



Rhetoric in Society 9

RHETORIC IN THE DIGITAL AGE

Faculty of Humanities and Social Sciences
UNIVERSITY OF ZAGREB

18-21 JUNE 2025 / Zagreb - Croatia

Lecture Room I

Thursday, June 19th, 2025

Rhetoric and Argumentation I, Chair: Paglieri

11.00 – 11.30	Scott: What Would Perelman Make of Persuasive Technologies? Rhetorical Agency after AI
11.30 – 12.00	van der Voort: A mass medium and its ambiguous message: the case of Isocrates' literate rhetoric
12.00 – 12.30	Růžicka: Pragma-Dialectical Analysis of Police Communication on Social Media
12.30 – 13.00	Shi: Argumentative Patterns in Parent-Child Mealtime Interactions

Rhetoric and Controversy, Chair: Fairclough

14.00 – 14.30	Załęska: Controversies over freedom of speech in online discussions
14.30 – 15.00	Alavi Nia, Seddighi: From Frustration to Education: How Migrant Influencers Use Instagram to Address AMR and Shape Trust in EU Healthcare Systems
15.00 – 15.30	Vlah: The Impact of the Audience on Critical Thinking
15.30 – 16.00	McClellan: Ecological Care Work in Eco-Conscious Companies During the Nordic Green Transition

Rhetoric and Argumentation II, Chair: Herman

16.30 – 17.00	Hansen: Discursive environments and normative pragmatics
17.00 – 17.30	Aberdein: Virtuous Argumentation and Unendorsed Claims
17.30 – 18.00	Paglieri: The impact of generative Artificial Intelligence on rhetorical and argumentative competence: deadly pitfall or training grounds?
18.00 – 18.30	Younis: Steel man: experimental evidence on rhetorical effects of faithful reformulations



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Friday, June 20th, 2025

Rhetoric in the Digital Age II, Chair: Budzynska

10.30 – 11.00	Puppo: Reason, Reality and Rhetorical Truth in the Digital Age
11.00 – 11.30	Vujnović, Phillips-Anderson: Sympathy is an Out-of-Network Benefit: An Examination of Digital Rhetoric and Dark Humor following the Death of UnitedHealthcare's CEO
11.30 – 12.00	Kraus: Is There a Speaker in This Post? The Eclipse of the Orator in Digital Social Networks
12.00 – 12.30	Kolstad: Innovative ethos: How Technology Constitutes the Ethos of Successful Innovators

Rhetoric and Science, Chair: Scott

14.00 – 14.30	Mamat: Storytelling in scientific online presentations: Overcoming social distance
14.30 – 15.00	Erhardt: Rhetorics of Knowledge: Probability, Plausibility, and Claims to Validity
15.00 – 15.30	Hariss, Luan: The Rhetoricon
15.30 – 16.00	Roe: From fractured narratives to a united approach, The Norwegian Government's AMR-rhetoric concerning responsibility and solutions

RSA-RSE Panel, Chairs: Pietrucci, Rutten

16.30 – 18.00	RSA-RSE Panel
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Saturday, June 21st, 2025

Rhetoric in the Digital Age IV, Chair: Novak

11.00 – 11.30	Adams W: “Logos Don’t Care”: Digital Rhetorics of Activism and Dis/Information in the Age of Alt-Right Politics
11.30 – 12.00	Houser: “Logos Don’t Care”: Digital Rhetorics of Activism and Dis/Information in the Age of Alt-Right Politics
12.00 – 12.30	Lucia: The Dystopian Imaginaries of ChatGPT: A Designed Cycle of Fear
12.30 – 13.00	Corradi: Digital objects in the rhetorical situation: a legal-philosophical perspective