



	<p><b>Conference website:</b> <a href="http://langdiv2019.unizar.es">langdiv2019.unizar.es</a>  <b>Conference e-mail:</b> <a href="mailto:ld2019@unizar.es">ld2019@unizar.es</a>  <b>EasyChair submission link:</b>  <a href="https://easychair.org/conferences/?conf=ld2019">https://easychair.org/conferences/?conf=ld2019</a></p> <p><b>Follow us on:</b>  <b>Twitter:</b> @LangDiv2019, #LangDiv2019  <b>Facebook:</b> <a href="https://goo.gl/2AniEo">https://goo.gl/2AniEo</a></p>
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Following the five successful events hosted by the Universities of Naples (2013), Catania (2014), Macerata (2016), Cagliari (2017) and Antwerp (2018), the *I-Land Interuniversity Research Centre* brings the sixth edition of its *Languaging Diversity* annual conference (*LD6*) to the University of Zaragoza, Spain, at the Campus of Teruel. The beautiful historic city of Teruel, a UNESCO world heritage site, boasts mesmerising examples of the Mudejar architectural style, and is home to the tragic and deeply moving story of Diego de Marcilla and Isabel de Segura, the so-called 'lovers of Teruel'.

*LD6* builds on the themes of the previous editions (i.e. diversity, alterity, power, social class and globalisation) to propose a research strand linked to *persuasion*, the pragmatic or communicative intention whereby identity is enacted, power communicated and societal patterns reproduced.

The three Aristotelian modes of persuasion (i.e. *ethos*, *pathos* and *logos*) have traditionally been associated with such typically persuasive genres as political speeches, editorials or opinion articles, which are claimed to shape power relations where those at the helm were a selected few (politicians, journalists, lawyers, renowned scholars, etc.). The age of social media and the Internet of Things, however, forces academics to study this phenomenon from a new perspective and try to answer questions such as the following: Who holds the power to persuade nowadays? How do certain people become influential? What channels are most effective when trying to persuade others? What are the underlying motives behind persuasion nowadays? Which persuasive strategies work best in each community of practice? Which of our various identities are most likely to be moulded and/or reinforced as a result of persuasion? All these questions arise in a world order of increasing hybridization, at a time when there are fewer boundaries between the written text and the (audio)visual, between seemingly factual genres and those where opinion is markedly present; in short, between truth and fabrication. In this setting, our active participation as global citizens in the consumption, production and transmission of information, or 'prosumption' (Weeks et al. 2017), has also blurred the boundaries between persuader and persuadee.

In *LD6*, we set out to cast light on the intricacies of persuasive discourse and the manifold reactions it may engender in today's globalised and multicultural societies. At the core of this endeavour is a genuine willingness and commitment to tease out the nature of persuasion in diverse contexts (e.g. art, education, business, sport, companies, the private sphere, etc.), through diverse channels (e.g. face-to-face interaction, on-line communication, published articles, performances, etc.), and as more or less relevant to diverse identities (e.g. linguistic, political, gendered, etc.). As in previous *LD* editions, interdisciplinarity will also be key for us. This time, in *LD6*, the collaboration and cross-fertilisation of knowledge will show in an organising and scientific team encompassing Philology, Psychology, Education, Business and Fine Arts, five areas representing the extremely enriching interdisciplinary make-up of the Faculty of Social and Human Sciences in Teruel.

We are looking forward to a varied programme and invite abstracts in any of the conference languages (English, Spanish, French and Italian) for full workshops, papers, posters, short work-in-progress reports in the pecha kucha format, as well as panels adhering to any of the following broad research questions:

