



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 II

Thursday, June 19th, 2025

Rhetoric and Politics of the World, Chair: Załęska

11.00 – 11.30	Graack: The role of parliamentary speeches on social media and its rhetorical implications: A case study of the ninth European Parliament 2019-2024
11.30 – 12.00	Völker: From Grim to Grin: Decoding Sergey Lavrov's Strategic Wit
12.00 – 12.30	Seitz: "Exiled from the Interior": The People and their Enemies in Radical Right French Discourse
12.30 – 13.00	Zamparutti: Norma Cossetto's Digital Ethos: Enargeia and Prosthetic Memory in Italy's New National Heroine

History of Rhetoric, Chair: Krauss

14.00 – 14.30	Manzin: Rhetoric in Times of Change
14.30 – 15.00	Fredal: Is Rhetoric the <i>antistrophos</i> of Dialectic? Narrative Reasoning in Ancient Forensic Oratory
15.00 – 15.30	Andrychowski: Rhetorical Potential of Political Myths
15.30 – 16.00	Hoppman, Philips-Anderson: Does the Universal Audience (still) laugh?

Rhetoric and Media, Chair: Phillips

16.30 – 17.00	Isager: Rhetorical Citizenship, Elsinore: Towards a site-specific reinvention of citizen journalism
17.00 – 17.30	Adamidis: Identification, division, and social identity theory in the Digital Age. Alexis Tsipras and Syriza's communication campaign on the road to the May 2023 Greek parliamentary elections
17.30 – 18.00	Mølster: Experts and narratives in factual TV on antimicrobial resistance
18.00 – 18.30	Perry: Deep Blue Mourn: Limits of Empathy and Grievability in Disaster Discourse



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Friday, June 20th, 2025

Rhetoric and Education I, Chair: Modrzejewska

10.30 – 11.00	Egglezou: Thinking... Expressing... Communicating: Rhetorical Games in Primary Education. Familiarizing Students with Rhetoric through a Primary Education Rhetorical Festival
11.00 – 11.30	Sigrell: Kairos in Contemporary Teacher Education
11.30 – 12.00	Rutten, Doom: Curation as a Rhetorical Performance on the Museum Stage
12.00 – 12.30	Zupančić: Who is Responsible for Speech Education (when should speech education begin and how good or bad examples influence speech culture)?

Rhetoric and Education in the Digital Age, Chair: Egglezou

14.00 – 14.30	Hill: Rhetoric in Crisis: The Value of Rhetorical Education in the Age of AI
14.30 – 15.00	Krautter: Digital Learning Media and Rhetoric: Enhancing Knowledge Transfer
15.00 – 15.30	McKinney: Sage Against the Machine: Incorporating GenAI in a Reflexive Digital Rhetorical Pedagogy
15.30 – 16.00	Greza: Digital Proxemics in Online Presentations: A New Dimension of Rhetoric in the Digital Age

Manifest, Embodiment, Backlash: On Different Stages of Activist Rhetoric Panel, Chair: Nielsen

16.30 – 18.00	Skovbo Moser: Writing themselves into action: A rhetorical investigation of the manifesto as process
	Fisker: “If we can get 24.000 people on the road” – Bodies beyond persuasion in Danish climate activist group Nødbremsen
	Nielsen: Merely Impolite or Saboteurs of Democracy? Reactions to Activism and the Rhetorics of Admonishment



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Saturday, June 21st, 2025

Rhetoric across time and space, Chair: Tomić

11.00 – 11.30	Adams M: Defending Democracy and the New Rhetorics of Dissent
11.30 – 12.00	Figueiredo: Rhetorical Design for an Ethical Metaverse
12.00 – 12.30	Stanković: Rhetorical playground: Principles of Teaching Rhetoric to Elementary School Children