

ARGAGE 2024

ARGUMENTATION & LANGUAGE, 4TH EDITION

'Pragmatics and argumentation'

25 – 27 June, University of Fribourg (CH)



Book of abstracts

Karl Inglin, Paysage, huile sur toile, 100x100cm, c.p. Tifers

LIVRE DES RÉSUMES BOOK OF ABSTRACTS

ARGAGE 2024
Argumentation & Language

25-27 June 2024
University of Fribourg

ARGAGE 2024

Cette conférence réunit des chercheur-euses-s en sciences du langage et de la communication ainsi qu'en sciences cognitives intéressé-e-s par la description du fonctionnement langagier de l'argumentation. Les conférencier-ère-s ont soumis des propositions s'inscrivant dans au moins un ou deux des axes de recherche suivants: a) actes de langage et argumentation; b) inférence pragmatique en argumentation et rhétorique; c) ressources sémantiques, pragmatiques et multimodales pour l'argumentation, d) dynamiques conversationnelles de l'argumentation, qui constituent les quatre thèmes de la conférence. Partant, l'ambition générale de la rencontre scientifique est de discuter l'inscription linguistique et discursive de l'argumentation ainsi que ses contreparties cognitives.

The conference gathers scholars in language and communication science as well as researchers in cognitive science who are interested in the description of the linguistic dimension of argumentation. Contributors have submitted proposals falling into at least one or two of the four following areas of research: a) speech acts in argumentation; b) pragmatic inference in argumentation and rhetoric; c) semantic and pragmatic meaning-making resources in argumentation, d) conversational dynamics of argumentation, which constitute the four conference tracks. The overall goal of this scientific encounter is thus to discuss the linguistic and discursive embeddedness of argumentation together with its cognitive counterparts

COMITÉ D'ORGANISATION / LOCAL ORGANISING COMMITTEE:

Steve OSWALD	Université de Fribourg
Jennifer SCHUMANN	Université de Fribourg
Daniel DE OLIVEIRA FERNANDES	Université de Fribourg
Ramy YOUNIS	Université de Fribourg

COMITÉ DE PILOTAGE / STEERING COMMITTEE:

Sara GRECO	Università della Svizzera Italiana
Thierry HERMAN	Université de Neuchâtel
Jérôme JACQUIN	Université de Lausanne
Johanna MIECZNIKOWSKI	Università della Svizzera italiana
Steve OSWALD	Université de Fribourg
Andrea ROCCI	Università della Svizzera Italiana

COMITÉ SCIENTIFIQUE / SCIENTIFIC COMMITTEE

Mark Aakhus, Corina Andone, Lilian Bermejo Luque, Sarah Bigi, Ronny Boogaart, Katarzyna Budzynska, Sara Cigada, Arnulf Deppermann, Marianne Doury, Michel Dufour, Francesca Ervas, Bart Garssen, Jean Goodwin, Sara Greco, Kati Hannken-Illjes, Annette Hautli-Janisz, Thierry Herman, Martin Hinton, Jos Hornikx, Cornelia Ilie, Scott Jacobs, Jérôme Jacquin, Henrike Jansen, Barbara Konat, Marcin Koszowy, Manfred Kraus, Marcin Lewiński, Edoardo Lombardi Vallauri, Martin Luginbühl, Fabrizio Macagno, Didier Maillat, Viviana Masia, Diana Mazzarella, Davide Mazzi, Johanna Miecznikowski, Dima Mohammed, Andrei Moldovan, Elena Musi, Daniel Müller-Feldmeth, Steve Oswald, Fabio Paglieri, Rudi Palmieri, Roosmaryn Pilgram, François Provenzano, Menno Reijven, Andrea Rocci, Corinne Rossari, Cristián Santibáñez, Louis de Saussure, Jennifer Schumann, Dimitris Serafis, Manfred Stede, Christopher Tindale, Assimakis Tseronis, Emma van Bijnen, Ton van Haaften, Jan Albert van Laar, Maarten van Leeuwen, Lotte van Poppel, Jean Wagemans, Sandrine Zufferey

TABLE DES MATIÈRES / TABLE OF CONTENTS

Programme général / General programme	1
Conférences plénières / Keynote lectures	3
Panels thématiques / Thematic panels	9
Conférences individuelles / Individual talks.....	17
Programme détaillé / Detailed programme	55
Informations générales / General information	59

PROGRAMME GÉNÉRAL

GENERAL PROGRAMME

	Mardi 25 juin	Tuesday 25 June
08:00-08:30	Inscription et café	Registration and coffee
08:30-09:00	Ouverture du colloque	Welcome address
09:00-10:30	Conf. Plénière: J. Goodwin	Keynote: J. Goodwin
10:30-11:00	Pause-café	Coffee break
11:00-13:00	Conférences	Talks
13:00-14:30	Repas	Lunch
14:30-16:00	Conférences	Talks
16:00-16:30	Pause-café	Coffee break
16:30-18:00	Conf. Plénière: C. Tindale	Keynote: C. Tindale
18:00-19:30	Réception de bienvenue	Welcome reception
	Mercredi 26 juin	Wednesday 26 June
09:00-10:30	Conf. Plénière: S. Zufferey	Keynote: S. Zufferey
10:30-11:00	Pause-café	Coffee break
11:00-13:00	Conférences	Talks
13:00-14:30	Repas	Lunch
14:30-16:00	Conf. Plénière: A. Hautli-Janisz	Keynote: A. Hautli-Janisz
16:00-22:00	Sortie + Dîner de conférence	Social event (visit) + Conference dinner
	Jeudi 27 juin	Thursday 27 June
09:00-10:30	Conf. Plénière: F. Ervas	Keynote: F. Ervas
10:30-11:00	Pause-café	Coffee break
11:00-13:00	Conférences	Talks
13:00-14:30	Repas	Lunch break
14:30-15:30	Conférences	Talks
15:30-16:00	Clôture du colloque	Conference closing

CONFÉRENCES PLÉNIÈRES
KEYNOTE LECTURES

Argumentation as coordinated

Jean Goodwin

North Carolina State University (US)

Arguments get made, understood and responded to in the course of talk exchanges; the interaction is the paradigmatic context for arguments. A key task for argumentation theory is thus to provide explanatory and normative accounts of the orderliness of argumentative interactions. One standard approach--common among theories that lean into dialectics--has been to take argumentation as cooperative. In this view, arguers seen as working together to achieve a shared goal. This cooperative model allows specification of why the interaction occurs at all and what participants can rightfully expect of each other at any moment. But cooperation appears on its face an odd assumption in light of the fact that argumentative interactions seem more contentious, more adversarial, more likely to provoke anger/fear and even more avoided than other types of interactions, either interpersonal or civic.

In this paper, I want to offer an alternative model: argumentative interactions as coordinated. I first develop a conception of coordination among persons as pursuit of individual activities while both showing and expecting respect to/from others. This conception emphasizes reciprocal expectations (an interactant's expectations of what another expects of them) and is defensibly near to what Grice originally meant by his misnamed "cooperative" principle.

Taking argumentative interactions as coordinated does not itself provide an answer to the surprising orderliness of argumentative interactions; instead, it opens a new set of research questions. Achieving coordination is a problem--how is this problem solved? I review several kinds of external resources arguers can draw on to solve coordination problems: experience, explicit agreements, and conventions, and suggest that these have been the focus of previous argumentation research. But there are numerous situations where external resources are absent or when they do not provide sufficient determinacy to allow arguers to develop reciprocal expectations of each others' conduct. In these cases, it is up to arguers themselves to solve their coordination problems. How arguers do this has been of central interest to the normative pragmatics program of argumentation research. So I close by reviewing a series of normative pragmatic studies that have documented how arguers constitute for themselves a normative terrain that manages the constraints of their situation and renders their interaction orderly.

Mar. / Tue. 09:00-10:30, Auditoire C

Situations, Boundaries, and the Ties that Bind

Christopher Tindale
University of Windsor (CA)

On the often-blended disciplinary border between argumentation and pragmatics lies the total speech situation, a space common to both, but understood (if at all) in quite different ways by each. For Austin, the *only* thing to be described was the total speech act within the total speech situation. But he left vague the nature and dimensions of that situation. In a similar manner, argumentation theorists will speak of the total argumentative situation, and do so in ways that relate it to rhetorical situations. Two terms invite reflection here: ‘total’ and ‘situation’. This is not an inconsiderable matter. As Walter Cerf noted of Austin’s speech act theory, “The situation as a whole must be seen in order for the speech act, as part of the situation, to be understood properly.”

In considering how different scholars understand this common interdisciplinary space, this talk explores how fundamental an understanding of such situations is for an appreciation of argumentative success.

An exploration of such situations invites discussions of ideas drawn from a range of sources and theories, and from figures as different as Lloyd Bitzer and Mikhail Bakhtin. From the former we inherit the problem of whether situations are found “out there” or created by our own expectations. From the latter, we puzzle over the claim that utterances are not part of any situation, but rather the situation is a constitutive element of the utterance.

In reflecting on these sources, I aim to elucidate (Austin’s term) these situations both in terms of their constituents or features and their boundaries.

Mar. / Tue. 16:30-18:00, Auditoire C

Connectives as argumentative words (sometimes) used to indicate discourse structure

Sandrine Zufferey
University of Bern (CH)

The key role of connectives as argumentative markers making explicit the type of discourse relation holding between discourse segments has long been recognised (e.g. Ducrot 1980). Yet, in a majority of cases, these relations can also be conveyed in the absence of a connective. In this presentation, I will try to shed some light on when and why connectives are sometimes needed to convey discourse relations. I will first discuss evidence from corpus data indicating that connectives seem to be more frequently used to convey relations that convey a form of discontinuity in discourse, such as concessive and confirmation relations (expressed in French by the connective 'en effet' and in English by 'indeed'). I will then take an experimental perspective to demonstrate that the absence of a connective affects reading differently for discontinuous and continuous relations. I will argue that taken together, the evidence from language use and online processing converge to show that the need to use connectives is driven by our cognitive expectations about discourse organisation, and that the same constraints seem to hold across languages.

Mer. / Wed. 09:00-10:30, Auditoire C

The Facts Speak for Themselves: Assessing the Argumentative Capabilities of Large Language Models

Annette Hautli-Janisz
University of Passau (DE)

Large Language Models (LLMs) are considered a breakthrough in Artificial Intelligence and have dictated much of last year's public discourse on language technology. While we are only starting to understand the transformative and potentially disruptive impact this technology will have, the field is rushing to critically assess the capabilities of those models. This talk will give an overview of recent work on assessing the linguistic capabilities of LLMs, with a particular focus on argumentation and reasoning. I will showcase the limits of employing (L)LMs for debate technology, logical fallacy detection and argumentative essay generation/scoring.

Mer. / Wed. 14:30-16:00, Auditoire C

Experimenting with emotive metaphors in argumentation

Francesca Ervas
University of Cagliari (IT)

Metaphors have a framing effect, which shapes our understanding of the world and influences how we evaluate arguments. This is why metaphors are often seen as potentially misleading in argument evaluation, sometimes resulting in fallacies of reasoning. However, the metaphorical framing effect can also provide unique insights and promote creative argumentation.

