Critical Discourse Studies (CDS) is to be viewed as ‘socially oriented’, ‘textually focused’, ‘problem oriented’, ‘critical analyses’ of ‘communication-in-use’ of any kind in any media contexts (KhosraviNik 2016 forthcoming). Within the principled boundaries of above, the present paper engages with some of the main theoretical, methodological and applicational issues of envisaging a strictly CDS approach to Social Media Communication (SM-CDS). The paper examines the macro structural assumptions of CDA in the new context e.g. power in or behind discourse, democratisation claims of participatory web, and nonlinearity of web 2.0 communication. The main argument is that, despite being an unchartered territory for (mainstream) CDA, SM-CDS approach can be structured around the central guidelines along with re-examination of some key assumptions and methods in order to account for processes of production, distribution and consumption of texts in new media ecology (KhosraviNik and Unger 2016; Unger *et.al.* 2016 in press). The paper proposes a number of key adjustments and caveats in order to carve out a theoretically viable and analytically feasible SM-CDS. These include a further outreach to studies on Social Media from strictly media point of view, foregrounding multimodal analysis, and delineating the approach from dominant descriptive and/or media determinist approaches i.e. foregrounding a socially oriented approach to analysis of discourse on participatory web. It is argued that the qualities of civil society or lack thereof, and the socio-political contexts of the community of practice under investigation impacts on the adoption and adaptation of these new spaces of discursive power (e.g. KhosraviNik and Zia 2014).

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Hoodlums, Upstarts and Bourgeois in Russian TV Series

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TV series constitute a narrative discursive space of a very special kind. This is due, for one thing, to the specifics of filmic narration (cf. to Monaco 2009), and for another, to the ubiquity of serials on TV and the web.

I will present the results of an analysis of two Russian TV series. My focus will be on how social classes are represented, how interaction across classes is depicted, what social groups are excluded from representation in the series, what places and kinds of action are accessible and to whom. “Chuzhoe gnezdo” (my transl. “The ill-gotten ancestral home”) tells about the current lives and intertwined histories of two former ‘noble’ families. The series comprises to date 60 sequences and started in July 2015 on Rossiya 1. “Real’nye pacany” (my transl. “Genuine guys”) is a comedy about the vicissitudes of fate of a group of working-class young men trying to get rich quickly. It started in 2010, season 4 having been broadcast on TNT in April-Mai 2015.

As to the methodology, there will be narrative analysis inspired by Fiske (2011), Igartua *et al.* (2012) and Khitrov (2015) complemented by analyses of the pertinent discussions of the audience on the web (<http://bigcinema.tv> and [vkontakte](http://vkontakte.com)), information on audience ratings and on the production and broadcasting contexts.

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Ideological discourse analysis and nonstandard orthographies

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Ideologies are generally shared foundational ideas and notions in a society and in the case of language ideologies they include all cultural conceptions of the nature, form and purpose of a language (Gal and Woolard 2001). One of these language ideological beliefs is the distinction between standard and nonstandard varieties, originated in colonial discourses, which established the superiority of the civilized and written English language in relation to more primitive and often oral varieties, such as Caribbean English-lexicon Creoles (Irvine and Gal 2000; Romaine 2005).

Without any standardized written form nor rules for orthography, these Creoles are nevertheless written on

a daily basis, especially in computer communication as well as in literary texts. It is up to the single writer to decide on the spelling of the nonstandard varieties, for instance whether to follow an etymological or phonemic orthography. In this way orthography becomes a social practice and the author's orthographic and spelling choices from a set of alternatives are socially and ideologically meaningful (Sebba 2007).

The research will treat orthographic choices as types of discourse according to Critical Discourse Studies. For this purpose, I will draw on two definitions of discourse: firstly, discourse as all socially meaningful semiotic data and human activity (Blommaert 2005) and secondly, discourse as a process including text production and its interpretation (Fairclough 1989). In the second case the participants in the process of nonstandard orthography are the writer and the reader, and the spelling choices become cues of the mental representations of the author as well as hints for the interpretation by the reader (member resources according to Fairclough and mental models in Van Dijk 2006).

The examples of Creole respellings are drawn from British literary texts such as Andrea Levy's *Small Island* and Zadie Smith's *White Teeth*. The choice of literature is determined by the highly standardized nature of this institution, where nonstandard orthography contrasts clearly with the standard language. The aim of the research is to show how single graphemes such as <k> instead of <c> or <d> instead of the grapheme <th> may embody complex discourses and hidden ideologies, concurrently expressing identity and group membership.

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Gendered semiotics in the discourse of female cancer charities

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In this presentation, I will talk about how charities dedicated to cancers that exclusively or predominantly affect women use gendered semiotics to communicate their corporate brand and garner support and engagement. Specifically, I ask how language and visual modes are integrated in the discourse of cancer charities and interrogate the functions of the charities' specific use of semiotic modes. More broadly, I am interested in how we can account for the use of such semiotics by cancer charities as a cultural phenomenon.

I will start by briefly outlining the size of the charity sector in the UK and then focus on charities addressing

exclusively or predominantly female cancers, showing how breast cancer charities are over-represented in the sector by a number of measures. To start to explain that dominance, I look at the discourse of breast cancer charities, analysing the use of colour, images and type fonts as well as metaphor on the websites and facebook pages of registered charities. Results show an apparent contradiction between images, type fonts and partly colour as creating associations of traditional femininity while other aspects of colour as well as the use of Violence metaphors evoke non-traditional femininities. These hybrid gendered semiotics of mainly breast cancer charities have been copied by other cancer and end-of-life care charities, most notably in Cancer Research UK's Race for Life campaign, of which I will present a case study.

I will conclude by discussing my preliminary findings as an example of Bakhtinian carnival as a socio-cultural practice and finally indicate what further research needs to be done to corroborate this interpretation.

“[I]t looks like a country, smells like a country, tastes like a country...”: The EU on Wikipedia

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This paper deals with representation(s)/constructions(s) of the European Union (EU) negotiated among contributors to the English Wikipedia between year 2001 and 2015. The study focuses on the Talk Page (TP) that accompanies the Wikipedia article on the European Union. This TP provides a space for Wikipedia contributors to discuss controversial editing and/or content issues regarding the article.

The EU has received considerable attention in applied linguistics, e.g. questions regarding language policy and discourses surrounding topics relevant to the EU have been researched in-depth. However, private individuals' attempts to make sense of this *sui generis* when faced with the task of defining the EU have hardly been touched upon (Wikipedia 2015). Additionally, Wikipedia as a relatively new medium and a collaboratively-created online encyclopaedia has hitherto received comparatively little attention in applied linguistics.

Wikipedia allowed for the creation of an entry about the “EU” shortly after the inception of the website in 2001. From then on, contributors' have engaged in discussions on what to include and exclude in the article on the EU and for which reasons to do so. Thus, Wikipedia affords the unique opportunity of investigating how the Wikipedia community has debated and grappled with its understanding of the EU since 2001.

This study presents a corpus-assisted critical discourse analysis aiming to give a “rich and detailed perspective” on “delicate variations” in the data (McEnery and Wilson 2001) in order to arrive at conclusions with respect to the Wikipedia community's view(s) on the EU. The corpus consists of the 28 archives and the current TP accompanying the Wikipedia article on the EU (appr. 600 000 tokens).

One finding is that while various topics connected to the EU led to discussions on Wikipedia at some point since the article-creation in 2001, some issues have been subject to heated debate *throughout* the Talk Page discussion. Among these are the question of whether to define the institution as a country-like entity or as a different form of institution altogether.

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Covering global terrorism: From space to axiology across news genres

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Differences in media-coverage of global terrorism (Nacos 2007; Freedman and Thussu 2012) will be discussed in the context of varying distance dynamics and journalistic strategies adopted to reduce temporal, spatial, epistemic, axiological and emotional distance between the event and news viewers/readers (for the model of media proximization see Kopytowska 2014, 2015a, b). It will be demonstrated that such strategies vary not only depending on cultural and physical distance between the events covered and the audience, but also depending on the semiotic properties of a given medium (e.g. newspapers vs. television news). Co-presence and immediacy (spatiotemporal proximization) will, for example, be more dominant and visible in TV news, even though eternal present is frequently constructed in newspaper headlines. In the case of distant events with no relevance to the target audience spatiotemporal proximization will be substantially complemented by axiological proximization. If there is no physical threat to the readers, terrorism-related violence will have to be presented as either a potential threat to Western values or a cultural or moral contrast which, due to its incompatibility with “our” values, constitutes axiological urgency, triggering at least an emotional response. This finding confirms Cap’s (2013) claim about the role assumed by axiological proximization (and its primacy over the spatiotemporal one) when a physical threat cannot be used as legitimate argument in political discourse. It also seems to be compatible with Nossek and Berkowitz’s (2006) findings in their study of terrorism that if terrorism is culturally remote, cultural narratives (hence the epistemic and axiological dimension in our model) must be relied on more heavily in journalists’ sense-making process; as a result, news about distant events, as they claim, is more likely to be mythically-laden and tied to cultural (familiar) references. Finally, it will be demonstrated that proximization strategies seem to be genre-dependent. Hard news in the press tends to rely more on epistemic proximization than, for example, human-interest stories or television news. To illustrate these assumptions, the paper explores the coverage of the Garissa University College attack in April 2015 in Kenya and the Paris attacks in November 2015 in newspaper and TV news from American, European and Kenyan media.

Ableism at Work: Reconstructing Blind and Partially Sighted People’s Professional Identities

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Up to 66 per cent of people with visual impairments (henceforth VI people) are not in paid employment. One explanation for this is the prevalence of stereotypes reflected in disablist attitudes: nine out of ten employers rated VI people as ‘difficult’ or ‘impossible’ to employ.

This ongoing doctoral study focuses on identity constructions of VI people in the context of employment.

Using a combined approach of biographical narrative analysis (e.g. Roberts 2002) and Critical Discourse Studies (CDS), especially in the fashion of Wodak's discourse-historical approach (e.g. Reisigl and Wodak 2016), this paper is concerned with a range of aspects: discourse topics, narrative ownership, agency and the use of passives – which can hint at the severity of a person's psychological trauma – evaluation and, finally, argumentative strategies, namely mitigation, externalization and victim-victimizer reversal or self-blame.

Preliminary results indicate that 'mainstream employers' are often seen as unable to provide a fully supportive work environment. Barriers and challenges often already arise during the application process, leading to bruising first experiences of VI people in the labor market. Managers and colleagues' negative attitudes range from open hostility to ignorance. This can lead to VI people feeling embarrassed and experiencing a "constant fear of vulnerability".

Importantly, rather than analyzing the language of powerful social actors, as often the case in CDS, this study is concerned with first-hand experience of the marginalized group itself. Even though we like to see narratives as a means of empowerment and 'finding one's voice', they can also reflect dominant conventions. Blame is projected on the Self or on external circumstances rather than the Other, which makes disablism a harmful yet latent ideology in the workplace. On a more positive note, this research can help us better understand how an individual's economic security can contribute to their personal wellbeing, something which has also been dealt with in affirmative model discourses of disability.

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Discourse of Migration in Contemporary Russian Mass Media from a Multimodal Linguistics Perspective

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The author of the paper analyses discourse of migration in contemporary Russian mass media from a multimodal linguistics perspective. This study aims at illuminating how participants of Russian public discourse, using different semiotic modes, conceptualise migration and migrants (especially from Central Asia and the Caucasus). Methodology of this paper is based on multimodal discourse analysis (Kress, van Leeuwen 2007, 2010; LeVine and Scollon 2004; Анисимова 2003), anthropological linguistics (Wierzbicka 1985; Bartmiński 2012) and critical discourse analysis (Fairclough 1999; Duszak, Fairclough 2008).

For the purpose of achieving the main goal, two types of empirical data were used: textual and visual material published in the Russian newspapers ("Аргументы и факты", "Российская газета", "Московский комсомолец" and "Известия") from 2005 until 2016. The material investigated allowed the socio-cognitive structure of migration and migrants to be reconstructed in this discourse. That structure consists of four elements: 1) generic terms which determine the processes of conceptualisation, 2) aspects, i.e. ways in which migration and migrants are viewed, 3) metaphrases (descriptors) understood as a word or group of words, which together describe the content of particular quotations, and 4) citation features which mean citations extracted from the analysed discourse. The superordinate categories generate a different categorisation of

migrants from different points of view: 1) as alien in terms of ethnicity, 2) as alien in terms of culture, 3) as alien in terms of religion, 4) as inferior people, 5) as a threat to law and social order, and 6) as a threat to Russia's economic interests.

It is worth noting that the methodology applied in this study allowed multidimensional analysis of migration and migrants to be conducted, taking into consideration not only verbal components but also visual modes. Furthermore, it provides perspectives for studies of other discourses playing a crucial role in contemporary Russian society.

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Politicisation, Mediatisation and Social/Online Media: Discursive Shifts and the Refugee Crisis

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My presentation departs from the traditional 'bottom-up' approaches to social/online media and focuses on their use as key tools of top-down mediatised political communication. I look at how orchestrated social/online media discursive strategies are deployed by political groups in order to politicise various socially- and politically-resonant topics. As I show, the issue of migration remains among the topics that have been politicised extremely strongly in various contexts incl. on the back of social/online mediatisation of migration-related discourses of right-wing populist groups (Krzyżanowski 2012, 2013a) and often despite the traditional logic of public spheres, mainstream media and journalism (Krzyżanowski 2014). The process gave rise to immense spread of, e.g., very strong discriminatory and anti-immigration rhetoric that escalated across the political spectrum in many European countries (Krzyżanowski & Wodak 2009). In my analysis I hence show that, although traditionally approached as separate in discourse and communication research, mediatisation and politicisation become parallel processes in the political use of social/online media (Krzyżanowski 2017a, Krzyżanowski & Tucker 2017). I also argue that they become the key tools in creating alternative public spheres that help legitimise the discursive shifts as well as radicalisation of discourses on immigration and multiculturalism. Empirically, my paper focuses on social/online media discourses on the recent 2014–15 Refugee Crisis. In this context, I point to various forms of 'discursive shifts' (Krzyżanowski 2013b) and look

at the political use of social/online media (incl. Twitter, online video posts, party web profiles etc.) to legitimise various facets of discursive change in immigration rhetoric in such countries as, inter alia, Sweden or Poland (Krzyżanowski 2017b; Krzyżanowski, Ledin & Rydgren 2017).

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Theories of crisis and the discourse analysis of crisis construction

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Since the financial crisis emerged in 2007, many projects and publications have been launched that discourse-analyse representations of crisis and crisis management in communications by various groups and organisations. This research has generated insights in recurrent features of crisis discourse, such as blame games, claims for extraordinary authority, or trends of normalisation. Crisis itself, however, is usually taken for granted and rarely subjected to theoretical consideration. The present paper suggests that theories of crisis that borrow from Marxist thought help to gain an understanding of crisis as a catalyst of social change and to conceptually focus analyses of crisis and its discursive construction. The paper introduces concepts such as Gramsci’s notion of ‘organic crisis’ and ‘passive revolution’ and Polanyi’s theorem of the ‘double movement’. They draw our attention to specific drivers of crisis and change in capitalist societies, such as the formation of new concepts and their co-optation by those in power or the mutual penetration of the market logic and the logic of social protection in political and business administration. Using examples from a study on

communications by EU institutions and financial journalists, the paper shows how these crisis theories can guide textual analysis. A discourse-analytical strategy is suggested that conceptualises the research subject from the macro-theoretical view of crisis theories and brings middle range concepts from discursive political studies, including hegemonic articulation and governmentality, in dialogue with categories from critical discourse analysis.

The Janus-faced hero: Self-legitimation and identity construction in Romanian politicians' Facebook posts

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Recent research on the use of the social networks emphasizes their role in interpersonal communication, through the establishment and maintenance of social bonds between the users (West and Trester 2013; Zappavigna 2012). A significant contemporary trend is represented by the tendency of institutional actors to create their own pages on the social web, in an attempt towards the “personalization” of the official discourse (Enli and Skogerbø 2013). The increased use of social networks messages in the political sphere indicates the emergence of a new genre of political communication, which has as a main goal the “formation of public attitudes, opinion and will”, besides political advertising (Wodak 2009/ 2011; Reisigl and Wodak 2009). This paper explores how political messages posted on social networks can be used as a tool in the complex process of constructing the posters' identities as public and private persons at the same time.

The corpus is formed by a selection of the messages posted on their Facebook pages by the former and the current President of Romania during the last two years, totalizing approximately 22,000 words. The methodology applied draws on critical discourse analysis (CDA), especially on Van Leeuwen's (2008) approach regarding the legitimation of social actors and Fairclough's (1989) work on the discursive construction of power relations. Results show that the political leaders construct their identity in an integrative manner, enhancing their similarities to the citizens – readers and the traits which distinguish them from other politicians. The analysis of the messages reveals that the two politicians present themselves as figures of authority at various levels. The types of discursive authority identified in the politicians' Facebook posts range from personal to expert and to office authority.

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Cognitive-pragmatic approach to the commodification of social media: Context manipulation as a vehicle for ideology

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The increasingly commercial nature of social media has been studied within critical media research often drawing on Marxist ideas (Fuchs 2009; 2010, 2014). This research stream claims that users of these media are commodified, as value is extracted from their data and attention (e.g. Kang and McAllister 2011; Fuchs 2012, 2014; see also Smythe 1977); in this sense, these services are not entirely free of charge. Although commodification is to a significant degree discursive (e.g. Fairclough 1994), there is still a relative lack of critical research on the commodification of social media that specifically focuses on the discursive processes enabling it (however, see e.g. Lillqvist *et al.* 2016; Thurlow 2013).

In this paper, we set out to explore the discursive, ideological mechanisms leading to the commodification and exploitation of users. As our empirical case, we analyse Facebook's "community standards" and the surrounding commentary using corpus analysis (e.g. Baker 2006). We take a cognitive-pragmatic perspective and draw from Relevance Theory (Sperber and Wilson 1995 [1986]) and develop the concept of *context manipulation* as an analytical tool to shed light on the ideological nature of persuasion and enticement of users. We argue that context manipulation can lead to "cognitive illusions" (e.g. Johnson-Laird and Savary 1999; Maillat and Oswald 2009) which are logically valid inferences, yet inaccurate reflections of the "state of affairs in the world".

The paper contributes to an increased theoretical understanding of the commodification of online participation by showing empirically how it is achieved by discursive processes embedded in the wider neoliberalist ideology and socio-economic changes concerning communication (e.g. Androutsopoulos 2014). In Marxist terminology, commodity has both use value and exchange value: communication by Facebook mainly prioritises the *use value* of the platform, whereas its operational logic, based on the *exchange value* of user participation, is obscured. Taken the relevance-theoretic claim that the "universal cognitive tendency to maximise relevance makes it possible [...] to predict and manipulate the mental states of others" (Wilson and Sperber 2002: 254), we argue that Facebook's emphasis on an interpretive context favouring use value explains why users accept to participate even though they are exploited.

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“No serious accident happened this year”: Voluntary disclosures by Chinese state-owned enterprises involved in fatal work accidents

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Business today is subjected to intense public scrutiny. Companies involved in fatal work accidents often need to carefully handle accident disclosures in order to minimize the impact of the bad news. This is especially true in China, where the rate of work-related fatalities is considerably higher than that in developed countries (CCIID 2014). Previous studies have suggested that negative events might not be reported accurately within voluntary disclosures (Deegan and Rankin 1996; Deegan *et al.* 2000). Moreover, recently the Chinese government has encouraged state-owned enterprises (SOEs) to include accident disclosures within their corporate social responsibility (CSR) annual report, a document the SOE issues voluntarily to the general public about its performance on social, economic, and environmental responsibilities (Wang 2011). This raises the question whether Chinese SOEs have reported workplace accidents objectively.

