



Rhetoric in Society 9

RHETORIC IN THE DIGITAL AGE

Faculty of Humanities and Social Sciences
UNIVERSITY OF ZAGREB

18-21 JUNE 2025 / Zagreb - Croatia

PRELIMINARY PROGRAM

Wednesday 18 th	
18.00 – 20.00	RECEPTION AND REGISTRATION

Thursday 19 th						
Time	Lecture room VII					
9.00 – 9.30	Opening of the conference					
9.30 – 10.30	Keynote address <i>Chair: Michael Hoppman</i> Henrike Jansen: <i>Populists' responses to commotion about their words: A case study from Dutch politics</i>					
10.30 – 11.00	Coffee break					
Time	Lecture room					
	I	II	III	IV	V	VI

11.00 – 13.00	Rhetoric and argumentation I <i>Chair: Paglieri</i>	Rhetoric and politics of the world I <i>Chair: Załęska</i>	Panel The Rhetorical Subject in and Against Technocapitalism	Rhetoric and Law <i>Chair: Manzin</i>	Rhetoric in the Digital age I <i>Chair: Therkildsen</i>	Panel The Rhetoric of Fraud and Scams in a Digital World
11.00 – 11.30	Scott	Graack	Allen	Rauccio	Weiser	Kjeldsen
11.30 – 12.00	van der Voort	Völker		Daniel	Hubsch	Rice
12.00 – 12.30	Růžička	Seitz	Chagnon	Gabrielsen	Skinnell	Vikøren Andersen
12.30 – 13.00	Shi	Zamparutti	Tarvainen	Nolsøe	Brinch	Hess
13.00 – 14.00	Lunch break					
14.00 – 16.00	Rhetoric and Controversy <i>Chair: Fairclough</i>	History of Rhetoric <i>Chair: Krauss</i>	Panel Mobilizing Bad Feelings: The Rhetorical Circulation of Affect in Public Discourse	Rhetoric and AI I <i>Chair: Puppo</i>	Rhetoric and social media <i>Chair: Stöckl</i>	Panel Rhetorical effects of argumentation (ECA panel)
14.00 – 14.30	Załęska	Manzin	Phillips	Kuzmina	Mavrodieva	Oswald
14.30 – 15.00	Alavi Seddighi	Fredal	Broberg	Roderick	Bjork	Marchal
15.00 – 15.30	Vlah	Andrychowski	Rand	Huang	Fisker Just	Hautli-Janisz
15.30 – 16.00		Hoppman Philips-Anderson	Schou Therkildsen	Glowka	Kiełbiewska	Herman Armani
16.00 – 16.30	Coffee break					

16.30 – 17.30	Council hall: Book presentation Pietrucci, P. & Ceccarelli, L. eds. (2025) <i>Scientists, Politics, and The Rhetoric of Public Controversy</i>					
16.30 – 18.30	Rhetoric and argumentation II <i>Chair: Herman</i>	Rhetoric and Media <i>Chair: Phillips</i>	Panel Manifest, Embodiment, Backlash: On Different Stages of Activist Rhetoric	Rhetoric and AI II <i>Chair: Hautli-Janisz</i>	Rhetoric and literary discourse <i>Chair: Mavrodieva</i>	Panel Hostile Digital Architecture: Restricting Rhetorical Agency Through Technology
16.30 – 17.00	Hansen	Isager	Nielsen Fisker Skovbo Moser	Downing Carter	Bremer Stewart Harris	Guadron Halley Velasquez
17.00 – 17.30	Aberdein	Adamidis		Evangelista	Nikolić	
17.30 – 18.00	Paglieri	Mølster		Tomasi	Iversen	
18:00 - 18:30	Younis	Holiday		Monteiro Kuzmina	Alexander	
18.30 – 19.30	Book presentation: Aaron Hess, Jens Kjeldsen, Eds. (2025) <i>Ethos, technology, and AI in Contemporary Society - The Character in the Machine</i> Speakers: Aaron Hess, Jens Kjeldsen, Maryam Alavi Nia, Mette Bengtsson, Sine Just and/or Marcus Lantz and/or Robert Topinka, Johanna Hartelius					

Friday 20 th	
Time	Lecture room VII
9.00 – 10.00	Keynote address Jean Wagemans <i>The Role of Rhetoric in Defending Against Weapons of Mass Persuasion</i> <i>Chair: Leo Groarke</i>
10.00 – 10.30	Coffee break
Time	Lecture room