Likewise, emotions can sometimes contrast with rational thinking, but they can also serve as cognitive processes that shape how we perceive and evaluate situations, ultimately impacting our reasoning in significant ways. As a result, a double framing effect that involves both metaphorical and emotional aspects of metaphors can influence the way arguments are evaluated. This is particularly true for emotive metaphors, such as “that girl is a gem” or “this man is a derelict”, where specific positive or negative-valenced “emotive words” (gem, derelict) are used as vehicles.

The purpose of this talk is to discuss the findings of a series of experimental studies that examine the role of emotive metaphors in argumentation. It focuses on different types of fallacious arguments, such as *quaternio terminorum*, *ad misericordiam* arguments, and *ad hominem* arguments. Specifically, it aims to show that the evaluation of these arguments depends on the type of metaphor used (conventional vs. novel), the affective valence of the metaphor (positive vs. negative), and the type of argument employed.

Jeu. / Thu. 09:00-10:30, Auditoire C

PANELS THÉMATIQUES
THEMATIC PANELS

PANEL 1: The Role of Common Ground in Argumentation (Analysis): Reconstructing the Obvious?

Olivier Spiess, Daniel Müller-Feldmeth, Tamara Koch and Martin Luginbühl.
Universität Basel (CH)

This panel explores common ground in (re-)constructing argumentation across various theoretical frameworks. Encompassing beliefs, and attitudes mutually assumed as shared, common ground shapes both formation and interpretation of arguments, including *core* (static knowledge) and *emergent* common ground (dynamically emerging within interactions) (Kecskés & Zhang 2009, Deppermann 2018:112). Understanding and reconstructing interlocutors' common ground are as essential as challenging for analyzing argumentation.

The panel addresses common ground in «naïve reconstruction» by interactants and in «normative reconstruction» by analysts (Eemeren et al. 1993:38–50), and in linear reconstruction of the sequential unfolding of interaction, and hierarchical reconstruction of inferential configuration (Sandvik 1997:420).

The first talk presents a conversation-analytical reconstruction of practices of dealing with gaps of knowledge. The second presentation applies tools from conflict resolution studies to reconstruct the roots of misalignments. The third talk challenges the primacy of argumentation for contradiction solving by taking a discourse-analytical and knowledge-sociological perspective.

Shared Knowledge About Uncertainty as an Aspect of Common Ground: Reconstructing Practices of Coping with Knowledge Gaps in Children's Oral Argumentation

Tamara Koch, Daniel Müller-Feldmeth, Oliver Spiess and Martin Luginbühl
Universität Basel (CH)

This paper applies a conversation-analytical approach to the role of common ground in the construction and reconstruction of arguments. Since common ground also includes what is *not* known by the interlocutors, we empirically investigate how interlocutors' display of knowledge gaps regarding task-relevant knowledge is handled interactively in agreement discussions, and explore its functions within the practice of oral argumentation. Our analysis focuses on 60 argumentative peer-discussions in which children aged 7-12 years have to agree on three out of twelve objects to take with them to a desert island. The varying familiarity of the objects prompts different strategies to address gaps in their own and others' knowledge. We will explore different means of displaying and making knowledge gaps relevant, as well as different practices of dealing with them. Furthermore, we will discuss how the interlocutors' reconstructions of discourse enable the reconstruction of argumentative structures from an analyst's perspective.

Mer. / Wed. 11:00-11:30, MIS 03 3115

Reconstructing Argumentative Misalignments in Common Ground: Conflicting Frames in Dispute Mediation's Discourse

Sara Greco, Chiara Jermini and Chiara Mercuri
Università della Svizzera Italiana (CH)

This paper proposes a methodological perspective for reconstructing the underlying roots of conflict by examining argumentative misalignments in common ground, merging insights from argumentation studies with the concept of characterization frames from conflict resolution studies. Drawing on Pragma-dialectics, it identifies argumentative misalignments as discrepancies in the material starting points in the opening stage of argumentation. We applied this methodology to analyze dispute mediation interactions, empirically demonstrating how identifying parties' conflicting frames and their underlying premises helps to better understand the origins of the conflict. We analyze a multilingual corpus of mediation sessions, annotating conflicting characterization frames and then reconstructing discrepant material starting points in common ground. The paper also provides theoretical reflections on the concept of argumentative misalignments and their connection to frames and common ground. Methodologically, it highlights conflicting frames as an analytical tool for reconstructing different parties' material starting points and the related misalignments in common ground.

Mer. / Wed. 11:30-12:00, MIS 03 3115

Common Ground and Argumentation in Applied Discourse Analysis

Philipp Dreesen
ZHAW Winterthur (CH)

Discourse analysis primarily focuses on common ground, while argumentation only has a secondary role. In the talk, I will argue that discourse analysis prioritizes commonalities as crucial for shared knowledge construction and applied discourse analysis. An analysis of discourse on COVID-19 will illustrate common ground emergence, treating it as a network of presuppositions. Results from the COVIDisc project reveal shared knowledge dynamics in rapidly changing scenarios. The talk further addresses the claimed universality of argumentation (Toulmin 2003), and the relation and conceptualization of the basic concepts of argumentation and contradiction solving. Applying Gabriel's (2016) concept of "Sinnfelder" enables to rethink the relativity of argumentation and contradiction across diverse contexts. Considering discourses as elements of situations, this approach allows for transdisciplinary research understanding and raises questions about argumentation's status, particularly in terms of applied sciences.

Mer. / Wed. 12:00-12:30, MIS 03 3115

PANEL 2: Explainable AI and Argumentation

¹Elena Musi, ²Rudi Palmieri, ³Chris Reed, ⁴Jean Wagemans, ⁵Marcin Lewiński and ⁶Petar Bodlović

^{1,2}*University of Liverpool (UK)*, ³*University of Dundee (UK)*, ⁴*University of Amsterdam (NL)*,
^{5,6}*NOVA University Lisbon (PT)*

This panel investigates epistemological challenges brought about by (G)AI for Explainable AI, adopting a range of argumentation-based approaches. The advent of Generative AI has radically changed XAI: users can or directly ask systems for explanations in natural language, resembling a human-to-human argumentative discussion. However, the reasonings paths followed by GAI, despite appearances, are intrinsically different from human ones, showing motives rather than intentions while potentially re-iterating fallacious patterns occurring in the training data. On these grounds, the three contributions focus on inferential patterns. The first addresses the reconstruction of “missing” premise in enthymemes to augment XAI engines with pragmatic skills that cannot be processed yet. The second tackles the risks of fallacious XAI across domains, proposing recommendations to inform prompting. The third offers an extended account of the inference to the best explanation, to shed light on the distinction between what AI is doing and why it is doing so.

Completing enthymemes: A quasi-algorithmic procedure for formulating the lever of an argument

Jean Wagemans
University of Amsterdam (NL)

One of the problems in XAI is how to deal with the “missing premise” in an individual argument. While human beings have pragmatic intuitions about what is missing in an argument, as well as skills to formulate such element, it is notoriously difficult to formalize the hermeneutical steps involved in the completion process so as to be able to implement it in an XAI engine.

In this contribution, we address this problem by presenting a detailed and formalizable procedure for formulating the missing element in an individual argument. The procedure is based on the argument categorization framework of the Periodic Table of Arguments (PTA), as well as on pragmatic and linguistic insights regarding explicating implicit elements in persuasive communication. After having explained the theoretical and methodological background as well as the individual steps of the procedure, its working and results will be illustrated by means of examples.

Mer. / Wed. 11:00-11:30, MIS 03 3117

Towards non fallacious X(AI): an argumentative approach

Elena Musi and Rudi Palmieri
University of Liverpool (UK)

This contribution presents a methodology for evaluating the soundness of GPT-3 explanations through a combination of fallacy theory and linguistic refinement. It seeks to address the following research questions: Are synthetic explanations used to justify AI decision-making logically sound or fallacious? Which types of reasoning are more reliable? How can we guide GAI prompts to mitigate the risk of providing fallacious explanations?

To achieve this, we create three scenarios using GPT-3.5 across diverse domains (credit scoring, HR, advertising), prompting the system to generate 30 explanations using analogical, causal, and counterfactual reasoning. We manually annotate the results to assess whether the provided reasoning is appropriate and whether it is logically sound or fallacious. Additionally, we develop guidelines for prompt engineering to reduce the occurrence of "fallacious explanations," using manually identified instances as benchmarks.

Mer. / Wed. 11:30-12:00, MIS 03 3117

AI and the inference to the best explanation: the case of ChatGPT

Petar Bodlović and Marcin Lewiński

NOVA University Lisbon (PT)

We offer a limited test of the explainability of a particular AI software, namely, ChatGPT. Our general question is: Once the User challenges ChatGPT to justify its output, how capable is ChatGPT in giving a rationally persuasive *inference to the best explanation* (henceforth, IBE) argument? To tackle this question, first, we present an extended IBE argument scheme that improves on the existing IBE schemes (Walton et al. 2008; Wagemans 2016; Yu & Zenker 2018; Olmos 2021) by incorporating the research on contrastive statements (Dretske 1972), causal explanations and interest-sensitivity (Lipton 2004), and legal standard of proof (Prakken & Sartor 2009). Second, we engage in the dialogue with ChatGPT and introduce explanatory requests, contrastive argumentative challenges, and critical questions. Finally, we assess whether the justifications given by ChatGPT are (1) relevant to the IBE argument scheme, and, if so, (2) to what extent they can exhaust the scheme's elements.

Mer. / Wed. 12:00-12:30, MIS 03 3117

CONFÉRENCES INDIVIDUELLES

INDIVIDUAL TALKS

(ordre alphabétique, premier-ère auteur-trice)
(alphabetical order, first author)

A

Investigating children's subdiscussions and their consequence in pre-designed activities

Elisa Angiolini

Université de Neuchâtel (CH)

This study explores subdiscussions initiated by children during argumentative interactions with peers and adults. While previous research acknowledges children challenging adults' starting points in argumentative discussions (Schär, 2021; Greco et al., 2017), it overlooks the phenomenon of subdiscussion. Adopting a design perspective to argumentation (Jackson, 2015), subdiscussions can be conceived as unexpected deviations from the dialogue script that an adult has in mind in a specific activity, which poses questions about how subdiscussions are dealt with by the interlocutor and about their consequence on the ongoing interaction. Based on the framework of pragma-dialectics (van Eemeren, 2018) and of the Argumentum Model of Topics (Rigotti & Greco, 2019), this work investigates these questions in the context of discussions among 3-6-year-old children and their teachers during kindergarten activities. Findings show that children's subdiscussions mainly work as parenthetical elements, but in few cases they can shape the continuation of the interaction.