This study aims at analysing how work accidents are represented in the CSR report of a sample of 31 Chinese SOEs which had at least one fatal accident during the period 2005–2014. From a critical discourse perspective (Fairclough 2013) and guided by previous studies of legitimation in discourse and communication (Benoit 1997; Suchman 1995; van Leeuwen 2007), the study investigates 1) whether SOEs made any disclosures, and 2) discursive strategies used in the disclosures for self-legitimation. The study also examines the extent to which the disclosures reflect SOEs’ actual safety performance, and the extent of their compliance with reporting standards.

The findings suggest that two companies stated that there had been no work accident, while six companies did not make any accident disclosure, despite the existence of reportable incidents. Further, companies that have made accidents disclosures (24 out of 31) tended to present information in a fairly positive light. This study elaborates on the discursive strategies employed by SOEs to legitimize the negative events and to construct a positive corporate image. It concludes by proposing suggestions for firms pursuing a true and fair

view in corporate disclosures and effective management of corporate legitimacy.

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Textual constructions of desire: The body in online erotica

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Pornography has become an increasingly visible part of cultural life over the past 50 years. Visual and written representations of sexual activity, formally banned as obscene, are now commonplace across a range of media, and this “pornification” has given rise to heated discussions about acceptable forms of sexual knowledge, sexual freedom and sexual representation (Atwood 2010). But while scholarly work on porn has led to increasing awareness of the diversity of its forms, it has largely remained focused on the visual genres of photography and film. Explorations of the *language* of contemporary porn are scarce and uneven (Wicke 1991:75; for rare exception, see Johnsdotter 2011; Marko 2008).

Such an omission is unfortunate because linguistic representations are uniquely useful as evidence for contentious issues, such as the misogyny often attributed to pornographic representations. Porn has often been criticised for its male-centric perspective, in which females appear primarily as objects for male action (e.g., MacKinnon 1989; Jensen 2007), but it is difficult to devise principled tests for such objectification in visual materials (McKee 2005:280). Textual analysis, on the other hand, offers a range of analytic devices to explore how male and female bodies are labelled, described and evaluated, and strategies of this kind have profitably been used to explore the discursive construction of desirability in specific historical periods (Virdis 2015). Nevertheless, the assumption that contemporary “pornographic texts [continue] representational practices that demean women” (Jeffries 2007:16) has rarely been subject to detailed empirical examination.

In this paper, I extend this line of research through an examination of the referential and predication strategies used for the representation of body parts in a large corpus of online erotica. A sample of the 500 most-read stories (approximately 1.5 million words) was collected from Literotica.com, one of the oldest and

largest erotic fiction repositories online. Using both standalone tools and the online Sketch Engine, a list of terms denoting both female and male body parts was collected, and their collocational and colligational preferences compared. Comparison of stories written by female and male authors was also conducted.

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Producing Soldier Boy: Sperm Donor Discourse and Militarism in Israel

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Within Jewish-Israeli society, perceptions of the Jewish people as being under constant threat of annihilation and of Jewish citizens having fewer children than Palestinians have led to significant material and discursive resources being invested in encouraging high fertility rates (e.g., Sered, 2000). While children conceived “naturally” within heteronormative married couples still occupy the most culturally desirable position, a variety of sociocultural and medical developments have rendered other parenting forms and means of reproduction both more common and more socially acceptable. These changes have been accompanied by an increase in the number and public visibility of both public and private medical institutions for assisted conception and donor insemination, which employ complex discursive strategies to appeal to both potential sperm donors and potential sperm recipients.

In this paper I analyze the discourse surrounding this phenomenon in a variety of textual sources, including medical promotional material, media coverage, and the discourse of medical personnel. I focus specifically on the ways in which militaristic ideologies are deployed, recontextualized, and negotiated through the privileging of sperm produced by combat soldiers, who are characterized as representing desirable traits of physical masculinity, patriotism, courage, and psychological well-being – yet at the same time on the ways in which such notions of hegemonic masculinity as related to the military sphere are challenged and no longer taken for granted. Building on research examining the discursive means through which commercially sold semen is constructed as superior to “natural” semen (e.g., Schmidt & Moore, 1998), as well as the ways in which the logics of militarism and neoliberalism intersect, I explore the localized cultural contours of this discourse and the ways in which it combines technological, medical, and ideological narratives to construct fluid community borders and social hierarchies.

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The discursive construction of a post-9/11 field of US (in)security

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It is some time now since the 9/11 attacks on the World Trade Centre raised doubts about the effectiveness of the US services. Not least, the 9/11 Commission Report (2004) recommended the increased use of intelligence and its dispersal amongst allied entities. This paper explores with reference to the US, the proposal that since 9/11, agencies worldwide have become enmeshed in security as a shared activity so as to constitute a new 'field of (in)security' (Bigo 2008). For Bigo, this field is no longer located in mutually exclusive agencies such as the police. Rather, the field 'traverses' a plethora of different agencies combining, for example in Europe, private security firms and border control agencies. This paper analyses a corpus of public-facing texts generated by the reformed US security agencies in order to investigate the way in which the US security enterprise has been discursively (re)constituted as an emergent field in the wake of 9/11. We analyse a corpus of 175 webpages constructed by the newly reconstituted US security agencies for the purpose of publicly explaining their contemporary functions. Initially the texts were read extensively by eye, with attention also paid to the multi-modal features of their web-pages. A systematic Key Keywords procedure was then used to identify words found to be disproportionately frequent in the largest number of texts when compared to a reference corpus. This enabled a smaller number of core texts to be identified, which then formed the basis of intensive qualitative analysis. Four strategies observed in nuclear texts provide evidence for the discursive construction of a new zone of shared professional activity, and were later confirmed as corpus-wide phenomena: the large numbers of clauses in which actors in the security enterprise were linked as participants to the same processes so as to construct a sense of widely shared, collective enterprise; the selection of lexis that constructs an ethos of 'sharing'; the depiction of security as a collaborative process which traverses not only the boundaries between institutions, but also a variety of spatial, political and organisational boundaries; and the use of metaphors of architecture and building.

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#icantbreathe. Ideology and consensus: Twitter vs. the media

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The aim of this paper is to analyse the extent to which, if any, *Twitter* has a role in transmitting information and giving way to collaborative journalism – that form of journalism in which people actively take part in news construction – and in what way ideology and consensus are constructed.

The killing of two black people in 2015 by the police in Ferguson and Baltimore, US, resulted in the explosion of riots and social disorders in which the media showed a great interest, simultaneously mirrored in the social media. In particular, *Twitter* proved to be a successful resource for both popular collaborative journalism and collective social actions. Because of such novel role assigned to *Twitter*, attention has to be paid to the relationship existing between our society, its stereotypes and prejudices, and the social networks (Zappavigna 2012).

Starting from the linguistic analysis of the New York Times and Wall Street Journal editorials about

Trayvon Martin's and Eric Garner's death (with a contrastive investigation between the 'on the surface' and 'beneath the surface' discourse at a macro- and micro-levels; cf. Hall 1992: 291, and van Dijk 2000), I will move onto the analysis of the tweets related to those very same episodes linked to the #blacklivesmatter hashtag in Twitter in order to see how perception and opinion are constructed in texts where space is the constraint.

The Corpus Linguistics analysis, based on more than 2,000 tweets collected with Tweetarchivist (www.tweetarchivist.com), is grounded on CDA (Fairclough 1995; 2015; Wodak 1996; Wodak and Ludwig 1999). The results suggest that while in the newspapers the language used seems to reflect the corporate ideologies, the tweets mirror the stereotypes existing in the society which is responsible for building them.

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Nationalism in Italian political communication on Twitter

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Nations are one of the most well established constructions in our society, and they represent a very attractive benchmark for personal and social identification. Political speeches, as well as, for example, media discourse and popular culture, constantly reiterate the myth, culture and history of nations in order to reaffirm and preserve their positive image (Billig 1995), and this tendency doesn't seem to have weakened due to some contemporary events such as globalization and the reinforcement of transnational systems, as for example Smith (1995) confirms. Nationalism, in many of its forms, is in fact acquiring a renewed vigour due to the recent events that have involved the European territory, namely the immigration crisis and the emergency represented by terrorism.

The basis of politolinguistics (Reisigl 2008) will be applied on the posts published on Twitter by some of the most representative members of Italian political parties and movements, in order to see how they organize and present their discourse about these relevant themes; in particular, hashtags and their power to create affiliation will be considered as a starting point to understand how discourse is constructed, and how significant tropes such as metaphors and metonymies can be placed around them to project biased images and to pursue a specific nationalistic strategy. The analysis of the whole national political spectrum will allow to understand how populist and nationalist rhetoric is exploiting the political, social and economic crisis of the European Union and to highlight possible differences among the various discourse representations and constructions of the nation, exploring whether populism and nationalism are a prerogative of extremist groups or is somehow intrinsic to democracy (Canovan 1981).

Furthermore, it will be possible to observe how political discourse is responding to new media's traits and constraints, especially in the case of a microblogging website as Twitter is, where imposed brevity is one of the most influential features: the condensation of the message contributes to intensifying the pragmatic value of words, which are regaining centrality over images and other multimedia resources in political communication (Spina 2012).

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An exploration of professional borders between peer specialists and social workers in community mental health settings

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Mental health peer specialists use their lived experiences of recovery from psychiatric disabilities to help other mental health service users in their own recoveries by providing support, advocacy, skill training and mentoring (Solomon 2004). While it has been shown that these peers help people with psychiatric disabilities in many domains, implementation of peer support services in traditional mental health settings dominated by professions such as social work, psychiatry, and nursing has proven a complex challenge (Cook *et al.* 2012; Davidson *et al.* 2006; Hamilton *et al.* 2015; Mancini and Lawson 2009; Moran *et al.* 2013). In these settings, peers can experience prejudice, alienation, role confusion, and exhaustion (Moran *et al.*, 2013; Mancini and Lawson 2009).

The concepts of “borders” and “borderlands” have been used in queer, feminist, and disability studies and can exist wherever two cultures, discourses, disciplines, or identities perceived as separate or contradictory merge or “edge” each other (Anzaldúa 1987). “Border-bodies” are persons that exist within borderlands or between two identities (Zita 1998; Kafai 2013). When borders are crossed by entities that are often considered deviant (e.g. mad, patient) into areas inhabited by privileged bodies (e.g. sane, professional), tensions can form (Price 2011).

In this paper, I draw on an interview study that analyzed the experiences of 23 peer specialists and 11 non-peer mental health social workers as they struggled to implement peer services into traditional community mental health settings. I analyzed a subset of narratives using a CDA framework to explore how institutional discourses of medicine, psychiatry and social work can define and constrain how peers and social workers interact, represent and position each other in these settings (Chouliaraki and Fairclough 1999; Fairclough 1995; Fairclough 2003; Souto-Manning 2014). I show that peers and social workers struggle to navigate the shifting subjectivities they experience as they interact professionally in new and complex ways. I argue that peers working in traditional mental health settings represent a kind of border-body and that their presence creates a disruptive tension that contest institutional discourses of psychiatry and social work opening opportunities for both domination and transformation in mental health settings.

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Sarah and Tammy: Butch and Femme in *Transparent*

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This paper analyses the linguistic and cultural construction of Sarah and Tammy, two of the characters in *Transparent*, as a Butch and Femme couple.

Transparent is a widely acclaimed American television series created by Jill Soloway that premiered in 2014. The story revolves around the Pfefferman family and the discovery that their father Mort (Jeffrey Tambor) is transgender (wikipedia). The dynamics of this Los Angeles family and their lives provide insights for exploring gender representation issues and the possibility for destabilizing normative gender identities.

As Teresa De Lauretis argued in *Alice Doesn't: Feminism, Semiotics, Cinema* (1982), “cinema has been studied as an apparatus of representation, an image machine developed to construct images or visions of social reality and the spectators’ place in it”. Today, the high-quality writing and critical acclaim of contemporary TV series motivate a new focus on their impact as popular cultural products. As Allan Ball, the creator of *True Blood* and *Six Feet Under*, suggests “television right now is far more welcoming to interesting, complicated, nuanced storytelling for adults than movies are”¹. Consequently, millions of viewers worldwide are forming social and interpersonal connections with televisual characters such as identification and affinity/liking (Cohen 1999, Giles 2002) and are learning what is considered normal and desirable femininity or masculinity (Cameron 2006: 15).

Our approach draws on various perspectives in order to suggest in what ways and by what strategies *Butch* and *Femme* identities are performed, constructed, re-negotiated and trans-formed. It provides us with a more fluid, open conceptualization of identity, where they have the opportunity to explore their options. Sarah is associated with femininity in many different ways: she is represented as a mother-figure, a wife, a sister and she spends a great deal of her time cooking, taking care of her children, all deliberately depicted as stereotypically “feminine” actions. It is only through her relation to Tammy, a Butch lesbian, that she realizes

¹ <http://theconversation.com/five-reasons-we-should-listen-more-closely-to-tv-dialogue-25585> (19/12/15)

that she enters a genderd world reluctantly.

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Immunization critics or anti-vaxxers? A critical analysis of the discourse of the anti-vaccine movement

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Ever since its invention, vaccination has met with resistance rooted in concerns about its medical efficacy, its side effects, and its moral implications. With the introduction of large-scale immunization programmes in the second half of the 20th century, individual resistance became a movement, manifesting itself in specific campaigns or even in the emergence of whole organizations such as the National Vaccine Information Center in the United States or Arnica in the UK.

Evaluating the anti-vaccine movement is difficult as it embodies heterogeneous perspectives on health, healthcare, and society. On the one hand, the movement is an emancipatory enterprise working against the medical-pharmaceutical establishment and its attempt to medicalize – i.e. interpret phenomena as medical problems open to medical intervention – and thereby commercialize – i.e. interpret medical intervention as a commercial service – more and more facets of human life. On the other hand, however, the movement also engages in a battle against public health measures and for an individualization of health, ignoring the vast amount of sound scientific evidence concerning the benefits of immunization, and subscribing to conspiracy theories concerning the government and the pharmaceutical industry's plot to undermine individuals' freedom to decide for themselves what is best for them and their children (for a review of the anti-vaccine movement, cf. the contributions to Chatterjee 2013).

Analysing the discourse of the anti-vaccine movement, my study examines whether, to what extent and how the tension between the critical, emancipatory and the conspiracist, anti-(standard)-science dimensions – i.e. *immunization critics* vs. *anti-vaxxers* – plays a role there. The main focus will be on the linguistic representations of medical aspects (diseases and the act of vaccination), the effects of immunization (risks, harms, and benefits), and the main protagonists (individuals affected, political and administrative agencies, healthcare providers, pharmaceutical companies).

The study draws upon corpus-based Critical Discourse Analysis (cf. Baker *et al.* 2008, Mautner 2009). It examines a structurally annotated and part-of-speech tagged corpus of lay and professional anti-vaccine

discourses, i.e. discussion forums on the one hand and books and articles written by medical experts opposed to immunization on the other. The corpus comprises approximately 1 million words.

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Rhetoric and Decision-Making in Media Calls for Action: A Discourse Analysis of Advocacy Campaigns

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The media advocacy or public engagement campaign targeted at social policy change is an activity type that has gained increasing visibility, but has been little explored to date. Advocacy argumentation is a challenging mixture of rhetoric and deliberation: publics are faced with making a decision in terms of giving or not their support to a cause, but at the same time they are steered towards a preferred course of action, already decided upon by the campaigners. This raises the issue of “normatively-responsible advocacy” (O’Keefe 2007) and, in what concerns the media, of the renegotiation of their institutional identity at the intersection of radical journalism (aimed at mobilization) and civic journalism (aimed at participatory democracy). In the Romanian media, a key ingredient of mobilization is the strategic use of counter-discourses that ‘interpellate’ in a highly critical note the political class; at the same time, these counter-discourses are incorporated into a decision-making process. As such, they provide the basis for rejection of the status-quo by claims-makers, who expose the negative consequences of existing policies, hold the authorities accountable, and put forward a solution. Importantly, counter-discourses also bring to the fore the discursive “images of the self” or the ethos (Amossy 2012) that campaigners construct for themselves, the publics called upon to act, and the campaign beneficiaries. The enactment of such identities within the campaign dispositive is crucial in legitimizing the opposition to existing policies.

The present study proposes a framework for the analysis of media advocacy campaigns which integrates rhetorical concepts with practical argumentation (the framework developed in critical discourse analysis by Fairclough and Fairclough 2012) and the pragmatic analysis of media dispositives. The approach allows both for a descriptive analysis of the discursive mechanisms in this type of campaign and for critical considerations of advocacy argumentation (the danger of sliding into populism, the openness – or not – towards anticipating counter-arguments) and of the dispositive itself (the constraints on the roles assigned to social actors, the excessive focus on individuals and events to the detriment of causes, the instrumentalization of communication).

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Individual Positioning Work and the Mobilization of Responsibility in Organizational Discussions on Social Sustainability

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This presentation uses both corpus analysis and critical discourse analysis to explore how participants in an international research network, the Integrated Network for Social Sustainability (INSS), position themselves in relation to each other and those whom they hope to assist as they work toward the organization's primary goals of defining social sustainability and promoting sustainable practices. The organization, a 5-year research coordination network, funded by the National Science Foundation in the U.S., organizes annual conferences for its membership. Much of the conference schedule is organized around break-out sessions in which small groups discuss assigned topics with the aim of arriving at shared understandings of and concrete plans for advancing social sustainability.

This study analyzes the interactions from break-out sessions (26 total) recorded during the Year 1 and Year 2 conferences. The analysis uses corpus analysis tools (AntConc) to identify key words and to explore salient word clusters (corpus size: approximately 184,000 words). It also uses fine-grained discourse analysis to focus more closely on particular patterns in members' positioning of themselves and others through examining their situated uses of pronouns (*I/we* and *they/them*). The study argues that INSS members' lack of consensus on how to define social sustainability was *achieved*, somewhat paradoxically, through conflict-avoidance practices and an implicit orientation to maximum participation and collaboration rather than top-down strategizing in the break-out sessions. Furthermore, it explores how their orientation to shared common cause appears to have mobilized a paternalistic positioning toward others, again somewhat paradoxically, as they discussed how to empower these others to address inequitable practices or situations in which the social "pillar" of sustainability (the other two "pillars" are environmental and economic sustainability, Murphy 2012) has been ignored.

The study argues that this positioning work, while unremarkable for small group discussions, draws on and reproduces competing notions of responsibility (Trnka and Trundle 2014). These include notions of a) "responsibilization" that align with neoliberal ideals of self-regulating individuals' agency and empowerment and b) responsibility to "relations of care" (often regarded as paternalistic). The presentation discusses the implications of these competing notions of responsibility for organizational goals and advocacy work in general.

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Figurative language in the right-wing Polish discourse on immigration: Between innovation and tradition

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Although the whole Europe struggles with the current immigration crisis and different views on the matter clash, in Poland the question of migrants has undergone a significant change due to a political shift caused by presidential and parliamentary elections held in 2015 and won by the conservative, nationalist, Catholic fundamentalist Prawo i Sprawiedliwość (PiS - Law and Justice).