- Which persuasion strategies predominate in oral, written and multimodal discourse?
- Which of the three Aristotelian modes of persuasion (*ethos*, *pathos*, *logos*) stands out in different contexts? How is each communicated?
- How are the fuzzy boundaries between persuasion and manipulation revealed in today's hybrid, multicultural and post-truth societies? How may information come to be manipulated in various contexts (e.g. political, journalistic, corporate/management, etc.) to suit and further the interests of "[...] one party [...] against the best interests of the recipients" (Van Dijk 2006: 363)?
- How far does the perceived transparency, efficiency and honesty of certain power structures contribute to the perceived veracity and persuasiveness of their messages? How are those messages construed to further enhance and protect their public image?
- Does persuasion underlie any communicative event, just as emotion or affect?
- What emotions are most likely to contribute to persuasion in various contexts? How are persuasive messages construed and conveyed to tap into those precise emotions?
- What discursive strategies (verbal and non-verbal) are most effective in various contexts (professional, public, private) and through various channels (face-to-face, on-line, etc.)?
- What persuasive strategies seem to prevail in different languages? What strategies seem to be most effective in particular languages, but not in others?
- In an increasingly globalised world, what strategies of intercultural mediation may work better when conveying persuasive messages that, in some way or another, may affect or influence people from various origins and with various L1 backgrounds?
- What role do sociolinguistic variables such as age or gender play in persuasion?
- Is there any link between identity and the use of particular persuasive strategies? How are age or gender identities discursively construed, shaped and reinforced in persuasive contexts?
- How and to what extent is persuasion used in today's highly connected world as an instrument to boost discrimination on the grounds of ethnicity, age, sex, sexual orientation, belief, disability, etc.? What persuasive strategies are used to prevent, counter or remove any kind of discriminatory practice?
- How is (in)equality of any kind reflected, addressed, tackled, promoted etc. in media discourses constructed and reproduced in various contexts (e.g. education, sport, art, etc.)?
- In which genres is persuasion most explicit and why? Where is it most implicit? How is persuasion revealed and processed in those cases where it is construed implicitly?

The following areas and/or methodological approaches must be understood as a general guideline that can be further extended:

- (Critical) discourse analysis/studies
- (Critical) genre analysis
- Appraisal theories of emotion
- Cognitive linguistics
- Conceptual metaphor theory
- Construction emotion theories
- Content analysis
- Contrastive and intercultural pragmatics
- Corpus-based/assisted discourse analysis
- Cultural studies
- Film studies
- History of ideas
- Language teaching and learning (Genre pedagogy, CLIL, etc.)
- Linguistic anthropology
- Literacy studies
- Literary studies
- Media studies
- Multimodal discourse analysis
- Neurolinguistics
- Political communication
- Psycholinguistics
- Relevance theory
- Rhetoric
- Sociolinguistics
- (Corpus) Stylistics
- Systemic-functional linguistics
- Translation studies

**TIMING:**

First Call for Papers	20 January 2019
Second Call for Papers	18 February 2019
Deadline for submission of proposals	31 March 2019
Notification of acceptance/rejection of proposals	3 May 2019
Early bird registration	Before 14 August 2019

## **REGISTRATION:**

### **REGULAR FEES**

The Conference registration fee includes: conference materials; coffee and lunch breaks during the main Conference (25-27 September); drinks, cheese and ham reception (25 September); night guided tour/walk around Teruel's San Pedro Church, The Lovers' Mausoleum, and Teruel's medieval and modernist city centre (27 September).

#### **Early bird registration (before 14<sup>th</sup> August 2019)**

- Conference registration: 150 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros
- Conference registration + Pre-conference workshops: 175 Euros
- Conference registration + Gala dinner: 185 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 210 Euros

#### **Late registration (after 14<sup>th</sup> August 2019)**

- Conference registration: 170 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros
- Conference registration + Pre-conference workshops: 195 Euros
- Conference registration + Gala dinner: 205 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 230 Euros

### **STUDENT FEES (BA, MA, PHD)**

- ✓ The Conference registration fee includes: conference materials; coffee and lunch breaks during the main Conference (25-27 September); drinks, cheese and ham reception (25 September); night guided tour/walk around Teruel's San Pedro Church, The Lovers' Mausoleum, and Teruel's medieval and modernist city centre (27 September).
- ✓ To qualify for the reduced student rate, you must send us by email (ld2019@unizar.es) proof of your student status, with a subject line that begins [ld2019-fss]:
  - BA students: Official enrolment form for the 2018-2019 academic year or some other proof of undergraduate status.
  - MA students: Official enrolment form for the 2018-2019 academic year or some other proof of MA postgraduate status.
  - PhD students: Letter/certificate by the supervisor corroborating the student's PhD status.