Jeu. / Thu. 14:30-15:00, Auditoire C

Le rôle argumentatif et performatif des marqueurs d'évidentialité dans le rapport d'information parlementaire

Sophie Anquetil

Université de Limoges (FR)

La présente contribution propose de mettre au jour des phénomènes de co-illocutions propres au rapport d'information parlementaire. En nous appuyant sur un corpus constitué des rapports d'information parlementaire de la XVI^{ème} législature produits entre mars et juin 2023, nous concentrerons sur le rôle d'actes illocutoires produits à travers l'emploi de marqueurs d'évidentialité dans ce genre discursif et contribuant à la réalisation d'un macro-acte de prescription. L'analyse des marqueurs d'évidentialité et de leur rôle argumentatif et performatif dans la réalisation d'une prescription permettra de déterminer comment diverses instances dialogiques, par leurs postures énonciatives, contribue à la performativité de l'institution parlementaire : que fait l'institution parlementaire lorsque l'objet des actes illocutoires qu'elle produit est la parole de l'autre ? Quelles actions politiques et institutionnelles ces reprises du dire d'autrui permettent-elles ?

Mar. / Tue. 15:30-16:00, MIS03 3113

« Formes d'insinuation dans l'*ethos* numérique de la *clean girl*. Quand l'idéal esthétique permet d'inférer un idéal nutritionnel »

Maud Armani
Université de Neuchâtel (CH)

Nous nous proposons d'analyser l'*ethos* numérique (Couleau et al., 2016) de la figure de la *cleangirl* exposé sur Instagram à la fois par le recours à l'image¹ et à la textualité numérique².

En envisageant l'outillage rhétorique multimodal (Kjeldsen, 2015) d'un corpus de *posts*, un constat s'établit : d'un côté, une promotion textuelle de la santé mentale et de l'acceptation physique et, d'autre part, une mise en avant d'un idéal corporel nécessitant des pratiques restrictives. Aussi, des processus inférentiels proches de l'implicature faible (Herman, 2022) permettent de comprendre comment deux énoncés distincts se cimentent en un seul (un corps sain est un corps mince). Cependant, d'autres procédés argumentatifs plus fermes doivent être envisagés pour des *posts* dont la distinction entre textualité et image est telle qu'ils relèvent du *dogwhistle* (Witten, 2023) et de l'argument de dissociation. (Perelman, 2000)

Mer. / Wed. 12:30-13:00, MIS 03 3113

¹ Selfies, photographies de nourritures, Reels

² Description de posts et hashtags

B

Evidential markers as “inconspicuous” arguments

Elena Battaglia and Johanna Miecznikowski
Università della Svizzera italiana (CH)

We investigate the division of labour between argumentation and evidential marking (EvM), i.e., constructions indicating the speaker’s source of information for a proposition, e.g., direct witness ‘he’s at home. *I’ve seen him*’), inference (‘he *must* be at home’) or hearsay (‘*I was told* he’s at home’, in a collection of conversational sequences from the KIParla corpus of spoken Italian.

A quantitative analysis shows that speakers use EvM expressed as full utterances as arguments to support standpoints at issue. Less prominent lexical and grammatical EvM, in turn, either provide justification for arguments in support of the standpoint at issue (especially hearsay and direct EvM) or occur in standpoints that have not yet been challenged (especially inferential EvM).

Moving forward from these results, we discuss evidential marking as an “inconspicuous” form of argumentation, in light of contemporary linguistic theories about the conventionalization and grammaticalization of linguistic structures.

Mar. / Tue. 15:00-15:30, MIS03 3113

Putting forward proposals during deliberations in medical encounters: A pragmatic perspective

Sarah Bigi
Catholic University of the Sacred Heart (IT)

The currently predominant paradigm of care, patient-centered medicine, can be revisited in a pragmatic perspective in the light of notions such as recipient design and adaptation to a context. In this perspective, it is possible to observe the interactional strategies through which such effort of adaptation produces reinforcements or mitigation of speech acts.

By analyzing and discussing various cases of deliberative sequences within medical encounters, the paper aims to revisit in a pragmatic perspective the ongoing scholarly debate regarding asymmetry and decision making in medical encounters. More specifically, the paper is focused on the realization of the speech act of putting forward a proposal in deliberation sequences in the context of medical encounters, which are typically characterized by epistemic and social asymmetry. The analysis will consider in particular the different linguistic strategies through

which proposals are expressed, which contribute to the reinforcement or mitigation of their illocutionary force.

Mar. / Tue. 12:00-12:30, MIS 03 3115

'I was just kidding!' The humour defence and the defence of humour

Ronny Boogaart, Henrike Jansen and Maarten van Leeuwen
Leiden University (NL)

One of the ways in which people defend themselves against accusations of saying something objectionable is by pointing out that they were 'just kidding'. We will argue that this 'humour defence' is a redefinition strategy, pertaining to the intended, non-literal interpretation of the words that were used, and meant to deny or diminish one's commitment to the contents of the contested utterance. On the basis of a self-compiled corpus of actual instances, we will show that the humour defence includes not only cases arguing why this is a joke (because it is irony, exaggeration, etc.), but also cases where the humorous intent of the speaker is not disputed. The latter cases are often defended with an appeal to mitigating circumstances and/or with attacking the accuser. Our study gives rise to a provisional set of critical questions to assess the reasonableness of these different types of humour defences.

Mar. / Tue. 12:00-12:30, Auditoire C

C

Parler finance : les émotions dans le discours des youtubeurs français

Sara Cigada

Università Cattolica del Sacro Cuore (IT)

La contribution explore les stratégies discursives de deux jeunes youtubeurs français, Valérie et Grégoire Dossier, qui s'adressent à d'autres jeunes intéressés à la finance. Si la fonction explicative est centrale dans ces décryptages, qui visent à vulgariser des notions complexes, une fonction argumentative y apparaît aussi : encourager l'investisseur potentiel à suivre l'attrait, en dépassant la crainte (de ne pas comprendre, être manipulé, perdre son argent ou sa paix...) pour rentrer dans le domaine mystérieux de la finance et profiter de ses avantages. Cette invitation, argumentée bien sûr, à changer d'attitude émotive (Plantin 2004 et 2011 ; Micheli 2005 et 2014; Herman et al. 2018) contribue à l'autorité des youtubeurs, qui affichent un éthos de proximité au destinataire, complémentaire à l'éthos d'expert en finance. La prise en charge des émotions de l'auditoire contribue à rendre ces vidéos efficaces (Rigotti – Greco 2019) par rapport à d'autres outils d'Education financière, comme la série Dr CAC, qui disqualifient systématiquement les destinataires (Modena 2018).

Mer. / Wed. 11:30-12:00, MIS 03 3113

Self-defense in political discourse between pragmatics and argumentation: a corpus-based study

¹Claudia Coppola and ²Federica Cominetti

¹*Università Roma Tre (IT)*, ²*La Sapienza Università di Roma (IT)*, ²*Università dell'Aquila (IT)*

This paper corroborates research on the relationship between pragmatics and argumentation (Oswald 2023) integrating the pragmatic models of linguistic implicitness (Sbisà 2023[1999]; Lombardi Vallauri 2019, a.o.) and argumentation theory models, in particular following Macagno, Walton (2013) and the Argumentum Model of Topics (Greco, Rigotti 2019). Based on the idea that linguistic implicit strategies conveying non-bona fide true contents are effective persuasion devices, the paper provides quali-quantitative analysis of instances of self-defence collected in IMPAQTS, a 2.6 million token corpus of Italian political discourse pragmatically annotated per implicitly conveyed questionable content (Cominetti et al. forth.). In particular, the paper aims to characterize the pragmatic and argumentative inferences involved in self-defence and to explore how they interact, looking for possible correlations between the processes of reasoning involved and other parameters (e.g. political party, communicative event).

Mar. / Tue. 12:30-13:00, Auditoire C

D

Insinuating a personal attack is more effective when the attack is fallacious. Some experimental evidence on the relationship between explicitness and fallaciousness

Daniel de Oliveira Fernandes and Steve Oswald
Université de Fribourg (CH)

In this paper, we present an experiment that seeks evidence on whether the explicitness/implicitness of a personal attack in ad hominem constructions is likely to have a different effect depending on its fallacious/non-fallacious nature. We aim to replicate the exploratory results of previous experiments, where preference for insinuations was only present or even more salient when the attack was fallacious, and open up further reflections on the interaction between pragmatics and argumentation. Indeed, our preliminary observations show that pragmatic variations can affect rhetorical effects insofar as they are consistent with normative considerations in argumentation.

Jeu. / Thu. 11:30-12:00, MIS 03 3117

Une (dé)politisation de la parole publique persuasive dans les concours d'éloquence ? Le cas du prix Mirabeau 2023

Marianne Doury, Aude Grangeat, Anissa Aissani, Laelia Balesi, Selene Monfort and Faustine Simon
Université Paris Cité (FR)

On se penchera sur les concours d'éloquence tels qu'ils se développent en France dans un double contexte de perte de confiance dans la parole politique et d'un regain d'intérêt pour la parole persuasive publique « éloquente ». On présentera une étude exploratoire de l'édition 2023 du Prix Mirabeau. On cherchera à comprendre si ce concours est susceptible de participer à une réhabilitation de la parole publique persuasive en valorisant des pratiques oratoires engagées et potentiellement agissantes, ou au contraire, de contribuer à nourrir la défiance envers elles en encourageant la reproduction de modèles faisant tourner à vide une rhétorique creuse.

On s'attachera à l'analyse du dispositif ainsi que de sa mise en œuvre, à travers la description de deux prestations: un discours et une joute.

Mer. / Wed. 11:00-11:30, MIS 03 3113

Partenaire de discours et interlocuteur : par-delà le rôle de faire-valoir

Michel Dufour

Université Sorbonne-Nouvelle (FR)

Dans le domaine de l'argumentation, le partenaire, réel ou possible, est souvent réduit à quelques types subordonnés à l'argumentateur et liés aux trois approches traditionnelles en argumentation.

1. Le partenaire rationnel abstrait. Il permet de négliger les imprévus pragmatiques et en rester à la sémantique « ordinaire ». C'est l'attitude des approches logiques.
2. Le pair des approches dialectique normatives, égalitaristes en matière de capacité à comprendre et raisonner. Ce partenaire reste cependant limité au rôle de répondant.
3. Le passif incompetent des conceptions rhétoriques anciennes. Il est facilement victime de manipulations diverses et dominé par ses émotions.
4. Enfin, le critique réservé libre. Comme le passif incompetent il ne répond pas, mais comme le pair dialectique, sa capacité à raisonner domine. Surtout, il ne se limite pas à discuter les conclusions proposées. Il existe au moins dans le méta-rôle de « l'analyste ».

Jeu. / Thu. 15:00-15:30, MIS 03 3115

E

Stop the Steal: A Dual Cognitive Agency for the Recovery of Implicit Meaning

Rania Elnakkouzi
Qatar University (QA)

The assault on the Capitol on January 6 2021 marked an unprecedented attack on American democracy. This paper attempts to examine how and why Trump's explicit standpoint to walk/march to the Capitol is interpreted as an implicit call to violence. It argues that Trump has guided the derivation of implicit premises and the construction of cognitive context of addressees through gradually expanding the set of contextual assumptions by relying on frames and repeating the same set of frames (e.g., victim hero frame, boxer frame, etc.) that constituted the immediate context for processing the utterance (walk to the Capitol) by relying on a set of frames that constituted the immediate context for processing the utterance. Pragmatic inference is, thus, seen as a dual cognitive agency guided by considerations of relevance. The analysis shows the influence of framing on the cognitive mechanisms involved in interpretation and the believability of implicit meaning.