In this paper, I would like to analyze the new Polish political discourse regarding immigration, especially the figurative mechanisms that it uses and rhetorical tools at its disposal. Cognitivism and conceptual theory of metaphor, along with rhetoric provide a theoretical framework within which the ruling party's discourse is considered. The metaphors (for example: immigrants are animals, immigrants are a natural disaster) express, but also reproduce and strengthen the ruling party's ideology. According to Critical Discourse Analysis premises, it is fundamental to discover the relations of power, systems of beliefs and values that reinforce inequalities and this is exactly the aim of this study. It would also be interesting to study the elements of innovation and tradition in the anti-immigration Polish discourse: the historical perspective may offer additional key to its interpretation. Moreover, it is crucial to highlight how a certain ideology and identity construction through language (especially us-them distinction) is universally used as a means of political power struggle.

Representing 'who we are' and 'what we do': A critical discourse analysis of medical tourism websites in Malaysia

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This study aims at examining how Malaysian medical providers represent themselves and their actions on their websites and how the ideology and power are conveyed behind the actors and actions. Guided by Reisigl and Wodak's Discourse Historical Approach (DHA) (Fairclough, Mulderrig, & Wodak, 2011; Reisigl & Wodak, 2005; Wodak, 2001) and Theo van Leeuwen's social actors network model (Van Leeuwen, 2008), an analysis of 73 Malaysian medical providers' websites accredited by Malaysia Healthcare Tourism Council (MHTC) was conducted. Specifically, the study focuses on the "Mission & Vision" section of Malaysian medical providers' websites.

The analysis starts with identifying macro-topics related to their self-representation, and then followed by an in-depth analysis of their discursive strategies of self-representation. Data analysis reveals DHA's five discursive strategies can only apply nomination, predication, intensification and mitigation. On the basis of the first two steps of analysis, we categorized and characterized the actors and their actions as well as examined the attributes of the social actors, enriching the set of analytical categories by using van Leeuwen's social

actors network model.

Findings showed that there are primary eight themes claimed in the given context: Care, Service, Facilities, Professionals, Innovation, Brand name, Ethics and Cost. Hospitals and clinics are activated as the primary social actors in the given context where patients and customers are backgrounding. They are represented as a personalized “we” and an impersonalized entity in turns in generally four different social practices: medical professionals, charitable organizations, educational institutions and religious siblings. Moreover, the personalized social actors tend to make propositions and the impersonalized prefer to use fact to legitimate themselves. Hospitals and clinics are primarily represented only by means of positive predications, making the others (patients and medical staff) as beneficiaries. The Self-representation of the Malaysian hospitals and clinics are intensified with superlatives and extreme adjectives in the first seven themes while mitigated with vague expressions in Cost. Such representations elevate the credibility of the medical providers’ to attract more potential patients in text, and in this way, text is used to strengthen the power of the ‘we’ who are conducting self-promotion online.

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May the Fan Be with You! **Languaging Authorialty and Representation** **between ‘Pan-fanaticism’ and ‘Aug-melted’ Reality**

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“Transmedia storytelling” (Jenkins 2011) is an enhanced form of narration that helps the audience plunge into a fictional universe through a number of dispersed entry points, which provide a comprehensive fruition of a complex story. The intertwining of transmedially dispersed source texts with the artifacts that are created by the communities of fans to celebrate their preferred cultural products has reached such a climax that scholars are debating over a more expansive definition of transmediality, according to which “audiences, as well as official authors, co-construct narratives, story-worlds, and frames for engagement” (Stein and Busse 2012, 14). “Expanded transmediality” can be thus described as (at least) a bi-directional process where top-down media franchises exploit bottom-up participation, while grassroots involvement progressively influences the creation of television texts (Moschini 2014).

In such a context, the sphere of values belonging to fan communities has become pervasive since, not only these groups interact with TV series’ creators, but also many screenwriters and directors tend to define themselves “fans” of the stories they wish to tell, which are often adaptations of already famous works. This phenomenon could be labeled ‘pan-fanaticism’ (Moschini 2015) and finds one of its most iconic examples in the “emergent authorial archetypes within convergence culture” (Scott 2012, 440), the so-called “fanboy

auteurs” (like Jack Snyder, Ronald D. Moore, Joss Whedon, Mark Gatiss and Steve Moffat), who occupy the liminal place between authors and audience.

Through the Critical Multimodal analysis (Machin 2013) of selected messages from the official social media channels of entertainment companies, the paper aims at investigating examples of the semantic and semiotic realization of transmedial ‘pan-fanaticism’. Indeed, this is a kind of representation that sets the stage for the creation of transcultural/transnational “imagined communities” (Anderson 2006 [1983]) and the emergence of a sort of ‘aug-melted reality’, that is the mediated discursive space where global flows of “fantasyscapes” (Napier 2007) and reality converge and where collective and individual identities are negotiated.

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Anecdotal news reporting: Recounting electioneering events in Runyankore-Rukiga

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The liberalization of airwaves and print media and the freeing of political space in Uganda have seen a proliferation of indigenous media outlets across the country publishing in English and local languages. The local print media has been vibrant in reporting various news events especially power struggle which are often characterized by verbal duels among political contestants.

This paper therefore, examines journalistic discourse in Uganda focusing on electioneering news recounts in Runyankore-Rukiga¹ across government-leaning and private newspapers. It demonstrates how news writers in Uganda have adopted a distinctive style of constructing a contemporary hard news story to recount power struggle among the local politicians during electoral campaigns (Orwenjo 2009; Burnes 2011; Brisset-Foucault

¹ Runyankore-Rukiga is an agglutinating Bantu language widely spoken in the whole of western Uganda and understood in north-western Tanzania and in the eastern areas of the Democratic Republic of Congo.

2014).

Drawing examples from a corpus of hard news stories from two local newspapers, *Orumuri* (the Torch) and *Entatsi* (the Spy), the paper explores linguistic resources that news writers employ to recount electioneering during parliamentary and presidential campaigns since 2001 to-date. The paper employs Appraisal theoretic principles (Martin and White 2005) to explicate the nature of linguistic devices that news writers invoke to communicate power struggle. It demonstrates how the generic construction of a contemporary Runyankore-Rukiga news story deviates from its counterpart that obtains in the Anglo-American journalistic setting whose values and norms relating to power relations are different from those prevalent in Uganda.

The paper further posits that the social and cultural context within which a story is constructed is vital and impacts the evaluative resources inherent in the news texts (Thomson and Huntson 2000). Thus, such communicative contexts within which the Runyankore-Rukiga news events are constructed define the nature of assessment that news writers employ to recount electioneering news stories. The paper also explains how the Runyankore-Rukiga journalistic tradition invokes grim humor, analogies and metaphors of war to recount electioneering news events and evaluate news actors during electoral campaigns.

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‘Nudge’ tactics in preemptive health policy: Multimodal strategies of persuasion and legitimation in the UK government’s ‘Change4Life’ anti-obesity campaign

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In 2009 the UK government launched its first ever social marketing campaign. Titled ‘Change4Life’ it used colourful cartoon characters and simplified messages to ‘reframe’ the issue of obesity, and to encourage the public to take an active role in addressing this social problem. Anti-obesity policy is pre-emptive and in particular targets children as potentially obese future adults. This paper uses Critical Discourse Analysis to map the range of scientific, governmental, commercial, and other social practices which are brought together in this campaign. In dialogue with political theories of governmentality, it critically examines the balance of power and vested interests that lie behind the campaign, and assesses the wider political context in which insights from behavioural economics (or ‘Nudge’) are increasingly turned to for solutions to public policy problems. This technique particularly emphasises the importance of carefully crafted communication in

securing public compliance with desired policy outcomes. Its insidious potential and increasing importance in the statecraft of advanced economies has been widely debated in political science, economics, and health research. This paper contributes to that growing debate by offering a systematic and theoretically informed analysis of the discourse of Nudge in the context of health policy. Critical Discourse Analysis offers a rigorous framework for critical engagement with this influential approach to policy, and highlights the complex – and potentially conflicting – range of discourse practices upon which it draws. The TV advert used to launch the Change4Life campaign is analysed in detail from the perspective of intertextuality, legitimation, and representation. The findings show how scientific claims about the causes of and solutions to obesity are recontextualised, simplified, and distorted in this campaign. It is also argued that the increasing use of behavioural psychology helps legitimate an individualised solution to a collective social problem, and squeezes out public deliberation about obesity prevalence and its correlation with increasing social inequality.

Change management: The grammar is the message

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This paper explores how a linguistically informed analysis of an internal “Diversity and Inclusion” action plan from a mid-sized global professional services company can offer insights into how the changes proposed in the text might be realised. It is posited that in spite of being unquestionably committed to the changes proposed, leaders and managers are engaged in discursive practices which reinforce the very things they want to change – and linguistic analysis may render this visible, and hence discussable. Thus the two research questions posed in the paper ask how change management is represented linguistically in the text, and what inferences can be drawn from this.

The paper begins with a review of traditional theories of organisational change which have influenced practice in professional services firms (Kotter 1995, 1996, Schein 1969, 1993, 1999). This is then contrasted with a relational leadership lens, a perspective which connects more readily with contemporary theorising in organisational discourse analysis (ODA) (for example, Hardy & Grant 2012, Fairhurst and Uhl-Bien 2012). It is argued that ODA is well able to illuminate the micro-context of communicative interactions and organisational change. The methodological anchor for the analysis draws on simplified elements of Hallidayan systemic-functional grammar (SFG) (Koller 2011) and highlights in particular ideational and interpersonal meaning, and their respective grammar systems of transitivity and modality.

The findings are structured around the themes of time, action and actors, and the way that each is represented linguistically in the text. The paper goes on to explore the extent to which the firm’s assumptions about how change works can be inferred from the linguistic analysis. This analysis draws attention to potential “below-the-surface” elements of the way the firm sees itself in relation to change and to diversity; an unconscious linguistic bias which becomes an obstacle to realising the very change the firm aspires to. The conclusion draws attention to the communicative power of grammar and discusses contributions and limitations.

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The political creation of *unAustralianness*: A critical study of in-group construction and subversion

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To a major extent, the construction of a national identity is about the creation of difference, i.e. about defining what “we” are in terms of what others are not, (Wodak *et al.*, 2009). The term *un-Australian* has been the subject of critical interest mainly in the fields of cultural studies and sociology, which have explored its meanings (Alberts & Milner, 2002; Duffy, 2007; Smith & Phillips, (2001), and the marginalising impact of its targeted use (Gunders, 2012; Nahid, 2006; Selsky *et. Al.*, 2003). However, historically contextualised corpus-based studies are lacking.

Lipset (1990) noted that there was no corresponding term *unEnglish*. Smith & Phillips (2001) identify *unAmerican* (emerging in the McCarthyist 1950s) as the closest parallel. However *unAustralian* has a longer history, being first used with positive valence in the 19th century to describe things that were more reminiscent of Britain. (Pavlidis, 2009). In the 20th century, it became associated with right wing and racist discourse, applied in connection with communists, the Irish, trade unions, pacifists, Catholics, the unemployed, as well as the generally disloyal, subversive seditious and criminal (Smith & Phillips, 2001). Frequency of use declined during the 1960s–80s, but the reascendency of conservative politics in 1996 saw a new resurgence.

Neuman (2007) undertook an exploratory study of 600 incidences in Australian parliament between 1994 and 2004. He was unable to find any patterns of meaning, concluding “at best, ‘unAustralian’ is used as a synonym for ‘bloody awful’”, (2007: 481). However, it has also been suggested that the reality is more complex, and the pejorative *unAustralian* can also be reappropriated as a positive affirmation, reflecting the construction of a “non-identarian” identity, (Morton, 2008; Ranciere, 2007). Many questions remain about the purposes to which this term is put, how it is topicalised and challenged, and how its meaning and use have shifted in time.

This study focusses on newspaper texts and parliamentary transcripts of the last 10 years. Counter to expectation, the frequency was evenly spread among politicians of both left and right persuasion, but differences were found in the patterns of meaning and use, and in the assumptions entailed.

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Image repair or self-destruction? A corpus-assisted discourse analysis of restaurants’ responses to online reviews

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Customers are today becoming more and more reliant on online travel reviews for their buying decisions, such as where to stay on holiday or where to have dinner in a foreign town. In particular, TripAdvisor has become a first stop for travel planning.

People are increasingly engaging in electronic word-of-mouth (Pollach 2006), thus potentially influencing a business’ economic performance. Firms cannot generally get negative reviews changed or removed, but the website grants a ‘right to reply’ function where owners can respond to criticism or thank customers for the compliments obtained (TripAdvisor 2014).

The present study calls into question the way restaurants are exploiting this medium, taking the opportunity to learn from the experiences of their customers or, instead, trying to discredit the reliability of the feedback received.

Complaint response represents a critical part of a business’ customer relationship management, being responsiveness, compensation and contact highly valued by customers (Avant 2013). The paper aims at investigating the owners’ replies to negative comments in UK and Italy. Our corpus collects a set of low score reviews left on TripAdvisor website for restaurants situated in the two countries. Zhang and Vázquez’s (2014) analysis of the generic structure of hotel responses to customer complaints represents a practical reference to classify the moves enacted in the texts. Our study investigates the argumentations exploited by managers and owners to try to defend and rebuild trust and reputation, letting diners know that their opinions matter or, instead, imposing the firm’s contrasting — and sometimes angry — point of view. Corpus-assisted discourse analysis (Baker 2006) constitutes a useful framework to help spot the characteristics typifying the owners’ attitudes towards criticism in the two different cultural contexts, by means of the interpretation of tendencies and discursive patterns.

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“Women and work”: A cross-linguistic corpus-assisted discourse study in German and in Italian

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Interest towards corpus-assisted discourse studies has significantly grown in the last years¹, but cross-linguistic analysis still represents a small niche in this field of research, as emphasized, among others, in Partington *et al.* (2013).

Furthermore, Schafroth (2015) points out that, among romance languages, discourse analysis has not received much attention so far.

The aim of this contribution is thus to investigate, from a comparative corpus-assisted perspective, how discourse on “women and work” is constructed in German and Italian.

It is worth mentioning that Germany and Italy have a considerably different women's employment rate² and a substantial discrepancy in terms of economic participation and opportunity for women, as the Global Gender Gap Index shows³.

The analysis has been carried out on two large corpora (itTenTen⁴ and deTenTen⁵), made available through the software Sketch Engine⁶. Since “[o]ne way of making sense of a discourse of something is to compare it to a discourse of what it is not” (Baker 2005: 64), not only sentences containing “women and work” and “work

¹ For an overview of Corpus approaches to Discourse Studies see <http://www.gabrielatos.com/CLDA-Biblio.htm>

² In 2014 women's employment rate in Italy was 50,3%, whereas in Germany was 73,1% (source Eurostat, <http://goo.gl/WOHbbv>).

³ Germany is in the 34th rank with the score of 0.739 and Italy is in 114th rank with the score of 0.574. <http://reports.weforum.org/global-gender-gap-report-2014/>

⁴ <https://www.sketchengine.co.uk/ittenten-corpus/>

⁵ <https://www.sketchengine.co.uk/detenten-corpus/>

⁶ <https://www.sketchengine.co.uk/>

and women”¹ but also the ones containing “men and work” and “work and men”² have been analyzed in both languages. Lexical collocates of the abovementioned pairs of words have been collected and a sample of concordance lines has been observed more in detail.

Results on collocational analysis show some interesting patterns concerning the discourse on “women and work”. Firstly, women are explicitly more frequently associated with work than men in both corpora, even though men’s employment rate³ is higher than women’s in both countries. A reason for this could be that minority groups, women in this case, are “more unusual and/or problematic and therefore more likely to be remarked upon” (Baker 2005: 66).

Furthermore, it can be pointed out that discourse on “women and work” in German and Italian is constructed around different semantic areas (i.e. economic dimension and equality in German, opportunities and working conditions in Italian). On the grounds of these results and of the abovementioned external data, it can be argued that in both countries “women and work” is still considered a “problematic” issue, though the size and the sort of the “problems” to solve is different.

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Skilling the nation, empowering the citizen: Neoliberal logic in Singapore’s SkillsFuture initiative

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Since the 2008 global financial crisis and subsequent economic woes in the Eurozone and elsewhere, there have been prognostications of the collapse of neoliberal capitalism. Despite this, neoliberalism has proven to be more resilient than thought, and continues to hold significant sway over political governance in many societies. It is in this vein that this paper focuses on a policy initiative announced by the Singapore government in 2015, known as SkillsFuture. In some sense, the initiative is a continuation of the city-state’s existing Continuing Education and Training programme aimed at encouraging lifelong learning in adult workers and learners. At the same time, however, it is new in terms of its consuming scope and ambition – targeting an expanded group of Singaporeans that now includes schoolchildren, with stronger support from and coordination with industry and employers, a more comprehensive suite of programmes, and more government resources invested – in a context of economic challenges which the government deems to be global and

¹ Being the English translations for the Italian *donne e lavoro* and vice-versa and for the German *Frauen und Arbeit* and vice-versa.

² Being the English translations for the Italian *uomini e lavoro* e vice-versa and for the German *Männer und Arbeit* and vice-versa.

³ <http://goo.gl/BSfLZy>

unavoidable.

Examining a range of SkillsFuture-related documents and communication platforms produced by the government, such as speeches, the SkillsFuture official website, and YouTube clips, I investigate how values like competition, empowerment, choice and flexibility are semiotized in these texts to form the central themes of the government's communications. The analysis will look at linguistic choices as well as visual design, involving semiotic features like modality, pronouns and metaphor, among others. In doing so, the paper discusses how key elements of neoliberal logic, such as self-regulating competitive markets and actors, the individualization of collective challenges, vocationalization of education, and the configuration of citizens as consumers, run through the government discourse and form the lynchpin of the policy initiative.

Investigating LGBTI Asylum Claims in the UK: An Analysis of the Judicial Reviews

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According to the United Nations Convention Relating to the Status of Refugees (1951), the key to the characterisation of a person as a refugee is the risk of persecution. For the purpose of refugee status determination, the asylum seeker must provide a truthful account of relevant facts so that national authorities can assert the applicability of laws and establish the reasons justifying inclusion or exclusion. However, in the process of analysis of the circumstances of displacement, one group of claimants seems to appear more vulnerable than others: LGBTI asylum seekers (Spijkerboer 2013).

In the United Kingdom, despite several progresses in the field of asylum law, the treatment of LGBTI asylum seekers continues to pose a number of challenges. The UK Border Agency officers have often proved to be inadequately trained to deal with claims based on sexual orientation and gender identity, which results in a considerably high rate of refusals.

Moving from the assumption that the notion of 'refugee' is a politically and legally contested space (Firth and Mauthe, 2004), this paper specifically investigates the judicial reviews of denied asylum claims in the UK. A corpus comprising the appeals of LGBTI asylum seekers from 2001 to early 2016 has been collected and will be analysed in search of discursive instances and linguistic patterns highlighting how the British courts address LGBTI asylum issues. Indeed, the rulings issued by both the UK Asylum and Immigration Tribunal and the Upper Tribunal (Immigration and Asylum Chamber) could shed light on the construal of the asylum seekers' *textual personas* in legal discourse. The analysis will also take into account the evaluative properties of the texts under scrutiny (Hunston and Thompson 2000; Martin and White 2005; Bednarek 2009a, 2009b), by investigating the linguistic markers signalling the legal appraisal of claimants' stories and the values emerging from how immigration judges handle these cases.

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Identity production in Family Videoconferences: A multimodal analysis

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This paper takes a multimodal perspective (Norris, 2004, 2011a, 2012a, 2013a, 2013b, 2013c, 2015; Geenen, 2013a, 2013b, forthcoming; Geenen, Norris & Makboon, 2015; Makboon, 2015; Pirini, 2014, 2015, 2016), building upon mediated discourse analysis (Scollon, 1998, 2001; Norris and Jones, 2005a, b) to examine how identities are produced in family videoconferencing (inter)actions.