#### **Early bird registration (before 14<sup>th</sup> August 2019)**

- Conference registration: 90 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros
- Conference registration + Pre-conference workshops: 115 Euros
- Conference registration + Gala dinner: 125 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 150 Euros

#### **Late registration (after 14<sup>th</sup> August 2019)**

- Conference registration: 110 Euros
- Pre-conference workshops: 25 Euros
- Gala dinner: 35 Euros

- Conference registration + Pre-conference workshops: 135 Euros
- Conference registration + Gala dinner: 145 Euros
- Conference registration + Pre-conference workshops + Gala dinner: 170 Euros

**GUIDELINES:**

As a general rule, all submissions (regardless of their category; see below) should, whenever possible, try to account for all or most of the following items:

- Connection with conference theme
- Quick state of the art
- Objectives, significance and originality of the study
- Methodology
- Expected or provisional results
- Discussion and conclusion

All proposals must be submitted in PDF. Your document must include:

Paper/proposal title: _____ Category of proposal: _____ (Word count excluding title, category of proposal and references)  The proposal itself (see below for details)  References
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For the sake of a blind review process, please make sure that your document is anonymised: the abstract must have all author names and institutions removed. The author/authors' details will be registered when logging into the EasyChair submission portal.

There are 5 categories of proposals. All proposals will be reviewed by the conference programme committee and the scientific committee.

<b>CATEGORY 1: Pre-conference workshops</b>
<ul style="list-style-type: none"> <li>- We accept proposals for 4-hour workshops (either morning or afternoon) involving substantial audience participation. The workshops should draw on the conference theme and on any of the broad research questions outlined above to show, as practically and hands-on as possible, how persuasion may be studied and analysed from a range of methodological approaches (linguistic, literary, artistic, educational, psychological, etc.).</li> <li>- Proposals should be between 800 and 1000 words in length (excluding word count for references) and should include:               <ul style="list-style-type: none"> <li>• The rationale for the workshop and its relevance to the conference theme.</li> <li>• The nature of the workshop's envisaged audience and the possible benefits they may gain from their participation.</li> <li>• The reasons behind the workshop's practical orientation and the specific objectives it aims to fulfil.</li> <li>• The organisation/programme of the workshop.</li> <li>• Information on technical requirements.</li> </ul> </li> </ul>
<b>CATEGORY 2: Panels</b>
<ul style="list-style-type: none"> <li>- Panels during the main conference offer an opportunity to group related papers together</li> </ul>

<p>to allow extended discussions.</p> <ul style="list-style-type: none"> <li>- Panel proposals (2 hours, including 3 or 4 full paper presentations), to be submitted by the panel convenor(s), should include: <ul style="list-style-type: none"> <li>• The convenor(s)'s introduction, detailing the rationale for the panel, its connection with the conference theme, and a brief summary of each contribution (about 250/300 words).</li> <li>• The abstract for each of the proposed papers (about 250/300 words each).</li> </ul> </li> <li>- All in all, proposals should be between 1200 and 1400 words in length (including the introduction and the abstracts). Titles and references are excluded from the word count.</li> </ul>
<b>CATEGORY 3: Full or individual papers</b>
<ul style="list-style-type: none"> <li>- 20-minute talk followed by 10 minutes for questions and discussion.</li> <li>- Complete research or research in progress.</li> <li>- Abstracts should be between 450 and 500 words in length, accompanied by references.</li> <li>- Title and references are excluded from the word count.</li> </ul>
<b>CATEGORY 4: Posters</b>
<ul style="list-style-type: none"> <li>- Results of completed research or work in progress.</li> <li>- Abstracts should be between 350 and 400 words in length, accompanied by references.</li> <li>- Title and references are excluded from the word count.</li> </ul>
<b>CATEGORY 5: Pecha Kucha</b>
<ul style="list-style-type: none"> <li>- 20x20 talks (20 slides, each shown for exactly 20 seconds): 7 minutes.</li> <li>- Work in progress.</li> <li>- Abstracts should be between 250 and 300 words in length, accompanied by references.</li> <li>- Title and references are excluded from the word count.</li> </ul>