Jeu. / Thu. 12:00-12:30, MIS 03 3115

G

What is the origin of the manipulative power of presuppositions?

¹Giulia Giunta, ²Diana Mazzarella and ³Filippo Domaneschi
^{1,2}*University of Neuchâtel (CH)*, ³*University of Genova (IT)*

Presuppositions can circumvent recipients' epistemic vigilance. Yet, whether this manipulative power stems from presuppositional encoding or their typical not-at-issue status remains unclear, lacking differentiation in prior research. Inspired by Lorson et al. (2019), we conducted a truth-value judgment task with 132 participants. They evaluated statements from vignettes depicting police interrogations of suspects (low reliability) or witnesses (high reliability). False statements varied in linguistic encoding (presupposition/assertion) and at-issueness. Participants exhibited higher accuracy when false information was at-issue. Only when the information was not at issue did assertion lead to higher accuracy compared to presupposition. Furthermore, participants were faster when false information was at-issue. Only when the source was a witness, were people faster with assertions than presuppositions. This supports Sperber et al.'s (2010) claim that the extent of critical examination applied to incoming information is apt to be swayed by how relevant it is perceived to be.

Jeu. / Thu. 12:00-12:30, MIS 03 3117

When speech act is not enough: finding a unit for the pragma-dialectical analysis of multimodal artifacts

Maciej Grzenkowicz
University of Groningen (NL)

The speech act is the basic analytical unit of argumentation in the pragma-dialectical tradition. Even though it renders pragma-dialectics well-suited for the analyses of verbal arguments, a reliable and consistent method of analyzing multimodal arguments in this model is yet to be found. This presentation attempts to address this issue by referring to Searle's speech act theory and combining it with linguistic-oriented approaches to multimodality. Based on the combination of these approaches, three major semiotic and/or contextual elements of multimodal arguments are distinguished: Value, Object, and Support. I argue that the identification of these elements is a necessary condition for distinguishing full arguments and that it enables the analyst to reconstruct their propositional content regardless of the semiotic mode used. I then apply the framework in the analyses of sample examples and sketch the implications of its implementation for the future of multimodal pragma-dialectics.

Mar. / Tue. 14:30-15:00, MIS 03 3117

H

The epistemic function of argumentation in antenatal care conversations: The case of narrative argumentation

Kati Hannken-Illjes
Philipps Universität Marburg (DE)

Conversations in the context of pregnancy and birth are, like doctor-patient conversations, characterized by knowledge asymmetries between the participants. While the medical staff has professional and medical knowledge, the patients or pregnant women are experts regarding their own bodies as well as their biographical history. To ensure informed consent these knowledge differences and asymmetries have to be worked through. In this context both, narrative and argumentation play a pivotal role. This talk will analyze instances of narrative argumentation with respect to their epistemic function in antenatal care conversations. A special focus will be on the form of knowledge introduced through narrative argumentation.

The analysis draws from a corpus of videographed antenatal care consultations. The analysis is process-oriented and sequential and positions itself in the context of conversation analysis, combining both conversation and argumentation analysis.

Mar. / Tue. 11:30-12:00, MIS 03 3115

Towards Argumentative Templates: a Joint Challenge for Linguistics, Philosophy and Computational Argumentation

¹Thierry Herman and ²Annette Hautli-Janisz
¹Universities of Lausanne, ¹University of Neuchâtel, ²University of Passau (DE)

In argumentation, at least three worlds meet: linguistics, philosophy, and more recently, computational argumentation. This talk revolves around the assumptions that each field makes when looking at argumentative data, in particular regarding segmentation, implicit information incorporated into analysis and conditional statements. The empirical basis for this investigation is a variety of data ranging from news outlets, argumentative essays and public debate and we show that using linguistic markers and inferences together with philosophically driven assumptions about argumentation allows computational argumentation to derive templatic analyses of arguments, for instance in the case of 'otherwise' (Choi-Jonin, I., & Migno, F. 2011) and conditional statements. The talk mixes epistemological reflections and case studies to tie up

some loose ends between linguistics and philosophy on argumentation, with the concrete aim of enhancing computational approaches to argumentation.

Jeu. / Thu. 11:30-12:00, Auditoire C

The Role of Second-Personal Speech Acts in Argumentation

Darrin Hicks
University of Denver (US)

The research question animating this presentation is: what role do second personal speech acts play in argumentation? Specifically, I will address how interlocutors use second personal speech acts to present reasons for consideration and elicit argumentative responses. Drawing from Lance and Kukla(2013), I characterize second-personal speech acts as forms of address in which “I” address “you” specifically, seeking that “you” respond in a way consistent with our relationship, thereby affirming that relationship by performing it. Second-personal speech acts have received little attention from argumentation scholars, except for a brief discussion in Lewiński’s (2021) account of pragmatic argument. My aim will be to expand on that discussion; highlighting how by accounting for second-personal speech acts we can find important insights into both how power operates in argumentation as well as the inherent relationality of argumentation.

Mar. / Tue. 11:30-12:00, MIS 03 3117

Rhetorical devices and argumentative functions

Martin Hinton, Miriam Kobierski, Weronika Olkowska and Agnieszka Sroka
University of Lodz (PL)

In this presentation we report on an ongoing empirical study into the relationship between the linguistic devices used in argumentative texts and the functional role of the arguments they contain. We aim to determine how argument function affects linguistic characteristics; and how the identification of patterns of devices and functions helps us to understand and evaluate argumentative texts.

This study is the first attempt to employ a new categorisation of argument functions (Authors, OSSA13). The typology of functions builds on work by Asen (2005) and Goodwin (2007) as well as the classifications of argument situations and dialogue types developed by van Eemeren & Houtlosser (2005) and Walton (2010). It includes functions of Persuasion, Explanation, Expression, Exploration, and Provocation.

The study is based on the analysis of a corpus of arguments from a range of social media and employs the Periodic Table of Arguments (Wagemans) in classifying the argument types present.

Mar. / Tue. 15:00-15:30, MIS 03 3115

Stasis Shifts: Tracking movement between deliberative staseis in the Kavanaugh confirmation hearing

Brooke Hubsch
Penn State University (US)

In this paper, I present the results of an in-depth stasiastic analysis of the transcript from the 2018 Kavanaugh confirmation hearing. Applying a decision tree for tracking movement between staseis within the hearing, I use this case study to show how the identification and visualization of stasis movement can shed light on why deliberative situations such as this hearing can fail to clarify and resolve a dispute. I will discuss how the fragmented structure of the hearing (with questioning periods alternating between Republicans and Democrats in 5-minute increments) led to rapid and disjointed stasis shifts. Further, the hearing was framed around and dominated by an attention to the procedural stasis point (whether the hearing was legitimate), a frame introduced by Republic Senators and adopted by Democrats. Both patterns aided in obstructing discussion of the primary question at issue: whether the accusation should disqualify Kavanaugh's nomination to the Supreme Court.

Mar. / Tue. 12:00-12:30, MIS 03 3113

J

Arguments and their functional substitutes

Scott Jacobs

University of Illinois at Urbana-Champaign (US)

Various patterns of discourse can be used to make arguments sometimes even indirectly, but other patterns can serve as functional substitutes for making arguments. For example, narratives can substitute for making an argument by conveying information sufficient for recognizing what the argument would be (if it were to be made) without undertaking the normal responsibilities associated with actually having made that argument. Questioning can do similar work, eliciting in the answers information whose truth and relevance as an argument the questioner need bear no responsibility to defend. Echoic ridicule may presume or allude to arguments whose mention the speaker more or less obviously withholds but which an addressee is expected to fill in (think enthymemes). The design of rhetorical questions creates still other analytic puzzles. This paper shows plain and obvious real-life cases of these variations in order to provide an alternative perspective to overextended talk of "indirect" speech acts.

Mar. / Tue. 11:00-11:30, Auditoire C

K

The interweavement of argumentative text procedures

Franziska Keller
University of Fribourg (CH)

The presentation gives insight into an ongoing project dealing with text procedures, which are defined as text actions (e. g., reasoning) for which a salient linguistic expression (e. g., therefore) is used. More precisely, the project deals with the interweavement of text procedures, i. e., text procedures that occur within the same text segments, in 150 argumentative texts written by Swiss high school students. After a brief description of the theoretical background, the data, the methodology and the underlying hypotheses, first results on the development of argumentative text procedure interweavements during high school as well as on the relationship between argumentative text procedure interweavements and the overall persuasiveness of texts are presented. Throughout the presentation, a special focus is placed on text procedures that modify the writer's commitment to the validity of a claim (e. g., the use of modal markers such as probably).

Jeu. / Thu. 11:30-12:00, MIS 03 3115

Pathos in context: pragmatic features influencing emotional argumentation

Barbara Konat
Adam Mickiewicz University (PL)

Emotions play a crucial role in argumentation, as established by seminal works (Walton, 1992; Gilbert, 2004). Recent discourse analysis delves into emotion expressions in persuasive dialogue (Greco et al., 2022; Plantin, 2019), recognizing emotions as both "said" and "shown" (Micheli, 2010). Advances in empirical argumentation reveal how emotions in natural language affect persuasiveness (Villata et al., 2017). This paper explores the pragmatic inference in argumentation and rhetoric by exploring two interactional features influencing perceived argument strength: emotional synchrony and realization of phatic function between interlocutors.

Mar. / Tue. 12:30-13:00, MIS 03 3113

Linguistic Evidence for Rephrase Types: A Theoretically-Driven Justification for Corpus Studies

Marcin Koszowy and Maciej Uberna
Warsaw University of Technology (PL)

In this paper, we develop a theoretical foundation for examining linguistic evidence for persuasive uses of rephrase that rely on reformulating an original message to achieve such rhetorical aims as emphasizing a key aspect of an issue or enhancing speaker's ethos. For this purpose, the Periodic Table of Arguments (PTA) proposed by Wagemans (2021; <https://periodic-table-of-arguments.org/>) is treated as a source of inspiration for distinguishing four rephrase types: (i) specification that narrows down the scope of a subject; (ii) generalisation that broadens its scope; (iii) intensification that strengthens a degree of qualities expressed with a predicate; and (iv) deintensification that weakens that degree. This taxonomy has been next employed for creating a pilot corpus of 620 annotated rephrase instances in the US 2016 Presidential Elections debates. The conducted corpus study, by identifying linguistic cues for typical rephrase uses, helps us suggest future research directions in exploring the diversity of rephrased arguments.

Mer. / Wed. 11:30-12:00, Auditoire C

L

How come fallacies make sense?! A speech act account

Marcin Lewiński
NOVA University (PT)

One perennial challenge of argumentation theory is to account for the fact that fallacies are argumentative moves that are *both* irrational *and* convincing (Hamblin, 1970; cf. Lewiński & Oswald, 2013). How come a fallacy such as *ad hominem* or *ad baculum* can ever be convincing to its target, the personally attacked or threatened hearer-qua-arguer? This paper uses the concept of *illocutionary pluralism* to understand Hamblin's challenge. Illocutionary pluralism is the idea that one utterance performed in one specific context can have plural primary illocutionary forces (Sbisà, 2013; Johnson, 2019, 2023; Lewiński, 2021), especially in *polylogue* contexts where a speaker addresses multiple audience. In polylogues, fallacies are irrational as they *insult* or *threaten* the opponent but also potentially convincing as they *rank* this opponent, before the larger audience, as being an inferior arguer (cf. Aikin & Casey, 2022; de Saussure, 2018).