The data comes from a relatively large project of 17 New Zealand families interaction via videoconferencing technology with family members overseas. In all, 84 individuals from the age of infant to 84 years old participated. (Inter)actions include (mostly) young children and adults, adults and their parents, and children, parents and grandparents. So far, Geenen (forthcoming) examined how children in this data set learn to (inter)act successfully. Norris (forthcoming a) has taken a methodological perspective and also examined rhythmic *Zeitgeber* in (inter)action (Norris, forthcoming b); and Pirini & Kusmierczyk-O'Connor (forthcoming) examined mirroring actions to 'be there' in family videoconferences.

Building upon previous studies on identity (Norris, 2005, 2008, 2011a, b, 2012b; Norris & Makboon, 2015), I focus in this presentation on the multimodal production of family identities in videoconferencing sessions, offering snippets of video data and multimodal transcripts of a number of (inter)actions. Family identities, it is shown, are produced through a multitude of higher- and lower-level actions and through the use of a great number of modes from language to gesture and layout to dress. While language certainly tells much of how family identities are produced, incorporating all relevant modes to study the (inter)actions holistically allows us to also see the tacit production of various identities that come into play in family (inter)actions such as gender or generational identities, which often are performed through silent actions and modes that are visible, but not necessarily verbally alluded to, in videoconferencing (inter)actions.

As Ballagas *et al.* (2009) and others have pointed, families connect through video technology; but here, I demonstrate how videoconferencing technology allows families to enforce and reinforce identities. So far no study has examined how identities are multimodally produced in family videoconferencing (inter)actions. Therefore, this study breaks new ground by investigating the verbal and nonverbal and thus multimodal production of family identities via videoconferencing technology.

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A critical examination of how *The Guardian* construed Yanis Varoufakis

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This paper investigates how the British left of Centre newspaper, *The Guardian*, construed the former Greek Finance Minister, Yanis Varoufakis during his time in office. It explores how the newspaper employed lexicogrammatical choices to realize texts, which represented Varoufakis as an inhabitant of worlds normally dissociated from politics. It shows that the newspaper mainly through its choices of Material and Relational verbal processes consistently represented him not only as an actor in a political world but also simultaneously represented him as an actor in a celebrity world. By depicting him as a celebrity, the newspapers denigrated his gravitas as a politician and situated him as both a political dilettante and interloper. This had the crucial effect of obscuring the import of Varoufakis' counter-hegemonic proposals and naturalising the Euro group's imposition of austerity as the only solution. Simultaneously alternate explanations for the crisis in the Eurozone were obscured.

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Resemiotisation across different media: From book to stage to screen

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This paper adopts a multimodal social semiotic approach for exploring the semiotic changes involved in the transformation of a novel into stage and screen productions. It examines how semiotic resources are deployed in each medium through elements of *mise-en-scène*, such as speech, music, sound, lighting, props, staging, and cinematographic techniques, and the viewing perspectives and experiences that are thus established for audiences (Tan, Wignell, & O'Halloran, 2016). The genre of Gothic horror is selected for this purpose, given how this form of performance has transfixed audiences for centuries and has been adapted for both the stage and the screen. In order to demonstrate how each performance medium has produced its own unique set of foregrounding devices to enthrall and captivate audiences in ways best suited to their respective environments, a comparative analysis of excerpts from the novel *The Woman in Black*, a videotaped theatrical performance, and the 2012 British horror film of the same name, is undertaken. The paper discusses the implications of the

multimodal semiotic approach for developing a better understanding of the semiotic transformations across different media, and concludes with a view towards the changing viewership positions that are thus re-drawn for audiences.

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Tan, S., Wignell, P. & O'Halloran, K.L. (2016). From Book to Stage to Screen: Semiotic Transformations of Gothic Horror Genre Conventions. *Social Semiotics Special Issue: The Languages of Performing Arts: Semiosis, Communication and Meaning-Making*, 26(4). DOI:10.1080/10350330.2016.1190082

A posthuman critical discourse analysis: Evaluating public sphere arguments with data-driven ethical subjectivities

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In traditional CDA pedagogy, critique of text is steered by a political subjectivity which contests inequality. I model an alternative CDA pedagogy which is ethically-oriented and data-driven (O'Halloran 2017). This alternative CDA focuses on public sphere arguments which characterise or attack the standpoint of socially/economically relatively powerless groups. It differs from other CDA pedagogy because students do not evaluate such arguments from their political subjectivity, but *from the perspective of the key concerns/motivations of the socially/economically relatively powerless group being attacked/characterised*.

The approach is as follows. Students act 'nomadically', searching the web for an argument attacking an unfamiliar socially/economically relatively powerless group. After this selection, students show 'digital hospitality' to the Other attacked in the argument by performing keyword/lemma/collocation analysis of a corpus of multiple texts produced by this Other, e.g., in the Other's online campaign/ their social media usage. This corpus linguistic analysis facilitates efficient identification of common concerns across the Other's standpoint. Students then use this information as a critical lens on the argument to ascertain whether or not it is a 'straw man'. This strategy is grounded in the posthuman nomadic ethics of Rosi Braidotti (Braidotti 2013); the critical lens is dependent on machines. For these reasons, I see the critical lens as an *ethical subjectivity* and the strategy as a *posthuman* form of critical discourse analysis. I highlight the strategy's pedagogical advantages and how it relates the ethical to the political.

To demonstrate the approach, I focus on a widely circulated public sphere argument which contested a recent successful campaign. This campaign, 'No More Page 3' (NMP3), asked for the removal of a topless model page from the UK popular newspaper, *The Sun*. I collected reasons given by signatories to the NMP3 petition on the website www.change.org, combining these with reasons given by the campaign initiators. Using a software tool, I identified the most frequent concerns/motivations of this NMP3 discourse. In effect, I created a posthuman ethical subjectivity. I show how this subjectivity can be used as a critical lens on the anti-NMP3 argument, revealing how this argument unravels relative to common concerns of NMP3 discourse.

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Discourses of extremism in an age of terror

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This paper applies a particular model of critical discourse analysis – the dialectical-relational approach – (Fairclough 2010) to a selection of discourse data derived from the (inter)cultural contexts of islamism, white supremicisim, and multiculturalism. The social phenomenon we focus upon is the discursive construction of identities in discourses of extremism and political multiculturalism on the part of islamists and white supremacists on the one hand and UK politicians on the other, and the way in which cultural essentialism and outsidersness may be seen to dominate the lenses of both discourses. We argue that there are similarities between the way in which these discourses are articulated by their distinctive protagonists. More precisely, we wish to show how in discourses of extremism and political multiculturalism, a division between us and them serves as an organizing principle which isolates certain cultural elements and identity markers within an essentialist view that reduces and ‘others’ the Other, and which closes off – overtly in the case of islamists and white supremacists, and at least consequentially in the case of British politicians – any possibility of a dialogic understanding of culture and intercultural relations which might alter the (inter)cultural status quo. In recent months we have seen a public sphere debate over islamist extremism and the war in Syria in which government and establishment groups have condemned those questioning official discourse positions on extremism and the need for a bombing campaign as ‘apologists for terror’. We argue that this is a default strategy by which stock ideological views are produced and recycled for the constructing of a reality which accords with the current western capitalist neoliberal hegemony.

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Journalistic discourse about Gypsies in Spain: Analyzing shifting representations from the democratic transition to the present

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This paper¹ analyzes the discourse about the Gypsy community –the oldest and biggest ethnic minority in Spain– from the beginning of democracy to the 2010s in the Spanish so-called quality press. Although the latter’s influence has declined in recent years due to free, digital newspapers and the economic crisis, these prestigious media still have real power. In consequence, my purpose is to understand how far this type of

¹ This paper is framed within the project *PRODIS-NET: Procesos discursivos en Internet: confluencia de partidos, medios y ciudadanos* (Ref. FFI2015-67668-R, MINECO, granted to Universitat de València).

newspaper has played in representing the contemporary situation of this community, a community increasingly viewed by the majority of society as being different and inferior – even after six hundred years of coexistence (CIS, 2013).

My research is based on the analysis of three influential newspapers: *El País*, *ABC*, and *La Vanguardia*. I have divided the historical period into seven phases of two years each, from 1981 to 2010, and constructed a corpus of texts from those periods. I decided to carry out both a quantitative and qualitative. The quantitative analysis was done by using the software AntConc, taking into account 1.603.557 words from 1.661 texts. A close qualitative analysis of 21 representative texts was done via Critical Discourse Analysis (CDA), in particular by utilizing the discourse–historical approach (DHA). I focused on positive self-presentation and negative other-presentation (Reisigl and Wodak, 2015), analysing mainly referential and predicational discursive strategies and examples of argumentation strategies. I further focused on discursive categories with an ideological-meaning which are often found in texts about ethnic minorities (Van Dijk, 2003).

Taking all this into account, I come to the conclusion that the delegitimization of the Gypsies is widespread and has, in fact, grown recently. There are differences among the newspapers, but they never accepted that this community is affected by racism in Spain. Furthermore, when the ethnic group is linked to immigration, the representation is uniquely concerned with dangerous conflict, amplifying old and pre-democratic stereotypes about this minority, thereby contradicting democratic norms and journalistic rigor usually associated with the quality press.

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SAPS (South African Police Service)-SPEAK. Transformation, confusion and representation of voices in the internal documents of the post-apartheid police

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When, in 1994, the African National Congress (ANC) took power at the end of the apartheid regime in South Africa, one of its first acts was the creation of the South African Police Service (SAPS) which, as its name tried to convey, was designed to be a service towards the population, as opposed to one of repression of political dissidents (as it was the case for its predecessor, SAP).

Researchers have been particularly critical of the outcomes of such transformation process. Especially since 2004, at the onset of the wave of protests evocatively called ‘Rebellion of the Poor’ (Alexander 2010), patterns of police response to public demonstrations of citizens’ grievances have started to remind them of old-style apartheid policing (Dixon 2015).

SAPS activities in public order policing are recorded in the Incident Registration Information System (IRIS). From 1997 to 2013 IRIS reports 156,230 “crowd incidents”; 10% of these were considered “violent”

(Alexander *et al.* 2015, 5). Among these, incidents that are labour-related are the most numerous (24% of the total) (Alexander *et al.* 2015, 5). Each of the recorded incidents is accompanied by a “notes” section where the police detail how their intervention unfolded. This internal document offers a precious insight both in the practices and in the culture of SAPS and might help to explain its shortcomings.

The proposed paper is an analysis of the labour-related corpus (390.000 words) for linguistic evidence of continuity and change in the culture of SAPS, operationalised in: choice of language used (SA has 11 official languages), genre characteristics and genre integrity (Bhatia 2015; van Leeuwen 1993; Bhatia 2008; Fairclough 2003; Martin and Rose 2003), intertextuality (Voloshinov 1973; Bakhtin 1986; Fairclough 2003; Fairclough 1992) and its meaning for the representation of voices in the corpus and, finally ideational metafunction (Halliday and Matthiessen 2004). The corpus has been tagged and studied through the UAM corpus tool (O’Donnel 2012), which allows quantitative as well as qualitative analysis according to systemic-functional grammar. The linguistic findings are interpreted according to the different trends in political science and anthropology on the issue of police operations in the neo-liberal context.

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“Le Péril Noir”: Sub-Saharan Immigrants in Moroccan Newspapers

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Morocco is located in the extreme North-West of Africa, just 14 kilometers away from Spain. Its geographical location has made it a destination for thousands of Sub-Saharan migrants and refugees. Being an Africa state, Morocco is expected to be highly tolerant to other African immigrants. However, the reality is rather the opposite. Since their arrival in Morocco, Sub-Saharan migrants (SSM) are the subject of fear, mistrust and racism. Public discussions about those immigrants are often infested deprecating, disparaging, and racist tropes; hence, the immigrants are often referred as “dirty blacks, black locusts, invaders, and HIV carriers”. Yet, instead of covering events which involve Sub-Saharan migrants with a more objective and less racist discourse, Moroccan newspapers have always adopted and endorsed a populist, racist, and fear-mongering discourse. An example of such discourse is an article in a local newspaper and whose title could be translated as “*Regiments of [African] prostitutes spread HIV in the streets of Morocco*”.

This article labels Sub-Saharan women as prostitutes who intentionally infect Moroccans with HIV. In another article, the movement of Sub-Saharan migrants into the country is described in a title as follows “*Black grasshoppers invade northern Morocco*”. It seeks to analyze the discourse adopted by Moroccan newspapers in reference to SSM, it demonstrates how these newspapers make use of strategies of representation, syntax, transitivity, lexicon, argumentation, as well as rhetorical choices such as euphemism, denials, metaphors, hyperbole, and Arab proverbs to create a negative image of African immigrants. The paper adopts and adapts CDA to reflect on racist discourse in a non-western context, that the characteristics of racist media discourse in Arabic newspapers. While doing so, the article adopts a comparative mindset regarding not only similar kinds of research conducted in western contexts, but also exploring the extent to which models of analysis developed by (Wodak & Meyer 2008; Gee 1996; Fowler 1989; Castle and Kosack 1972; van Dijk 1987; Fairclough, 1995; Wodak 2008) could be convenient in approaching discourse in a non-Indo-European language (Arabic), different socio-cultural context (African, Islamic).

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From theatre to digital performance: Restaging, remediating and resemiotising via social media

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Can the distinctive essence of theatre and theatrical performances still survive in digital environments? What are the gains and losses in the transduction (Kress 1997) of performances from the real stage into a virtual networked stage? Recontextualising a performance via social media implies an augmented creative process of re-staging, re-mediating and re-semiotising. The Medium and its affordances become the main actors and at the same time 'direct' and remediate (Bolter and Grusin 1999) all the semiotic resources involved in the theatrical event. The dramatic text (script and/or mis-en-scene) is recontextualised into a sort of UGC (User Generated Content) and can be changed endlessly by diverse audiences from disparate places in different time. The entire process allows the "Work of Art" to re-generate its auratic nature (Benjamin 1936).

Space, time and agency, the three prototypical dramatic fundamentals around which multimodal ensembles have constructed theatrical representations of feelings, ideas, and facts over the centuries, are today deconstructed and (re)produced through digital technologies subverting and manipulating their traditional role and scope. Author/director, actor, script/text, audience, stage, technicalities, are no longer conceived as real and well-defined constituents of the act of creation. Instead, they play the game of dichotomy, or rather, they dynamically move along different continua such as: appearance/dis-appearance (Baudrillard 1983; Virilio 1991 [1980]) embodiment/dis-embodiment (Balsamo 2000; Munster 2006), real/virtual (Levy 1995; Jackson 2011), unique authorship/collective authorship (Blake 2014), isolation/interactivity (Petroni 2015). For this reason, identifying and analyzing all the semiotic changes included in the resemiotisation of performances into digital theatrical artifacts become extremely complex.

This study aims to investigate the multi-faceted, augmented and "hyper-theatrical" (Lehman 2006) dimension of digital performance and how its multiple representations produce meaning. To show this, some examples of UGC-like performances will be presented. Furthermore, the impact of these new digital forms of performance production and consumption on global-scaled audiences will be discussed in terms of how meaning is socio-culturally positioned and interpreted.

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A new politics of ‘fear’ or fear of new politics? The construction of anti-EUism in UKIP’s discourse practices

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There is no doubt the rise of UKIP could be defined an interesting and unprecedented phenomenon whereas previous right-wing populist parties have failed to take off since they have not been consistent with the inherent moderation of the potential anti-EU electorate. As the leader of the UK’s third political party (according to the last General Election), Nigel Farage indeed defines himself an expert on the failings of the EU experiment. Furthermore, UKIP’s anti-politics may be contemplated as a crusade against mainstream parties, which charge it of welfare chauvinism and xenophobia.

On the other side, in UKIP’s eyes everything is a threat for a regained sovereignty, as all the main parties are simultaneously dominated by the Brussels Juggernaut. The British ‘slightly’ right-wing movement has cleverly took advantage of the discontents of globalisation. UKIP is nevertheless “reaching out to a population who feels justly alienated and exploited by an out-of-touch aristocracy that has no concern for the vast majority of people” (Luchte 2015).

This paper aims to call into question Farage’s political language whose Eurosceptic feature certainly is worth paying specific attention through discourse analysis. My argument is structured around a first section which is intended to properly identify the party and its position within ‘political discourse’ studies (Fairclough and Fairclough 2012). Preliminary data are intended to track down a linguistic path of the so called ‘fear-driven’ agenda as labelled by major parties via a corpus collection structured around two main genres of political communication consisting of: a) a selection of Farage’s editorials from online newspapers websites focussing on the No-EU issue and b) the speeches of the “Say No to EU” tour, launched by UKIP in September 2015 for the forthcoming Brexit Referendum.

My intention is to offer, through a CDA analysis, a considerable hypothesis which questions whether the quest to a claimed recovered sovereignty and control of borders could be proved to be the new politics of fear on a linguistic basis.

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How sustainable is the concept of ‘sustainability’ in the tourism market?

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In tourism, the notion of sustainability, which first became widely diffused with the Brundtland Report (1987)[1], generally refers to the protection of natural environments and cultural traditions (Krippendorf, 2013). Tourist products have thus accentuated eco-friendly aspects, interaction with natural environments and minimisation of tourist impact. However, in many recent cases, sustainability has been applied indiscriminately to products that have little to do with such values: polluting cruise ships that use ‘eco-friendly’ detergent, for instance. The problem has practical implications in terms of the organisation and planning of tourist supply and marketing policies (Chhabra, 2010; Hall, 2008).

From a critical (eco)linguistic perspective (Harré *et al.* 1999, Dryzek 2005, Stibbe 2015), our paper uses corpus analysis of tourist texts across a range of types; from eco-friendly products to others with serious levels of environmental impact. It suggests that the buzzword ‘sustainable’ frequently serves merely as a component in the branding of tourist products.

Our interdisciplinary paper, then, offers two critical reflections: firstly, that responsible tourist service providers, engaged in sustainable tourism, must balance the temptation to maximise rent-seeking activities with the need to preserve the natural and cultural resources of a territory. Secondly, though there may be some social gain in the fact that ecological values warrant inclusion in the marketing strategies of the world’s most important industry (Duffy 2002), there appears to be a risk that the ecological connotations of the term ‘sustainability’ might one day disappear.

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**“Disarm the patients”:
Analysing agency in Violence metaphors
in the online discourse of end-of-life care professionals**

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The use of Violence metaphors in healthcare has long been criticised as detrimental to patients (Sontag, 1979) and has recently been the object of much research by both medical professionals and linguists. Recent work by scholars including Demmen *et al.* (2015), Semino *et al.* (2015), and Demjén *et al.* (forthcoming) have combined qualitative, critical analysis with corpus-based quantitative methods to analyse the frequency and variety of Violence metaphors in UK discourses of cancer and/or end-of-life care.

In recent work, we expanded upon the work of those teams to allow for a contrastive approach, taking into account another cultural context: that of the US. A new 250,000-word corpus of online discourse of US-based healthcare professionals has been collected. By utilising both corpus-based and corpus-driven methods, we found that there is no notable difference in *frequency* of use Violence metaphors by US-based and UK-based healthcare professionals, though the *topics* and *scenarios* of metaphor do vary.

To move beyond quantification and towards description of these metaphors in end-of-life care discourse, we have developed a novel framework for analysing agency in Violence metaphors. Each concordance line containing a Violence metaphor has been coded and cross-tabulated. In this paper, we consider the social actors who are constructed as enacting or receiving violence in the scenario suggested by metaphorical expressions in the data. We find that healthcare professionals most often construct *themselves* as metaphorically violent agents (126 instances in 386 metaphorical scenarios), and most frequently construct *patients* as objects of violence (65 instances).

