

**TUESDAY 24TH SEPTEMBER:
PRE-CONFERENCE WORKSHOPS**

<p>09:30-13:30</p>	<p>Persuading teachers and students to teach and learn English through drama: How to write and stage plays</p> <p>Rani Drew</p> <p>ROOM 1 – Bellas Artes Building</p>	<p>¿Cómo nos persuaden los anuncios para comprar? Las estrategias pragmalingüísticas de la publicidad</p> <p>Elena Albesa Pedrola</p> <p>ROOM 2 - Bellas Artes Building</p>
<p>13:30-15:30</p>	<p>LUNCH BREAK</p>	
<p>15:30-19:30</p>	<p>Multiple identities, power & privilege. Challenging stereotypes and myths about gender and sexual identities</p> <p>Stef Barozzi</p> <p>ROOM 1 - Bellas Artes Building</p>	<p>Persuading teachers and students to teach and learn English through poetry: Adapting and creating poems</p> <p>John Drew</p> <p>ROOM 2 - Bellas Artes Building</p>

WEDNESDAY 25TH SEPTEMBER: MAIN CONFERENCE

08:00-09:00	Registration <i>Registration Desk (Facultad Ciencias Sociales y Humanas: Main Building)</i>			
09:00-09:40	Conference opening <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i>			
09:40-10:40	Plenary 1: Laura Alba-Juez Persuasive strategies and emotion manipulation in journalistic discourse: The case of fake news <i>Chair: E. Hidalgo-Tenorio</i> <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i>			
10:40-11:00	Coffee break <i>Sala de Exposiciones – Bellas Artes Building</i>			
PARALLEL SESSIONS 1				
	SALA DE PROYECCIONES <i>Bellas Artes Building</i> Chair: <i>F. Vigo</i>	ROOM 1.9 <i>Bellas Artes Building</i> Chair: <i>A. Bandini</i>	ROOM 1.3 <i>Bellas Artes Building</i> Chair: <i>A.V. López Fuentes</i>	ROOM 2.1 <i>Bellas Artes Building</i> Chair: <i>F. González Caballero</i>
11:00-11:30	“On the (posthumous) necessity of war”: The language of persuasion in commemorative events M. Cambria	“Solve the Brexit mess”: A discourse and genre analysis of UK online petitions on the British withdrawal from the EU M.C. Aiezza	Conflicting rhetorical projections of identity in David Adjmi’s <i>Stunning</i> C.P. Neumann	Book launch: <i>Populist Discourse: Critical Approaches to Contemporary Politics</i> E. Hidalgo-Tenorio, M.Á. Benítez-Castro & F. De Cesare
11:30-12:00	“I kid you not, statistics is now the sexiest subject around”. Promoting the practice and profession of statistics on the ASA’s website M. Corduas & S. Alba Zollo	#Vaccineswork: Persuasion strategies in a European public health agency Twitter feed D. Orpin	Narratives on asylum seekers: A persuasive challenge to anti-immigration post-truth politics of fear P. Royo Grasa	Estudio de los modos de gobierno a través del Análisis Crítico del Discurso F. Reyes Guindo
12:00-12:30	“Promoting ‘Made in Naples’ abroad”: A multimodal investigation of ‘The Centenarians’ firms’ websites S. D’Avanzo	The #GRA Reform: Public discourses on Twitter on the Gender Recognition Act M. Venuti	“The 13th Warrior as Sample”: The Other’s image and the presence of Ethos, Pathos and Logos in his discourse D. Mohamed Amine & M. Kouider	Subliminaleconomics: Arte y educación para descifrar la retórica económica dominante R. de Arriba Bueno, M. Branco & M. Vidagañ Murgui
12:30-13:00	Societal power-relations reflected in the intensity of Polish and Russian directives used in yoga discourse J. Łozińska & I. Góralczyk	Political participation and micro-blogging engagement: Persuasion in the Twitter era G. Balirano & M. Corduas	Tracing populism and gender issues as a form of persuasion in James Joyce’s “The Dead” and Roddy Doyle’s dialogue-based fiction B. Gülüm Tekin	Persuasión y emoción en el discurso político: Los tabúes y eufemismos del <i>Procés</i> catalán F. J. Sánchez García
13:00-14:30	Lunch break <i>Colegio Mayor Pablo Serrano – Cafeteria</i>			