Mar. / Tue. 11:00-11:30, MIS 03 3117

Is the contradiction between arguments less likely to be noticed when they are inferred?

Edoardo Lombardi Vallauri
Università Roma Tre (IT)

The talk investigates whether contradictory arguments are less likely to be noticed when they are expressed implicitly, as compared to explicitly. It presents an experiment with ecological material. In a Facebook post, Italian journalist Selvaggia Lucarelli conveyed two contradictory arguments as implicatures. Her text has been submitted to experimental subjects. Half of them read it in the original version, half in a slightly modified version where implicatures had been made explicit. Their responses to specific questions show that the contradiction is noticed more easily when it occurs between explicit assertions as opposed to when it occurs between contents to be at least partially inferred. Interestingly, there seems to be no effect on the level of overall approval of the text, which remains the same when the subjects notice the contradiction. A strong effect is shown, on the contrary, for age and education differences between groups of subjects.

Jeu. / Thu. 11:00-11:30, MIS 03 3117

What We Argue For When We Argue For Illocutions

Costanza Lucchini

Università della Svizzera Italiana (CH)

This work focuses on how we argue when we justify our utterances. The aim is to delve deeper into the process of *argumentation for illocutionary standpoints*, to grasp how *illocutionary inferences* (argumentative inferences that justify the performance of an utterance) work. This analysis entails on the one hand the issue of identification and formulation of implicit *illocutionary standpoints*; on the other hand, observing illocutionary argumentation opens the question of what are the reasons why certain utterances are being justified (thus, what's the *issue* beyond this argumentations). We maintain that illocutionary inferences are strictly connected with *preconditions* of illocutionary acts – that constitute the *illocutionary standpoints*.

We propose to reconstruct instances of illocutionary inferences adopting the Argumentum Model of Topics framework, in order to observe more closely their inferential configuration and to verify the hypothesis that this kind of inferences can be analyzed using already existing argument schemes.

Mar. / Tue. 12:00-12:30, MIS 03 3117

M

The Argumentative Role of Euphemisms: Triggering attitudinal inferences

Didier Maillat
University of Fribourg (CH)

Euphemisms weakened some element of the intended meaning through inferential enrichment. They can be realised through lexical replacements, hedges, or multimodal gestures. We explore the argumentative role played by the pragmatic inferences triggered by these euphemistic expressions.

Theoretically, euphemisation is a minimisation strategy which seeks to “deflect an accusation”, by reducing “its material significance to nothing”. It controls the relative argumentative positioning of participants in a dispute. Euphemisms are produced strategically to weaken the risk of face-threat.

We present experimental results in which critical refutations are presented with 3 categories of euphemisms. They support the claim that all types trigger attitudinal inferences negatively correlated with the perceived degree of face-threat and positively correlated with the degree of emotional alignment.

These findings offer new insights within RT into the inferential mechanism and argumentative import involved in euphemisms by treating them as attitudinal explicatures, and into existing accounts of non-propositional effects.

Mar. / Tue. 15:30-16:00, Auditoire C

But who understands (wo)men? Implicitating vagueness across sexes and text types

Giorgia Mannaioli and Edoardo Lombardi Vallauri
University Roma Tre (IT)

Vagueness is pervasive in natural languages. Furthermore, expressions like hedges and approximators are considered “markedly vague” and tools of “overt” vagueness, explicitly signaling imprecision. Some studies showed that women make larger use of overt vagueness, thereby sounding more tentative, less competent and less convincing (Cutting, 2000; Lakoff, 1977; Leaper & Robnett, 2011).

The talk expands this data, analyzing instances of “covert” vagueness: common expressions that remain vague when not contextually precised, leaving implicit some information that is relevant but non-favorable for the speaker's persuasive attempt (Channell, 1994; Lombardi Vallauri, 2019). The distribution of such expressions is explored across (i) two corpora: predominantly persuasive and non-predominantly persuasive; (ii) the speakers' sexes.

The findings suggest that when conveying questionable content men and not women make larger use of implicating vagueness. They arguably seek argumentative deresponsibilization and being falsification-proof, while still projecting a secure, (apparently) clear and self-confident ethos and communication style.

Mar. / Tue. 15:00-15:30, Auditoire C

When is “due impartiality” due in news media? A linguistic argumentative analysis of the Gary Lineker impartiality row

Mariavittoria Masotina and Elena Musi
University of Liverpool (UK)

This contribution examines impartiality in journalism, focusing on the BBC's use of "due impartiality" in its guidelines. It investigates how this term shapes discussions, using taking the BBC presenter Gary Lineker impartiality row as a case study. Our methodology combines corpus based semantic and pragmatic analysis with the reconstruction of argument schemes. We collect through Lexis Nexis a corpus of the articles from all UK newspaper containing the keyword “due impartiality” and “Lineker” in the time frame from 07/03/2023 --- when Gary Linker published his controversial tweet about the government's asylum policy --- to 07-04-2023. We analyse the articles discussing the (non)-compliance with the principle of “due impartiality” and we reconstruct what level(s) of the inference are targeted. The research aims to elucidate the empirical ramifications of language in formulating principles and addressing controversies.

Jeu. / Thu. 11:30-12:00, MIS 03 3113

La rhétorique de l'argument de texte confrontée aux arguments herméneutiques et pragmatiques en contexte législatif bilingue

Karine McLaren
Université de Moncton (CA)

Dans une perspective langagière de l'argumentation juridique, la règle du « sens commun » est un outil central, visant à concilier les versions anglaise et française des lois bilingues canadiennes en présumant que le sens qu'elles se partagent reflète l'intention législative. Cependant, cette règle reflète une approche réductrice et dépassée de l'interprétation, négligeant souvent les considérations contextuelles et pragmatiques qui orientent l'interprétation. Malgré sa prétention herméneutique, elle est souvent utilisée à des fins rhétoriques, masquant les véritables motifs des décisions judiciaires et compromettant la sécurité juridique. Pire encore, lorsqu'elle guide l'interprétation, l'application judiciaire de la règle du « sens commun » conduit fréquemment à des raisonnements défectueux du point de vue de l'argumentation linguistique, ce qui remet en cause le bien-fondé de la décision.

L'auteur remet en question la légitimité de l'interprétation judiciaire fondée sur ce cadre d'analyse, appelant à une plus grande transparence dans les motifs des décisions et à une approche plus nuancée de l'interprétation des lois bilingues.

Mer. / Wed. 12:00-12:30, MIS 03 3113

Stipulation in political argumentation

Daniel Mejía Saldarriaga
University of Windsor (CA)

From a pragmatic framework, Matthew Shields (2020; 2021) argues that the speech act of stipulation is not fundamentally related to the formal authority of the speaker. Rather, “the speaker justifies their stipulation on the basis of whether it serves the shared ends of speaker and audience, and the act is always subject to the felicitous criticism from the audience that it fails to serve these shared ends.” (2021, p. 1101) In this presentation, I explore the use of this pragmatic framework to analyze the justification of stipulations in two forums related to political discourse: on the one hand, I analyze the proposed “neutral” definitions of: extremism (Hassan, et al., 2022), populism (Kock & Villadsen, 2022), and propaganda (Dutilh Novaes, 2024). On the other hand, I analyze a case of public discussion in Colombia about how to categorize acts of violence, as ‘massacre’ or as ‘collective homicide’.

Mar. / Tue. 15:00-15:30, MIS 03 3117

Preaching to the converted: An empirical study into argumentative mansplaining

Anna Mihlic, Monique Flecken, and Jean Wagemans
University of Amsterdam (NL)

Although the term “mansplaining” has gained immense popularity in everyday vernacular as well as social and popular media, there is a lack of academic literature dedicated to the phenomenon. While mansplaining is usually understood as providing superfluous explanation, we investigated what we call ‘argumentative mansplaining’, which we define as providing superfluous argumentation. We discuss the results of an empirical study in which we presented participants with short dialogues in which someone continues to provide support for their initial claim when the addressee has already explicitly accepted the claim that is supported by these arguments. In our presentation of the results of this study, we focus on the extent to which the performance of this type of argumentative mansplaining influences the perceived intelligence, perceived likability, as well as the perceived masculinity or femininity of the speaker.

Jeu. / Thu 12:30-13:00, MIS 03 3117

Public Inferences in Political Argumentation: From Persuasion to Epistemic Resistance

Dima Mohammed
Universidade NOVA de Lisboa (PT)

In this paper, I examine the place of persuasion in political argumentation. From within a communicative view of argumentation, I discuss the main objections to the view of argumentation as essentially aimed at persuasion (e.g. Doury 2012, Goodwin 2007) and their consequences for the type of argumentative inferences typically associated with public political arguments. With a special attention to the public argumentation of protest movements (Medina 2023), I consider the specific goals and functions of public and political argumentation (Mohammed 2016, Zenker et al. 2023), as well as the main type of inferences typically associated with arguing in the political sphere and the consequences that has for political meaning-making. I argue that an adequate account of political argumentation today ought to go beyond the inferences that carry the persuasive force of an argument, and highlight the role of the inferences that highlight the role of public reason-giving in epistemic resistance.

Jeu. / Thu. 14:30-15:00, MIS 03 3113

Conversational implicatures and unexpressed premises

Andrei Moldovan
University of Salamanca (ES)

This paper aims to make a theoretical contribution to the old problem of argument reconstruction. My aim is to consider the extent to which conversational implicatures, in the Gricean tradition, serve as a means to the reconstruction of “unexpressed premises” of an argument. While this procedure helps identify some of the implicit premises of an argument, or the implicit conclusion, other missing premises are not conversational implicatures. Following Adler (1994), I argue that argumentative reconstruction is sensitive to distinctions and contents that are essential to argument evaluation, but that we have no reason to think the speaker is aware of. That is why, argument reconstruction is, in an important sense, not a pragmatic reconstruction, but instead goes beyond speaker meaning. The conclusion is relevant to discussions of appeals to charity in argument interpretation (Govier 2018, Lewiński 2012).

Jeu. / Thu. 12:30-13:00, MIS 03 3115

O

Experimentally assessing the role of rephrase loci on persuasiveness

Steve Oswald and Jennifer Schumann
University of Fribourg (CH)

It is quite common for people to rephrase their utterances in argumentative situations. They do so for various reasons, one of them being to increase persuasiveness for rhetorical gain (Koszowy et al., 2022). People can rephrase in many different ways (e.g., by specifying, see Younis et al., 2023). Yet not only the way an utterance is rephrased but also which element in an utterance is targeted, in other words, the locus of rephrase, might play a role in its persuasiveness. The present contribution inquires on the role of two types of loci, namely an intensification of the previous content by 1) rephrasing the verb or adding an adverb, and 2) rephrasing the predicate or the object. To control for the effect of rephrase, this condition will be compared to repetition, as well as a more neutral condition.