Metaphors are important tools in talking and thinking about subjective, complex, and sensitive experiences such as illness and death (Lakoff and Johnson, 1980). Analysing metaphorical agency in discourse of end-of-life care uncovers an additional layer of meaning: we are able to move from counting instances of Violence metaphors to describing the scenarios conveyed in their use. In this case, analysis of agency brings to the fore the ways in which professionals conceptualise their power and their struggles through metaphor, as well as the ways in which patients are (further) disempowered in the healthcare system.

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The formation of advocacy coalitions in the German biofuel policy: A media discourse analysis

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The initial point of this study is the determination of a discrepancy in German biofuel policy: The German government continues to support biofuels although especially first generation biofuels have been rejected as inefficient by scientific experts for many years. To investigate the underlying interests and belief systems that drive the persistent support for biofuels, the paper analyzes the public discourse on biofuels in Germany for the period from 1995 to 2012. It is argued that such an analysis is highly relevant in the context of interest group research as media discourses influence public opinion as well as political decision-making. In a first step, the actors involved are identified as well as their argumentation by means of a frame analysis. Based on this, a cluster analysis is conducted that investigates which actors share similar policy core beliefs and thus are likely to act as an advocacy coalition. Central findings of the study are that i) political and economic actors have a higher standing in the debate than scientific and civil-societal actors, ii) the most important Federal Ministries involved showed themselves opposed to the positioning of their own scientific advisory councils, iii) some actors showed a highly consistent structure of argumentation through the entire sample period, while others adopt much more to policy events and changing public perceptions by modifying their argumentation and iv) the actors involved can be classified into nine clusters; Whereas the German Petroleum Industry is argumentatively widely isolated, environmental NGOs as well as the German Farmers' Association have good chances to find advocates in the discourse.

Critical Language Analysis of Palestinian and Israeli Online Journalism in the 2014 Gaza War

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It is widely accepted that the struggle over media representation in the Palestinian-Israeli struggle is no less important than the struggle on the ground (Wolfsfeld, 1997). Although the role of media in this struggle has been a focal interest for researchers, the vast majority of studies are based on content analyses (see Kempf and Shinar, 2014). They mostly adopt top-down approaches with macro-level tools of analysis which reproduce the dichotomous positive 'Self' and negative 'Other' representation. This study, in contrast, is a language-based analysis of three Israeli and three Palestinian online newspapers and news websites during the 2014 Gaza war. The selected newspapers and news websites are indicative of the media landscape in each side. By analyzing the Israeli newspapers, the study aims at revealing the linguistic differences that uncover different political orientations and ideological objectives. It adds to the growing body of research concerning the subtle ideological debate between Zionism, neo-Zionism and post-Zionism in Israeli society. On the other hand, the analysis of the Palestinian news websites is the first to examine systematically the role of the political strife between the main political blocs, Fatah and Hamas, in representing actions and actors.

To achieve its aims, the study adopts the Dialectical-Relational Approach (Fairclough, 1995a, b, 2000, 2003). It employs transitivity (Halliday 1985; Halliday & Matthiessen, 2004), the social actor model (van Leeuwen, 1996, 2008), and the referential strategies from the Discourse Historical Approach (Reisigl & Wodak, 2009) to conduct its bottom-up analysis.

The results of this study reveal that marginal ideologies on both ends of the ideological spectrum in Israel compete with the hegemonic Zionist discourse. The study also shows that the Palestinian news websites subtly exploit the representation of actions and actors in their struggle over power, representativeness, and legitimacy. More interestingly, the study reveals some similarities between the hegemonic ideologies on one hand and between the marginal ideologies on the other in both societies. While the former depend on the common public knowledge, thus background much of the contextual information, the latter mainly function by extensive contextualization of events.

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Human Rights Culture and Content Analysis

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“Human rights” and “Cultures” are opposed terms in the current legal and sociological debate, however it can be assumed the creation of a human rights culture fueled by the decisions of the supreme courts of the states, the decisions of international Tribunals (like CEDU in Europe), by the recommendations of the Ombudsmen and the practices of national and transactional social actors.

We note therefore the need for supporting traditional techniques of data collection and consider it as a good opportunity to develop a more careful reflection on the analysis of the court decisions and other legal texts, as data empirically detectable and not as a simple semantic element.

Content analysis as a tool for qualitative and quantitative analysis of legal documents may act as a link between multiple forms of scientific knowledge: sociology, law, linguistics; computer science and the theory of law.

The area of fundamental rights is an outstanding field for such a type of analysis because it is possible to

analyze the consolidation of legal culture, in particular human rights culture, through the production of socially binding contents that give meaning to the general clauses and legal principles or standards apparently indeterminate. Continual production of norms in a globalized world promotes the transfer of reference models across different geographic areas and between communities and nations characterized by different stages of modernization and legal cultures.

The content analysis, in a globalized world, allows us to verify the hypothesis of the creation of a culture of human rights as opposed to the particular Cultures up to lay the foundations of a true cosmopolitanism.

The authors intend to offer an overview of current research and directions for future sociological legal research.

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The construction of stance in pre-quotation clauses: Reporting ‘signals’ in news coverage of a public sector workers’ strike in two Botswana newspapers

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The essence of news reporting, as viewed by Piazza (2009) is the ‘co-construction’ of discourse by both the journalist and some external authoritative sources. Through this act of co-construction of discourse, journalists are successful in advancing the news narrative by attributing statements to external sources, ‘highlighting’ some voices and ‘downplaying’ others (Piazza 2009: 170). Research on patterns of attribution in the news has addressed questions relating to, for example, the choice of sources to quote, the different forms of voicing, and the type of reporting verbs used to frame the quotations, and how news reporters can use these linguistic devices in a strategic way to express their stance towards the events they cover. However, one aspect that has not been sufficiently considered in the study of attribution is the role of reporting devices that are used to introduce quotations. In this paper I argue that in order to fully capture the dynamics of stance-taking in news discourse, it is important to cast our gaze beyond the choice of news sources, the forms of voicing, and reporting verbs, and consider the linguistic structures that news writers use to introduce quotations into the news text. I refer to these structures as the *pre-quotation* clauses, italicised in (1).

(1) *On the issue of maintaining essential services and ensuring service delivery*, Mr Masisi said that was part and parcel of what was negotiated...

These clauses are important in the analysis of stance because they specify the *talking point*, and can subtly activate an endorsement of the attributed words, as exemplified in (1), in which the verbs *maintaining* and *ensuring* interplay with the idiomatic expression *part and parcel*. In line with the notion of ‘reporting signal’ (Thompson 1996), the overriding purpose of this paper is to investigate these pre-quotation clauses, and the

attitudinal assessments and ideological positioning that they reflect. This is investigated using parallel news stories from two Botswana dailies, covering same events during a nationwide public sector workers' strike.

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Mapping the discourse of professional identity and values of journalism students, practicing journalists and industry

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The growth of journalism higher education courses in the UK and elsewhere, alongside an increased pressure to produce 'industry-ready' graduates has led to much debate about the nature of what is required to be a journalist. Some journalism educators have long argued against a university programme which merely reproduces iterations of past practice preferring to promote a course that seeks to challenge and critique previous practice and ideas in order to produce a more engaged and critical potential journalist. However, the turn towards the vocational in higher education works to socialise students into the profession (Mensing 2011) and seem increasingly designed to please certain types of large industry employers. They can also work to perpetuate myths and reinforce journalism practice rather than challenge it (Hanna and Saunders, 2007).

This research aims to gauge the level of socialisation journalism students carry into industry by examining the discursive construction of professional identity and values. Discourse analysis has been extensively applied to the output of news yet this approach has been underdeveloped in understanding the values and identity of those that potentially produce this output. Drawing on the tools of discursive social psychology, in particular the notion of 'interpretive repertoires' (Potter and Wetherell, 1987), this research examines how normative notions about journalism are constructed by journalism students and maps this onto the public and private constructions of industry practitioners and employers.

The analysis is based on; extended face-to-face interviews with journalism students at a UK university in their final year; extended face-to-face interviews with practicing journalists; publically available recruitment material from the major journalism employers in the UK; and journalists writing in the media about journalism.

It is argued that by investigating the evolution of student discourses around their chosen profession and mapping these onto the public and private discourses of journalists and employers it is possible to evaluate how closely the educational and professional discourse coincide and where they diverge. This would be a powerful tool for educators when considering course design and implementation.

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Affinity spaces vs. Communities of Practice in language debates on the internet: The linguistic construction of a Virtual Community

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This paper discusses group relationships that social actors display on the internet when discussing language uses and changes online.

Relationships among cyber users within virtual communities online is crucial to understand, on one hand, the way actors display nuances of identity, authority and power in a prominent setting for human interaction and, on the other hand, the sense of belonging and cohesion within a community displayed by semiotic resources that set different tones. These tones can range from a violent, emotional and confrontational style (Hanna and De Nooy 2009) to a more polite configuration of interaction that avoids verbal violence (Bonnin 2014) toward different authorities and opinions on language use.

This work analyzes the semiotic resources users employ in asynchronous interaction in two different settings: 1) comments posted in response to an article published on El País's website announcing the new orthographic and spelling reforms in the Spanish language, proposed by the Royal Spanish Academy (RAE), and 2) threads of the "Sólo español" ("Spanish only") sub-forum within WordReference.com language forums where users discuss language use and norms by responding to doubts or questions by other users.

These data illustrate differences in group cohesion and cordiality within virtual communities such as "Affinity Spaces" (Hayes and Gee 2010: 188) and Communities of Practice (Gee 2005). Even if both communities can be "based on shared interests, lifestyles and cultural products" (Kytölä 2013: 34), Communities of Practice display more regular long-term interactions (Hara *et al.* 2009: 740) and a deeper sense of community (Kytölä 2013: 34).

Finally, the constitution and interaction of virtual communities that debate normative use of language is important because "[W]eb 2.0 not only facilitates social sharing of information, but also generates social value" (Rymes and Leone 2014: 31) in a platform that has overtaken the spaces proposed institutionally to discuss normative uses of language (Reyes and Bonnin, forthcoming). These venues allow users to share the power of nation states' institutions and elite groups in the dictation of normative use of language, preventing these institutions from having the last word about a specific issue in society (Jenkins 2006: 137).

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Making ‘memory makers’: Interpolation, norm circles and the Holocaust Memorial Day Trust

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Remembrance and commemoration rely on representations of the past, constructed by particular social groups, which have bearings on relationships of power within society. Kansteiner (2002: 180) argues that processes of collective memorializing are informed by three “types of historical factors: the intellectual and cultural traditions that frame all our representations of the past, the memory makers who selectively adopt and manipulate these traditions, and the memory consumers who use, ignore or transform such artefacts according to their own interests”. However, Kansteiner’s argument pays little attention to either the dialectic relations that exist between ‘tradition’ and the making/consuming of collective memory, or the ways that individuals and groups can simultaneously act as both memory makers and memory consumers.

A primary objective of my research is to analyse the ways that memory makers are themselves made. The Holocaust Memorial Day Trust (HMDT) organises free workshops across the UK for people interested in organising an activity to mark Holocaust Memorial Day (HMD). These events are designed to help attendees to gain a better understanding of HMD and how to manage activities meaningful for their audiences. This presentation examines the discourses of HMD and the ways that they variously interpellate, inspire and motivate those attending to host commemorative events.

The wider project from which this presentation is drawn triangulates data from three sites: ethnographic participant observation of three HMDT workshops, attended October–November 2015; interviews with participants and organisers of all these workshops; and an auto-ethnographic account of the way the workshops provoked me to organise my own HMD event. This presentation focuses on what I am calling ‘chains of interpellation’ – that is, the ways that HMD discourses interpellate people in order that they go on to interpellate others. This chain of interpellation extends the ‘norm circle’ of Holocaust Memorialisation, or the group of people committed to endorsing a specific norm.

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What does approaching British fascism as culture offer to Critical Discourse Studies?

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The notion of fascist culture is contentious, and not simply because the meanings of both ‘fascism’ and ‘culture’ are highly contested. In reading British fascism as a cultural phenomenon, historians have started to chart the cultural visions and cultural outputs of British fascists during the inter- and post-war periods (cf. Gottlieb and Linehan, 2004; Copsey & Richardson, 2015). Such analysis has tended to focus on fascists’ discourse on culture (and particularly the ways they position liberalism as degenerate) or on cultural texts of fascists/fascism in the form of, *inter alia*, literature, music, dress and art. Mosse (1999: x) goes as far as to argue that it is only through a cultural interpretation of fascism that we can come to understand the movement ‘from the inside out’.

However, many feel morally uncomfortable with such an approach to analysing (and understanding) fascism. ‘Culture’, as both verb and noun, rarely have a negative semantic prosody; their ‘connotational coloring’ (Partington 1998: 68) are neutral or positive, respectively invoking acts and processes of propagation/cultivation, or of taste, sophistication and enlightenment. Even at its most disagreeable – e.g. ‘culturing bacteria in laboratory dishes’ – the verb has positive valence. Therefore arguing that we should interpret fascism *as* culture may surreptitiously introduce a new fascist mythology; a mystification which underplays fascism’s political-economic foundations in general and its dystopian inegalitarian objectives in particular (Renton, 1999; 2000).

My presentation will simultaneously acknowledge and sidestep these issues and debates. Taking my lead from Highmore (2015), rather than establishing a definite terrain that can be identified and analysed as ‘fascist culture’ I, instead, assume that ‘the cultural’ can be understood as an approach to fascism rather than an identifiable component, or product, of the phenomena. Eschewing Mosse’s invitation to interpret fascism *as* a culture, I nevertheless argue that contemporary (i.e. post-regime model) fascisms are promulgated through cultural networks, and that critical analysis of the continued presence of fascist political projects benefits from adopting theories and methods of cultural studies. I explore this argument through a discussion of British fascism.

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Using CDA to Provoke and Study Racial Literacy

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When Ferguson, Missouri in the US erupted in August of 2014 following the shooting death of Michael Brown, an African American youth, issues of racial justice were thrust into the spotlight. I teach a literacy methods course for teacher education students in the school district from which Michael Brown graduated from high school. Many area school leaders advised teachers to remain neutral and not discuss race. The University's Board of Curators was silent on the racial injustices. Indeed, circulating discourses in the media were not about the history and context of racism but about isolated incidents. Themes of controlling dialogue, stifling emotions and remaining neutral with regard to race and racism were repeated frequently. Rather than reproduce the dominant narrative which claimed race neutrality, my class of teacher education students rethought race as an instrument of social, geographic and economic control through their literacy teaching (Guiner, 2004; Morrison, 2000; Twine, 2008). I situate CDA within expansive studies of learning (Engestrom, 1987; Stetensko, 2008) and critical race theory (Bell, 1992).

In this session, I will share findings from this semester-long study in which my teacher education students and I explored racial literacy. Data sources include: fieldnotes of our seminar, observations of literacy lessons, written documents (e.g. reflections to newspaper articles, case studies, policy documents), multimodal responses to books read aloud in class (e.g. *Painting for Peace in Ferguson*), interviews with a sub-set of the class once the class ended, and an art making session. I drew on SFL-inspired critical discourse analysis (Bartlett, 2011; Fairclough, 1992; Rogers & Mosley, 2014) before, during and after the course to better understand our racial literacy practices. Set within an ethnographic context, I attend to how discourses of race are intertwined within and between local, institutional and societal domains. My findings will focus on three episodes: recognizing and critiquing whiteness, connecting the dots of racial inequity, and narrating racial interventions. I will demonstrate how racial literacy is fundamentally about learning and building meanings about race, racism and anti-racism rather than knowing.

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From opera to film opera: A case of multi-layered resemiotisations

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Building on an ongoing research project on opera as a multimodal artefact bringing together multiple processes of resemiotisations (Rossi and Sindoni forthcoming; Sindoni and Rossi 2016), this paper sets about to explore resemiotisation (Iedema 2001) across media by analysing how opera can be adapted to screen in a standardised genre, i.e. film opera, that can be defined as a resemiotisation of an operatic staged and live performance. However, describing, discussing and analysing a film opera as a genre is not straightforward, especially within a multimodal critical analysis perspective.

We assume that at least five levels of meaning-making coexist in opera: 1) the literal meaning produced by the libretto's verbal text; 2) the metaphorical meaning of the libretto's verbal text; 3) the musical meaning produced by the score and singers' and musicians' performance; 4) the stage meaning produced by the way in which performers, directors and stage designers decide to take into account the textual elements of the libretto and score; all in interaction with 5) the socio-semiotic level. Furthermore, other socio semiotic resources cooperate in meaning making, such as stage lighting, props, costumes, painted backdrops, and, in the case of film opera, the use of editing and camera (Citron 2000). In terms of resemiotisation, a film opera is the last stage of a series of transitions intrinsic to opera as a genre: subject → libretto → score → stage → screen. Each resemiotisation needs to be read in a critical light, for example considering cuts (e.g. due to casting, music and stage conventions, censorship), condensation, hybridisation (e.g. borrowings and self-borrowings).

Focusing on two case studies of film operas from Gioachino Rossini's *La Cenerentola*, (i.e. *La Cenerentola* by Jean-Pierre Ponnelle, Germany, 1981 and *Cenerentola: una favola in diretta* by Carlo Verdone, Italy, 2014), we will address the questions of how film operas resemiotise staged and live opera, also with reference to how semiotic transductions work across the different meaning making levels. In a critical perspective, we will also discuss how the opera audience has been shaped and modified along the concurrent resemiotisations across media, i.e. from staged to recorded opera.

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The influence of value priorities on self-concepts for adaptation to educational context: A study with immigrant adolescents

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The value priorities in educational contexts and their influence on self-concepts in adolescence represented the main framework of this study. According to the Schwartz's Values Theory (1992) in a multicultural perspective, these dimensions can improve or obstacle the adaptation of immigrant adolescents to new social reality and, particularly, to educational context, affecting the perception of their self-concept and social identity, as happen for the refugees asylum seekers (see Jasinskaja-Lahti and Liebkind 2001; Ullman and Tatar 2001; Sagone and De Caroli 2012).

In line with these issues, the purpose of this study is to verify the positive or negative influence of value priorities showed by 83 immigrant middle and late adolescents on their actual and future self-concepts. These immigrant adolescents were recruited from three Reception Centers in Sicily and came from Afghanistan, Lebanon, Iran, Somalia, Nigeria and Senegal. We used a self-report questionnaire consisting of the two following measures: 1) Portrait Value Questionnaire (Capanna, Vecchione and Schwartz 2005) to explore the four cross-cultural value areas (self-transcendence, conservation, openness to change, and self-enhancement) and 2) Semantic Differential Technique (Osgood *et al.* 1957) to investigate the representation of actual and future self-concepts expressed by immigrant adolescents.

Results showed that these adolescents judged mostly important the values linked to self-transcendence and conservation, whereas lowly important those linked to self-enhancement and openness to change and expressed a good representation of their self-concepts (mostly, of the future self valued as highly positive by the middle ones). Some of these value priorities influenced the representation of actual self-concept ($R=.534$; $R^2=.285$; $F=7,759$, $p<.001$); in detail, self-transcendence and openness to change affected positively, while conservation affected negatively the actual self-concept. Similar situation is observed in relation to the representation of future self-concept ($R=.504$; $R^2=.254$; $F=6,623$, $p<.001$): so, self-transcendence influenced positively, while conservation has a negative impact on future self-concept.

This investigation originates from the attention to developmental contexts of present and future social life of these adolescents and, first of all, to the most important educational context (that is, the school) which actively participates in the building of their self-image as immigrants.