To submit a proposal for the **main conference**, please go to the LD2019 proposal portal on EasyChair (<https://easychair.org/conferences/?conf=ld2019>). At your first visit, you will need to register for the conference proposal system, and thereafter you will be able to access the site with your user name and password. Individuals can submit more than one proposal but will be limited to two acceptances (as lead author). Please note that proposals can be entered into the system at any time before the deadline, but that the proposal remains open for editing at any point up until the **deadline of 23:55 (GMT) on 31st March 2019**.

**Pre-conference workshop proposals** should be sent directly to the conference email account: [ld2019@unizar.es](mailto:ld2019@unizar.es), with a subject line that begins: [ld2019-pcw]. In the case of pre-conference workshops, please provide the presenter's/presenters' details (name/s, affiliation/s) within the document.

#### **CONFIRMED PLENARY SPEAKERS:**

Laura Alba Juez (*Universidad Nacional de Educación a Distancia, UNED, Spain*)  
Francesca De Cesare (*University of Naples "L'Orientale", Italy*)  
Matteo Fuoli (*University of Birmingham, UK*)  
José Martín-Albo Lucas (*University of Zaragoza, Spain*)  
Pascual Pérez-Paredes (*University of Cambridge, UK*)  
Adelina Sánchez Espinosa (*University of Granada, Spain*)

#### **SOCIO-CULTURAL PROGRAMME:**

- ✓ **Tuesday, 24<sup>th</sup> September 2019:** Two confirmed pre-conference workshops by Rani Drew and John Drew (<https://ranidrew.wordpress.com/>):

**RANI DREW:** *Persuading teachers and students to teach and learn English through drama: How to write and stage plays.*

**JOHN DREW:** *Persuading teachers and students to teach and learn English through poetry: Adapting and creating poems.*

- ✓ **Wednesday, 25<sup>th</sup> September 2019** (Gardens/Cloister of Teruel's San Pedro Church):
  - “*Shanghai in flames and Teruel retaken*”: Poems from across the world, a joint poetry reading by Rani Drew and John Drew.
  - Spanish wine, cheese and ham reception.
- ✓ **Thursday, 26<sup>th</sup> September 2019**: Conference Dinner
- ✓ **Friday, 27<sup>th</sup> September 2019**: Night guided tour/walk around Teruel's San Pedro Church, The Lovers' Mausoleum, and Teruel's medieval and modernist city centre.
- ✓ **Saturday, 28<sup>th</sup> September 2019**: Guided visit to Albarracín.

#### **THE CONFERENCE WILL BE OF INTEREST TO:**

- Researchers, staff and (BA, MA and PhD) students specialising in or working within the following fields: Philology (Language and Literature), Translation, Linguistics, Communication, Journalism, Political Science, Psychology, Education, Business Studies and Fine Arts.
- Language teachers (English, Spanish, French and Italian) in Primary, Secondary, Sixth-Form/A Levels Education and Language Schools.
- Professionals in advertising, journalism, education, coaching, politics and any other public-service profession where discourse is used as a vehicle for exercising influence and encouraging, triggering or initiating changes.

#### **ORGANISING COMMITTEE:**

Miguel Ángel Benítez Castro, University of Zaragoza  
Juan Francisco Belmonte Ávila, University of Zaragoza  
Oana Maria Carciu, University of Zaragoza  
Mario Fernández Prieto, Universidad Complutense de Madrid  
María García-Figueras Rodríguez, University of Zaragoza  
Manuel Górriz Villarroya, University of Zaragoza  
Encarnación Hidalgo Tenorio, University of Granada  
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Alexia Sanz Hernández, University of Zaragoza  
Sonsoles Valdivia Salas, University of Zaragoza

**SCIENTIFIC COMMITTEE:**

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Francisco Cabello Luque, University of Murcia (Spain)  
M<sup>a</sup> Lourdes Cadena Monllor, University of Zaragoza (Spain)  
Tiziana Di Cimbrini, University of Teramo (Italy)  
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