Mer. / Wed. 11:00-11:30, Auditoire C

Burden of proof and arguing virtuously

Wenqi Ouyang
Sun Yat-sen University (CN)

As a fundamentally important concept in legal context, *burden of proof* has been controversial since its introduction into argumentation studies. Building on the discussion between Walton (1988) and Hahn and Oaksford (2007), we wonder whether it is reasonable to treat it as an obligation in argumentative discourse? And can we considerate least part of the burden of proof as an embodiment of a virtue? Based on recent developments of virtue argumentation theory (Aberdein & Cohen 2016), this paper aims to analyze the notion of burden of proof and to legitimize it in argumentative dialogue from the perspective of virtue. Depending on the different types of questions to be responded to, I argue that the arguer's burden of proof should be divided into different parts, which division should be regarded as consistent with the division between virtue and obligation in argumentation.

Jeu. / Thu. 15:00-15:30, MIS 03 3113

P

Reasons for trust. The (counter-) argumentative patterns of image-repair strategies

Rudi Palmieri

University of Liverpool (UK)

While a lot of research exists on trust-based argumentation (e.g., argument from authority), much less is known about trust-oriented argumentation: how argumentation works in defending, promoting or questioning opinions regarding the trustworthiness of an individual or organisational entity. This paper investigates the argumentative structure of trust-repair strategies by revisiting William Benoit's taxonomy (e.g., denial, minimisation, bolstering, mortification) with theories and concepts developed within argumentation theory. By combining the analysis of counter-argumentation with the Argumentum Model of Topics' inferential configuration, we show that each trust-repair strategy activates a specific pattern of counter-argumentation, aimed at refuting the argument that the trustor had previously built to question trust. This level of reconstruction enables a better evaluation of trust-repair strategies both in terms of critical assessment of soundness and in terms of effectiveness verified through the analysis of the trustor's public reactions within digitized rhetorical arenas.

Jeu. / Thu. 11:00-11:30, MIS 03 3113

Agentivity in public controversies surrounding sustainable fashion

Emeline Pierre

Université catholique de Louvain (BE)

This contribution aims at investigating the linguistic representation of agentivity in public controversies surrounding the fashion industry. Using corpus data from two types of documents (proceedings and briefings from European institutions and social media content) and covering the discourse production of different actors with competing interests and contrasting perspectives on sustainable fashion, this contribution aims at answering the following research question: how the linguistic representations of the agent, including the absence of explicit agents, reflect distinct argumentative strategies in negotiating the relationship problems and solutions in sustainable fashion controversies? The results of this analysis will be put into perspective with the use (or non-use) of agent-defocusing mechanisms. The findings of this two-level analysis will further be examined in light of argumentation theory. Overall, it is expected that certain types of agents and agent-defocusing mechanisms will be correlated with specific argumentation strategies.

Jeu. / Thu. 12:30-13:00, MIS 03 3113

Psychotherapists' Questions as Strategic Manoeuvres

Roosmaryn Pilgram

Leiden University Centre for Linguistics (NL)

'Socratic questioning' is an often used method in psychotherapy. Through this method, therapists encourage clients to argue against dysfunctional thoughts and beliefs, thereby aiming to develop coping mechanisms or change behaviour.

Psychotherapists do not propose coping mechanisms or behavioural changes as the questioning's conclusion; clients must come up with these themselves. Yet, not every conclusion is desirable: therapists should ensure clients reach those conclusions that are effective, efficient and ethical. This requires therapists to manoeuvre strategically.

Although Socratic questioning has been proven effective, it remains unclear how psychotherapists manoeuvre strategically during questioning. This paper will attempt to elucidate this by analysing Beck's (2021) therapeutic question types from a pragma-dialectical perspective. It will show that therapists' questioning strategically encourages clients to use argument schemes and make a selection from the topical potential that benefits a therapeutically desirable discussion outcome.

Mar. / Tue. 14:30-15:00, MIS 03 3115

Causal frames and arguments in on-line discussions about climate change

Nataly Pineda Castañeda and Andrea Rocci

Università della Svizzera italiana (CH)

This paper addresses the role of causal frames in discussions surrounding climate change in social media. We aim to understand the ways in which frames create affordances for argumentation within the context of such discussion. Although the relationship between frames and arguments has been the subject of study of several scholars, we focus on causality. Explanation of causes, causal narratives, and attribution of responsibilities abound in climate change discussions. This makes causality a key element to map disagreement and identify tendencies towards polarization involving secluded causal words.

In this research, we formulate an annotation scheme for causal frames applicable to discussions sourced from two platforms: Twitter and Quora. On one hand, Twitter is recognised as highly polemic, encouraging immediate and direct exchanges. On the other hand, Quora is a forum

characterized by longer and often explanatory exchanges among users. Analysing both allows us to observe causality in two different regimes of discussion.

Jeu. / Thu. 12:00-12:30, Auditoire C

Extending the analysis of causal loci within the context of skincare advertising.

¹Elena Pocock, ²Sara Greco and ³Stavros Assimakopoulos
^{1,3}*University of Malta, ²Università della Svizzera italiana*

In the context of advertising, Marsh (2007) advocates the importance of reasoning based on the four Aristotelian causes. Against this backdrop, and while adopting the argumentum model of topics (AMT Rigotti & Greco, 2019), this paper analyses skincare advertisements (n=300) with the intention of verifying the presence of causal loci and further loci. Our preliminary findings draw attention to an inverse reading of the efficient cause, which goes from effects to cause. This allows for an extension of Marsh's proposal, applying it to the domain of argumentation in beauty advertising. With regards to the AMT, the paper shows that each of the causal loci can be read in two directions, depending on the two poles that it includes: e.g. from cause to effects or to effects to cause, which extends our understanding of argumentation in advertising.

Mar. / Tue. 11:00-11:30, MIS 03 3113

R

The use of visual and haptic means in argumentation in bank consultations.

Heinz-Jörg Reichmann
University of Marburg (DE)

The existence of visual means in argumentation and arguments is controversial among argumentation theorists. While traditionalists emphasise the purely verbal character of arguments, representatives of visual arguments or visual means in arguments have ascribed an argumentative function to them.

In addition to the research into images in argumentation in the fields of advertising, science, cartoons, etc., argumentation can also be found in banking consultations. Sometimes advisors use means such as graphs, tables, drawings or similar to clarify or simplify facts or to derive reasons for or against a customer's decision. The talk gives first insights into a research project, that analyses the argumentative function of visual and haptic means in bank consultations. The analysis is anchored in a conversation-analytic framework and draws on authentic videographed conversations of consultations in a savings bank.

Mar. / Tue. 11:30-12:00, MIS 03 3113

“That can’t be left to stand”. The role of implicitness as a rhetorical strategy in U.S.A. presidential debates

¹Menno Reijven and ²Steve Oswald
¹University of Amsterdam (NL), ²University of Fribourg (CH)

During U.S.A. presidential debates, candidates routinely create contrasts between themselves and their opponent. These contrasts are either conveyed explicitly or implicitly – most likely through insinuation in the case of personal attacks (Bell 1997, Fraser 2001), which adds a moral dimension to the raised disagreements. To counter moral opposition, candidates usually engage, again either explicitly or implicitly, with the implied meaning to correct the record and redefine the disagreement at hand rather than maintain the flow of debating policy proposals. This further complicates the task of moderators within the context of this institutionalized discourse, as they must keep the participants focused on policy discussion rather than on their moral qualities. In this presentation, we discuss i) how candidates strategically manage to address leadership qualities while avoiding moderator interference, and ii) how these attacks can be responded to by participants.

Mar. / Tue. 11:30-12:00, Auditoire C

“He knows nothing about topoi, let alone maxims”: Fillmorean constructions indexing maxims of Aristotelian topoi in enthymematic arguments.

Andrea Rocci

Università della Svizzera italiana (CH)

The *let alone* construction was the centerpiece of Fillmore, Kay & O’Connor’s (1988) seminal paper on Construction Grammar making the point that constructions may specify discourse-pragmatic information. In fact, the pragmatic constraints of the *let alone* construction are argumentative and the authors dealt with them with a scalar semantics, inspired by Anscombe & Ducrot (1983). They don’t say, however, that *let alone* enshrines the Aristotelian topos of *the less and the more*: (Rhetoric, II 23). Here we go back to *let alone*, considering it as an indicator of this topos and comparing its treatment in two theories of topoi: Breitholtz (2021) and Rigotti & Greco (2019). The latter has an advantage in capturing the semantics of *let alone* at the proper level of abstraction by including both an *endoxon* and a *maxim* generated by the topos/ locus.

Jeu. / Thu. 11:00-11:30, MIS 03 3115

Managing Medical Skepticism in Healthcare: An argumentative and discourse analysis of uncertainty markers

Maria Grazia Rossi and Dima Mohammed

NOVA University of Lisbon (PT)

Medical skepticism is gaining importance and has been studied mainly concerning the increase of public distrust toward healthcare authorities. However, how skepticist positions occur in patient-provider interactions has been poorly investigated, and little is known about how healthcare providers recognize and handle such doubts.

Building on previous argumentative approaches to the analysis of doubt in public and health controversies (Mohammed, 2019a, 2019b; Mohammed & Rossi, 2022), in this paper, we aim to describe the discursive role of different uncertainty markers characterizing the managing process of medical skepticism in patient-provider interactions. We will base our qualitative analysis on a data set of representative cases selected from a Portuguese corpus of chronic care consultations. The analysis highlights the critical role that healthcare providers can play in managing doubt, and especially in fostering their trust in healthcare authorities.

Mar. / Tue.12:30-13:00, MIS 03 3115

S

Rationally Rejecting True Statements

Gerhard Schaden
Université de Lille (FR)

One can see the main concern of argumentation as establishing truth: making sure that from true premises only true conclusions are drawn. The main aim of this communication is to study cases where arguers reject statements they (likely) believe to be true, and examine the rationality of such a practice.

The communication is based on an examination of PETA's (especially: PETA France) campaigns for animal rights in 2015 and public reactions to it. More specifically, I will study their argument in favor of animal rights by comparing animals favorably to the mentally disabled. I will argue that – while the statements in itself may be true, and spokesperson's for the rights of disabled persons arguably believe them to be true – at least defenders of the cause of the disabled should rationally reject this type of argument.

Jeu. / Thu. 12:00-12:30, MIS 03 3113

Does rephrasing in argumentation increase comprehension? An experimental approach.

Jennifer Schumann
University of Fribourg (CH)

Previous studies (Koszowy et al., 2022; Younis et al., 2023) have shown that rephrase, i.e., reformulating content for rhetorical gain, is frequently used in argumentative settings and increases the persuasiveness of statements. One question emerging from these studies is whether higher persuasiveness of rephrasing can be linked to improved comprehension of the statements. To answer this question, the present contribution addresses the phenomenon from a discourse comprehension perspective and contrasts rephrase with repetition, a phenomenon linked to increased comprehension in certain contexts (e.g., Cacioppo & Petty, 1979). It thus falls within areas b) and c) of the call for papers. this paper contributes to a better understanding of the cognitive underpinnings of rephrase in argumentation. It will provide evidence for the role of rephrase for comprehension and inform on the potential link between comprehension and persuasiveness.