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Hermeneutics of the subject as multimodal globalized discourse: Gay commemoration of Pierre Seel in the reception of *Il Rosa Nudo / The Naked Rose* in Italy

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This talk examines the reception of an artistic video about gays persecuted by national socialism. Pierre Seel (1994), an Alsatian gay which became a symbol of gay persecution in postwar gay activism, is a central figure in this respect: he appears first, in a French autobiography co-written with French activist Jean Le Bitoux (never translated in Italian), then, in cinema, through the acclaimed American documentary *Paragraph 175* by Roy Epstein and Jeffrey Friedman (2000), which provides voice to persecuted gays in Germany and France, among which Pierre Seel, and, more recently in Italy, through an a short video *Il Rosa Nudo / The Naked Rose* (2013) by Sardinian Giovanni Coda, directly inspired by Seel’s testimony. On an empirical level, through the analysis of press reporting in Italian art criticism and general press on the one hand and a national Italian LGBT activism website on the other, we describe how the Italian reception of the latter multimodal movie product (and indirectly, of the former book and documentary) provides access to discourse about (non-)acceptance of homosexual identity in contemporary Italy and elsewhere, and how it is instrumentalized in advocating commemoration of gay persecution in Italy. Seel’s individual speaking in post-war France and throughout the world gets recontextualized as a source of inspiration in a different Italian regional (Sardinia) and national tradition and therefore becomes part of what Fairclough (2006) calls the globalized dialectic between the local and the universal. In this process, the independent contribution of an individual film director inspires not only small gay minorities’ bottom up commitment, such as Italian *Arcigay* but also shows up in mainstream (regional and national Italian) general and art press. As such, it contributes to social debate on (homo)sexual identity and recognition of gay persecution in Italy after fascism. This globalized discourse had theoretical consequences for CDA, on a philosophical level: our concrete analysis of bottom up activist and film criticism evolving around Coda’s video may complement CDA’s Foucauldian inspiration, mainly inspired until now by concepts about top orders of (top) down discourse and power in the early *archaeological* Michel Foucault, and calls for integrating in CDA Michel Foucault’s (2001, 2009) later notions of *heterotopy* and recent work on the *Hermeneutics of the Subject* (Author fc.).

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Student Biographies. Unexpected Pathways of Young Immigrants

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Ethnicity can be identified as the main source of social and educational inequality: it is, along with socioeconomic status and gender, the ascriptive feature that primarily affects educational pathways. Immigrant students, compared to natives, show persistent disadvantages in the learning process, higher risks of failure, and drop out, as well as more relational problems with classmates and teachers. Despite these difficulties, some pupils are featured by determination, perseverance and dedication, and obtain good academic results thanks to a remarkable ability to make the most of available educational opportunities. Drawing from these ambivalent elements, the paper focuses on excellent students with an immigrant background, analysing improbable and unexpected pathways of disadvantaged students, characterized by positive academic achievements and educational/biographical success.

In particular, I will use some “successful biographies” of immigrant students, gathered through qualitative studies, in order to develop some theoretical and methodological reflexions: the analysis of these student biographies could help to identify social and individual factors that lead to educational excellence, highlighting social constraints but also personal resources in individual pathways. Ethnic difference is not considered merely in terms of the reproduction of predestined outcomes, but rather in a dynamic fashion, where students are part of a complex process that may no doubt reproduce inequalities, but are also largely able to contrast its effects. Moreover, narrative approach offers the possibility to integrate the perspectives of individual and society through the biographical organization of life experiences and the temporal transformation of social structures, assuming learning as a way to react, handle and control ruptures and discontinuities in young biographies.

A new kind of Probation in Italy. Experiences and practices in the socio-legal field

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The law n. 67/2014 has introduced a new kind of probation, addressed to accused of age. Legislative novelty requires different cultures and professions and also causes the necessity to re-think the rehabilitation model, even if this marked by ambiguity and lack of efficiency, widely showed by the sociology. At the same time, it refers to the potentiality of the restorative justice (neither completely shared even in the juvenile justice), in

the same time approaching its snakes. The paper refers to the first outcomes of a case-study on the application of the law 67/14 in the Emilia Romagna region.

The law gives also a good opportunity for the socio-juridical research to observe the rehabilitation model and his social legitimization. On the other hand, the law offers an important chance to study the communication (language tools, methods and techniques) between different professions (UEPE, Magistratura di sorveglianza, lawyers) involved in the same frame.

The papers will present some outcomes of a case study realized during the year 2015 in the Emilia Romagna Region, in particular referred to: guidelines; first query of application; contents of the first execution, referred to this new kind of probation, called ‘messa alla prova’. The research was based on qualitative and quantitative methods and especially focused on the types of authors, on the duration of the proofs, on the contents of the probation programs, on the positive/negative results (also in the perspective of recidivism). In the same time, the research was also oriented to the creation of a specific local/regional data base, useful in the implementation of this legal tool. The paper will show also as the research’s outcomes could contribute to activate specific local conventions with association, charities, and so on, in order to expand the better possible use of the community services, as the law previewed.

Who is in control of your sexual health? A discursive examination of self-surveillance in HIV and AIDS prevention campaigns

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Sexual health prevention campaigns problematize certain behaviours as risky and use various strategies that persuade individuals to guard themselves against the risk of infection. This paper examines three HIV and AIDS posters to analyze the seemingly discursive shift from overt risk-blaming techniques to subliminal strategies in which responsibility for sexual health is constructed through the use of discourses that are meant to instill, build and shape self-responsibility. The paper argues that although three decades later, HIV infections are reported to be declining in the regions that were worst hard hit, specifically southern Africa, there still is a need to promote sexual health among youth aged between 13 and 25. The posters have been purposively sampled from a host of HIV prevention materials from three universities in KwaZulu-Natal, South Africa. Informed by Foucault’s notion of the ‘panoptic gaze’ and ‘techniques of the self’, an in-depth textual analysis of the posters is conducted using Fairclough’s CDA three-dimensional framework, augmented by Thompson’s (1990) critical modes of operation; Kress and van Leeuwen’s (1996/2006) Grammar of Visual Representations. To this end, CDA is used to reveal the language and visual strategies used by the originators of the posters to reveal risk governmentality that may be subsumed in the interplay between the verbal and non-verbal features used in the texts. The paper argues that alternative discourses of sexuality that center on power and identity which border on active participation through the use of the discursive self ‘I’ and the second-person deictic pronoun ‘You’ are strategies employed by the campaigns to promote self-surveillance and individual agency. The paper concludes that the underlying meaning emanating from responsabilized discourses used in the texts such as these ones, allude to the power that renders the ability to control ones’ body’s eroticism, sexual desires and sensuality.

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Framing the President as an Effective Crisis Manager: A Corpus-based Analysis of Crisis Rhetoric in American Foreign Policy Discourse

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The concept of crisis has long been a question of great interest in a wide range of fields. Recent political developments have led to a renewed interest in crisis discourses (e.g. Wodak & Angouri 2014, Lischinsky 2011, Krzyżanowski 2009). Modern discontinuities are arguably also a major factor in the pervasiveness of crises in American political discourse. A much debated question in the field of presidential crisis rhetoric is therefore to what extent conceptualizations of crisis derive from an ‘objective’, factual, crisis event or, rather, result from the discursive construction thereof. While theorizing on the political uses of crisis has centred on the latter, there is, to date, little empirical evidence of the discourse strategies used by American presidents in shaping such events as crises.

It is this gap that the present study proposes to fill. It will be argued that the notion of crisis is a framing device instrumental in, but not exclusive to, legitimation and morality discourses. More precisely, a careful distinction will be made between distinct stages in crisis rhetoric, i.e., distinguishing, on the one hand, between discourses constructing events as crises and thus constituting the US government’s reply to these events, and those that legitimate political action as an appropriate response to, or handling of, the crisis situation concerned.

The database of this study consists of a corpus of American presidential speeches, including all inaugural and state-of-the-union addresses as well as major foreign policy speeches since the beginning of the 20th century, i.e., the onset of ‘American internationalism’. The approach taken is a mixed methodology based on computation and interpretation. In so doing, it extends the Discourse-Historical Approach (DHA) (Reisigl & Wodak 2009) by means of corpus-based discourse analysis (Baker 2006) and frame theory (Werth 1999).

It will be shown that the discursive construction of crisis in American foreign policy discourse is closely linked to the concept of change, in that the political utility of international crisis situations is exploited to effect change in public opinion at home. Another main finding is that, in crisis rhetoric, the president claims rhetorical leadership in framing government actions as moral acts in the best national interest while employing self-representation strategies that frame him as an effective crisis manager. There is also evidence of ideological discourse structures attaching opposing value judgments in the discursive construction of crisis situations.

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How sustainable European energy companies are: Corpus-based insights from corporate press releases by country

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Corporate press releases play a fundamental role in building an organization's relationships with its stakeholders, but also in communicating news to investors. In this sense, they can strongly affect market reactions and eventually cause changes in the stock price, trading volume and the information environment of the firm (e.g. Callen *et al.* 2006; Clayton *et al.* 2005; Graham *et al.* 2006; Tetlock 2010). Corporate press releases also serve an important role in an organization's alignment with the values of the society in which they are nested (Sagiv & Schwartz 2007). The issues related to sustainability, in its environmental and related senses are crucial for companies generating energy, since they constantly seek the general public's approval of their activities. The conflict between this particular need and the thriving industrial activity, involving the extraction and provision of non-renewable resources, exert pressure on corporate communicative practices, which in turn need to accommodate to the societal and cultural environment of such business. In this study, we look at how sustainability is communicated by energy companies based in three European countries: Britain, Poland and Spain. Three corpora of English-language press releases, with 120,000 words each were electronically queried with Sketch engine for 'sustainable' and 'sustainability'. The results show that these two words were most frequently used in the Spanish corpus (64 and 67 tokens respectively), followed by the British (36 and 12), and the Polish (24 and 0). Following that, the thesaurus tool of the software mentioned was used to identify words with a similar meaning to these two lexical items. The results vary in this sense as well, with the highest number of similar words in the Spanish corpus, and the lowest in the Polish. In the final stage of the study, we will look into the collocates of the two lexical items and of the most similar words, in order to identify the recurrent patterns of meaning related to sustainability. It seems that significant variations are likely to be detected, and this could point to different communicative strategies employed, aiming at distinct societal and cultural environments from which the companies operate.

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A “Gutenberg moment” or another example of New Zealand’s disability digital divide?

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The United Nation’s (2006) suggestion that Information Communication Technologies (ICTs) would be liberating for people with disabilities by allowing them “to play their part in society’s development” offers a politicised discourse that serves to reinforce the dichotomy of normal versus abnormal (Ellis & Kent 2011: 85). This paper investigates the ‘disabled-non-disabled’ discourse in the context of disability digital divides from the perspective of eleven New Zealanders with disabilities ranging from hearing and vision impairments to cognitive and mobility issues.

Participants aged 45 years and over – selected because they had experienced life both before and after the advent of the internet – were asked to talk about their use of ICTs. Critical discourse analysis that can aid disability studies in its goal of social change (Grue 2011), was used to analyse the narratives of participants to understand their construction of self when it came to engagement with digital technologies. Although the participants described the internet to be “life changing” or a “Gutenberg moment” in their lives, they also spoke about the barriers they encountered in their ICT use including the limitations of ICT design and the negative attitudes of others towards them.

In applying the discourse historical approach of Critical Discourse Analysis with a focus on the discursive construction of self and other representation (Wodak 2001), my findings show that the ‘us’ and ‘them’ discourse inherent in the participants’ narratives reflected the ‘disabled-non-disabled’ and ‘normal-abnormal’ dichotomies that form hegemonic discourses about people with disabilities as an inferior group. I suggest that the socially imposed condition of disability was implicated through the notion of the disabled ‘other’ when it came to ICT use because of the participants’ need for alternative or assistive devices or software, or the requirement for specialist ICT training. I argue that this social construction of ‘disabled-non-disabled’ is a barrier that needs addressing in spite of the “utopian discussions around the web and the benefits for people with disability” (Ellis & Kent 2011: 85). A greater understanding is required of the need to recognise the rights of people with disabilities and the need to aim for universal accessibility.

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Exploring Francophone Belgians' Language Attitudes: A Discursive Analysis

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Since its inception in the early 1960s, language attitude research, which can be defined as “the explicit, scientific study of attitudinal consequences of dissimilar language varieties” (Bradac 1990: 388), has relied upon a variety of direct and indirect methods. Among these methods, interviews and questionnaires designed to openly ask people about their attitudes regarding various language behaviours have been widely used (Cargile *et al.* 1994: 212). However, a number of authors have expressed concerns about the validity of the information gathered by means of such direct elicitation techniques, arguing that the responses collected may not accurately reflect informants' privately-held and possibly unconscious attitudes (Ryan *et al.* 1987–8: 1071; Ihemerre 2006: 195). In particular, research carried out in the context of Francophone Belgium has shown that speakers' abstract discourse on language does not always correspond to their evaluations of and reactions to concrete examples of language use, leading some authors to oppose speakers' potentially ‘incorrect’ linguistic discourse to their ‘real’ language judgments (Moreau 1997).

This presentation aims to discuss the advantages and limitations of using Critical Discourse Analysis (CDA) as part of the direct elicitation of language attitudes. This endeavor lies within a PhD thesis which examines the issue of language legitimacy among Francophone Belgians and its implication in the naturalization and reproduction of social inequalities. Using a discourse analytical study of ideology in this respect seems highly relevant given that “people acquire, express and reproduce their ideologies largely by text or talk” (Van Dijk 2006: 115). Furthermore, CDA – and more precisely the argumentation theory used in the Discourse-Historical Approach – provides efficient tools to assess the general rootedness of the language attitudes expressed in the informants' discourse and to put forth the ideological and interdiscursive processes behind the reproduction of such seemingly unfounded discourses.

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Utopia of Global Tertiary Education: The Discourse of ‘Critical Thinking’

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Contemporary Australian universities are situated in a multicultural environment where approximately one in five tertiary students is from overseas, ranking the third highest in the world after the US and UK. Despite the cultural reconfiguration of students’ population entailing the urgent need for a recontestation and renegotiation in policy approach and pedagogical practice, the reverse has happened. In the name of quality assurance and accountability, universities have moved to implement a managerial agenda to standardize educational activities on campus, redefine ‘graduate attributes’, and enforce prescribed pedagogies and curricula on educators. Located in this context of surveillance, regulation and academic resistance, the policy of teaching ‘critical thinking’ has been mandated as the essential for all graduates by all universities in Australia. This paper examines the discourse of ‘critical thinking’ and argues that higher education in Australia can be understood as the dominant site of a neoliberal ‘social imaginary’ which not only frames educational policies, but also shapes the possibilities of students’ identities and defines educational practices. This ‘social imaginary’, as defined by Rizvi and Lingard, is ‘a way of thinking shared in a society by ordinary people, the common understandings that make everyday practices possible, giving them sense and legitimacy’ (Rizvi and Lingard 2010: 34). In this utopia imaginary, all university students in Australia should become enculturated by a superior way of ‘critical thinking’. Set against the ideal model to benchmark against the deficiency scenario often associated with Asian international students, ‘critical thinking’ as a central plank of an ideology serves as the primary infrastructure of this discourse. The paper calls for an alternative ‘social imaginary’ that reshapes the identities of international students in higher education, and advocates for an educational paradigm that regards everyone, irrespective of where they come from, as – in Confucius’ terms – ‘educable’ and international not as a utopia but as a right of equal access to quality education.

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Translating news discourse on the Crimean conflict: Where CDA and Translation Studies meet

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This paper combines Translation Studies and Critical Discourse Studies to analyze the coverage of the Russian-Ukrainian confrontation in Crimea in “Western” and Russian media. It is our aim to underscore the fundamental and sometimes problematic role of news discourse in political conflicts, where it shapes perceptions, creates identities and influences attitudes (see also van Dijk 1988). In particular, our study illustrates the impact of translation, as a form of intercultural communication, on the news production process.

Translation, in today’s globalized world, is not only an act of intercultural communication but an integral part of political discourse. Information is made available (or not) and that particular interpretations of reality are promoted or contested on an international level. We consider translation as a discursive practice in its own right, “socially constitutive as well as socially shaped” (Fairclough and Wodak 1997, 258), or, as translation scholars have formulated it, never “neutral” and “transparent” but “untidy and partial” (Hermans 2002, 11; Iețcu-Fairclough 2008; Tymoczko 2007, xviii). Instead of being *just* a form of “relayed communication”, it appears as the *par excellence* arena to reconfigure and “reframe” existing discourse through more or less subtle shifts (Baker 2006; Goffman 1974; Schäffner 2004).

Our analysis will focus on the popular Russian website *InoSMI* (ИноСМИ), a media project affiliated with *RIA Novosti* news agency that monitors and translates foreign press into Russian. We will explore how cultural understandings of the Russian identity are created, reinforced or contested in Western media discourse on Crimea, and how they are *reframed* on *InoSMI* through selective appropriation, shifts in translation and visual strategies, thus highlighting the potential richness of a multimodal corpus.

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**If they speak in dialect, knife them:
Normalized aggression and (extra)linguistic conflict
in promoting standard Croatian on national television**

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Propagating ideological views through national electronic media is arguably the most powerful method of normalizing them among the general public, i.e. turning them into dominant, ‘commonsensical’ and ‘natural’ ideas which are rarely questioned in public discourse (van Dijk 2001). Language ideologies are also regularly promoted as ‘self-evident’ and/or based on ‘neutral’, ‘objective’ scholarly work in linguistics. This paper deals with the portrayal of standard and non-standard Croatian in the language-focused program *Jezik za svakoga* [Language for everyone], broadcast three days a week on Croatian Radio-Television’s Channel 1 [Hrvatska radiotelevizija, HRT 1]. The program often features sketches performed by professional actors which are aimed at drawing the average speaker’s attention to ‘common errors’ in using standard Croatian and at their ‘correction’. The present study investigates all such sketches available on YouTube and in HRT’s online on-demand archive, aired between October 2014 and June 2015 (N = 20). Both the linguistic and the extralinguistic aspects of the material have been subjected to a critical analysis of discourse and ideologies (Verschuieren 2012; Fairclough 2015). The results indicate that, even though the setting of the sketches varies considerably, their ‘stories’ and discourse steadily propagate several recognizable and interrelated types of language ideologies: (1) the ideology of the standard language (Milroy 2001), (2) the ideology of telementation by a fixed code (Harris 2003), (3) the ideology of constant standard language use, (4) the ideology of purism, (5) the ideology of discrete codes, (6) the ideology of invisible dialects, (7) the ideology of monosemy, and (8) the ideology of discrete literal and metaphorical meanings. The production of most average speakers of Croatian is stigmatized and classified as incorrect, and the sociolinguistic data presented in the program is simplified and essentialized through erasure (Gal and Irvine 1995). The sketches depict prescriptive rules as descriptive, while aggressive behavior and correction practices are presented as normal and/or entertaining. All these results point to a need for a critical reassessment of the manner in which linguistic issues are presented on national television, i.e. in which non-scholarly views and aggressive behavior are normalized as authoritative and as ‘common sense’.

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The construction of roles and responsibility in “Europe’s” migrant crisis – A study on news agency reports

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The paper examines – what news agencies call – “Europe’s migrant crisis”. Hundreds of thousands of migrants have reached Europe, “fleeing war and poverty at home” (AP). In AP and Reuters news dispatches from late October and early November 2015, the migrants’ story starts in Europe, most often in Greece; their past is referred to only fleetingly.