WEDNESDAY 25TH SEPTEMBER: MAIN CONFERENCE

PARALLEL SESSIONS 2				
	SALA DE PROYECCIONES <i>Bellas Artes Building</i>	ROOM 1.9 <i>Bellas Artes Building</i>	ROOM 1.3 <i>Bellas Artes Building</i>	ROOM 2.1 <i>Bellas Artes Building</i>
	Chair: <i>T. Barea García</i>	Chair: <i>D. Orpin</i>	Chair: <i>E. Edo Agustín</i>	Chair: <i>S. Gascón Santos</i>
14:30-15:00	Fake news: Qué son y cómo nos las creemos P. J. Pérez Zafrilla	Turnbacks in anger: A CDA of the Australian Anti-immigration policies in institutional and media discourse A. Napolitano	La invisibilidad del trabajo femenino en el mundo rural: Propuesta expositiva M. Bueno Aladrén	When increasing the strength of the argument becomes counterproductive: The role of argumentative markers in the arousal of the psychological reactance V. Coppola & F. Girandola
15:00-15:30	“Las fake news como fenómeno social”: Análisis lingüístico de los <i>bulos</i> en italiano y español S Mottola	Linguistic manipulation within the selected neo-pentecostal churches: A critical discourse analysis E. Nyske	ARTE-FACTO: “Una estructura para el conocimiento” J. Lerín Gros	A strong argumentative orientation makes cognitive closure easier: The case for a persuasive health message V. Coppola & F. Girandola
15:30-16:00	¿Sobran las palabras?: El papel de lo (no) verbal en las peticiones P. Bertomeu Pi	Argumentation about argumentation in Internet posts M. Zaleśka	TOPICS. Imagen y palabra. Comunicar desde el arte M.C. Martínez Samper	Stylometric analysis on rhetoric of persuasion: The theme of abortion R. Manna, A. Pascucci & J. Monti
16:00-16:30	La escuela como herramienta de comunicación del discurso político del franquismo en las comarcas Turolenses del Maestrazgo y Gúdar Javalambre E. Monforte García	Persuasion and L1 interference: The case of delexicalised verb-noun collocations in Italian EFL learners R.H. Padley		Traffic signs reversed A. Lucas-Alba & A. Hernando Mazón
16:30-17:00	Coffee break <i>Sala de Exposiciones – Bellas Artes Building</i>			
17:00-18:00	Plenary 2: Matteo Fuoli How persuasive is persuasive discourse? Using experimental methods to assess reader response empirically Chair: <i>G. Balirano</i> <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i>			
19:30-20:30	Medieval music concert: ArteSonado <i>Ánima amante. Música y creatividad en la Europa meridional de los siglos XIII y XIV</i> <i>Iglesia de San Pedro, Teruel City Centre</i>			
20:30-21:30	Drinks reception <i>Jardines de San Pedro, Teruel City Centre</i>			

THURSDAY 26TH SEPTEMBER: MAIN CONFERENCE

PARALLEL SESSIONS 3			
	ROOM 2.1 <i>Bellas Artes Building</i>	ROOM 1.3 <i>Bellas Artes Building</i>	SALA DE PROYECCIONES <i>Bellas Artes Building</i>
	<i>Chair: R. Villares Maldonado</i>	<i>Chair: J. Moreno Moreno</i>	<i>Chair: M. Rasulo</i>
09:30-10:00	Power, persuasion and identities in church names in Ghana: A Linguistic Landscape Approach O. Yaw Akoto	Lengua, inmigración y fronteras: La representación cinematográfica de la inmigración en <i>Viagem a Portugal</i> (2011) de Sérgio Tréfaut S. Oliveira Dias	Book launch: <i>Emotion in Discourse</i> J. Lachlan Mackenzie & L. Alba-Juez
10:00-10:30	Internet-mediated communication and language identities among Congolese people J.M. Tsumou	Retour à la "Question Jurassienne" (Suisse) dans les dessins de presse: Analyse multimodale et sémiotique d'un cas identitaire. Quelles stratégies? N. Mercurio	Emotional persuasion or persuasion through emotion. A theoretical model to explain the working principle of the act of persuading M.Á. Benítez-Castro & E. Hidalgo-Tenorio
10:30-11:00	Commercial codeswitching por favour. The use of codeswitching to persuade customers S. Yüksel		"My heart was tearing apart for having to depart from the brothers": Persuasion in Jihadist propaganda or the debate on the linguistic realisation of emotion M.Á. Benítez-Castro, A. Dhiab Hassan & E. Hidalgo-Tenorio
11:00-11:30	"Kaczyński próbuje orbanizować Polskę". 'Kaczyński is trying to Orban-ize Poland' (Prof. Timothy Garton Ash). On verbal derivatives based on proper names in current political discourse in Poland and their persuasive function I. Góralczyk & J. Łozińska		A semi-supervised algorithm for detecting extremist propaganda dissemination in social media M. Francisco, A. Dhiab Hassan, M.Á. Benítez-Castro & E. Hidalgo-Tenorio & J.L. Castro
11:30-12:00	Coffee break <i>Sala de Exposiciones – Bellas Artes Building</i>		
12:00-13:00	Plenary 3: Pascual Pérez-Paredes Constructing international students in UK universities after the Brexit referendum <i>Chair: M. Venuti</i> <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i>		
13:00-14:30	Lunch break <i>Colegio Mayor Pablo Serrano – Cafeteria</i>		