Jeu. / Thu. 11:00-11:30, Auditoire C

Fallacies and Biases: The Case of the Straw Man

¹Ermioni Seremeta, ²Monique Flecken and ³Corina Andone
¹Panteion University of Social and Political Sciences (GR), ^{2,3}University of Amsterdam (NL)

When people receive and process political arguments, they are strongly affected by their prior ideological beliefs. Previous research has shown that political cognition often relies on two types of ideological biases. Firstly, confirmation bias leads addressees of political communication to accept arguments that affirm their preferred ideological positions. Secondly, the disconfirmation bias probes reasoners to reject arguments that provide attitudinally incongruent evidence. Here, we report the findings of an experimental study aimed at investigating the role of biased reasoning on perceptions of argument soundness. We focused on the processing of the strawman fallacy in order to determine whether strawman affect is contingent upon the activation of different ideological biases (confirmation/disconfirmation). Our study examined argument comprehension, argument evaluation and fallacy identification by means of a memory task, a rating task and an interview. On the level of comprehension and fallacy identification, subjects were not affected by the strawman or by their ideological priors. Conversely, evaluation was influenced by the ideological congruency of the arguments, which led to favorable ratings, as well as by the fallaciousness of the arguments, which led to unfavorable ratings. The study suggests that ideological biases and fallacy affect can be associated with deliberative cognitive settings and marks a distinction between evaluative attitudes and the capacity to identify fallacies in political argumentation.

Mer. / Wed. 12:30-13:00, Auditoire C

Flouting Gricean Maxims as an Argumentative Strategy in Parent-child Mealtime Discussions

Ruoyu Shi
Leiden University (NL)

A great deal of indirect utterances can be found in parent-child conversations. Several studies have explored the pragmatic functions of the indirectness resulting from flouting Gricean maxims in parent-child mealtime conversations (Blum-Kulka, 1990, 1997; Rundquist, 1992; Brumark, 2006; Bova, 2011). These functions include regulating children's behaviors or delivering criticism while avoiding direct conflict. Although previous studies indicate that this type of indirectness can be strategically used to enhance the force of arguments, very few have examined its function in parent-child argumentation. This study aims to investigate the strategic use and functions of indirectness arising from the flouting of maxims in parent-child mealtime argumentation. To achieve this, the Cooperative Principle and conversational maxims (Grice, 1975), in combination

with strategic maneuvering (van Eemeren, 2010), will be used to analyze the empirical data from the mealtime conversations of five Chinese families.

Jeu. / Thu. 15:00-15:30, Auditoire C

Tense Distinction in Argumentation: A contrastive analysis of two tenses associated with the French verb of opinion *penser* [think]

Guillaume Stern and Jérôme Jacquin
Université de Lausanne (CH)

The contribution focuses on the French verb *penser* [think]. While the pragmatic multifunctionality of this verb in the first-person present tense is well documented (e.g., Gosselin, 2015), it has scarcely been studied with respect to other temporal meanings. Our contribution investigates how this multifunctionality behaves when considering two past tense forms, namely the compound past *j'ai pensé* [I thought / I have thought] and the pluperfect *j'avais pensé* [I had thought], within a 14h video-recorded corpus of professional meetings. Our study shows that these two forms behave differently regarding the speaker's commitment toward the propositional content and in terms of "argumentative orientation" (Anscombe & Ducrot, 1983; Ducrot, 1980). In this way, we shed light on the pragmatic resources that these tenses afford, and the way speakers orient to them in order to formulate their proposals as thoughts (Stevanovic, 2022), thus negotiating interactively the process of joint decision-making in the workplace.

Mar. / Tue. 14:30-15:00, MIS 03 3113

V

Another Marriage of Rhetoric and Pragmatics: The Case of Figured Discourse

Charlotte van der Voort
Leiden University (NL)

“Pretend to say something different than what is actually said” (Quintilian, IX.1.14). This advice lies at the heart of the classical rhetorical concept of ‘figured discourse’ (*oratio figurata* in Latin and *logos eschēmatismenos* in Greek). Under this term, a dozen rhetoricians explained and analyzed how speakers could convey a possibly controversial message by disguising the (intended) implicit meaning through the literal meaning of their discourse. This paper aims to define the concept of figured discourse by exploring how it relates to modern pragmatic theoretical frameworks and by comparing it to modern notions such as ‘dog-whistle’ and ‘insinuation’. It is argued that, while the mechanisms and effects of figured discourse are somewhat similar to these modern concepts, the explanatory scope of the classical concept is broader as figured discourse includes the content, order, and style of argumentative discourse.

Mar. / Tue. 15:30-16:00, MIS 03 3115

Linguistic choices and argumentative effects: an experimental investigation of presentational means in the ‘Van Gelder’ gymnastics case

Maarten van Leeuwen, Hannah De Mulder and Astrid den Hollander
Leiden University (NL)

This paper aims to contribute to developments in the study of argumentation to test experimentally whether alleged argumentative effects of linguistic choices do actually occur (cf. Oswald 2023: 153). We will focus on effects of linguistic choices hypothesized by van Haaften & van Leeuwen (2021) in the ‘Van Gelder’ court case, which revolves around summary proceedings that gymnast Yuri van Gelder brought against the Dutch Olympic committee, after the committee removed him from the Olympics due to misbehaviour. Van Haaften & van Leeuwen (2021) show that Van Gelder’s lawyer strategically uses linguistic means to downplay the severity of Van Gelder’s behaviour and paint him as a victim, while the lawyer of the Dutch Olympic committee systematically uses linguistic means to do exactly the opposite.

Do these linguistic choices sort out actual argumentative effects? In order to answer that question, 209 participants read either an original fragment of the lawyer’s pleas, or a manipulated fragment in which the linguistic choices identified by van Haaften & van Leeuwen

(2021) were modified. In our talk we will report on the design and outcomes of the study, reflect on possible explanations for these outcomes and discuss its implications for the study of linguistic choices in argumentation theory.

Mar. / Tue. 14:30-15:00, Auditoire C

The argumentative function of narratives in three-party medical consultations

Lotte van Poppel
University of Groningen (NL)

Narratives are crucial in health care interactions and may even play an argumentative role, e.g., as argument from example or analogy. This study examines narrative arguments in medical consultations in which a patient companion participates in the deliberation. Applying pragma-dialectics on a corpus of videotaped consultations from a Dutch regional hospital, these consultations will be analysed as potential three-party discussions in which various types of discussion situations can occur. It is defined in what ways narratives are used to support or challenge treatment proposals by identifying the argument schemes used and exploring how their function differ among the participants in these interactions. This study aims to offer qualitative insights into the resources used that influence medical decision-making and how this may affect how doctors, patients and their companions can assess argumentation.

Mar. / Tue. 11:00-11:30, MIS 03 3115

Managing Disagreement Space in Polylogic Argumentative Activity

Alena Vasilyeva
University of Massachusetts Amherst (US)

According to Lewiński and Aakhus (2023), dialogical views of argumentation treat argumentation as a communicative activity just between two parties (e.g., protagonist/antagonist), and this dyadic reduction dismisses the complexity and dynamics of interaction that “open up and close off argumentative opportunities” (p. 5). They argue that argumentation is intrinsically polylogic, as there are always some “third parties” that influence an argumentative activity. However, polylogues are “typically neglected in argumentation analysis” (p. 6).

Using Lewiński and Aakhus’ framework of polylogue, the project explores how disagreement space is managed in a multiparty argumentative activity of debate that focuses on the political situation in Belarus. In particular, it investigates the moderators’ and debaters’ communicative

practices to manage disagreement space and to introduce different voices into the discussion and the participants' language use to position themselves and the other.

Jeu. / Thu. 12:30-13:00, Auditoire C

Once upon a time, speech acts met argumentation and...

Erik Vellinga
University of Amsterdam (NL)

It is well-established that various genres of fiction (e.g. fables and dystopian novels) can be used to present argumentation. Despite speech act theory's importance for argumentation, this particular presentation of argumentation – which I call argumentation by fiction – is problematic for speech act theoretical interpretations. The sincerity conditions of argumentation entail that a proponent must believe the propositional content of their standpoint and argument. In fiction, however, propositions are often not true, leading to the question: “how can argumentation by fiction still be considered argumentation if it does not fulfil fundamental sincerity conditions on argumentation?” In my presentation, I argue that argumentation by fiction requires a different interpretation of speech acts. By entangling the diegetic (fictional) and extradiegetic (“real”) world, I show how argumentation by fiction can be incorporated in speech act theoretical interpretations of argumentation by fiction.

Mar. / Tue. 12:30-13:00, MIS 03 3117

X

Philosophy as therapy: A cognitive rhetorical analysis of the Socratic elenchus in the *Zhuangzi*

Mingjian Xiang

Nanjing Tech University (CN)

This paper examines how the Chinese philosopher Zhuangzi (c. 369–c. 286 B.C.E.) use the Socratic elenchus to convince prospective readers of his therapeutic philosophical ideas. Integrating Burke's (1969) fundamental concept "identification" and recent research on mental simulation and perspective taking, we propose a cognitive model of rhetoric to account for the corresponding use of rhetorical strategies across languages and cultures. We argue that an identification relationship can be established between the sensorimotor representations activated in the recipient and his or her embodied experience through mental simulation. This constitutes the basis for the alignment of the possibly different viewpoints of the rhetor and recipient, thereby leading to self-persuasion in the recipient. This study complements Candiotti's (2019) extended cognition account of the Socratic elenchus and more generally contributes to a cognitive theory of persuasion.

Jeu. / Thu. 14:30-15:00, MIS 03 3115

Y

Does reformulating using numbers increase persuasion? An experimental study

Ramy Younis, Daniel de Oliveira Fernandes, Jennifer Schumann and Steve Oswald
University of Fribourg (CH)

The present study builds on previous experimental findings (see Younis et al., 2023) to investigate the persuasive effects of reformulations that introduce *numerical quantifications*. Consider the following example:

- (1) The vast majority of abortions—**that is, over 90% of them**—occur in the first trimester of pregnancy. In most cases, abortions should therefore be at the total discretion of the mother.

To tackle this research topic, we designed an experimental study measuring whether statements containing reformulations that use numbers increase *persuasiveness* (Experiment 1) and positively impact *perceived speaker competence* (Experiment 2) compared to nearly identical statements that contain informationally neutral segments. In the experiments, participants were presented with scenarios in which they received suggestions from fictional friends about fictional products. Our results indicate that speakers who use reformulated product suggestions (i) are more successful in their persuasive attempts and (ii) are perceived to be more competent than speakers who employ non-reformulated suggestions.