My focus is on the roles construed to, e.g., various European states tackling the crisis – often accusing their neighbours –, and on the issues of responsibility. States have metaphorically been personalised (on state-as-person metaphor, see Chilton and Lakoff 1995), and can thus be evaluated by Appraisal values (e.g., Martin&White 2005): Sweden is “tolerant”, Germany “lenient”, “tiny Slovenia” is “worried”, etc. At the same time, migrants are often depersonalised: they are described – using liquid metaphors – as “the tide streaming toward rich EU nations” (AP), or as “the flow of around 135,000 people” (Reuters). AP even sees them as the symbol of humanity: “[t]he miserable wave of humanity”.

Since these two global news agencies strive for objectivity and factuality, their journalists are cautious about naming the culprits for the crisis, and, instead, resort to an impersonalised style: e.g., “the surge of people spilled over from neighboring Balkan states” (AP). However, Reuters puts, at least indirectly, some blame on “hundreds of thousands of migrants whose chaotic movements have divided EU leaders and jeopardised the bloc’s open internal borders”. In fact, the images construed by the agencies of “waves” and “flows” passing the borders conflict with their other reports on refugees “stuck in the open” (AP), spending nights in muddy fields, and on migrants’ determination to move on to “wealthier countries”, such as Germany, Sweden, or Austria.

How to “stem the flow” is a central issue in this ongoing narrative, and, recently, stricter measures have been adopted. In March and April 2016, I collected another batch of AP and Reuters dispatches, to see if, for example, the roles of ‘state-persons’ have now been construed differently. Besides Appraisal, my linguistic analysis mainly draws on M.A.K. Halliday’s Systemic Functional Grammar (1994), for example, on notions of transitivity and ergativity.

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The discursive construction of leadership in corrupt times: Reinventing the leader

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This paper begins by conducting detailed critical discourse analysis of standard economics textbooks to reveal how they construct the identity of a leader. An unflattering ideology emerges of leaders primarily obsessed with their own power, status and salary, secondarily obsessed with the profits of their organisation, and not at all concerned about the wellbeing of workers, customers, society or the environment. If this portrayal of leaders in standard textbooks used across the world is seen as ‘normal’ and adopted then it could encourage the kind of profit-centred corruption that harms people and the environment this is becoming increasingly evident.

The paper continues by examining the discourse of actual leaders who resist this self-centred construction of leadership and perform alternative identities of ethical leaders whose primary concern is for making the world a better place (e.g., Anderson 2011). The basic distinction is between leadership based on the extrinsic values promoted in economics textbooks (e.g., profit, status, power and salary) and leaders whose discourse is based around intrinsic values, i.e., values such as relieving poverty, contributing to a fairer society, or protecting the environment, which are valuable for their own sake (Crompton 2010, Chilton *et al.* 2012). The methodology is an extension of cognitive linguistics, examining standard cognitive structures such as metaphors and frames (Sullivan 2013, Charteris-Black 2014), but also investigating other types of cognitive structures which manifest themselves in patterns of appraisal, modality and salience.

The first aim of the research is to contribute to critical language awareness (Fairclough 1992) among the next generation of leaders so that they can be aware of how dominant discourses construct leadership based on narrow extrinsic values. The second aim is to raise awareness that there are other discursive ways of performing leadership based on intrinsic values, and to describe the detailed linguistic features of these discourses. The aims are therefore not only to open up alternative possibilities for future leaders to base their identities on, but also to provide them with a practical toolkit of ways of to use language to perform these identities.

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Power, discourse and ‘the international’: A Foucauldian discourse analysis of Higher Education strategy at two Scottish universities

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‘Internationalisation’, as applied in Higher Education (HE), loosely refers to activities that involve cross border, cross cultural or international connotations and has therefore become a ‘catch all phrase’ (Knight 2010:14). This paper argues that internationalisation in this context can also be framed within exchange relations according to Emerson’s power-dependency theory (Emerson 1964), locating power at the interdependencies among actors embedded in social relations. The discourses of internationalisation may also illustrate Foucault’s power-knowledge concept (Foucault 1977) which states it is not only power that has the exclusive right to generate knowledge, but also that knowledge/discourse gives power over people.

Discourse in documents is analysed from two different sets of data sources from two Scottish universities; firstly, publicly available documents that are specific internationalisation strategy reports and secondly, documents that are a strategy document or annual reports with a focus on internationalisation.

It is clear that internationalisation discourses in HE are dominantly managerial and corporate, contributing to what has become recognised as the ongoing neoliberalisation of HE institutes (Andreotti, 2013; de Sousa Santos, 2014). Furthermore, HE has become a terrain for marketisation agendas and a means to generating more income (Swanson 2011). As a result, it may be argued that HE has become synonymous with training for ‘employability’, threatening other historical moral intellectual and democratic purposes of universities, most importantly the scope for independent critical analysis (Levidow 2002).

This paper comprises of stages aiming to explore the discourses of internationalisation from a Foucauldian discourse analysis (FDA) perspective, with the intention of unpacking the work of internationalisation discourses, and how these discourses may shape the dominant view, hinting also at their possible effects. The aim is to reveal what knowledge is foregrounded, what alternative discourses are excluded, and to investigate how internationalisation is performed and effected. The analysis has been approached by bringing together a post-structural Foucauldian discursive analytic perspective and a postcolonial/decolonial lens in order to make a critical contribution by way of presenting an alternative set of meanings and judgements about internationalisation, policy, power and its possible influences and affects/effects in relation to ethics, (in)equality and (in)justice.

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**Micro–meso–macro movements:
Analyzing the value of truth in neo-liberal policy texts through metaphors**

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This paper presents detailed methods for constructing a flexible philosophical–analytical model through which to apply the analytic principles of CDA for the interpretation of metaphors across policy texts. Drawing on a theoretical framing from Foucault and the augmentation of Nietzsche’s views on valuation, we sketch a framework for examining ways in which evaluative semantic categories can be linked to sociological theories in order to bring out their relevance for the purpose of Critical Discourse Analysis. This multi-level research framework draws upon a relationship between language analysis, the philosophical study of valuation, and political economy as a composite formulation of values through which neo-liberalism is discursively entwined and progressed through a system of principles of e/valuation.

**Glocalizing Singapore:
A Critical Analysis of Singapore’s National Day Rally Speech**

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“Glocalization” is a term coined to reflect the marriage of local and global considerations especially in the business world. Originally used to describe a product or service fashioned to cater to local consumers while being distributed and marketed globally, the term has since been applied to a variety of contexts and domains beyond the business world. In this paper, I propose to examine the discursive construction of Singapore’s national identity that endeavours to reconcile the need to adopt a global outlook to remain economically competitive with the need to attend to local loyalties in order to build a socially cohesive nation. Specifically, the paper analyses a National Day Rally speech delivered by Singapore’s Prime Minister in 2010 to critically unravel the discursive strategies used to glocalize Singapore. Inspired by the theoretical framework of Critical Discourse Analysis and using methods of linguistic analysis developed by Halliday and van Leeuwen, it uncovers interesting patterns related to the type, extent and effects of various agency roles attributed to the government and people of Singapore. A transitivity analysis reveals agency over everyday affairs being assigned to the people while power to influence state matters is strategically reserved for the government. At the macro-discursive level, strategies that exploit specific references to local personalities, places and institutions to celebrate the success of the Singapore ‘brand’ as well as real-life anecdotes aimed at reifying and promulgating Singaporean values and attitudes are also discussed. Through this multilayered analysis of

the Prime Minister's National Day Rally speech, the study demonstrates how political discourse is used to manage and negotiate competing economic and socio-political imperatives and, in so doing, fashion a globalized identity for Singapore and Singaporeans to embrace.

**Stream of consequence:
A critical metaphor analysis of parliamentary debates about restrictive politics
towards Bosnian and Syrian asylum-seekers in Norway**

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Increased numbers of immigrants from non-Western countries has raised the question of how West European countries define and exclude *Others*. The process of national exclusion and inclusion is largely metaphorically constructed, just as most of the other social phenomena (Lakoff & Johnson 1980). Earlier research has shown how immigrants are often represented in the West in terms of WATER and INVASION ARMY (Refaie 2001), NATURE CATASTROPHY (Charteris-Black 2006), ANIMALS, SICKNESS, and DIRT (Santa Ana 1999).

This paper investigates metaphorical framings in Norwegian discourse on Bosnian and Syrian asylum-seekers. Analytical framework is critical metaphor analysis; a combination of discourse analysis (Laclau & Mouffe 1980, Hansen 2006) and cognitive metaphor theory developed by Lakoff and Johnson (1980). Here metaphors are seen as a window into conceptualizations and classifications, which are building blocks both of discourses and social structures. The paper aspires on throwing light on the constitutive relationship between discourses and metaphors about *Others* and politics. The research question is as following: *Which discourses are dominant in Norwegian asylum debates about Bosnian and Syrian asylum-seekers? Which metaphors support these discourses and how can metaphors and discourses together contribute to illuminate different political crossroads?* The focus is on political elites and the data material consists of parliamentary debates.

In the paper discourses are defined by which groups they are setting upon each other and in regard to which groups the restrictive politics are being legitimized (Lynn & Lea 2003). The paper shows that different metaphors naturalize these discursive group divisions which form the ground for different policy proposals. The paper shows how asylum-seekers to which the more restrictive policies are directed to are often metaphorically referred to as STREAMS, WAVES, PRESSURE and BURDEN, while the other asylum-seekers and refugees are referred to as people. In this way metaphors themselves are the main legitimization tool for more restrictive asylum policies. The comparative research design makes it possible to make conclusions about Norwegian views on asylum-seekers from their own European yard, versus the ones from outside of it, but it also opens for generating knowledge on discursive changes and repetitions in asylum discourses.

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Gendered discourses in a ‘policy package for creating a society in which all women shine’

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This paper investigates gendered discourses (Sunderland 2004) in the ‘policy package for creating a society in which all women shine’ announced by the Japanese government in October 2014. The package is part of the policy to ‘create a society in which all women shine’ introduced by Prime Minister Shinzo Abe, the current Japanese prime minister. The policy puts importance on the ‘potential power’ of women to revive Japan’s economy and make the society better. The package aims to improve various difficult situations Japanese women have so that they can realize their dreams and hopes regarding career and family choices. Although the policy including the package seemingly aims at female empowerment, some experts have criticized the name of the policy itself and doubt Abe’s seriousness on the matter upon examining the bills actually passed by the government (e.g. Ito 2014).

I apply Critical Discourse Analysis (Fairclough *et al.* 2011) from a feminist perspective to analyse the policy package. At a glance, the package shows unconventional linguistic features regarding gender, for example: the word ‘women’ is frequently mentioned; women in various situations (pregnant women, single mothers, economically disadvantaged women and so forth) are prudently mentioned; and ‘women’ precedes ‘men’ when both are mentioned. However, an in-depth analysis of the text reveals a traditional gendered discourse in which women are at the centre of childrearing and caring for the elderly.

The paper demonstrates how both conventional and unconventional gendered discourses can be identified in lexical and sentence levels and the structure of the text, with an explanation of some features of Japanese language. The analysis indicates a contradictory position of the policy package. Finally, the findings are discussed in terms of the current government’s attitudes towards gender and socio-political backgrounds of gender issues in Japan.

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**“I said we should just be friends”:
Non-conforming Female Discourse in *Masters of Sex***

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The presentation of women on television has a longstanding history of one dimensionality. Though, more recently, they have become just as varied, alluring, confusing, loved, hated, complex, and fully realized as the men (Viridis 2012). And nowhere is that more evident than in *Masters of Sex* (2013–), the tv series based on Thomas Maier’s 2012 biography. The year is 1956, and as Virginia Johnson (played by Lizzy Caplan) the single mother of two has just slept with the more senior medic, the audience waits for the expected *Mad Men*-style brush-off. Instead, the opposite occurs. “I said we should just be friends,” says Johnson gently to her bemused doctor, before going on to explain that sex is sex and a relationship would be too confusing for her children. It might seem like a jarring, anachronistic intrusion of the modern, but it is based in reality: Johnson, who went on to work alongside respected gynaecologist William Masters (played by Michael Sheen), was a very unusual woman for her era – twice divorced by 1957 at the age of 31 and unapologetic about her sexuality and desires. As Michelle Ashford, the show’s creator, has declared in a number of interviews, Johnson’s appeal lay in her willingness to cross boundaries. What sort of linguistic performance may we expect? A discourse analysis will be applied as the main theoretical and methodological framework in order to investigate Virginia Johnson’s “expressive character identity” (Bednarek 2010: 118; 2011) and linguistic features and how these features are used to mark distinct attitudes, values and ideologies.

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**The discursive construction of fear
by the victims of the Chilean Military Regime**

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This presentation aims at analysing the discourses employed by the victims of the National Intelligence Directorate (henceforth DINA) and National Information Centre (henceforth CNI) and observing the discursive strategies used by them to talk about fear, the DINA and CNI agents, and the concentration camps in which they were tortured. I will observe how fear is expressed by the victims focusing on the text they employ to describe the horror they experienced within those camps.

I have collected the data from the commemoration of the 40 years of the Military Regime carried out by the Chilean TV programme called ‘*Mentiras Verdaderas*’. They broadcasted nine documentaries regarding the remembrance. The aims of the programme were to reconstruct the story, to bring light to the horror suffered by the victims of the Chilean secret police, i.e. DINA and CNI, to make their voices heard and their experiences known. Thus, by exposing those stories on national TV, victims hope Chileans face their past, learn from their historical mistakes and never repeat them again.

I have used a critical perspective to discourse analysis, i.e. CDA, to uncover the linguistic realisation of fear, actors and places involved in the events. In order to do so, I draw on van Leeuwen (1996) and van Leeuwen and Wodak (1999) to reconstruct fear as an actor, as actions and as circumstance. I thus rely on Halliday’s (1995) systemic functional linguistics to elaborate on the relevant metafunctions. The preliminary analysis of the data has revealed some interesting patterns employed by the victims to talk about the terror they felt when they were imprisoned in the concentration camps. For instance, the use of metaphors to describe fear as an actor; the action associated with fear is sexual violence and denial; the circumstances in which such events took place are compared with hell and purgatory.

Finally, I construct knowledge regarding the discourses of the victims of the military regime by drawing on previous work on the field (Oteiza 2010; Oteiza and Pinuer 2010; Angelcos-Gutierrez 2014). The findings of this research will contribute to the understanding of Chilean contemporary history as well as its historical memory.

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Late modern (non) identities. Operationalizing a pragmatic framework in a CDA of online self-representation

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One of the defining features of the changing conceptualizations of self-identity in late modernity (cf. Beck/Beck-Gernsheim 2001) is a shift from relatively few traditional social categories perceived as rather permanent and affecting large-scale aspects of our lives such as work or family relations towards an increasing number of less permanent, smaller-scale social categories based on individual choice and agency (cf. Marko 2015: 11). In this context of an increasingly large pool of identity categories to self-reflexively choose from, the neoliberal pressure to have a ‘competitive edge’ (cf. Maier 2010: 502) and to be different (from a group) might be becoming more important than belonging. A further tenet of late modern identities is that we constantly have to manage them by monitoring which signifiers – from consumer goods to non-work-related practices, but also including discourse – point to which aspects of the self.

The starting point for the proposed paper is the assumption that any reference to a social category in discourse is thus part of an overall late modern identity management. I will examine this claim by focusing on one particular structure, viz. the negative identifier “*I* + copula + *not* + indefinite NP”, in the genre of online discussion forums. Using analytical tools from pragmatics and Conversational Analysis in combination with a Critical Discourse Analytical approach, this study analyses which identity categories are referred to, how speakers dissociate from them and whether they are really used to manage wider implications of social identities or whether identity disclaimers are rather used strategically for local conversational purposes.

The data for this study is a corpus of 1.000 forum threads containing negative identifiers which has been annotated for pragmatic and contextual features.

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Constructing Hispanic Masculinity: A Critical Discourse Analysis of News Reporting in Two American Newspapers

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A growing corpus of literature is focusing on the stereotypical representation of the Hispanic community in US news media. However, most studies so far have focused on the representation of the Hispanics community as a whole (e.g. Vargas 2000) or that of Hispanic women (e.g. Correa 2010). The few studies focusing on Hispanic masculinities in the media remained limited to the study of representations in the movie industry (e.g. Liberato *et al.* 2009). This study aims at filling this gap in the literature by offering a case study on how Hispanic masculinities are constructed in American newspaper reporting.

Critical Discourse Analysis (Fairclough 1985) was used to explore a small corpus of newspaper articles from the Tampa Bay Times and the Orange County Register over a five-year span (2010–2014). The ideological-discursive formations (Fairclough 1985; Foucault 1972) regarding masculinity in the corpus have been explored and outlined through close reading of the text.

Connell's (2005) concept of "hegemonic masculinity" was the key theoretical tool to interpret how Hispanic masculinities are represented in a hierarchy of conflicting masculine identities. Chavez's (2013) study of the "Latino Threat" narrative was used to contextualize the corpus in a broader narrative that racializes Hispanics as undesirable "others". Bonilla-Silva's (2014) "Latin Americanization" of US race relations was used to cluster observations in three main categories based on the classed, racialized, and gendered representation of the Hispanic men in the corpus.

Findings suggest that Hispanic men are object of an ideological-discursive formation that constructs them as a subordinated and racialized masculinity. However, the extent to which Hispanic masculinity is racialized varies with class status and engagement with a "white" American cultural repertoire.

Underclass Hispanic men are presented along the stereotype of the "macho" (Torres *et al.* 2002). This includes irrationality, and proclivity to violence. Middle class Hispanics are represented as individuals performing a hard-earned "bourgeois" masculinity. This implies a clear separation between public and private life, fatherhood, and ultimately economic success. Hispanics politicians are represented as performing a particularly successful masculinity thanks to their human capital endowment and their strife for self-improvement.

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A diachronic discourse analysis of women's roles in partner relationships in Flemish women's magazines

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The general interest in printed magazines is declining, but women's magazines seem to resist this tendency better than their general news counterparts. Their relevance cannot be underestimated since they contribute to the wider cultural processes which define the position of women in a given society at a given point of time. Furthermore, they help to create both the woman's self-image and that which society has of her. The popularity of these magazines, together with their great impact, warrants an academic interest into the way they have (not) responded to or contributed to contemporary ideas about womanhood and gender, and more in particular, the issue of women's roles in their (partner) relationships.

The present paper is part of a larger, historical study of the Flemish women's magazines *Het Rijk der Vrouw*, *Libelle* and *Flair* (1953–2013), in which we want to gain insight into the way these magazines articulate and represent women's roles in partner relationships. This paper presents the results of the first part of the study, namely the linguistic discourse analysis, in which we analyzed the textual representation of women, men and their mutual relationships. The research focus is diachronic: we started by analyzing the magazines of 1953 and then continued up to 2013. Inspired by the framework of Critical Discourse Analysis (CDA) (Fairclough 1999; Van Dijk 1993; Wodak and Meyer 2001; Wodak and Chilton 2005; Machin and Mayr 2012), we have conducted a lexical analysis of the naming practices used to refer to women and men, and consequently, their mutual relationships.

The key findings suggest that women's relationships with men, although different, are still integral to the ethos of these magazines. As could be expected, the focus on marriage has declined. At the same time, the number of roles that men can take on in women's lives has increased, and, most notably, the presence of a loving man in women's lives is still a central theme.

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World War I in French and German history textbooks. A war without belligerents?