THURSDAY 26TH SEPTEMBER: MAIN CONFERENCE

PARALLEL SESSIONS 4			
	ROOM 2.1 <i>Bellas Artes Building</i>	ROOM 1.3 <i>Bellas Artes Building</i>	SALA DE PROYECCIONES <i>Bellas Artes Building</i>
	Chair: <i>F. Repullés Sánchez</i>	Chair: <i>D. Pérez Castejón</i>	Chair: <i>R.M. Ramo Garzarán</i>
14:30-15:00	Networked language practices of Spanish research groups in Twitter M.J. Luzón	'Viralizando' la cultura española en el aula con Rosalía R. Cristóbal Hornillos	Promoción de la igualdad de género en el estudiantado del ámbito universitario P. Arranz & E. Perdices
15:00-15:30	Markers of persuasion in University discourse: The case of online presentations of International Relations Master's degree programmes in Italy, France and Germany A. Bandini & C. Pennarola	Educación artística, feminismo y genealogía. Un abecedario de mujeres artistas contra Frida Kahlo como mercancía A. Pascual Fernández	La publicidad como promotora de la igualdad de género. Un proyecto de aprendizaje-servicio en el contexto universitario P. Arranz, J.A. Gabelas & E. Perdices
15:30-16:00	Persuasive personal narratives: How to engage your audience in the Internet M.D. Porto Requejo	Comunicación Aumentativa: mucho más que hablar M.C. Roqueta Félez	<i>Femvertising</i> : La utilización del feminismo en el discurso publicitario actual A.I. Nogales-Bocio & B. Sánchez-Gutiérrez
16:00-16:30	What power relations stimulate the commute between languages in higher education? A small-scale interview study O.M. Carciu & L.M. Muresan	Enseñando motivación a docentes de conservatorios de música: Diseño de tareas y lenguaje en un entorno virtual J. García Collazos	La imagen actual de la mujer en televisión. Nuevos formatos y secciones que visibilizan la representación femenina en el panorama de la comunicación audiovisual P. Gascón & A.I. Nogales-Bocio
		Estudio en proceso y didáctica. El género a través de los idiomas: Castellano e italiano A. Plazzo	Los tMOOC para la transformación social: Aplicación al empoderamiento de género J. Gil-Quintana, S. Osuna-Acedo & C. Marta Lazo
16:30-17:30	Plenary 4: Francesca De Cesare & Cristián Santibáñez La fuerza persuasiva de la imagen en el discurso de la gestación subrogada Chair: <i>O. Carciu</i> Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)		
17:30-18:00	Coffee break Sala de Exposiciones – Bellas Artes Building		
18:00-19:00	A joint poetry reading by Rani Drew and John Drew "Shanghai in flames and Teruel retaken": Poems from across the world, Sala de Conferencias – Colegio Mayor Pablo Serrano		
21:00	Conference dinner Restaurante Mesón Óvalo – Teruel City Centre		