Mer. / Wed. 12:00-12:30, Auditoire C

PROGRAMME DÉTAILLÉ
DETAILED PROGRAMME

Programme détaillé / Detailed programme

Day 1: 25.06.2024 (Mardi / Tuesday)

Room	Auditoire C	MIS 03 3113	MIS 03 3115	MIS 03 3117
08:00-08:30	Registration and coffee			
08:30-09:00	Welcome address			
09:00-10:30	Goodwin			
10:30-11:00	Coffee break			
11:00-11:30	Jacobs	Pocock et al.	van Poppel	Lewiński
11:30-12:00	Reijven & Oswald	Reichmann	Hannken-Iljes	Hicks
12:00-12:30	Boogaart et al.	Hubsch	Bigi	Lucchini
12:30-13:00	Coppola & Cominetti	Younis et al.	Rossi & Mohammed	Vellinga
13:00-14:30	Lunch			
14:30-15:00	van Leeuwen et al.	Stern & Jacquin	Pilgram	Grzenkowicz
15:00-15:30	Mannaoli & Lombardi Vallauri	Battaglia & Miecznikowski	Hinton et al.	Mejía Saldarriaga
15:30-16:00	Maillat	Anquetil	van der Voort	
16:00-16:30	Coffee break			
16:30-18:00	Tindale			
18:00-19:30	Welcome reception (Mensa terrace)			

Programme détaillé / Detailed programme

Day 2: 26.06.2024 (Mercredi / Wednesday)

Room	Auditoire C	MIS 03 3113	MIS 03 3115	MIS 03 3117
09:00-10:30	Zufferey			
10:30-11:00	Coffee break			
11:00-11:30	Oswald & Schumann	Doury et al.	Panel 1 Koch et al.	Panel 2 Wagemans
11:30-12:00	Koszowy & Uberna	Cigada	Panel 1 Greco et al.	Panel 2 Musi & Palmieri
12:00-12:30	Konat	McLaren	Panel 1 Dreesen	Panel 2 Bodlovič & Lewiński
12:30-13:00	Seremeta et al.	Armani	Panel 1 Discussion	Panel 2 Discussion
13:00-14:30	Lunch break			
14:30-16:00	Hautli-Janisz			
16:00-22:00	Social event (visit) + Conference dinner			

Programme détaillé / Detailed programme

Day 3: 27.06.2024 (Jeudi / Thursday)

Room	Auditoire C	MIS 03 3113	MIS 03 3115	MIS 03 3117
09:00-10:30	Ervas			
10:30-11:00	Coffee break			
11:00-11:30	Schumann	Palmieri	Rocci	Lombardi Vallauri
11:30-12:00	Herman & Hautli-Janisz	Masotina & Musi	Keller	De Oliveira Fernandes & Oswald
12:00-12:30	Pineda Castañeda & Rocci	Schaden	Elnakkouzi	Giunta et al.
12:30-13:00	Vasilyeva	Pierre	Moldovan	Mihlic et al.
13:00-14:30	Lunch break			
14:30-15:00	Angiolini	Mohammed	Xiang	
15:00-15:30	Shi	Ouyang	Dufour	
15:30-16:00	Conference closing			

INFORMATIONS GÉNÉRALES
GENERAL INFORMATION

Contact du 25 au 27 Juin

Pour toute question, nous resterons disponible par mail à

argage2024@unifr.ch

Réseau sans fil

En tant que participant-e, vous bénéficiez d'un accès au réseau internet sans fil de l'Université de Fribourg. Voici la marche à suivre pour vous connecter :

- 1) Si votre université d'origine fait partie du réseau **eduroam**, vous le trouverez dans la liste des réseaux sans fil disponibles à l'Université de Fribourg. Pour y accéder, il vous suffit d'entrer vos données de connexion habituelles.
- 2) Pour ceux qui n'ont pas accès au réseau eduroam, connectez votre appareil au réseau sans fil **public-unifr**. Une fois connecté, une page web s'affiche automatiquement. Faites défiler le texte vers le bas et cliquez sur "Enregistrement par SMS", puis entrez votre numéro de téléphone mobile. Un code sera envoyé à ce numéro de téléphone par SMS. Veuillez noter que chaque code ne peut être utilisé que pour un seul appareil. Si vous devez connecter votre smartphone, un ordinateur portable et une tablette, vous devrez demander trois codes (un code distinct pour chaque appareil).

Contact from 25 to 27 June

If you have any questions, we will be available by email at

argage2024@unifr.ch

Wireless connection

As a participant, you will have access to the university's internet network. To get online, follow these steps:

- 1) If your home university is part of the **eduroam** network, you will find it in the list of available wireless networks at the University of Fribourg. To access it, simply enter your usual login information.
- 2) For those who do not have access to the eduroam network, connect your device to the wireless network **public-unifr**. Once connected, a webpage will automatically appear. Scroll down and click on "Register via SMS", then enter your mobile phone number. A code will be sent to this phone number via SMS. Please note that each code can only be used for one device. If you need to connect your smartphone, a notebook, and a tablet, you will need to request three codes (a separate code for each).

Accès – comment se rendre à l'UNIFR

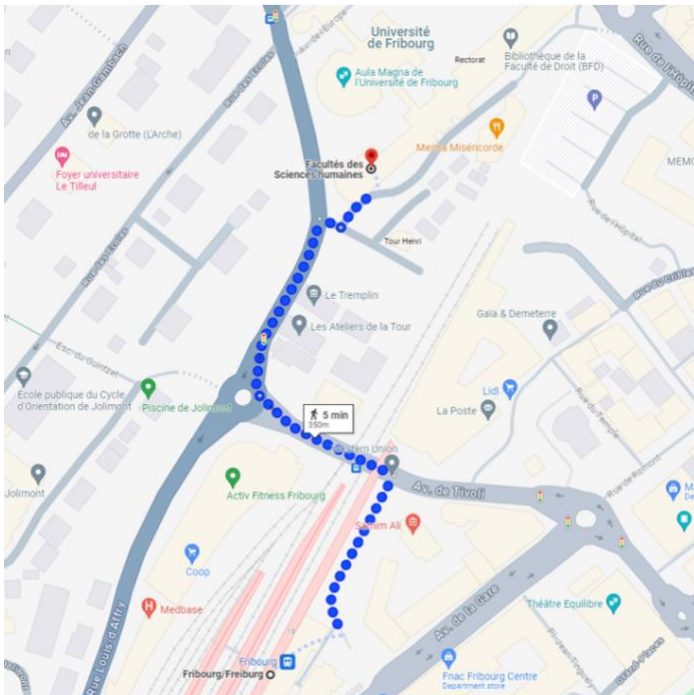
La conférence aura lieu au campus de Miséricorde de l'Université de Fribourg (Avenue de l'Europe 20, 1700 Fribourg). Le campus est situé à proximité de la gare de Fribourg et du centre-ville (env. 5-10 minutes de marche). La conférence aura principalement lieu au bâtiment 3 (= MIS 03).

La carte ci-dessous montre l'itinéraire à pied de la gare au lieu de la conférence.

Access – how to get to UNIFR

The conference will take place on the Miséricorde campus of the University of Fribourg (Avenue de l'Europe 20, 1700 Fribourg), which is located in close proximity to the train station and the city centre (c. 5-10 min walk). The conference will take place mostly in building 3 (= MIS 03).

The map below shows the walking route from the train station to the conference venue.

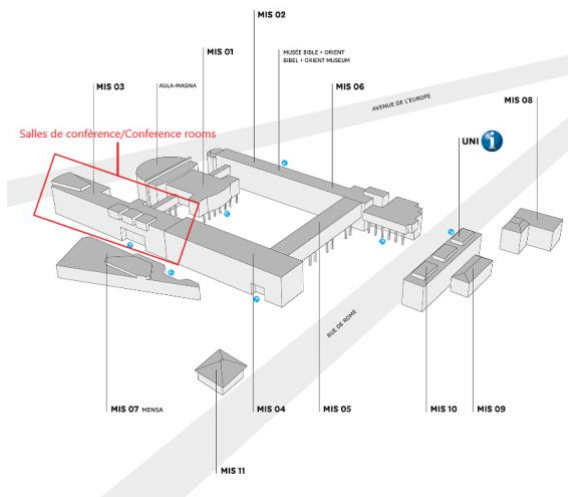


Lieux

La **conférence et les pauses-café** auront lieu dans le bâtiment 3 (=MIS03) sur le campus Miséricorde de l'Université de Fribourg (Avenue de l'Europe 20, 1700 Fribourg).

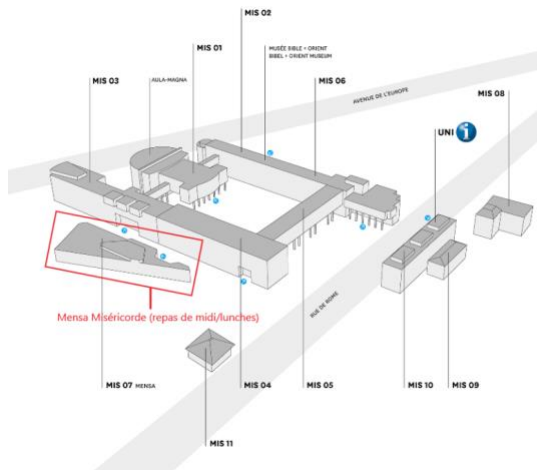
Locations

The **conference and the coffee breaks** will take place in building 3 (=MIS03) on the Miséricorde campus of the University of Fribourg (Avenue de l'Europe 20, 1700 Fribourg).



Les repas de midi auront lieu à la cantine universitaire *Mensa Miséricorde* (=MIS 07), de l'autre côté du bâtiment où se déroulent les conférences.

Lunches will take place at the university's canteen *Mensa Miséricorde* (=MIS 07), across the building where the talks take place.



Le **dîner de conférence** aura lieu le soir du deuxième jour de la conférence (mercredi 26 juin 2024) et sera précédé d'une promenade dans la campagne fribourgeoise. Un bus privé partira de l'Université vers 16h30 pour nous amener au Lac Noir (Schwarzsee). Vous aurez ensuite l'occasion de faire le tour du lac (environ 1h15min de marche, 4 km) ou de vous promener à proximité, et le dîner sera servi au restaurant vers 19h.

The **conference dinner** will take place on the evening of day 2 of the conference (Wednesday 26 June 2024) and will be preceded by a sight-seeing excursion in the Fribourg countryside. We will all hop on a private bus from the conference venue at around 16:30, which will take us to the "Black Lake" (Schwarzsee). You will then have the opportunity to walk around the lake (it is about a 1h15min walk, 4 km) or take a stroll on its shore, and dinner will be served in the restaurant at around 7pm.

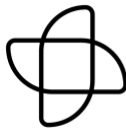
Sponsors

Le comité d'organisation du colloque ARGAGE 2024 souhaite exprimer sa reconnaissance aux sponsors suivants.

The organizing committee of the ARGAGE 2024 conference wishes to express its gratitude to the following sponsors.



(Fonds de recherche du centenaire de l'Université de Fribourg, Fonds d'action facultaire)



Schweizerische Sprachwissenschaftliche Gesellschaft
Société Suisse de Linguistique
Società Svizzera di Linguistica
Societad Svizra da Linguistica

Schweizerische Akademie der Geistes- und Sozialwissenschaften
Académie suisse des sciences humaines et sociales
Accademia svizzera di scienze umane e sociali
Academia svizra da ciencias humanas e socialas
Swiss Academy of Humanities and Social Sciences