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Within the theoretical framework of what I call Cross-Cultural Discourse Analysis (CCDA), in the tradition of French Discourse Analysis and cross-cultural studies, this paper deals with the contrastive analysis of the respective chapters on World War I in four French and seven German history textbooks, all of them recent and issued by major textbook publishers. The French textbooks are all designed for the ninth grade whereas the German textbooks are supposed to be used more flexibly in grades 8 to 10, depending on the Land. The German data set is larger than the French in order to include samples of books for the four different types of schools that exist in Germany at this level (Gymnasium, Realschule, Hauptschule, Gesamtschule or Gemeinschaftsschule) as well as for a variety of Länder.

Drawing on translingual categories such as social agency as expressed by syntax (van Leeuwen), nomination and discursive heterogeneity or more precisely representation of “other discourse” (Authier-Revuz), the analysis aims at showing which representations of the war the textbooks convey and what kind of relationship the authors construct between the students and the war era, as a historical object on the one hand, and as a learning item, on the other hand.

The results of the study show that French textbook authors try to construct a (contemporary) European perspective on World War I, which they do not always manage to maintain. Indeed, the “synchronisation” (Blommaert 2005: 142) of different “simultaneous layers” (*op. cit.*: 130–131) of discourse turns out to be problematic. German authors, for their part, operate frequent shifts in time and space, probably in order to reach the educational goal of “multiperspectivity” (Bergmann 2000). Various factors can be put forward to explain these results, such as history itself, historiographical traditions (Becker 2006), educational cultures (von Münchow 2009), didactics of history (Bergmann 2000; Lautier and Allieu-Mary 2008), editorial constraints (Macgilchrist 2011), etc.

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Evaluation of ‘communities’ in migration discourse

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In this paper, we address the evaluative use of ‘community’, and its equivalents in British, Italian, French and German newspaper discourse over the period 1998–2012. The study employs cross-linguistic corpus-assisted discourse studies (Partington *et al.* 2013; Vessey 2013; Taylor 2014) to investigate the four comparable corpora which were created using a set of search terms relating to migration. For each country, one centre-right and one centre-left newspaper was included to allow us to identify patterns which are more or less strongly associated with country and with political orientation.

‘Community’ was chosen as a research focus because the analysis showed it to be a significant collocate of migration-related terms and this led us to hypothesise that it could be considered a discourse keyword of migration. In the first stage of the analysis, the most significant collocates of ‘community’ from the four languages were identified and categorised, thus allowing for comparison of themes and senses relating to the lexical items. In this presentation, we focus more specifically on the evaluative functions of ‘community’ which became apparent from this process.

This aspect is of particular interest because, perhaps contrary to expectations (William 1983; Gallissot *et al.* 2007), communities were seen to be frequently negatively evaluated and associated with societal isolation and unrest. In the second stage, we investigate this further by identifying how salient groups are talked about when they are described as a ‘community’, e.g. ‘the Muslim community’ and how these groups are presented and construed when they are not referred to as ‘communities’. Third, we explore the meta-discussion of community by investigating comments upon the word itself and (less frequent) terms which present community existence as a non-desirable state of the society (e.g. it. ‘*comunitarismo*’/ fr. ‘*communautarisme*’).

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The Politics of Academic Knowledge Production: Movements across Centres and Peripheries

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Academic knowledge production and evaluation has been studied as a phenomenon situated across global and (semi)peripheral contexts (Lillis and Curry, 2010; Lillis *et al.* 2010). “Over the past two decades, academic journal publishing has risen from relative obscurity to become a global industry dominated by big international publishing houses...the growth in both demand and supply seems set fair to continue as more academics around the world are drawn into the game” (ABS: 11). This ‘journal list fetishism’ discriminates against emergent research, encourages attention “to safe and frequently trivial topics based upon conservative methodologies” (Willmott, 2011: 434), results in mimetic scholarship that reinforces hegemonic structures (Özbilgin, 2009) and discriminates against region-focused journals. It can also have an impact upon the marginalization of certain areas of academic scholarship.

Drawing on previous work in the areas of sociolinguistics and critical management studies this paper seeks to reflect upon the discourse of organisation studies in globalised contexts. We draw on 3 datasets of organization studies journal articles, with each journal occupying a different position in the impact factor continuum. Building on the work of Lillis and Curry (2010) and the metaphor of scales (Blommaert, 2010), we study academic discourses as practices that develop across vertical, hierarchically organized layers. In our analysis we first examine the epistemological profile of organisation studies, as reflected in differentially ranked journals located in European contexts we study We then explore the complex configuration of spaces/localities within and around which the production of knowledge takes place, by examining networks of author affiliations in relation to the identified sites in the empirical papers included in the corpus. Finally, we examine how constructions of the ‘local’ and the ‘global’ relate to the themes foregrounded in the aims and scope of each journal and we explore how discourses of the ‘local’ and the ‘global’ relate to key concepts in the field of organization studies, including institutions, alternatives and resistance, as well as power and gender.

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The construction of hierarchy in secondary school group activities in Japan: A critical discourse analytic perspective

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Seniority-based hierarchical relations (*jouge kankei*) are prevalent in Japanese group dynamics. But where do they come from, and how are they constructed and maintained? Based on preliminary analyses of data gathered during a recently concluded ethnographic fieldwork, this presentation addresses the discursive construction of hierarchical relations between upper-grade and lower-grade students in daily activities, especially in extra-curricular club settings.

Considering *jouge kankei* as a social institution, this presentation shows that extra-curricular club activities at the junior and senior high school levels are places where such forms of hierarchies are introduced to young social actors through various forms discursive practice – the use of written and spoken texts as well as symbols. The analysis draws mainly from vignettes taken from participant observation field notes in three student clubs in two schools in Tokyo, conversation analysis of recorded interactions between upper-grade and lower-grade students, as well as text analyses of school and club documents.

The findings show that upon entering junior high school, young children in Japan experience immediate socialisation into the institutional order of age-based hierarchical system in and through talk. They acquaint themselves with values, routines, and norms that strictly regulate comportment, in particular when dealing with seniors (*senpai*) and juniors (*kouhai*) in their respective club activities. Besides the afore-mentioned findings, this presentation also makes a case for the application of a similar research methodology (comprising of discourse analytic elements) to examine the prevalent phenomenon of *jouge kankei* in Japanese group dynamics in other social arenas in future studies.

From protest to music video to on-line viewer comments: Shifting political discourse in social protest

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Protest music may be defined as “a song which addresses a political issue in a way which aligns itself with the underdog” (Lynskey, 2010, ii). However, close inspection of protest music reveals specific resources and conventions are used to articulate discourses of anger, authenticity and populism rather than detailed and clear subversive politics. This is done through abstractions of who does what to whom and why, instead of directly addressing political issues. Much research on music and politics finds these discourses in lyrics. However, music is multimodal, relying on lyrics as well as visuals and musical sounds (Machin 2010). So, a close semiotic analysis of these modes is essential in unlocking the meaning potential of semiotic resources in music commodities. Using a promotional video from a sample of over one-hundred posted on Youtube from Turkey’s 2013 protests, I perform a multimodal critical discourse analysis of the video to reveal how protest politics are articulated. I then examine how these politics are used by on-line viewers. I use Critical Discourse Analysis to

analyse viewers' comments to reveal the political discourses they articulate. It is found that viewers use the comments not to discuss the protest or actual events represented in the video. Instead viewers frame their comments in terms of wider forms of allegiances to, and betrayal of, a true Turkish people and in the light of homogenised and reduced forms of history. These findings call into question some scholars' beliefs who present highly optimistic views of social media being instrumental in successful protest movements (Howard and Hussain 2011). Instead, what we find here closely resembles a poorly informed shouting match rather than a debate envisioned as a Habermasian coffee shop.

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“A New Level”: A corpus-based method for the critical analysis of gender-variant identity representations via Twitter

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This paper critically analyses identity constructions and representations among gender-variant people in an effort to demonstrate the heterogeneity of gender-variant identities.

‘Transgender’ can be considered a catch-all term for behaviours diverging from the current norm of binary sex-gender congruence, and the individuals who display said behaviours (Stryker, 2006). Here, I will use the terms ‘transgender’ and ‘gender variant’ interchangeably.

Within linguistics, Zimman is a primary – and rare – force in researching gender-variant discourse and identities from a perspective internal to the discourse, having studied the speech of female-to-male transgender persons in the perception of sexuality, and discursive constructions of transmasculine sex/bodies (Zimman, 2013, 2014). However, where Zimman uses groups of people with one specific identity, I aim to capture the semiotic behaviours of a variety of gender variant identities via Twitter.

The data comprises four text corpora: two corpora of user biographies and two of text posts (one corpus of each for ‘general’ users, one corpus of each for ‘superordinate’ celebrity users). The text data also contain key metadata, such as the number of times a post has been retweeted and the number of comments in response to the post. A ‘visual corpus’ of profile pictures also informs the analysis. The corpora contain the text data, profile pictures, and metadata of 4,500 users.

The methodology combines corpus linguistic (CL) and Critical Discourse Analysis (CDA) approaches. A shallow corpus-assisted content analysis illuminates word frequencies and collocates (collocate frequencies, likelihood of collocation and strength of collocation), informing the identification of key features for in-depth critical analysis (e.g. the over-use of ‘journey’ metaphors by self-identifying transsexual persons, in comparison to other self-identification categorizations).

I utilise aspects of several CDA approaches. In-/out-group construction (van Dijk, 2009), though primarily aimed at identifying social elites among different social groups, can be used in identifying social elites *within* gender-variant discourse. The political nature of transgender history suggests that the historical narratives of transgender are also salient in the identity constructions and representations of gender-variant persons at

present. Hence, elements of the Discourse-Historical Approach (Wodak, 2001; Reisigl and Wodak, 2009) are also salient in the analysis.

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From Phonograph Records to Movies: The recontextualization of pre-existing music into film soundtracks

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Since the early days of film, the practice of using previously existing music compositions and recordings has been prevalent alongside original scores composed exclusively for a specific movie. Examining how pre-existing recordings are used for narrative purposes in film illustrates how discursive meaning is multimodally constructed and resemiotized across several contextual levels. On a cultural level the notion of *provenance*, where the music ‘comes from’, is of fundamental significance. Van Leeuwen (1999) points out how the semiotic potential of music may be influenced by the listener’s ideas about and attitudes towards the era, culture, social group or social context with which a certain musical expression is associated. Such associations can be prompted by different semiotic levels of the musical sound; recognition of a specific song, a musical genre – or associations made on a micro level to certain ways of using semiotic resources such as rhythm, tempo, pitch and harmony.

On a narrative level the chosen diegetic position of music offers different narrative affordances and functions (Wingstedt 2008, 2012). Van Leeuwen (2008) takes a view on discourse as the *recontextualization of social practice* showing how elements of social practice, such as *participants, actions, locations*, etc., enter into multimodal texts. Music will, depending on if being diegetic or non-diegetic, contribute different narrative meaning potentials regarding aspects of cultural or situational locations and activities – often by means of musical genre or culturally known material. Diegetic music will typically contribute perspectives on narratively represented participants, in how they relate to the musical sound. Diegetic music also tends to be taken for granted by the listener, allowing for unobtrusive or concealed ideological statements, similar to how strategies of *presupposition* and *nominalisation* work (Machin and Mayr 2012).

In addition to how pre-existing music is recontextualized regarding cultural and narrative perspectives, the multimodal context – how semiotic modes constructing multimodal ensembles contextualize each other – must

also be considered. Wingstedt *et al.* (2010) have described how the use of culturally known music, contrasting or complementing the visuals, will invite rhetorical narrative functions expressing irony and ideological dimensions. This paper will be presented using illustrating examples from film and television.

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Evaluation of research impact and the discursive construction of academic ethos

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The introduction of ‘extra-academic impact’ as an element of assessing academic work constitutes a major change in the way the value of research is constructed and conceptualised. Scholars, accustomed to being evaluated on the basis of the quality of their research – however that ‘excellence’ be defined and assessed (Lamont, 2009) – now have to face a novel challenge of proving that their work has brought about “effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia” (HEFCE *et. al.*, 2012). This shift in the evaluative practices within academia has led to noticeable changes of both everyday practices of researchers and elements of academic discourse.

Attempts to introduce systems of evaluation of impact have been made in many national and supra-national contexts (eg. Netherlands, Sweden, Australia, EU), but the British Research Excellence Framework (REF) with its Impact Agenda is the most robust system implemented to date. In my doctoral research I focus precisely on the latter of the mentioned systems, looking at case studies submitted to the exercise and interviews conducted with their authors. I investigate in particular the co-construction, or ‘problematization’ (Foucault, 1998; Rose, 1999) of the notion of ‘research impact’ and mechanisms of constructing ‘academic ethos’ (Amossy, 2001) in its context.

In constructing their academic self in the context of the evaluation practice, researchers draw on various resources: different concepts of academic ‘merit’ or ‘value’, disciplinary boundaries etc. There is a noticeable tension between institutional requirements, conditioned by structural trends of quantification, managerialism and audit-culture (or simply ‘academic capitalism’: Münch, 2014) and individual stances, shaped by academic traditions, disciplinary cultures, personal biographies etc. This tension leads to what I describe in my analysis as a growing distance between a front-stage and back-stage academic performance (Goffman, 1956). I will

attempt to present this process of distancing oneself from the front-stage academic ‘persona’ on the example of textual material.

The talk will hopefully stimulate reflections on (changing) representations of academic ethos in various national contexts, which can lead to a stimulating comparative exchange.

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Combining Argument Reconstruction-Based Critical Discourse Analysis, Computer-Assisted Data Analysis (NVivo) & Corpus Analysis: A New Approach to Studying Large Bodies of Political Texts

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This paper details a new mixed methods approach to studying large numbers of political texts by combining argument reconstruction-based critical discourse analysis (Fairclough & Fairclough 2012) with corpus analysis and qualitative NVivo coding. The data being investigated in this project are 420 of U.S. President Barack Obama’s *Weekly Addresses to the Nation* spanning 2009–2016. In order to examine the overall narrative that these speeches form, an initial corpus study of the 420 speeches was conducted to identify the lexical and semantic patterns in Obama’s language. In the second step, the major argument in each individual speech was isolated and qualitatively coded into five separate functional argument units with NVivo: *claim for action*, *goal*, *means-goal*, *circumstances* and *values*. The functional units from each argument were then used to create five distinct corpora, which were additionally analyzed. The resulting data shows how Obama’s arguments have been constructed in individual speeches as well as how his prototypical arguments have come to define his presidential narrative across eight years. These prototypical arguments were then evaluated with a focus on how Obama’s linguistic representations of the world entered into his arguments in support of political action. The final part of this study is a critical discourse analysis of the overall narrative these 420 speeches construct, viewing it as a discursive representation of reality or an ideology in itself.

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Creating the Utopia of an ‘Asian Education’ in the French Media: A Journey into Nostalgia

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The Programme for International Student Assessment (PISA) was first implemented by the OECD in 2000 to evaluate the academic results of 15-year old teenagers from different countries and territories in different disciplines. It takes place every three years and its results are largely reported in various national mass media, which in turn often take the publication of its report at face value — although its methodology is increasingly being criticised by certain academic circles. Venturing into the macro dimension, the media no longer uses the PISA tests as a tool to compare the level of individual students, but the achievements and/or failures of national/territorial education systems. Thus, newspapers and TV channels alike ‘analyse’ and repeat ad infinitum one of PISA’s major ‘outcomes’: the continual rise of Asia (Shanghai, Singapore, Hong Kong, South Korea) which contrasts with the ongoing decline of Europe (in particular its champion Finland), while other countries (i.e. France) are blaming themselves for their relatively mediocre results. As a direct result thereof, European mass media have become increasingly fond of a new character: the ‘Asian student’. Thus, in a country like France, the Asian student and Asian education in general have generated a large set of reportages, the results (or goals?) of which were to abruptly contrast an imagined, ancestral and hardworking East with a more ‘modern’, individualistic and leisure-oriented West following ethnic boundaries (Yeow, 2016). We claim however that the relative praising of ‘Asian values’ is in fact also a form of adulation for a bygone era. The discourse on Asian education presented in eight videos downloaded from YouTube (2010–2012) will be compared to the three seasons of the French reality show *Le Pensionnat* [The Boarding School] (2004–2013), which stages a group of teenagers who follow a 1950s-style education. By acclaiming certain achievements of some ‘Asian’ individuals, the French mass media seem to perpetuate a certain form of nostalgia.

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Dialogic Analysis of Discourses of Familial Love in Russian Culture

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Familial love plays an important role in human life. Numerous books and movies depict relations between parents and their children. These relations (or a lack of such) leave their mark on the entire life of an individual, including his or her own parenting. Familial love is usually presented as private and unrelated to ideology, but cultural ideology is at the core of relations between parents and children. Analyzing individual experiences of familial love and their connections to prevalent cultural discourses may provide better understanding of selves,

discourses, and social realities and contribute to developing a more humane society.

Love plays a special role in Russian society and is often viewed as a core cultural concept. Love, including familial love, occupies a prominent place in Russian literature, art, and official ideology. At the same time, cultural expectations for expressing love are gender specific. For example, female existence is often viewed as rooted in and made meaningful by love (for her husband, family, and children). Thus, discourses of love work to perpetuate and reinforce the existing gender order.

This present study explores how Russian and Russian-American women experience love in their families and how those experiences are influenced by cultural discourses of love. The study includes 30 individual open-ended, in-depth interviews that involve not only questions about participants' lived experiences of love but also discussions of selected cultural texts (i.e., novels, poems, and songs), because fictional representations of love relationships are known to depict cultural norms, mores, and ideals.

The study employs the concept of dialogue as developed by Mikhail Bakhtin and the method of discourse analysis based on his ideas. In the analysis of the interview discourses, dialogue is examined on several interrelated levels, such as dialogue between the different love ideologies present in interviewees' stories and cultural texts; dialogue between the interviewees' ways of communicating familial love and the ways they perceive their parents' expressions of love; dialogue between the interviewer and the interviewee, etc. This analysis involves examining shifting speaking positions, changing footing, redirecting the message to a different addressee, and shifting interaction dynamics.

Transgender in the spotlight. The other-representation of trans people in the British press: A corpus-based discourse analysis

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In the last decade, transgender identity and the other-representation of the community has become seminal for scholars in the field of linguistics and, more in general, in society at large, due to the increasing attention raised in the social, cultural and legal spheres by public episodes such as the transition of former athlete Caitlyn Jenner, in the U.S.A.

In a society where gender diversity is one of the most discussed topics, language, due to its social function, takes on a major role in shaping and representing new gendered communities of practice. The existing binary and heteronormative linguistic categories, generally used in defining gender, are clashing with emerging communities, possibly leading to the creation of new hybrid, inclusive, non-discriminating discourses that comprise social, cultural and legal issues. On the basis of this popularity, the press works as one of the most active actors in the creation of this discourse.

Against this backdrop, the aim of this contribution is to investigate the representation of transgender people in the British press. Indeed, given the recent surge in media attention surrounding the announcement of the first transgender officer of the British Army, Captain Hannah Winterbourne, in January 2015, a corpus of newspaper articles taken from the major British newspapers, both quality and popular (Jucker, 1992), has been collected and will be analysed in order to determine the media stance on transgender people in the UK.

Within the framework of Critical Discourse Analysis (Fairclough, 2011, 1995) and through the use of Corpus Linguistics (Baker, 2006, 2008, 2014), this study focuses on the representation of transgender people and the specific lexicalization that might be attributed to this community. By addressing a comparison between

the two sub-corpora comprising popular vs. quality press, the strategies of ‘legitimization’ employed in the representation will be taken into consideration (Van Leeuwen, 2007). The analysis will focus on which linguistic choices are employed in the British press for the representation of the transgender community as a ‘social subject’ and their impact on the readership.

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