	I	II	III	IV	V	VI
10.30 – 12.30	Rhetoric in the Digital age II <i>Chair: Budzynska</i>	Rhetoric and Education I <i>Chair: Modrzejewska</i>	Rhetoric and healthcare <i>Chair: Hinton</i>	Multimodal rhetoric <i>Chair: Kjeldsen</i>	Presidential rhetoric <i>Chair: Hill</i>	Panel Extremism in Public Discourse through a Rhetorical and Discursive Lens: American and European Scholars in Conversation (Part I)
10.30 – 11.00	Puppo	Egglezou	Lombard	Groarke	Rabon	Asen, Mădroane Colombini Howard Pietrucci
11.00 – 11.30	Vujnović Phillips-Anderson	Sigrell	Bunko	Tseronis	Carlsen Ruhland	
11.30 – 12.00	Kraus	Rutten Doom	Goggin	Hinton Bryła-Cruz Kišiček	Poropar Darrer Mihaljević	
12.00 – 12.30	Kolstad	Zupančič	Couvée	Stöckl	Kobyłska	
12.30 – 13.15	Lunch break					
13.15 – 14.00	General Assembly RSE					
14.00 – 16.00	Council hall: Round table Persuasive Algorithms: Exploring the Intersections of Rhetoric and Generative AI (<i>Kramer, Basgier, Colombini, Erhardt Kalwa, Majdik</i>)					
14.00 – 16.00	RSA-RSE panel	Rhetoric and education in the Digital age <i>Chair: Egglezou</i>	Rhetoric and civic engagement <i>Chair: H. Jansen</i>	Multimodal rhetoric II <i>Chair: Tseronis</i>	Rhetoric and politics of the world II <i>Chair: Phillips Anderson</i>	Panel Extremism in Public Discourse through a Rhetorical and Discursive Lens (Part II)

14.00 – 14.30		Hill	Modrzejewska Kampka	Novak	Laurens Hoppmann	<i>Mădroane, Asen Kock</i>
14.30 – 15.00		Krautter	Ferguson	Lipphardt	Ding	Amossy
15.00 – 15.30		McKinney	Vatnøy	Majdzińska- Koczorowicz	Chari	Fairclough
15.30 – 16.00		Greza	Green Waszak	van Belle	Crombie	Cârlan <i>Mădroane Beciu</i>
16.00 – 16.30	Coffee break					
16.30 – 18.00	Council hall: Round table Digitizing dialogue and animating actio: an international roundtable discussion (<i>Holmes-Henderson, Wright, Heineman</i>)					
16.30 – 18.00	Rhetoric and Science <i>Chair: Villadsen</i>	Rhetoric and education II <i>Chair: Rutten</i>	Panel The Use of Competitive Debates in Ethical Education: Research Report	Rhetoric in the Digital age III	Panel Feminist Power of Rhetorical Listening	Panel The Species of Rhetoric as Contemporary Heuristics for the Digital Age
16.30 – 17.00	Mamat	Stanković Kalogjera	<i>Sędlak</i>	Bubikova-Moan Sandvik	<i>Ratcliffe</i>	<i>Street</i>
17.00 – 17.30	Erhardt	Brown	Nowakowska	Szilágyi-Gál	Mountford	Alford
17.30 – 18.00	Luan	Vančura i Šovagović	Kornicka		Woody	Hawk
18.15 – 19.15	Book presentation: Blake Scott (2025) <i>The Rhetoricity of Philosophy – Audience in Perelman and Ricoeur after the Badiou-Cassin Debate</i> Speakers: Ruth Amossy, Fabian Erhardt and Blake Scott					
20.00 – ...	CONFERENCE DINNER (Restaurant Vinodol)					

Saturday 21 st						
Time	Lecture room VII					
9.30 – 10.30	Katarzyna Budzynska <i>Ethos in the Digital Society: A Computational Approach</i> Keynote address <i>Chair: Steve Oswald</i>					
10.30 – 11.00	Coffee break					
Time	Lecture room					
	I	II	III	IV	V	VI
11.00 – 13.00	Rhetoric in the Digital age IV <i>Chair: Novak</i>	Rhetoric and politics <i>Chair: Tomić</i>	Panel Rhetoric Across Disciplines	Panel Speaking with the Voice of the Future: Children and Childhood in Climate Activist Rhetoric	Rhetorical challenges <i>Chair: Nikolić</i>	Panel Symbolic Screens and Digital Dreams: Reclaiming Aesthetics in Rhetorical Inquiry
11.00 – 11.30	Adams W	Egglezou	De Jong Van Beveren	Olthof	Broberg Fisker Appel Olsen	Rutten
11.30 – 12.00	Houser	Taylor	van der Meulen Olthof	Vikøren Andersen Winslow Mangold	Berg	Adam
12.00 – 12.30	Lucia	Adams M			Ladegaard	Kock
12.30 – 13.00	Corradi		Wackers		Hinton Bryła-Cruz Kobierski Olkowska	Hodgson Jensen
13.00 – 14.00	Lunch break					
14.00-16.00		Panel Ethics in Rhetoric Across Time and Space		Panel Using Transnational and Decolonial as Technologies to		Panel Hard Listening in the Digital Sphere: From the

				Address The Epistemic Crisis of Rhetorical Studies		Personal to the Public
14.00 – 14.30		Figueiredo		Dingo Graban Walzer		Rutten Glenn Adams, H. Villadsen Enoch
14.30 – 15.00						
15.00 – 15.30						
15.30 – 16.00						
16.00	Closing of the conference					