FRIDAY 27TH SEPTEMBER: MAIN CONFERENCE

PARALLEL SESSIONS 5			
	SALA DE PROYECCIONES <i>Bellas Artes Building</i>	ROOM 2.1 <i>Bellas Artes Building</i>	ROOM 1.3 <i>Bellas Artes Building</i>
	Chair: <i>M.D. López Maestre</i>	Chair: <i>M. García-Figueras</i>	Chair: <i>J.L. Mackenzie</i>
10:00-10:30	Discourses of hostility in a hybrid and multimodal cybersphere E. Esposito	Equality policies in the English Press: A study of <i>diversity</i> in a diachronic corpus of newspapers C. Zanca	Strategies of persuasion in the corporate discourse of agri-biotechnology: <i>Pathos, logos</i> , and the construction of <i>ethos</i> in legitimacy building arguments Paola Catenaccio
10:30-11:00	“Leadership within the Conservative Party”: A look into the depiction of Thatcher’s influence in editorial cartoons by the British Conservative Press L.F. López López	“Why am I not included?” Heteronormativity, inclusive and gender non-binary language in the EFL classroom S. Barozzi	“You stole our future”: Greta Thunberg’s speeches on climate change M.C. Paganoni
11:00-11:30	Multimodal frames for shaping opinion in online news: The case of Gaza revolts M.D. Porto Requejo & I. Alonso Belmonte	Identifying implicit persuasion in the Appraisal analysis of Al Jazeera English news reports F. Sabbah	The discursive construction of feminism in the 8M banners M. Romano
11:30-12:00	The case of Alexandria Ocasio-Cortez and the persuasive shifting of the Overton Window M. Rasulo	A case study investigating the representations of gender and sexuality in the course books used in an English language academy in Spain C. Richards	Persuading through loanwords: A comparison between the Spanish editions of two fashion magazines E.E. Núñez Nogueroles
12:00-13:00	Plenary 5: Adelina Sánchez Espinosa Resisting cultures of inequality through countervisuality practices in recent Spanish fiction and non-fiction cinema Chair: <i>M. Rasulo</i> Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)		
13:00-14:30	Lunch break Colegio Mayor Pablo Serrano – Cafeteria		

FRIDAY 27TH SEPTEMBER: MAIN CONFERENCE

PARALLEL SESSIONS 6			
	SALA DE PROYECCIONES <i>Bellas Artes Building</i>	ROOM 2.1 <i>Bellas Artes Building</i>	ROOM 1.3 <i>Bellas Artes Building</i>
	Chair: G. Tekin	Chair: E.E. Núñez Nogueroles	Chair: E. Esposito
14:30-15:00	<p>“The Encounter with the Other”: Diversity and borders in <i>Tinker Bell and the Great Fairy Rescue</i> (2010)</p> <p style="text-align: center;">A. Virginia López Fuentes</p>	<p>“Learning Portuguese as a second language”: Digital literary education</p> <p style="text-align: center;">E. Silva Tomé</p>	<p>Persuasion and ideology on YouTube: The case of stay-at-home-mothers’ vlogs</p> <p style="text-align: center;">G. Riboni</p>
15:00-15:30	<p>“It’s about getting the best out of ourselves”: Video doping narratives as a means of persuasion/dissuasion in official anti-doping campaigns</p> <p style="text-align: center;">D. Heaney</p>	<p>Secondary teachers’ reactive discourses to bilingual education policies in the Region of Madrid</p> <p style="text-align: center;">I. Alonso Belmonte & M. Fernández Agüero</p>	<p>“Analysing persuasion techniques and other linguistic elements in patients’ narratives”: Communicative elements in narrative-based medicine</p> <p style="text-align: center;">J. Moreno Moreno</p>
15:30-16:00	<p>“I’m tryin’ to see it through”. Transgender identity in American TV series <i>Transparent</i></p> <p style="text-align: center;">V. Monello</p>	<p>La crítica en la obra de Mariano José de Larra como herramienta de persuasión: Un enfoque socioliterario</p> <p style="text-align: center;">H. Vielva Diego</p>	<p>Persuasion by laughing: The three-dimensional cognitive quality of humour in cartoons</p> <p style="text-align: center;">F. Repullés Sánchez</p>
16:00-16:30	<p>Coffee break <i>Sala de Exposiciones – Bellas Artes Building</i></p>		
16:30-17:30	<p>Plenary 6: José Martín-Albo Lucas “Motivation, persuasion and teachers”: Self-regulated motivation and educational persuasion Chair: M.Á. Benítez Castro <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i></p>		
17:30-18:00	<p>Conference official closing <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i></p>		
18:00-19:30	<p>ILand Annual General Meeting <i>Salón de Actos Amparo Sánchez (Facultad Ciencias Sociales y Humanas: Main Building)</i></p>		
22:00-00:00	<p>Night guided tour <i>Starting point: Iglesia de San Pedro, Teruel City Centre</i></p>		